

## **ABSTRACT**

*Bussines competition among coworking space have been emerging along with the rise of coworking space amount each year. Competition in the business world is one of the reasons companies compete with each other in innovating products, goods and services produced. To maintain the remaining market and reach a higher share of the market firms must construct new and attractive marketing strategies. This study aims to study the effect of atmosphere on customer engagement in Sinergi Co-Work and Network Space Yogyakarta*

*This research used 140 respondents as customer of Sinergi Co-Work and Network Space di Kota Yogyakarta. The sampling method used a non-probability sampling method with a purposive sampling technique. The Collecting data used quantitative method with questionnaire media that was analyzed afterwards by Structural Equation Modeling (SEM).*

*The findings show that social factor have positive and significant effect on customer satisfaction, public design factor have a positive effect but does not meet the requirements of significance to customer satisfaction, room design factor have a positive and significant effect on customer satisfaction, the ambience factor have a positive and significant effect on customer satisfaction, customer satisfaction have a negative effect and significant effect on willingness to suggest, and customer satisfaction have a positive and significant effect on word of mouth.*

*Keywords: Social, Public Design, Room Design, Ambience, Customer Satisfaction, Willingness to Suggest, Word of Mouth.*