

ABSTRACT

The coffee industry is one of the plantation commodities that has a fairly high economic value among other plantation products and plays an important role as a source of foreign exchange for the country. A series of phenomena are used as an opportunity for business people, especially coffee business people, to begin to expand their wings in the field of food and beverage services, namely in the coffee shop business. One of the benchmarks of consumer satisfaction is the emergence of repurchase interest. To generate repurchase interest in consumers, a store atmosphere and an attractive location for consumers are needed.

This study aims to analyze and discuss store atmosphere and location of repurchase interest in coffee shop customers of Kopi 7060 Bandung. This study used 100 respondents. The data analysis techniques used are data validity analysis with validity tests and reliability tests, descriptive analysis with non-probability sampling methods, and purposive sampling. The data collection method was taken by an online questionnaire. The data analysis used in this study was multiple linear regression to assess the impact of independent variables (store atmosphere and location) on the dependent variable (repurchase interest).

Based on the results of the study, it was found that Store Atmosphere (X1) and Location (X2) had a positive and significant effect on Repurchase Intention (Y).

Keyword : Store Atmosphere, Location, Repurchase Intention, Coffee Shop

ABSTRAK

Industri kopi merupakan salah satu hasil komoditi perkebunan yang memiliki nilai ekonomis yang cukup tinggi di antara hasil perkebunan lainnya dan berperan penting sebagai sumber devisa negara. Rangkaian fenomena dijadikan sebuah peluang bagi pelaku bisnis terutama pelaku bisnis kopi mulai memperluas kepakannya di bidang layanan makanan dan minuman yaitu pada usaha *coffee shop*. Salah satu tolak ukur kepuasan konsumen adalah dengan munculnya minat beli ulang. Untuk menimbulkan minat beli ulang dalam diri konsumen diperlukan *store atmosphere* dan lokasi yang menarik bagi konsumen.

Penelitian ini bertujuan untuk menganalisa dan mendiskusikan *store atmosphere* dan lokasi terhadap minat beli ulang pada pelanggan *coffee shop* Kopi 7060 Bandung. Penelitian ini menggunakan 100 responden. Teknik analisis data yang digunakan yaitu, analisis keabsahan data dengan uji validitas dan uji reliabilitas, analisis deskriptif dengan metode *non-probability sampling* dan *purposive sampling*. Metode pengambilan data diambil dengan kuisioner secara online. Analisis data yang digunakan dalam penelitian ini adalah regresi linier berganda untuk menilai dampak variabel independen (*store atmosphere* dan lokasi) terhadap variabel dependen (minat beli ulang).

Berdasarkan hasil penelitian, didapatkan bahwa *Store Atmosphere* (X1) dan Lokasi (X2) berpengaruh positif dan signifikan terhadap Niat Beli Ulang (Y).

Kata Kunci : Store Atmosphere, Lokasi, Minat Beli Ulang, Coffee Shop