

ABSTRAK**PENGARUH STORE ATMOSPHERE, KUALITAS PRODUK DAN KUALITAS PELAYANAN TERHADAP MINAT BELI ULANG YANG DIMEDIASI OLEH KEPUASAN KONSUMEN**

Studi pada Konsumen Kene Coffee House di Yogyakarta

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Penelitian ini bertujuan untuk mengetahui apakah: 1) *Store atmosphere* berpengaruh positif terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen. 2) Kualitas produk berpengaruh positif terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen. 3) Kualitas layanan berpengaruh positif terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen. 4) Kepuasan konsumen berpengaruh terhadap minat beli ulang konsumen. 5) *Store atmosphere* berpengaruh positif terhadap minat beli ulang. 6) Kualitas produk berpengaruh positif terhadap minat beli ulang. 7) Kualitas layanan berpengaruh positif terhadap minat beli ulang. 8) *Store atmosphere* berpengaruh positif terhadap kepuasan konsumen. 9) Kualitas produk berpengaruh positif terhadap kepuasan konsumen. 10) Kualitas pelayanan berpengaruh positif terhadap kepuasan konsumen. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 100 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi *WarpPLS 6.0*. Hasil penelitian ini menunjukkan bahwa: 1) Kepuasan konsumen tidak memediasi pengaruh *store atmosphere* terhadap minat beli ulang. 2) Kepuasan konsumen memediasi secara parsial pengaruh kualitas produk terhadap minat beli ulang konsumen. 3) Kepuasan konsumen tidak memediasi pengaruh kualitas pelayanan terhadap minat beli ulang. 4) Kepuasan konsumen berpengaruh secara positif terhadap minat beli ulang konsumen. 5) *Store atmosphere* tidak berpengaruh terhadap minat beli ulang. 6) Kualitas produk berpengaruh secara positif terhadap minat beli ulang. 7) Kualitas pelayanan berpengaruh secara positif terhadap minat beli ulang. 8) *Store atmosphere* tidak berpengaruh terhadap kepuasan konsumen. 9) Kualitas produk berpengaruh secara positif terhadap kepuasan konsumen. 10) Kualitas pelayanan berpengaruh secara positif terhadap kepuasan konsumen.

Kata kunci: *Store atmosphere*, kualitas produk, kualitas pelayanan, kepuasan konsumen, minat beli ulang

ABSTRACT

**THE INFLUENCE OF STORE ATMOSPHERE, PRODUCT QUALITY,
AND SERVICE QUALITY ON REPURCHASE INTENTION MEDIATED
BY CONSUMER SATISFACTION**

Study on Kene Coffee House Customer in Yogyakarta

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This study aims to find out wheter: 1) Store atmosphere has a positive effect on re-purchase interest by mediated by consumer satisfaction. 2) Product quality has a positive effect on re-purchase interest by mediated by consumer satisfaction. 3) Service quality has a positive effect on re-purchase interest by mediating by customer satisfaction. 4) Consumer satisfaction affects consumer resending interests. 5) Store atmosphere has a positive effect on re-purchase interest.6) Product quality has a positive effect on re-purchase interest. 7) The quality of service has a positive effect on re-purchase interest. 8) Store atmosphere has a positive effect on consumer satisfaction. 9) Product quality has a positive effect on consumer satisfaction. 10) The quality of service has a positive effect on customer satisfaction.he Sampling technique used was purposive sampling. The data was obtained by distributing questionnaires to 100 respondents. The data analysis technique in this study is Partial Least Square using WarpPLS 6.0 application. The results of this study indicate that: 1) Consumer satisfaction does not mediate the effect of store atmosphere on repurchase interest. 2) Consumer satisfaction partially mediates the effect of product quality on consumer repurchase interest. 3) Customer satisfaction does not mediate the effect of service quality on repurchase interest. 4) Consumer satisfaction has a positive effect on consumer repurchase interest. 5) Store atmosphere has no effect on repurchase interest. 6) Product quality has a positive effect on repurchase interest. 7) Service quality has a positive effect on repurchase interest. 8) Store atmosphere has no effect on customer satisfaction. 9) Product quality has a positive effect on customer satisfaction. 10) Service quality has a positive effect on customer satisfaction.

Keywords: Store atmosphere, product quality, service quality, satisfaction, repurchase interest