

## ABSTRAK

### PENGARUH STORE ATMOSPHERE, HARGA, DAN KUALITAS LAYANAN TERHADAP MINAT BELI ULANG DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL MEDIASI

Studi pada Konsumen Outlet Biru Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh langsung *store atmosphere* terhadap minat beli ulang 2) pengaruh langsung harga terhadap minat beli ulang 3) pengaruh langsung kualitas layanan terhadap minat beli ulang 4) Pengaruh *store atmosphere* terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen 5) Pengaruh harga terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen 6) Pengaruh kualitas layanan terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen. Teknik pengambilan sampel menggunakan teknik *non probability sampling*. Data diperoleh dengan membagikan kuesioner tentang *store atmosphere*, harga, kualitas layanan, kepuasan konsumen, dan minat beli ulang kepada 96 responden konsumen Outlet Biru Yogyakarta. Analisis data menggunakan *Partial Least Square* dan menggunakan WarpPLS 7.0. Hasil Penelitian menunjukkan bahwa: 1) *store atmosphere* secara langsung tidak berpengaruh positif terhadap minat beli ulang, 2) harga secara langsung berpengaruh positif terhadap minat beli ulang, 3) kualitas layanan secara langsung tidak berpengaruh positif terhadap minat beli ulang, 4) *store atmosphere* tidak berpengaruh positif terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen, 5) harga berpengaruh positif terhadap minat beli ulang dengan dimediasi sebagian oleh kepuasan konsumen, 6) kualitas layanan tidak berpengaruh positif terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen.

Kata Kunci: *store atmosphere*, harga, kualitas layanan, kepuasan konsumen, dan minat beli ulang.

## ABSTRACT

### **THE EFFECT OF STORE ATMOSPHERE, PRICE, AND QUALITY OF SERVICE ON REPURCHASING INTEREST WITH CONSUMER SATISFACTION AS A MEDIATION VARIABLES**

A Study at Customer Outlet Biru Yogyakarta

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This study aims to determine: 1) the direct influence of store atmosphere on repurchase interest 2) direct influence of price on repurchase interest 3) direct influence of service quality on repurchase interest 4) The influence of store atmosphere on repurchase interest mediated by consumer satisfaction 5 ) The effect of price on repurchase intention mediated by consumer satisfaction. 6) The effect of service quality on repurchase intention is mediated by consumer satisfaction. The sampling technique used was non-probability sampling technique. Data were obtained by distributing questionnaires about store atmosphere, price, service quality, customer satisfaction, and repurchase interest to 96 respondents of Outlet Biru Yogyakarta consumers. Data analysis using Partial Least Square and using WarpPLS 7.0. The results showed that: 1) store atmosphere directly did not have a positive effect on repurchase interest, 2) price directly has a positive effect on repurchase interest, 3) service quality directly does not have a positive effect on repurchase interest, 4) store atmosphere does not have a positive effect on repurchase interest mediated by consumer satisfaction, 5) price has a positive effect on interest repurchase is mediated in part by consumer satisfaction, 6) service quality has no positive effect on repurchase interest mediated by consumer satisfaction

Keywords: *store atmosphere, price, service quality, customer satisfaction, and repurchase interest.*