

RINGKASAN

Judul Penelitian: Pengaruh Suasana Toko, Kualitas Makanan, dan Harga yang Dirasakan terhadap Niat untuk Membeli Kembali bagi Konsumen Coffee Shop dengan Kepuasan Pelanggan sebagai Mediasi. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi niat konsumen untuk membeli kembali di Aula Coffee, yaitu suasana toko, kualitas makanan, dan harga yang dirasakan, dengan kepuasan pelanggan sebagai variabel mediasi. Penelitian dilatarbelakangi oleh semakin pesatnya perkembangan bisnis coffee shop di Indonesia yang menyebabkan persaingan semakin ketat. Agar mampu mempertahankan pelanggan, pengelola coffee shop perlu memahami faktor-faktor yang dapat meningkatkan kepuasan pelanggan sehingga mendorong pelanggan melakukan pembelian ulang. Selain itu, penelitian ini dilakukan karena adanya perbedaan hasil (research gap) dari penelitian-penelitian sebelumnya mengenai pengaruh suasana toko, kualitas makanan, dan harga terhadap niat membeli kembali. Penelitian menggunakan pendekatan kuantitatif dengan lokasi penelitian di Aula Coffee, Kroya, Kabupaten Cilacap. Sampel penelitian sebanyak 104 responden, yaitu pelanggan berusia 17–35 tahun, yang dipilih menggunakan teknik convenience sampling. Data dikumpulkan melalui penyebaran kuesioner menggunakan skala Likert dan dianalisis menggunakan metode Structural Equation Modeling-Partial Least Squares (SEM-PLS). Variabel independen dalam penelitian ini meliputi suasana toko, kualitas makanan, dan harga yang dirasakan. Variabel dependen adalah niat membeli kembali, sedangkan kepuasan pelanggan berperan sebagai variabel mediasi.

Kata Kunci : Suasana Toko, Kualitas Makanan, Harga yang Dirasakan, Kepuasan Pelanggan, Niat Membeli Kembali, SEM-PLS.

SUMMARY

Research Title: The Effect of Store Atmosphere, Food Quality, and Perceived Price on Repurchase Intention for Coffee Shop Consumers with Customer Satisfaction as Mediator. This study aims to analyze the factors that influence consumer repurchase intention at Aula Coffee, namely store atmosphere, food quality, and perceived price, with customer satisfaction as a mediating variable. The research is motivated by the increasingly rapid development of the coffee shop business in Indonesia which causes increasingly tight competition. In order to be able to retain customers, coffee shop managers need to understand the factors that can increase customer satisfaction so as to encourage customers to make repeat purchases. In addition, this research was conducted because of differences in results (research gap) from previous studies regarding the influence of store atmosphere, food quality, and price on repurchase intention. The study used a quantitative approach with the research location at Aula Coffee, Kroya, Cilacap Regency. The research sample was 104 respondents, namely customers aged 17–35 years, who were selected using convenience sampling techniques. Data were collected through a questionnaire using a Likert scale and analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method. The independent variables in this study included store atmosphere, food quality, and perceived price. The dependent variable was repurchase intention, while customer satisfaction served as a mediating variable.

Keywords: *Store Atmosphere, Food Quality, Perceived Price, Customer Satisfaction, Repurchase Intention, SEM-PLS.*