

ABSTRAK

Cantika Nian Tiara Putri Nst, Nim 7181210010. “Pengaruh *Responsiveness* Dan *Store Atmosphere* Terhadap Minat Beli Ulang Konsumen Pada Restoran Chicken Crush Tuasan”.

Penelitian ini bertujuan untuk mengetahui pengaruh *Responsiveness* dan *Store Atmosphere* terhadap Minat Beli Ulang Konsumen pada restoran Chicken Crush Tuasan. Populasi dalam penelitian ini adalah pelanggan yang pernah melakukan pembelian minimal satu kali di Chicken Crush Tuasan. Sampel dalam penelitian ini sebanyak 130 responden. Penelitian ini menggunakan metode kuantitatif dengan teknik pengambilan sampel menggunakan teknik *Purposive Sampling*. Teknik pengumpulan data dalam penelitian ini dilakukan dengan cara menyebarkan kuesioner yang pengukurannya dengan skala likert dan diolah secara statistik menggunakan analisis regresi berganda dan pengujian hipotesis menggunakan uji validitas, uji reliabilitas, dan uji asumsi klasik. Pengolahan data menggunakan program SPSS 25 *for windows*. Hasil penelitian menunjukkan bahwa *Responsiveness* dan *Store Atmosphere* secara bersama-sama berpengaruh positif dan signifikan terhadap Minat Beli Ulang Konsumen pada restoran Chicken Crush Tuasan. Melalui pengujian koefisien determinasi (R^2) diperoleh nilai *R square* sebesar 0,496 atau 49,6% terhadap Minat Beli Ulang pada Chicken Crush Tuasan, sedangkan selebihnya dipengaruhi oleh faktor lain diluar variabel dalam penelitian ini.

Kata Kunci : *Responsiveness*, *Store Atmosphere*, dan Minat Beli Ulang

ABSTRACT

Cantika Nian Tiara Putri Nst, Nim 7181210010. "The Effect Of Responsiveness And Store Atmosphere On Consumer Repurchase Intention At The Chicken Crush Tuasan Restaurant."

This study aims to determine the effect of Responsiveness and Store Atmosphere on Consumer Repurchase Intention at the Chicken Crush Tuasan restaurant. The population in this study are customers who have made a purchase at least once at Chicken Crush Tuasan. The sample in this study were 130 respondents. This study uses quantitative methods with sampling techniques using purposive sampling technique. Data collection techniques in this study were carried out by distributing questionnaires whose measurements were using a Likert scale and statistically using multiple regression analysis and hypothesis testing using validity tests, reliability tests, and tests. classic assumption. Data processing using SPSS 25 for windows program. The results showed that Responsiveness and Store Atmosphere together had a positive and significant effect on Consumer Repurchase Interest at the Chicken Crush Tuasan restaurant. Through testing the coefficient of determination (R^2), the R square value was 0.496 or 49.6% of the Repurchase Interest in Chicken Crush Tuasan, while the rest is influenced by other factors outside the variables in this study.

Keywords : Responsiveness, Store Atmosphere, and Repurchase Intention