

ABSTRAK

PENGARUH BRAND IMAGE, CUSTOMER EXPERIENCE DAN STORE ATMOSPHERE TERHADAP MINAT BELI ULANG YANG DIMEDIASI OLEH KEPUASAN KONSUMEN

Studi pada konsumen restoran *Secret Garden Coffee and Chocolate* di Kota Yogyakarta

Larasati Putri Tampubolon
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui apakah: 1) *brand image* berpengaruh terhadap kepuasan konsumen, 2) *customer experience* berpengaruh terhadap kepuasan konsumen, 3) *store atmosphere* berpengaruh terhadap kepuasan konsumen, 4) *brand image* berpengaruh terhadap minat beli ulang konsumen, 5) *customer experience* berpengaruh terhadap minat beli ulang konsumen, 6) *store atmosphere* berpengaruh terhadap minat beli ulang konsumen, 7) kepuasan konsumen berpengaruh terhadap minat beli ulang, 8) kepuasan konsumen memediasi pengaruh *brand image* terhadap minat beli ulang konsumen pada restoran *Secret Garden Coffee and Chocolate*, 9) kepuasan konsumen memediasi pengaruh *customer experience* terhadap minat beli ulang konsumen pada restoran *Secret Gaden Coffee and Chocolate*, 10) kepuasan konsumen memediasi pengaruh *store atmosphere* terhadap minat beli ulang konsumen pada restoran *Secret Garden Coffee and Chocolate*. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 106 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan Warp PLS 6.0. Hasil penelitian ini menunjukkan bahwa: 1) *brand image* berpengaruh positif terhadap kepuasan konsumen, 2) *customer experience* berpengaruh positif terhadap kepuasan konsumen, 3) *store astmophere* tidak berpengaruh positif terhadap kepuasan konsumen, 4) *brand image* tidak berpengaruh positif terhadap minat beli ulang konsumen, 5) *customer experience* berpengaruh positif terhadap minat beli ulang konsumen, 6) *store atmosphere* berpengaruh positif terhadap minat beli ulang konsumen, 7) kepuasan konsumen berpengaruh positif terhadap minat beli ulang konsumen, 8) kepuasan konsumen memediasi pengaruh *brand image* terhadap minat beli ulang konsumen, 9) kepuasan konsumen memediasi pengaruh *customer experience* terhadap minat beli ulang konsumen, 10) kepuasan konsumen memediasi pengaruh *store atmosphere* terhadap minat beli ulang konsumen.

Kata kunci : *Brand Image, Customer Experience, Store atmosphere, Kepuasan Konsumen dan Minat Beli Ulang Konsumen.*

ABSTRACT

THE INFLUENCE OF BRAND IMAGE, CUSTOMER EXPERIENCE AND STORE ATMOSPHERE ON REPURCHASE INTENTION MEDIATED BY CONSUMER SATISFACTION

Study on Secret Garden Coffee and Chocolate in Yogyakarta

Larasati Putri Tampubolon
Sanata Dharma University
Yogyakarta
2021

The purpose of this study to find out: 1) the effects of brand image on consumer satisfaction, 2) the effects of customer experience on consumer satisfaction, 3) the effects of store atmosphere on consumer satisfaction, 4) the effects of brand image on consumer purchase interest, 5) the effects of customer experience on consumer purchase interest, 6) the effects of store atmosphere on consumer purchase interest, 7) consumer satisfaction effects repurchase interest, 8) consumer satisfaction mediates the effect of brand image on consumer repurchase interest at Secret Garden Coffee and Chocolate restaurants, 9) consumer satisfaction mediates the effect of customer experience on consumer purchase interest at Secret Grden Coffee and Chocolate restaurants, 10) consumer satisfaction mediates the effect of shop atmosphere on consumer repurchase interest at Secret Garden Coffee and Chocolate restaurant. This study used purposive sampling. The data was taken by distributing questionnaire to 106 respondents. In analyzing the data the researcher used Partial Least Square by using Warp PLS 6.0. The results of this study showed that: 1) brand image has a positive effect on consumer satisfaction, 2) customer experience has a positive effect on customer satisfaction, 3) store atmosphere has no positive effect on customer satisfaction, 4) brand image has no positive effect on consumer repurchase interest, 5) customer experience has a positive effect on consumer repurchase interest, 6) store atmosphere has a positive effect on consumer repurchase interest, 7) customer satisfaction has a positive effect on consumer repurchase interest, 8) customer satisfaction mediates the effect of brand image on consumer repurchase interest, 9) customer satisfaction mediates the effect of customer experience on consumer repurchase interest, 10) customer satisfaction mediates effect of store atmosphere on consumer repurchase interest.

Keywords: Brand Image, Customer Experience, Store Atmosphere, Customer Satisfaction and Repurchase Interest.