

ABSTRACT

Café is one of business establishment existed in order to serve beverages. Café that serves shisha as their main product are becoming trends nowadays. However in Indonesia, café that served shisha as one of their products are demanding, especially in Surabaya. Customers are then faced with choices in which café to visit. Improving and maintaining quality of service within café is important as quality of service provided by café may affect the economic growth of a region or even a country.

The purpose if this study is to prove that there are influence of service atmosphere and customer relationship management towards customer satisfaction, and customer satisfaction towards repetitive purchase in HUQQA Shisha and Lounge, Surabaya. Structured Equations Model (SEM) is used to measure the variables. Variables used in this research are service atmosphere, customer relationship management, customer satisfactions and repetitive purchase. Respondents chosen are those who have had visit and purchase in HUQQA Shisha and Lounge. Respondents also have to have visited at least two times between six months period. Minimum of high school education level is necessary to ensure that respondents are understood and knowledgeable to fill the questionnaires. One Hundred respondents were chosen to give perceptions of HUQQA Shisha and Lounge.

The research result indicates that there are influence of customer relationship management to customer satisfaction and customer satisfaction towards repetitive purchase, while the service atmosphere did not influence the customer satisfaction in HUQQA Shisha and Lounge to deliver better service quality.

Keywords: service atmosphere, customer relationship management, customer satisfaction, repetitive purchase