

ABSTRAK

Peneliti melakukan seminar hasil dengan judul “Pengaruh Perceived Value dan Restaurant Atmosphere terhadap Revisit Intention di Giyanti Coffee Roastery” setelah melakukan penelitian dan dilakukan pada hari Senin tanggal 16 Desember 2022. Penelitian dilakukan karena industri jasa penyediaan makanan dan minuman yang berkembang pesat dan salah satu bagian dalam industri tersebut adalah kafe yang sangat berkembang. Pandemi COVID-19 membuat semua kafe kesulitan untuk bertahan dan salah satu caranya adalah mempertahankan pelanggan untuk tetap terus mengunjungi tempat tersebut. Tujuan penelitian ini adalah untuk mengetahui pengaruh *perceived value* dan *restaurant atmosphere* terhadap *revisit intention* yang terjadi di Giyanti Coffee Roastery. Penelitian ini menggunakan metode kuantitatif dengan menyebarkan kuesioner kepada 68 responden yang kemudian diolah menggunakan perangkat lunak Smart-PLS. Hasil penelitian menunjukkan bahwa *perceived value* dan *restaurant atmosphere* mempunyai pengaruh yang signifikan terhadap *revisit intention* di Giyanti Coffee Roastery. Seminar hasil dilakukan untuk menyebarluaskan hasil penelitian dan mengetahui kesalahan yang harus diperbaiki dalam penelitian ini.

Kata kunci: Seminar hasil; minat berkunjung kembali, *perceived value*, *restaurant atmosphere*

ABSTRACT

Researchers conducted a results seminar with the title "The Effect of Perceived Value and Restaurant Atmosphere on Revisit Intention at Giyanti Coffee Roastery" after conducting research and conducted on Monday, December 16, 2022. The research was conducted because the food and beverage service industry is growing rapidly and one part of the industry is a very developed cafe. The COVID-19 pandemic has made it difficult for all cafes to survive and one way is to retain customers to continue to visit the place. The purpose of this study was to determine the effect of perceived value and restaurant atmosphere on revisit intention that occurs at Giyanti Coffee Roastery. This research uses quantitative methods by distributing questionnaires to 68 respondents who are then processed using Smart-PLS software. The results showed that perceived value and restaurant atmosphere have a significant influence on revisit intention at Giyanti Coffee Roastery. The results seminar was conducted to disseminate the research results and find out the errors that must be corrected in this study.

Keywords: Results seminar; revisit intention; perceived value; restaurant atmosphere