

ABSTRAK

**“PENGARUH ATMOSFIR RESTORAN PADA *BRAND IMAGE* DAN MINAT BELI ULANG KONSUMEN “THE HOUSE OF RAMINTEN”
YOGYAKARTA**

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Penelitian ini bertujuan untuk mengetahui elemen-elemen atmosfer restoran yang ada di The House Raminten, untuk mengetahui apakah atmosfer restoran berpengaruh atau tidak terhadap *brand image*, untuk mengetahui apakah *brand image* berpengaruh atau tidak terhadap minat beli ulang konsumen The House of Raminten dan untuk mengetahui perbedaan persepsi atas atmosfer restoran antara pengunjung DIY dan non-DIY.

Jenis penelitian ini adalah deskriptif kuantitatif. Teknik pengambilan sampel menggunakan teknik convenience sampling. Data dikumpulkan dengan teknik kuesioner. Sampel dalam penelitian ini sebanyak 100 yang terdiri dari 50 pengunjung DIY dan 50 pengunjung non DIY yang sedang berada di The House of Raminten Kotabaru, Yogyakarta. Variabel penelitian ini adalah atmosfer restoran, *brand image* dan minat beli ulang.

Berdasarkan analisis data yang telah dilakukan diperoleh hasil bahwa terdapat 3 variabel atmosfer restoran yaitu eksterior, interior dan *layout* hanya variabel interior yang berpengaruh positif pada *brand image*. *Brand image* berpengaruh positif pada minat beli ulang. Tidak ada perbedaan atas atmosfer restoran The House of Raminten antara pengunjung DIY dan non DIY.

ABSTRACT

THE INFLUENCE OF RESTAURANT ATMOSPHERE TOWARDS BRAND IMAGE AND REPURCHASE INTEREST OF THE HOUSE OF RAMINTEN YOGYAKARTA

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The research was conducted to discover ⁽¹⁾the atmosphere elements of The House of Raminten restaurant, ⁽²⁾whether the restaurant's atmosphere influenced the brand image, ⁽³⁾whether the brand image influenced the consumer's interest to repurchase; and ⁽⁴⁾the difference of perception about the restaurant atmosphere among guests originally coming from and outside DIY.

The research was a qualitative descriptive research. The research used convenience sampling technique. The data were collected in questionnaire technique. The research took respondents of 100 samples, consisted of consisted of 50 guests originally coming from DIY and 50 guests coming from outside DIY. The variables were the atmosphere of the restaurant, brand image, and the interest to repurchase.

Based on the data analysis, the research found that ⁽¹⁾there were 3 variables of the atmosphere of the restaurant: exterior, interior, and layout; ⁽²⁾only variable of interior that influenced the brand image positively; ⁽³⁾brand image influenced the interest to repurchase positively; and ⁽⁴⁾there were no differences in the atmosphere of The House of Raminten restaurant between guests originally coming from and outside DIY.