

ABSTRAK

**PENGARUH *STORE ATMOSPHERE* DAN KUALITAS PELAYANAN
TERHADAP MINAT BELI ULANG**

Studi Kasus di Klinik Kopi Yogyakarta

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Penelitian ini bertujuan untuk mengetahui pengaruh *store atmosphere* dan kualitas pelayanan terhadap minat beli ulang konsumen Klinik Kopi. Populasi dalam penelitian ini adalah konsumen yang sedang atau pernah berkunjung ke Klinik Kopi dengan sampel sebanyak 100 responden. Pengambilan sampel menggunakan teknik *non probability sampling* yang digunakan adalah *purposive sampling*. Teknik pengumpulan data dengan wawancara dan pengisian kuesioner. Analisis data menggunakan teknik analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa *store atmosphere* dan kualitas pelayanan berpengaruh secara parsial maupun bersama - sama terhadap minat beli ulang.

Kata kunci : *store atmosphere*, kualitas pelayanan, minat beli ulang.

ABSTRACT

THE INFLUENCE OF STORE ATMOSPHERE AND SERVICE

QUALITY TO INTENTION TO REPURCHASE

A Case Study Klinik Kopi Yogyakarta

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This research aims to find out the influence of store atmosphere and service quality to intention to repurchase of Klinik Kopi consumers. The population in this research is the consumer of Klinik Kopi with the sample as many as 100 respondents. The data was obtained by doing interview with the service provider and distributing questionnaires to the consumers of Klinik Kopi both inside or outside the vendor. The data was analyzed using multiple linear regression analysis. The result showed that stores atmosphere and service quality both partially and simultaneously influenced the intention to repurchase.

Key word: store atmosphere , service quality, intention to repurchase