

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh atmosfer toko, citra merek dan kualitas pelayanan terhadap minat beli ulang. Populasi dalam penelitian ini yaitu konsumen yang datang ke Starbucks Coffee Mall Citraland dan sudah melakukan transaksi pembelian minimal 1 kali. Sampel yang digunakan yaitu sebanyak 175 konsumen, dihitung menggunakan rumus Hair. Metode penarikan sampel menggunakan *purposive sampling*. Metode pengumpulan data menggunakan metode survei, dengan instrumen penelitian kuesioner *g-form*. Metode analisis data menggunakan *Partial Least Square*. Penelitian ini membuktikan bahwa atmosfer toko berpengaruh positif dan signifikan terhadap minat beli ulang. Citra merek berpengaruh positif dan signifikan terhadap minat beli ulang. Dan kualitas pelayanan berpengaruh positif dan signifikan terhadap minat beli ulang.

Kata Kunci: Atmosfer Toko, Citra Merek, Kualitas Pelayanan, Minat Beli Ulang, Kedai Kopi, Starbucks Coffee



ABSTRACT

This study aims to analyze the effect of store atmosphere, brand image and service quality on repurchase intention. The population in this study are consumers who come to Starbucks Coffee Mall Citraland and have made a purchase transaction at least once. The sample used is 175 consumers, calculated using the Hair formula. Sampling method using purposive sampling. The data collection method uses a survey method, with a g-form questionnaire research instrument. The methods of data analysis using Partial Least Square. This study proves that the store atmosphere has a positive and significant effect on repurchase intention. Brand image has a positive and significant effect on repurchase intention. And service quality has a positive and significant effect on repurchase intention.

Keywords: *Store Atmosphere, Brand Image, Service Quality, Repurchase Intention, Coffee Shop, Starbucks Coffee*

