

ABSTRAK

“PENGARUH *STORE ATMOSPHERE* DAN *EXPERIENTIAL MARKETING* TERHADAP MINAT BELI ULANG KONSUMEN PADA PATALI COFFEE SHOP BANDUNG”

Penelitian ini bertujuan untuk mengetahui pengaruh *store atmosphere* dan *experiential marketing* terhadap minat beli ulang konsumen pada Patali Coffee Shop Bandung. Seiring dengan meningkatnya jumlah coffee shop di Kota Bandung, persaingan dalam industri ini semakin ketat, sehingga mempertahankan konsumen menjadi tantangan utama. Patali Coffee mengalami penurunan jumlah pengunjung secara signifikan sepanjang tahun 2024. Berdasarkan pra-survei, ditemukan bahwa tingkat minat beli ulang konsumen berada dalam kategori rendah, diduga dipengaruhi oleh faktor *store atmosphere* dan *experiential marketing* yang belum optimal. Penelitian ini menggunakan metode kuantitatif dengan teknik pengumpulan data melalui kuesioner kepada konsumen Patali Coffee. Variabel bebas dalam penelitian ini adalah *store atmosphere* dan *experiential marketing*, sedangkan variabel terikat adalah minat beli ulang. Analisis data dilakukan menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa baik *store atmosphere* maupun *experiential marketing* berpengaruh positif dan signifikan terhadap minat beli ulang konsumen, baik secara parsial maupun simultan. Hal ini menandakan pentingnya pengelolaan suasana toko serta pemberian pengalaman menyeluruh kepada konsumen dalam menciptakan loyalitas dan meningkatkan minat beli ulang.

Kata Kunci: *Store Atmosphere, Experiential Marketing, Minat Beli Ulang*

ABSTRACT***"THE INFLUENCE OF STORE ATMOSPHERE AND EXPERIENTIAL MARKETING ON CONSUMERS' REPURCHASE INTENTION AT PATALI COFFEE SHOP BANDUNG"***

This study aims to determine the influence of store atmosphere and experiential marketing on consumers repurchase intention at Patali Coffee Shop Bandung. As the number of coffee shops in Bandung continues to grow, competition in the industry has become increasingly intense, making customer retention a major challenge. Patali Coffee experienced a significant decline in customer visits throughout 2024. Based on a preliminary survey, the level of repurchase intention was found to be low, which is suspected to be influenced by suboptimal store atmosphere and experiential marketing. This research uses a quantitative method, with data collected through questionnaires distributed to Patali Coffee consumers. The independent variables in this study are store atmosphere and experiential marketing, while the dependent variable is repurchase intention. Data analysis was conducted using multiple linear regression. The results indicate that both store atmosphere and experiential marketing have a positive and significant influence on repurchase intention, both partially and simultaneously. These findings highlight the importance of managing store ambiance and delivering comprehensive consumer experiences in fostering loyalty and increasing repurchase intention.

Keywords: *Store Atmosphere, Experiential Marketing, Repurchase Intention*