

**ABSTRAK**

**PENGARUH *CUSTOMER EXPERIENCE*, *STORE ATMOSPHERE*, DAN VARIASI MENU TERHADAP MINAT BELI KONSUMEN HISTORY COFFEE SRAGEN DI ERA NEW NORMAL**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *customer experience*, *store atmosphere*, dan variasi menu terhadap minat beli, (2) pengaruh *customer experience* terhadap minat beli, (3) pengaruh *store atmosphere* terhadap minat beli, (4) pengaruh variasi menu terhadap minat beli. Populasi dalam penelitian ini adalah konsumen *History Coffee* Sragen. Sampel penelitian ini adalah 100 responden yang pernah berkunjung di *History Coffee* Sragen. Teknik pengambilan sampel menggunakan metode *non probability sampling* dengan teknik *purposive sampling*. Teknik pengumpulan data dengan menggunakan kuesioner. Teknik analisis data yang digunakan adalah analisis deskriptif, uji asumsi klasik dan analisis regresi linier berganda dengan menggunakan SPSS 25. Hasil menunjukkan bahwa : (1) *customer experience*, *store atmosphere*, dan variasi menu secara simultan berpengaruh terhadap minat beli (2) *customer experience* secara parsial berpengaruh terhadap minat beli (3) *store atmosphere* secara parsial berpengaruh terhadap minat beli (4) variasi menu secara parsial berpengaruh terhadap minat beli.

Kata Kunci : *customer experience*, *store atmosphere*, variasi menu dan minat beli.

**ABSTRACT**

**THE INFLUENCE OF CUSTOMER EXPERIENCE, STORE ATMOSPHERE, AND MENU VARIATIONS ON CONSUMER PURCHASE INTEREST IN HISTORY COFFEE SRAGEN IN THE NEW NORMAL ERA**

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The study aim to determinate: (1) the influence of customer experience, store atmosphere, and menu variations on consumer purchase interest, (2) the influence of customer experience on consumer purchase interest, (3) the influence of store atmosphere on consumers purchase interest, (4) the influence of menu variation on consumers purchase interest. This sampling technique uses a non-probability sampling method with purposive sampling technique. Data collection techniques used a questionnaire. The data analysis technique used is descriptive analysis, classical assumption test and multiple linear regression analysis using SPSS 25. The results show that: (1) customer experience, store atmosphere, and menu variations simultaneously influenced purchase intention (2) customer experience partially influenced purchase interest (3) store atmosphere partially influenced purchase interest (4) menu variations partially influenced purchase interest.

Keyword: customer experience, store atmosphere, menu variation, and purchase interest.