

## **ABSTRACT**

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### **THE INFLUENCE OF SERVICE QUALITY, STORE ATMOSPHERE AND PRICE PERCEPTION ON CUSTOMER REPURCHASE INTENTION AT RESTORAN RIA, MEDAN**

(xiii+149 pages; 12 figures; 67 tables; 15 appendixes)

Customer repurchase intention is the most important factor for the survival of a business in today's competitive business space. Data from Restoran Ria shows that there has been a drastic reduction in customer repurchase intention at Restoran Ria, which began during the Covid-19 pandemic. As a result, the writer conducts study to improve all elements that may influence customer repurchase intention in Restoran Ria, including service quality, store atmosphere, and price perception.

Customer repurchase intention can be influenced by elements such as service quality, store atmosphere, and price perceptions. The low interest in repurchasing customers is due to a shortage of these elements.

The Writer used a quantitative research design in this study, collecting samples through distribution of questionnaires using non-probability sampling methods, specifically convenience sampling techniques, and data were obtained from 102 samples.

The writer uses SPSS v.25 to process data from samples, namely normality, heteroscedasticity, multicollinearity, multiple linear regression tests, the coefficient of determination, and testing hypotheses using T test and F test. The results of the research conducted by the writer allow it to be concluded that service quality, store atmosphere, and price perceptions both partially and simultaneously have a significant influence on customer repurchase intentions at Restoran Ria, Medan.

The recommendation given by the writer to Restoran Ria is that Restoran Ria should provide elevator facilities, wider parking area, add new pamphlets or signboards that are not obstructed by anything, increase the portion of the food served, hold appealing promotions, and train employees on ongoing promotions.

**Keywords: Service Quality, Store Atmosphere, Price Perception, Customer Repurchase Intention**

**References: 89 (2018-2023)**

## **ABSTRAK**

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### ***PENGARUH KUALITAS PELAYANAN, SUASANA TOKO DAN PERSEPSI HARGA TERHADAP MINAT PEMBELIAN ULANG PELANGGAN DI RESTORAN RIA, MEDAN***

(xiii+149 pages; 12 figures; 67 tables; 15 appendixes)

*Minat pembelian ulang pelanggan merupakan faktor terpenting untuk tetap dapat bertahannya suatu bisnis di dalam ruang persaingan bisnis saat ini. Data dari Restoran Ria menunjukkan bahwa terdapat penurunan drastis dari minat pembelian ulang pelanggan di Restoran Ria yang dimulai pada saat pandemic Covid-19. Maka dari itu, penulis melakukan studi untuk memperbaiki semua elemen yang dapat mempengaruhi minat pembelian ulang pelanggan di Restoran Ria, termasuk kualitas layanan, atmosfir toko, dan persepsi harga.*

*Minat pembelian ulang pelanggan dapat dipengaruhi oleh elemen seperti kualitas pelayanan, suasana toko, dan persepsi harga. Rendahnya minat pembelian ulang pelanggan karena adanya kekurangan dari elemen tersebut.*

*Dalam penelitian ini, penulis menggunakan desain penelitian kuantitatif yaitu dengan melakukan pengumpulan sample melalui penyebaran kuesioner dengan menggunakan metode non-probability sampling yaitu menggunakan Teknik convenience sampling dan telah diperolehnya data dari 102 sample.*

*Penulis menggunakan SPSS v.25 untuk mengolah data yaitu normalitas, heteroskedastisitas, multikolinearitas, uji regresi linier berganda, koefisien determinasi, dan pengujian hipotesis menggunakan uji T dan uji F. Hasil penelitian yang dilakukan penulis dapat disimpulkan bahwa kualitas pelayanan, suasana toko, dan persepsi harga secara parsial maupun simultan berpengaruh signifikan terhadap minat pembelian ulang pelanggan di Restoran Ria, Medan.*

*Rekomendasi yang penulis berikan kepada Restoran Ria adalah sebaiknya Restoran Ria menyediakan fasilitas elevator, area parkir yang lebih luas, menambah pamflet atau papan nama baru yang tidak terhalang oleh apapun, menambah porsi makanan yang disajikan, mengadakan promosi yang menarik, dan melakukan pelatihan kepada karyawan tentang promosi yang sedang berlangsung.*

**Kata Kunci:** *Kualitas Pelayanan, Suasana Toko, Persepsi Harga, Minat Pembelian Ulang Pelanggan*

**Referensi:** 89 (2018-2023)