

## **ABSTRACT**

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### **THE INFLUENCE OF CAFE ATMOSPHERE, PRODUCT QUALITY, AND SERVICE QUALITY TOWARD REPURCHASE INTENTION IN WARUNG KOPI SRIKANDI CEMARA ASRI**

(xvii+87 pages; 17 figures; 62 tables; 7 appendixes)

At present time, cafe and restaurants are rapidly growing in cities. As competition in the industry grows, businesses like Warung Kopi Srikandi Cemara Asri has experienced a decline in repurchase intentions as can be seen from sales data, focus on building cafe atmosphere, product quality, and service quality. The aim of this research is to investigate whether Cafe Atmosphere, Product Quality, and Service Quality have partial and simultaneous influence on Repurchase Intention in Warung Kopi Srikandi Cemara Asri.

In this research, the writer used quantitative research design and IBM SPSS V.26. The writer used a descriptive and causal approach. The sampling technique used is Snowball sampling. The population will be all customers and the sample size was 100 customers at Warung Kopi Srikandi Cemara Asri.

This research also passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression test and the equation is  $Y = 10.772 + 0.202 X_1 + 0.172 X_2 + 0.340 X_3$ . The results of hypothesis tests, cafe atmosphere, product quality, and service quality have partial and simultaneous influences on repurchase intention. Furthermore, cafe atmosphere, product quality, and service quality have 42.5% influence on repurchase intention.

Recommendations for Warung Kopi Srikandi Cemara Asri should be consistent in the presentation of food and beverages and supposed to provide timely and fast service so that customers do not have to wait for orders and other services needed by customers

**Keywords: Cafe Atmosphere, Product Quality, Service Quality, Repurchase Intention**

References: 30 (2018-2023)

## **ABSTRAK**

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### ***PENGARUH SUASANA KAFE, KUALITAS PRODUK, DAN KUALITAS PELAYANAN TERHADAP NIAT PEMBELIAN KEMBALI DI WARUNG KOPI SRIKANDI CEMARA ASRI***

*(xvii+87 halaman; 17 gambar; 62 tabel; 7 lampiran)*

*Saat ini, kafe dan restoran berkembang pesat di kota-kota. Seiring berkembangnya persaingan di industri ini, bisnis seperti Warung Kopi Srikandi Cemara Asri telah mengalami penurunan di niat pembelian kembali yang dapat dilihat dari sales data, maka dari itu Warung Kopi Srikandi Cemara Asri fokus membangun suasana kafe, kualitas produk, dan kualitas layanan. Tujuan dari penelitian ini adalah untuk mengetahui apakah Suasana Kafe, Kualitas Produk, dan Kualitas Pelayanan berpengaruh parsial dan simultan terhadap Niat Pembelian Kembali di Warung Kopi Srikandi Cemara Asri.*

*Dalam penelitian ini, penulis menggunakan quantitative research design dan IBM SPSS V. 26. Penulis menggunakan pendekatan deskriptif dan kausal. Teknik sampling yang digunakan adalah Snowball sampling. Populasi akan menjadi semua pelanggan dan sample size adalah 100 pelanggan di Warung Kopi Srikandi Cemara Asri.*

*Penelitian ini juga lolos uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji regresi linier berganda dan persamaannya adalah  $Y = 10,772 + 0,202 X1 + 0,172 X2 + 0,340 X3$ . Hasil uji hipotesis, suasana kafe, kualitas produk, dan kualitas pelayanan berpengaruh parsial dan simultan terhadap niat pembelian kembali. Selain itu, suasana kafe, kualitas produk, dan kualitas pelayanan berpengaruh 42,5% terhadap niat pembelian kembali.*

*Rekomendasi Warung Kopi Srikandi Cemara Asri harus konsisten dalam penyajian makanan dan minuman serta diharapkan dapat memberikan pelayanan yang tepat waktu dan cepat sehingga pelanggan tidak perlu menunggu pesanan dan layanan lain yang dibutuhkan oleh pelanggan*

***Kata kunci: Suasana Cafe, Kualitas Produk, dan Kualitas Pelayanan, Niat Pembelian Kembali***

*Referensi: 30 (2018-2023)*