

## ABSTRAK

**Faza Naufan Siregar, Nim 7193210026, “Pengaruh Kualitas Pelayanan Dan *Store Atmosphere* Terhadap Minat Beli Ulang Di *New Street Café* Kota Sibuhuan Kabupaten Padang Lawas”. Skripsi Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan 2023**

Penelitian ini dilakukan untuk mengetahui apakah ada pengaruh pengaruh kualitas pelayanan dan *Store Atmosphere* terhadap minat beli ulang di *new street café* kota sibuhuan kabupaten padang lawas. Penelitian ini menggunakan kuantitatif, populasi dalam penelitian ini berjumlah 11.500 Pelanggan.

Teknik pengambilan sampel yang digunakan adalah Purposive Sampling dan diperoleh sampel sebanyak 100 responden yang telah memenuhi kriteria yang telah di tentukan. Teknik pengumpulan data dalam penelitian dilakukan dengan Uji F, Uji t dan Koefisien determinasi yang sebelumnya data telah di uji menggunakan uji validitas, uji realibilitas dan uji asumsi klasik. Pengolahan data menggunakan program SPSS 21.0.

Hasil penelitian menunjukkan bahwa Kualitas Pelayanan dan *Store Atmosphere* berpengaruh signifikan terhadap Minat Beli Ulang. Secara simultan Kualitas pelayanan dan *Store Atmosphere* berpengaruh signifikan terhadap Minat Beli Ulang. Koefisien Determinasi yang disesuaikan (adjusted R<sup>2</sup>) sebesar 0,600 yang berarti variabel Kualitas Pelayanan dan *Store Atmosphere* mampu memberikan kontribusi terhadap pengaruh Minat Beli Ulang sebesar 60,0% sementara sisanya sebesar 40,0% ditentukan oleh variabel-variabel lain diluar model penelitian ini. Hal ini menunjukkan bahwa masih terdapat variabel-variabel lain yang dapat menjelaskan Minat Beli Ulang.

Kata Kunci: Kualitas Pelayanan, *Store Atmosphere*, Minat Beli Ulang



## ABSTRACT

**Faza Naufan Siregar, Nim 7193210026, "The Effect of Service Quality and Store Atmosphere on Repurchase Interest at New Street Café Sibuhuan City, Padang Lawas Regency". Thesis Department of Management, Faculty of Economics, State University of Medan 2023.**

This study was conducted to determine whether there is an influence on the effect of service quality and Store Atmosphere on repurchase interest in new street café sibuhuan city padang lawas district. This research uses quantitative, the population in this study amounted to 11,500 customers.

The sampling technique used was Purposive Sampling and obtained a sample of 100 respondents who met the predetermined criteria. The data collection technique in the study was carried out with the F test, t test and coefficient of determination, previously the data had been tested using validity test, reliability test and classical assumption test. Data processing using the SPSS 21.0 program.

The results showed that Service Quality and Store Atmosphere have a significant effect on Repurchase Interest. Simultaneously Service quality and Store Atmosphere have a significant effect on Repurchase Interest. The adjusted coefficient of determination (adjusted R<sup>2</sup>) is 0.600, which means that the variables of Service Quality and Store Atmosphere are able to contribute to the influence of Repurchase Interest by 60.0% while the remaining 40.0% is determined by other variables outside this research model. This shows that there are still other variables that can explain Repurchase Interest. Keywords: Service Quality, Store Atmosphere, Repurchase

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