

## Abstrak

### PENGARUH BAURAN PEMASARAN DAN *STORE ATMOSPHERE* TERHADAP MINAT BELI ULANG KONSUMEN

Studi Kasus pada Konsumen Cafe 247 Yogyakarta

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Tujuan penelitian ini untuk mengetahui : 1) Pengaruh bauran pemasaran (produk, harga, promosi dan tempat) dan *store atmosphere* secara simultan terhadap minat beli ulang konsumen Café 247. 2) Pengaruh bauran pemasaran (produk, harga, promosi dan tempat) terhadap minat beli ulang konsumen Café 247. 3) Pengaruh *store atmosphere* terhadap minat beli ulang konsumen Café 247. Penelitian ini dilakukan dengan menyebarkan kuesioner kepada 100 responden dengan menggunakan metode pengambilan sampel *Purposive Sampling*, dalam metode ini lebih jelasnya menggunakan *Judgment Sampling*. Uji validitas menggunakan korelasi *Product Moment* dan uji reliabilitas menggunakan *Cronbach's Alpha*. Teknik analisis data yang digunakan dalam penelitian ini adalah Analisis Deskriptif, Uji Asumsi Klasik, Analisis Regresi Linier Berganda dan Koefisien Determinasi ( $R^2$ ). Berdasarkan hasil analisis data dapat diketahui bahwa : 1) Berdasarkan uji F menunjukkan produk, harga, promosi, tempat dan *store atmosphere* secara simultan berpengaruh terhadap minat beli ulang konsumen Café 247. 2) Berdasarkan uji t menunjukkan bahwa harga berpengaruh secara parsial terhadap minat beli ulang konsumen Café 247, sedangkan produk, promosi, tempat dan *store atmosphere* secara parsial tidak berpengaruh terhadap minat beli ulang konsumen Café 247.

**Kata Kunci :** Produk, Harga, Promosi, Tempat, *Store Atmosphere* dan Minat Beli Ulang Konsumen

**Abstract**

**THE INFLUENCE OF MARKETING MIX AND STORE ATMOSPHERE  
TOWARDS CONSUMER'S REPURCHASE INTENTION**

Case Study to The Consumer of 247 Café Yogyakarta

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This research aimed to know: 1) The influence of marketing mix (product, price, promotion, and place) and store atmosphere towards consumer's repurchase intention simultaneously of 247 Café's consumer. 2) The influence of marketing mix (product, price, promotion, and place) partially to consumer's repurchase intention of 247 Café's consumer. 3) The influence of store atmosphere to consumer's repurchase intention of 247 Café's consumer. The research was done by distributing questionnaire to 100 respondents that chosen using on Purposive Sampling method, specifically Judgment Sampling. The validity was examined by Product Moment correlation and the reliability was examined by Cronbach's Alpha. The data analysis technique in this research was Descriptive Analysis, Classical Assumption Test, Multiple Regression Analysis and Coefficient of Determination ( $R^2$ ). The research found that: 1) Product, price, promotion, place and store atmosphere simultaneously influenced consumer's repurchase intention in 247 Café. 2) Price partially influenced consumer's repurchase intention in 247 Café, while product, promotion, place, and store atmosphere did not partially influence consumer's repurchase intention in 247 Café.

**Keywords:** Product, Price, Promotion, Place, Store Atmosphere, and Consumer's Repurchase Intention