ABSTRAK

Sektor jasa makanan dan minuman memberikan kontribusi besar terhadap keuntungan di bidang perhotelan. Banyaknya pertemuan bisnis, pribadi, dan acara sosial membuat banyak pelanggan mengunjungi tempat makan, salah satunya adalah cafe. Dewasa ini, cafe merupakan tempat yang banyak dikunjungi orang dengan tujuan yang bermacam-macam seperti berkumpul bersama teman, mengadakan pertemuan bisnis, dan mengerjakan tugas kuliah atau kerja. Kafe pertama kali dibuka di Turki oleh Schems dan Hekem pada tahun 1555 pada masa pemerintahan Sulaiman I. Di Indonesia sendiri, perkebunan kopi dimulai pada tahun 1699 pada masa Pemerintahan Hindia Belanda. Terdapat warung kopi legendaris yang telah berdiri sejak tahun 1878 yang bernama Tek Sun Ho atau Warung Tinggi di Jalan Hayam Wuruk . Kopi merupakan produk pertanian yang semakin populer di Indonesia dalam satu dekade terakhir. Pandemi COVID-19 yang parah menyebabkan penurunan pendapatan hingga 50-90%, padahal sebelumnya kafe merupakan bisnis yang sangat berkembang. Dengan adanya pandemi COVID-19 dan banyaknya kafe membuat persaingan semakin ketat dan semakin sulit bertahan. Untuk itu, dibutuhkan cara agar bagaimana orang-orang dapat memiliki minta untuk dapat berkunjung kembali. Penelitian ini menggunakan perceived value dan restaurant atmosphere sebagai variabel independen dan revisit intention sebagai variabel dependen. Penelitian ini dilaksanakan di Giyanti Coffee Roastery yang terletak di Jalan Surabaya No. 20, Menteng, Jakarta Pusat. Kafe ini telah berdiri sejak tahun 2010 dan masih tetap dikunjungi oleh banyak pelanggan sampai sekarang. Penelitian ini dibuat dengan tujuan untuk meneliti pengaruh dari perceived value dan restaurant atmosphere terhadap minat untuk berkunjung kembali di Giyanti Coffee Roastery. Metode pengumpulan data menggunakan survei dengan bantuan google form yang disebarkan kepada orang-orang yang pernah mengunjungi Giyanti Coffee Roastery. Pengolahan data menggunakan Smart PLS untuk mengetahui signifikansi perceived value dan restaurant atmosphere minat untuk berkunjung kembali di Giyanti Coffee Roastery.

Kata kunci: perceived value, restaurant atmosphere, revisit intention

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ABSTRACT

The food and beverage services sector makes a major contribution to profitability in the hospitality sector. Many business meetings, personal and social events make many customers visit places to eat, one of which is the cafe. Today, cafes are places that many people visit for various purposes, such as gathering with friends, holding business meetings, and doing college or work assignments. The cafe was first opened in Turkey by Schems and Hekem in 1555 during the reign of Sulaiman I. In Indonesia alone, coffee plantations began in 1699 during the Dutch East Indies Government. There is a legendary coffee shop that has been established since 1878 called Tek Sun Ho or Warung Tinggi on Jalan Hayam Wuruk. Coffee is an agricultural product that has become increasingly popular in Indonesia in the last decade. The severe COVID-19 pandemic caused a 50-90% reduction in revenue, whereas previously cafes were a very thriving business. With the COVID-19 pandemic and the large number of cafes, the competition is getting tougher and it's getting harder to survive. For that, a way is needed so that people can ask to be able to visit again. This study uses perceived value and restaurant atmosphere as independent variables and revisit intention as the dependent variable. This research was conducted at Giyanti Coffee Roastery which is located at Jalan Surabaya No. 20, Menteng, Central Jakarta. This cafe has been established since 2010 and is still visited by many customers until now. This research was made with the aim of examining the effect of perceived value and restaurant atmosphere on the intention to return to Giyanti Coffee Roastery. The data collection method uses a survey with the help of the Google form which is distributed to people who have visited Giyanti Coffee Roastery. Data processing uses Smart PLS to determine the significance of perceived value and restaurant atmosphere to make a return visit at Giyanti Coffee Roastery.

Keyword: **perceived value, restaurant atmosphere, revisit intention**

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