

ABSTRACT

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THE EFFECT OF ATMOSPHERE, PROMOTION, AND CUSTOMER EXPERIENCE ON REPURCHASE INTENTIONS AT SARI LAUT MBAK SRI RESTAURANT

(xv + 78 pages, 9 figures, 28 tables, 9 appendices)

Competition in the food industry is increasingly high between companies, causing each company to compete with each other to market their company. The hope of direct market expansion is that the company will have more customers so that sales will ultimately increase. Due to the increasing competition in the culinary business, companies are increasingly required to be able to create the right marketing strategy by paying attention to the atmosphere, promotion and customer experience.

Data collection was carried out by distributing questionnaires to respondents, namely customers who made purchases at the Sari Laut Mbak Sri restaurant. The data was processed using validity analysis, reliability, classical assumption tests and multiple linear regression analysis. Measurements were made by distributing questionnaires to 30 respondents, which were then tested for validity and reliability. After that, it was distributed to 97 respondents and then analyzed.

The results of this study have met the validity, reliability, normality, multicollinearity and heteroscedasticity tests. Based on the hypothesis test, atmosphere, promotion and customer experience have a positive influence on repurchase intentions at the Sari Laut Mbak Sri restaurant, both partially and simultaneously. The determination coefficient is 58.1% and the remaining 41.9% can be explained by other variables such as digital marketing and service quality.

Recommendations for the company are that the company considers the colors used at the Sari Laut Mbak Sri restaurant, special promos from the Sari Laut Mbak Sri restaurant and the prices offered by the Sari Laut Mbak Sri restaurant so that the company can increase repurchase intentions.

Keywords: Atmosphere, Promotion, Customer Experience, Repurchase Intentions

References: 43 (2018-2024)

ABSTRAK

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**PENGARUH SUASANA, PROMOSI, DAN PENGALAMAN PELANGGAN
TERHADAP MINAT MEMBELI ULANG DI RESTORAN
SARI LAUT MBAK SRI**

(xv + 78 halaman, 9 gambar, 28 tabel, 9 lampiran)

Persaingan industri makanan yang semakin tinggi antar perusahaan, menyebabkan setiap perusahaan saling berlomba-lomba untuk memasarkan perusahaannya. Harapan dari adanya perluasan pasar secara langsung adalah perusahaan akan memiliki lebih banyak pelanggan sehingga pada akhirnya penjualan akan meningkat. Karena semakin meningkatnya persaingan dalam usaha di bidang kuliner, maka perusahaan semakin dituntut untuk dapat menciptakan strategi pemasaran yang tepat dengan memperhatikan atmosfer, promosi dan pengalaman pelanggan.

Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada responden yaitu pelanggan yang melakukan pembelian di restoran Sari Laut Mbak Sri. Data diolah dengan menggunakan analisis validitas, reliabilitas, uji asumsi klasik dan analisis regresi linear berganda. Pengukuran dilakukan dengan menyebarkan kuesioner kepada 30 orang responden, yang kemudian diuji validitas dan reliabilitasnya. Setelah itu baru dilakukan penyebaran kepada 97 orang responden dan kemudian dilakukan analisis.

Hasil penelitian ini telah memenuhi uji validitas, reliabilitas, normalitas, multikolinearitas dan heteroskedastisitas. Berdasarkan uji hipotesis, suasana, promosi dan pengalaman pelanggan mempunyai pengaruh positif terhadap minat membeli ulang di restoran Sari Laut Mbak Sri, baik secara parsial maupun simultan. Besarnya koefisien determinasi sebesar 58,1% dan sisanya 41,9% dapat dijelaskan variabel lain seperti pemasaran digital dan kualitas pelayanan.

Rekomendasi untuk perusahaan adalah perusahaan mempertimbangkan warna-warna yang digunakan di restoran Sari Laut Mbak Sri, promo spesial dari Restoran Sari Laut Mbak Sri dan harga yang ditawarkan oleh restoran Sari Laut Mbak Sri sehingga perusahaan dapat meningkatkan minat membeli ulang.

Kata Kunci: suasana, promosi, pengalaman pelanggan, minat membeli ulang

Referensi: 43 (2018-2024)