

ABSTRAK

Cafe sekarang menjadi populer di Indonesia. Cafe juga di minati berbagai kalangan, baik kalangan yang muda hingga yang tua. Cafe juga merupakan tempat untuk menikmati waktu santai dan mudah ditemui. Comedy kopi merupakan salah satu gerai yang menyediakan berbagai macam produk makanan dan minuman. Dengan berbagai macam makanan dan minuman maka kebutuhan konsumsi dapat terpenuhi.

Penelitian ini ditunjukkan untuk mengetahui bagaimana pengaruh *Service Atmosphere*, *Customer Relationship Management*, dan *Customer Satisfaction* terhadap *Repetitive Buying* konsumen khususnya pada penelitian ini yaitu para konsumen Comedy kopi di Surabaya.

Sampel yang digunakan pada penelitian ini yaitu para konsumen Comedy kopi yang tinggal di Surabaya sejumlah 100 responden. Untuk pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan Structural Equation Modeling (SEM) dengan software AMOS 20.0 sebagai software untuk mengolah data. Hasil analisis menunjukkan bahwa *Service Atmosphere*, *Customer Relationship Management* dan *Customer Satisfaction* terhadap *Repetitive Buying*.

Temuan empiris tersebut mengindikasikan bahwa *Customer Relationship Management* memiliki pengaruh terbesar terhadap *Repetitive Buying* dibandingkan variabel lainnya dengan nilai koefisien regresi 0.78. Kemudian variabel *Customer Satisfaction* memiliki pengaruh terbesar kedua yang memiliki nilai koefisien regresi 0,76. Selanjutnya variabel *Service Atmosphere* memiliki pengaruh terbesar ketiga terhadap *Repetitive Buying* yang memiliki nilai koefisien regresi 0,41.

Kata kunci : *Service Atmosphere*, *Customer Relationship Management*, *Customer Satisfaction* dan *Repetitive Buying*

ABSTRACT

Cafe has become a popular in Indonesia. Cafe is also one of the interest various parties, both among the young to the old. Cafe is also a place to chillin and chat with friends. Comedy kopi is one of the outlets that provide a good foods and drinks. With more variant foods and drinks, the demand for consumsion.

This study demonstrated to know how to *Service Atmosphere, Customer Relationship Management, and Customer Satisfaction* to interesting customer for *Repetitive Buying* cusumers Comedy Kopi, especially in this research that consumers Comedy Kopi in Surabaya.

The sampleused on this research that consumers Comedy kopi who lived in Surabaya total of 100 respondents . For processing and analyzing the data in this research is by using Structural Equation Modeling (SEM) with AMOS 20.0 software as software for data processing. Results show that the *Service Atmosphere, Customer Relationship Management dan Customer Satisfaction* terhadap *Repetitive Buying*.

The empirical findings indicate that *Customer Relationship Management* had the greatest influence on other variables *Repetitive Buying* compared with regression coefficient 0,78. Then the variable *Customer Satisfaction* has the second greatest influence regression coefficient which has a value of 0,76. Furthermore, the *Service Atmosphere* has the third largest influence on *Repetitive Buying* regression coefficient which has a value of 0,41.

Key word : *Service Atmosphere, Customer Relationship Management, Customer Satisfaction dan Repetitive Buying*