

**MILLENNIALS BEHAVIOR REGARDING REVISIT INTENTION
OF LOCATION, CAFE ATMOSPHERE, AND LIFESTYLE**

(Case: HolyWings Jakarta)

**Proposed to Fulfill One of the Requirements to
Achieve Undergraduate Degree**



Name : Sadiqa Syarifatunnisa

Student ID: 43117010318

**MANAGEMENT PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
INTERNATIONAL UNDERGRADUATE PROGRAM
UNIVERSITAS MERCU BUANA
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THESIS DEFENCE

MILLENIALS BEHAVIOR REGARDING REVISIT INTENTION OF LOCATION,
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By:

Sadiqa Syarifatunnisa

43117010318

Approval for Thesis

20th September 2021

Supervisor,

Thesis Lecturer,

UNIVERSITAS
MERCU BUANA



Dr. Janfry Sihite SE, MSM

Dr. Anik Herminingsih M.Si

SURAT PERNYATAAN KARYA SENDIRI

Yang bertanda tangan di bawah ini:

Nama : Sadiqa Syarifatunnisa
NIM : 43117010318
Program Studi : SI Management Program International Class

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Sadiqa Syarifatunnisa

Nun: 43117010318

THESIS VALIDATION SHEET

Name Sadiqa Syarifatunnisa
Student ID 43117010318
Program Bachelor Degree in Management International
Undergraduate Program
Thesis Title MILLENIALS BEHAVIOR REGARDING REVISIT INTENTION OF LOCATION, CAFE ATMOSPHERE, AND LIFESTYLE (Case Holywings Jakarta)
Date of Defense 1st October 2021

Endorsed by:

Thesis Supervisor

Chair of Examination




Dr. Janfry Sihite SE., MSM

Mas Wahyu Wibowo, PhD

Dean,

Head of Management Program



Dr. Erna Sofriana Imaningsih, M.Si

Dr. H. Sonny Indrajaya, Ir. MM

ABSTRAK

Fenomena yang terus berlanjut saat ini adalah pola makan kaum milenial sudah berubah, biasanya mereka makan di rumah, tapi sekarang lebih suka makan di restoran atau kafe. Mereka didukung oleh gaya hidup mereka yang suka bersosialisasi dengan orang atau nongkrong di restoran atau kafe. Milenial saat ini lebih memilih casual dining atau kafe untuk makan, dan kafe atau restoran itu sendiri adalah tempat untuk menikmati hiburan live. Oleh karena itu, dalam penelitian ini penulis melakukan penelitian untuk mengetahui faktor-faktor apa saja yang mempengaruhi niat berkunjung kembali Holywings Gunawarman. Tujuan penelitian ini adalah (1) menganalisis pengaruh dan pengaruh lokasi terhadap niat berkunjung kembali ke HolyWings Gunawarman (2) menganalisis pengaruh dan pengaruh suasana kafe terhadap niat berkunjung kembali ke HolyWings Gunawarman (3) menganalisis pengaruh dan pengaruh suasana kafe terhadap niat berkunjung kembali ke HolyWings Gunawarman. gaya hidup dalam niat berkunjung kembali ke HolyWings Gunawarman. Jenis penelitian ini adalah kuantitatif. Sampel penelitian adalah 105 pengunjung yang pernah mengunjungi Holywings Gunawarman. Melalui analisis jalur dari PLS versi 3.0 dapat disimpulkan bahwa (1) lokasi berpengaruh positif dan signifikan terhadap niat berkunjung kembali (2) gaya hidup berpengaruh positif namun tidak signifikan terhadap niat berkunjung kembali (3) suasana kafe berpengaruh berpengaruh positif dan signifikan terhadap niat berkunjung kembali.

Kata kunci: Lokasi, Suasana Kafe, Gaya Hidup, Holywings

ABSTRACT

The current phenomenon continuing is about the eating pattern of millennials has changed, they usually eat at home, but now they prefer to eat at restaurants or cafes. They have supported by their lifestyle who likes to socialize with people or hang out at the restaurant or café. The millennials currently prefer casual dining restaurants or cafes to eat, and a café or restaurant itself is a place to enjoy live entertainment. Therefore, in this study, the author researched knowing what factors affect the revisit intention of Holywings Gunawarman. The objectives of this research are (1) to analyze the influence and effect of location on revisit intention to HolyWings Gunawarman (2) to analyze the influence and effect café atmosphere on revisit intention to HolyWings Gunawarman (3) to analyze the influence and effect of lifestyle on revisit intention to HolyWings Gunawarman. This type of research is quantitative. The research sample was 105 visitors who had visited Holywings Gunawarman. Through the path analysis from PLS for version 3.0, it can be concluding that (1) the location has a positive and significant positive effect on revisit intention (2) lifestyle has a positive but insignificant effect on revisit intention (3) the café atmosphere has a positive and significant effect on revisit intention.

Keywords: Location, Café Atmosphere, Lifestyle, Holywings



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PREFACE

Alhamdulillahirobbil 'Alamin, Praise be to Allah Almighty for the grace that enabled the author to complete this thesis report entitled: "MILLENNIALS BEHAVIOR REGARDING REVISIT INTENTION OF LOCATION, CAFE ATMOSPHERE, AND LIFESTYLE (Case HolyWings Jakarta)" This thesis is supposed to fulfill one of the requirements to achieve a Bachelor's Degree in the Faculty of Economics and Business, Management Program of the International Class Program Mercu Buana University.

The author, as a writer, realizes as human beings in this report that we cannot separate from mistakes and shortcomings due to lack of knowledge and experience. The process of writing this research could not be separating from the guidance, assistance, valuable knowledge, and meaningful supports from many individuals, especially Dr. Janfry Sihite, SE., MSM. The author would say to all individuals who helped in the process of writing this research successfully, mainly to:

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Sadiqa Syarifatunnisa

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