

Abstract

The business world is currently the fastest growing culinary, which can have a positive impact on everyone. It can also provide opportunities for entrepreneurs who want to start a business, one of which is the burjo food stalls located in Semarang, especially the Tembalang area, because the area is a strategic location for conducting business ventures, the majority of which are students. This business is a very dynamic business, because entrepreneurs must innovate to create diverse food menus and still maintain a taste that suits the tastes of the people. And to increase its marketing activities the company must also have a strong marketing strategy in the face of competition. The population used in this study are customers who have made purchases at the Burjo Holic Temabalang Semarang. The sample used in this study was 106 respondents. The method of taking uses non-probability sampling method with purposive sampling technique. Data collection was carried out through a questionnaire, after the data was obtained and then processed using Structural Equation Modeling (SEM) using the Analysis Moment of Structural (AMOS) program 22.

The results showed that the variables of service quality, store atmosphere, and complaint handling positively affected customer satisfaction and customer loyalty.

Keywords: *Service Quality, Store Atmosphere, Complaints Handling, Customer Satisfaction, Customer Loyalty*