

## **ABSTRACT**

**JES SLYN**

**03013200032**

### **THE INFLUENCE OF ELECTRONIC WORD OF MOUTH, SERVICE QUALITY, AND PHYSICAL ENVIRONMENT TOWARD REPURCHASE INTENTION AT AUSTIN CAFE RESTO**

(xvii+ 105 pages; 6 figures; 40 tables; 6 appendixes)

In the global culinary industry, fierce competition hinges on influencing consumer choices for success. Competition factors include electronic word of mouth, service quality, and physical environment toward repurchase intention.

Electronic Word of Mouth (e-WOM) involves digital information sharing on online platforms and social media. Service quality pertains to meeting or surpassing customer expectations, and the physical environment relates to table and seating layout at Austin Cafe Resto..

The study defines its population as Medan individuals and employs convenience sampling at Austin Cafe Resto with a sample size of 97 respondents. It examines electronic word of mouth, service quality, and physical environment as independent variables, while repurchase intention is the dependent variable.

The study's hypothesis testing shows that electronic word of mouth (X1) doesn't significantly affect repurchase intention at Austin Cafe Resto, whereas service quality (X2) and physical environment (X3) both have a significant impact. All factors collectively influence repurchase intention at the restaurant..

This study suggests that Austin Cafe Resto should enhance electronic word of mouth (X1), focus on improving content quality and relevance. For service quality (X2), prioritize empathy through staff training. Improve accessibility in the physical environment (X3) to enhance customer satisfaction.

**Keywords: Electronic Word of Mouth, Physical Environment, Repurchase Intention, Service Quality, Quantitative**

References : 60 (2018-2023)

## ***ABSTRAK***

**JES SLYN**

**03013200032**

### **THE INFLUENCE OF ELECTRONIC WORD OF MOUTH, SERVICE QUALITY, AND PHYSICAL ENVIRONMENT TOWARD REPURCHASE INTENTION AT AUSTIN CAFE RESTO**

(xvii+ 105 halaman; 6 gambar; 40 tabel; 6 lampiran)

Dalam industri kuliner global, persaingan ketat bergantung pada mempengaruhi pilihan konsumen untuk sukses. Faktor kompetisi termasuk dari e-WOM, kualitas layanan, dan lingkungan fisik menuju niat pembelian kembali.

e-WOM melibatkan berbagi informasi digital pada platform online dan media sosial. Kualitas layanan berkaitan memenuhi atau melampaui harapan pelanggan, dan lingkungan fisik berkaitan dengan tata letak di Austin Cafe Resto.

Studi ini mendefinisikan populasinya sebagai individu Medan dan menggunakan pengambilan sampel kenyamanan di Austin Cafe Resto dengan ukuran sampel 97 responden dan meneliti e-WOM, kualitas layanan, dan lingkungan fisik sebagai variabel independen, sementara niat pembelian kembali adalah variabel dependen.

Pengujian hipotesis penelitian menunjukkan bahwa kata e-WOM (X1) tidak secara signifikan mempengaruhi niat pembelian kembali, sedangkan kualitas layanan (X2) dan lingkungan fisik (X3) keduanya memiliki dampak yang signifikan. Semua faktor secara simultan mempengaruhi niat pembelian kembali di restoran.

Austin Cafe Resto harus meningkatkan kata elektronik dari mulut ke mulut (X1), fokus pada peningkatan kualitas dan relevansi konten. Kualitas Layanan (X2), memprioritaskan empati melalui pelatihan staf. Tingkatkan aksesibilitas di lingkungan fisik (X3) untuk meningkatkan kepuasan pelanggan.

Kata kunci: e-WOM, lingkungan fisik, niat pembelian kembali, kualitas layanan, kuantitatif

Referensi: 60 (2018-2023)