

ABSTRACT

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THE INFLUENCE OF STORE ATMOSPHERE, BRAND IMAGE, AND MENU VARIETY TOWARDS REVISIT INTENTION AT DRAJA CAFE CITRALAND MEDAN

(xv+94 pages; 6 figure; 41 tables; 9 appendices)

Draja Cafe has experienced a decrease in the number of consumers due to a lack of interior comfort, a less strategic location, as well as challenges in menu variety, taste quality, and brand image. To increase consumer purchasing decisions, improvements in interior design, marketing strategies, service quality, and menu innovation are needed. This research was conducted at Draja Cafe Citraland to analyze the effect of store atmosphere, brand image, and menu variations on return visit interest.

Store atmosphere, brand image, and menu variety significantly influence customer satisfaction and repurchase intentions, where a comfortable environment, a strong brand, and a diverse and delicious menu are key factors. The research method in this study with quantitative and descriptive methods using causal studies was used to analyze a sample of 100 consumers from Draja Cafe Citraland who were taken non-probability with convenience sampling.

The distribution of questionnaires has passed the validity and reliability tests. The data tested has also passed the tests of normality, multicollinearity, heteroscedasticity, and multiple linear regression. The results showed that store atmosphere, brand image, menu variations simultaneously had a positive and significant effect on visiting interest with a coefficient of determination of 73.6%. Store atmosphere, brand image, and menu variations partially have a positive and significant effect on interest in visiting the store.

Draja Cafe Citraland Medan is advised to improve store atmosphere, brand image, and menu variety through interior redesign, better menu innovation, and customer preference surveys, as well as strengthen return visit intentions through loyalty programs, exciting events, and improved service quality. These efforts aim to increase customer comfort, satisfaction, and loyalty to encourage repeat visits.

Keywords: brand image, store atmosphere, menu variation, customer loyalty

References: 28 (2020-2024)

ABSTRAK

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PENGARUH SUASANA TOKO, CITRA MEREK, DAN VARIASI MENU TERHADAP MINAT BERKUNJUNG KEMBALI PADA DRAJA CAFE CITRALAND MEDAN

(xv+94 halaman; 6 gambar; 41 tabel; 9 lampiran)

Draja Cafe mengalami penurunan jumlah konsumen akibat kurangnya kenyamanan interior, lokasi yang kurang strategis, serta tantangan pada variasi menu, kualitas rasa, dan citra merek. Untuk meningkatkan keputusan pembelian konsumen, diperlukan perbaikan dalam desain interior, strategi pemasaran, kualitas pelayanan, dan inovasi menu. Penelitian ini dilakukan di Draja Cafe Citraland untuk menganalisis pengaruh suasana toko, citra merek, dan variasi menu terhadap minat berkunjung kembali.

Suasana toko, citra merek, dan variasi menu secara signifikan memengaruhi kepuasan pelanggan dan niat beli ulang, di mana lingkungan yang nyaman, merek yang kuat, dan menu yang beragam dan lezat merupakan faktor kunci. Metode penelitian dalam penelitian ini dengan metode kuantitatif dan deskriptif dengan menggunakan studi kausal digunakan untuk menganalisis sampel sebanyak 100 konsumen dari di Draja Cafe Citraland yang diambil secara non probability dengan convenience sampling.

Penyebaran kuesioner yang dilakukan telah melewati uji validitas dan reliabilitas. Data yang diuji juga telah lolos uji normalitas, multikolinearitas, heteroskedastisitas, dan regresi linier berganda. Hasil penelitian menunjukkan bahwa suasana toko, citra merek, variasi menu secara simultan berpengaruh positif dan signifikan terhadap minat berkunjung dengan nilai koefisien determinasi sebesar 73.6%. Suasana toko, citra merek, dan variasi menu secara parsial berpengaruh positif dan signifikan terhadap minat berkunjung kembali.

Draja Cafe Citraland Medan disarankan untuk meningkatkan atmosfer toko, citra merek, dan variasi menu melalui desain ulang interior, inovasi menu yang lebih baik, dan survei preferensi pelanggan, serta memperkuat niat berkunjung kembali melalui program loyalitas, acara-acara yang menarik, dan peningkatan kualitas layanan. Upaya-upaya ini bertujuan untuk meningkatkan kenyamanan, kepuasan, dan loyalitas pelanggan untuk mendorong kunjungan ulang.

Kata kunci: suasana toko, citra merek, variasi menu, minat berkunjung kembali

Referensi: 28 (2020-2024)