

ABSTRAK**PENGARUH *STORE ATMOSPHERE*, PELAYANAN DAN KUALITAS PRODUK TERHADAP MINAT BELI ULANG KONSUMEN**

(Studi pada Konsumen Oase Café & Resto)

Penelitian ini bertujuan untuk mengetahui apakah: 1) *store atmosphere*, pelayanan dan kualitas produk secara parsial berpengaruh signifikan terhadap minat beli ulang 2) *store atmosphere*, pelayanan, dan kualitas produk secara simultan berpengaruh signifikan terhadap minat beli ulang. Populasi dalam penelitian ini adalah sebagian konsumen yang telah berkunjung atau membeli di Oase Café & Resto. Metode pengambilan sampel menggunakan *nonprobability sampling* dengan teknik *purposive sampling*. Jumlah sampel sebanyak 100 responden. Uji instrumen menggunakan uji validitas dan uji reliabilitas. Teknik analisis yang digunakan adalah regresi linier berganda. Untuk pengolahan data, peneliti menggunakan *software* SPSS 25. Hasil penelitian ini menunjukkan bahwa: 1) *store atmosphere* secara parsial tidak berpengaruh terhadap minat beli ulang 2) pelayanan secara parsial berpengaruh signifikan terhadap minat beli ulang. 3) kualitas produk secara parsial berpengaruh signifikan terhadap minat beli ulang. 4) *store atmosphere*, pelayanan dan kualitas produk secara simultan berpengaruh terhadap minat beli ulang konsumen Oase Café & Resto.

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

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

(Case Study to The Consumer of Oase Café & Resto)

This research aims to determine whether: 1) store atmosphere, service and product quality partially have a significant influences on repurchase intention 2) store atmosphere, service, and product quality simultaneously have a significant influences on repurchase intention. The population in this study are some consumers who have visited or purchased at Oase Café & Resto. The sampling method used was nonprobability sampling with purposive sampling technique. The number of samples is 100 respondents. Instrument test using validity test and reliability test. The analysis technique used is multiple linear regression. For data processing, researchers used SPSS 25 software. The results of this study indicate that: 1) store atmosphere partially has no influences on repurchase intention 2) service partially has a significant influences on repurchase intention. 3) product quality partially has a significant influences on repurchase intention. 4) store atmosphere, service and product quality simultaneously influences the consumer repurchase intention of Oase Café & Resto.

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