## *ABSTRACT*

Business competition is getting stronger, many companies competing to seize market share through a variety of ways to make innovations of products, goods or services produced. The development of increasingly advanced raises alert level for employers to be able to monitor the healthy competition and unhealthy competition. The company's success can be seen from the marketing strategies used in achieving the main objectives of the company. Forming a trust company to scope around to do things or positive action for the environment. Consumer confidence is needed by companies in order to increase the company's credibility.

Object of this research is the company cafe or restaurant, the Cafe D'Bims Semarang district is located in the region, specifically in Ungaran has enormous business opportunities in the present. Based on the data, sales during 2015 experienced volatile, meaning that customer satisfaction Cafe D'Bims not maximized, so that the interest of consumers to make repeat purchases is also low. Some of the factors is the café atmosphere and quality of service are not optimal. The purpose of this study was to determine and analyze the extent of the influence of atmospheric café, service quality and customer satisfaction in relation to attract re-consumers buying interest.

The population this study is that consumers Cafe D'Bims Ungaran and samples taken by 100 respondents. Type primary and secondary data. Methods of data collection questionnaire. The analysis technique used path analysis.

The results showed that: 1. Cafe atmosphere positive and significant impact on customer satisfaction. 2. Service quality positive and significant impact on customer satisfaction. 3. Customer satisfaction positive and significant impact on the repeat buying interest. 4. Cafe atmosphere positive and significant impact on the repeat buying interest. 5. Service quality positive and significant impact on the repeat buying interest

*Keywords : Cafe Atmosphere, Service Quality, Customer Satisfaction, Repeat Buying Interests*