

ABSTRAK
PENGARUH STORE ATMOSPHERE, PELAYANAN, DAN KUALITAS PRODUK
TERHADAP MINAT BELI ULANG KONSUMEN
Studi Kasus Pada Konsumen Ayumi Café Yogyakarta

Teofanus Deu
Universitas Sanata Dharma
Yogyakarta
2019

Penelitian ini bertujuan untuk mengetahui apakah: 1) *store atmosphere* berpengaruh positif terhadap minat beli ulang konsumen, 2) pelayanan berpengaruh positif terhadap minat beli ulang konsumen, 3) kualitas produk berpengaruh positif terhadap minat beli ulang konsumen, 4) *store atmosphere*, pelayanan, dan kualitas produk secara bersama – sama berpengaruh positif terhadap minat beli ulang konsumen Ayumi Cafe Yogyakarta. Penelitian ini dilakukan dengan menyebarkan kuesioner kepada 96 responden dengan menggunakan metode pengambilan sampel *non – probability sampling*, dengan teknik *convenience sampling*. Uji validitas menggunakan korelasi Pearson Product Moment dan uji reliabilitas menggunakan Cronbach's Alpha. Uji asumsi klasik yang digunakan adalah uji normalitas, uji multikolinearitas, dan uji heteroskedastisitas. Teknik analisis data terdiri dari analisis deskriptif, uji signifikansi dan uji F, analisis regresi berganda, dan koefisien determinasi. Berdasarkan hasil analisis data dapat diketahui bahwa: 1) *store atmosphere* berpengaruh positif terhadap minat beli ulang konsumen, 2) pelayanan berpengaruh positif terhadap minat beli ulang konsumen, 3) kualitas produk berpengaruh positif terhadap minat beli ulang konsumen, 4) *store atmosphere*, pelayanan, dan kualitas produk secara bersama – sama berpengaruh positif terhadap minat beli ulang konsumen Ayumi Cafe Yogyakarta.

Kata kunci: *store atmosphere*, pelayanan, kualitas produk, dan minat beli ulang konsumen.

ABSTRACT
THE INFLUENCE OF STORE ATMOSPHERE, SERVICE, AND PRODUCT
QUALITY TO CONSUMER'S REPURCHASE INTENTION

Case Study to The Consumer of Ayumi Cafe Yogyakarta

Teofanus Deu
Sanata Dharma University
Yogyakarta
2019

The research aims to know whether: 1) store atmosphere positively influences consumer's repurchase intention, 2) service positively influences consumer's repurchase intention, 3) product quality positively influences consumer's repurchase intention, 4) store atmosphere, service, and product quality positively influence consumer's Ayumi Cafe repurchase intention. The research was done by distributing questionnaires to 96 respondents using non – probability sampling method and convenience sampling technique. The validity was examined by Product Moment Correlation and the reliability was examined by Cronbach's Alpha. The Classical Assumption Test in this research was normality, multicollinearity, and heteroscedasticity test. The data analysis technique was descriptive analysis, significant test and F test, multiple regression analysis, and coefficient of determination. The research found that: 1) store atmosphere positively influenced consumer's repurchase intention, 2) service positively influenced consumer's repurchase intention, 3) product quality positively influenced consumer's repurchase intention, 4) store atmosphere, service, and product quality positively influenced consumer's repurchase intention.

Keywords: store atmosphere, service, product quality, and consumer's repurchase intention.

