

PENGARUH STORE ATMOSPHERE DAN KEPERCAYAAN KONSUMEN TERHADAP MINAT BELI ULANG DI TANASEWA CAFE

ABSTRAK Oleh :

Alfian Ferdiansyah

2061183

Dosen Pembimbing :

Dr. Indra Kurniawan, S. Sos., MM

Penelitian ini bertujuan untuk mengetahui pengaruh store atmosphere terhadap minat beli ulang di Tanasewa Cafe, untuk mengetahui pengaruh Kepercayaan Konsumen terhadap minat beli ulang di tanasewa cafe. Pendekatan yang digunakan dalam penelitian adalah pendekatan kuantitatif. Metode yang dipakai dalam penelitian adalah metode explamatory research. Teknik analisa data dengan menggunakan regresi linier berganda, pengujian hipotesis (uji t) dan koefisien diterminasi (uji R_2). Populasi dalam penelitian ini adalah konsumen yang pernah berkunjung ke tanasewa café dan telah melakukan pembelian dengan sampel penelitian sebanyak 100 responden. Berdasarkan hasil penelitian menunjukkan bahwa store atmosphere berpengaruh signifikan terhadap minat beli ulang di tanasewa café dan kepercayaan konsumen berpengaruh signifikan terhadap minat beli ulang di tanasewa cafe.

Kata Kunci : Store Atmosphere,Kepercayaan Konsumen,Minat Beli Ulang

THE INFLUENCE OF STORE ATMOSPHERE AND CONSUMER TRUST ON REPURCHASE INTENTION AT TANASEWA CAFE

ABSTRACT By :

Alfian Ferdiansyah

2061183

Supervisor :

Dr. Indra Kurniawan, S. Sos., MM

This research aims to determine the influence of store atmosphere on repurchase intention at Tanasewa Cafe, to determine the influence of Consumer Trust on repurchase intention at Tanasewa Cafe. The approach used in research is a quantitative approach. The method used in the research is the explanatory research method. The data analysis technique uses multiple linear regression, hypothesis testing (t test) and termination coefficient (R² test). The population in this study were consumers who had visited Tanasewa Café and had made purchases with a research sample of 100 respondents. Based on the research results, it shows that store atmosphere has a significant effect on repurchase Intention at Tanasewa Café and Consumer trust has a significant influence on repurchase intention at Tanasewa Cafe.

Keywords :Store Atmosphere, Trust,Repurchase Intention