

ABSTRAK

Persaingan *coffee shop* di Kota Malang berkembang dengan pesat, hal ini membuat pengusaha *food and beverage* khususnya pada bidang *coffee shop* bersaing untuk mendapatkan kepuasan konsumen sehingga konsumen akan melakukan pembelian ulang. Tujuan utama dalam penelitian ini adalah untuk menganalisis pengaruh *store atmosphere* dan kualitas layanan terhadap pembelian ulang, dengan mempertimbangkan kepuasan pelanggan sebagai variabel *intervening* pada Nako Cafe *outlet* Bondowoso, Kota Malang. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data survei menggunakan alat kuesioner menggunakan *google form*. Pengambilan sampel dilakukan dengan metode *non probability sampling* dengan jenis *purposive sampling*. Sampel penelitian terdiri dari 150 responden yang merupakan pelanggan Nako Cafe *outlet* Bondowoso Kota Malang yang telah berkunjung minimal 2 kali atau lebih. Hipotesis penelitian diuji dengan menggunakan PLS-SEM (*Partial Least Square-Structural Equation Modelling*). Hasil penelitian ini menunjukkan bahwa *store atmosphere* berpengaruh positif dan signifikan terhadap kepuasan konsumen, begitu pula kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan konsumen, dan kepuasan pelanggan berpengaruh positif terhadap pembelian ulang. Selanjutnya *store atmosphere* dan kualitas layanan berpengaruh positif dan signifikan terhadap pembelian ulang melalui kepuasan pelanggan. Hal ini menunjukkan bahwa *store atmosphere* dan kualitas layanan mempengaruhi kepuasan pelanggan dan pelanggan berdampak baik pada pembelian ulang. Dari hasil penelitian tersebut memberikan kontribusi penting bagi Nako Group dan pengusaha *coffee shop* serupa untuk menciptakan *store atmosphere* yang nyaman dan mempertahankan kualitas layanan agar terciptanya kepuasan konsumen dan mempengaruhi pembelian ulang.

Kata Kunci: *Store Atmosphere*, Kualitas Layanan, Kepuasan Pelanggan, Pembelian Ulang

ABSTRACT

The competition among coffee shops in Malang City grew rapidly, which made food and beverage entrepreneurs, especially in the coffee shop industry, compete to achieve customer satisfaction so that customers would make repeat purchases. The main purpose of the conducted research was as a forum to examine the relationship between store atmosphere, service quality, and intention to buy back at Nakoa Cafe outlet located in Bondowoso Street, Malang, with a special focus on the impact of customer satisfaction as an intervening variable. Researchers used quantitative research in processing this study, and the data was collected through questionnaire-based surveys. The questionnaire was delivered through Google Forms as a survey tool. Non-probability sampling with purposive sampling was the employed sampling technique. The research sample consisted of 150 respondents who were the customers of Nakoa Cafe outlet Bondowoso in Malang, who had visited the cafe at least twice or more. PLS-SEM (Partial Least Squares-Structural Equation Modelling) was used to test the study hypothesis. In accordance with the findings, store environment and service quality had a positive and significant influence on consumer satisfaction. Moreover, customer satisfaction played a significant mediating role between store atmosphere and service quality in relation to repeat purchases. In conclusion, store atmosphere and service quality had a direct impact on customer satisfaction and contributed to the increased repeat purchases. The results of the research provided important contributions for Nakoa Group and similar coffee shop entrepreneurs to create a comfortable store atmosphere and maintain service quality in order to achieve customer satisfaction and influence repeat purchases.

Keywords: Store Atmosphere, Service Quality, Customer Satisfaction, Repurchase Intention