

## ABSTRAK

### **PENGARUH SUASANA TOKO, KUALITAS PELAYANAN, PERSEPSI HARGA DAN KELENGKAPAN PRODUK TERHADAP MINAT BELI ULANG KONSUMEN DI CITROULI SUPERMARKET**

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Penelitian ini bertujuan untuk mengetahui pengaruh suasana toko, kualitas pelayanan, persepsi harga dan kelengkapan produk terhadap minat beli ulang konsumen di citrouli supermarket, responden dalam penelitian adalah mahasiswa/mahasiswi Yogyakarta yang berbelanja di citrouli supermarket. Teknik pengambilan sampel menggunakan purposive sampling. Jumlah sampel sebanyak 96 responden. Uji instrumen yang digunakan adalah uji validitas dan uji reliabilitas. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif dan analisis regresi linear berganda. Pengolahan data menggunakan Software SPSS Statistic. Hasil penelitian menunjukkan bahwa 1) Pengaruh suasana toko, kualitas pelayanan, Persepsi harga, dan kelengkapan produk secara simultan berpengaruh terhadap minat beli ulang konsumen di Citrouli Supermarket; 2) Suasana toko tidak berpengaruh terhadap minat beli ulang di Citrouli Supermaret; 3) Kualitas pelayanan berpengaruh terhadap minat beli ulang di Citrouli Supermaret; 4) Kelengkapan produk tidak berpengaruh terhadap minat beli ulang di Citrouli Supermaret.

Kata Kunci : Suasana Toko, Kualitas Pelayanan, Persepsi Harga dan Kelengkapan Produk, Minat Beli Ulang

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### ***THE INFLUENCE OF STORE ATMOSPHERE, SERVICE QUALITY, PRICE PERCEPTION AND PRODUCT COMPLETENESS ON CONSUMER REPURCHASE INTEREST IN CITROULI SUPERMARKET***

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*This research aims to determine the influence of shop atmosphere, service quality, price perception and product completeness on consumers' repurchase interest at Citrouli supermarkets. The respondents in the study were Yogyakarta students who shopped at Citrouli supermarkets. The sampling technique uses purposive sampling. The total sample was 96 respondents. The instrument tests used are validity tests and reliability tests. The data analysis techniques used in this research are descriptive analysis and multiple linear regression analysis. Data processing uses SPSS Statistics Software. The research results show that 1) The influence of store atmosphere, service quality, price perception and product completeness simultaneously influence consumers' repurchase interest at Citrouli Supermarket; 2) The shop atmosphere has no effect on repurchase interest at Citrouli Supermarket; 3) Service quality influences repurchase interest at Citrouli Supermarket; 4) Product completeness has no effect on repurchase interest at Citrouli Supermarket.*

*Keywords: Store Atmosphere, Service Quality, Perception of Price and Product Completeness, Repurchase Intention*