

ABSTRAK

Ariza Az Zahra. NIM. 7203210025. Pengaruh *Store Atmosphere* dan Variasi Produk terhadap Minat Beli Ulang pada New Sudu Café di Tanjung Pura. Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan 2024.

Penelitian ini bertujuan untuk mengetahui Pengaruh *Store Atmosphere* dan Variasi Produk terhadap Minat Beli Ulang pada New Sudu Café. Penelitian ini dilakukan di New Sudu Café, Kecamatan Tanjung Pura, Kabupaten Langkat, Sumatera Utara. Populasi dalam penelitian ini adalah pengunjung New Sudu Café pada tahun 2023 sebanyak 27.022 orang. Teknik pengambilan sampel yang digunakan adalah Incidental Sampling dan diperoleh sampel sebanyak 150 responden.

Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner. Teknik analisis data yang digunakan adalah Analisis Regresi Linear Berganda pada program aplikasi SPSS versi 27. Namun, sebelum itu dilakukan uji validitas, reliabilitas, uji normalitas, uji multikolinearitas, dan uji heteroskedastisitas.

Hasil dari penelitian ini menunjukkan bahwa *Store Atmosphere* dan Variasi Produk berpengaruh positif dan signifikan terhadap Minat Beli Ulang pada New Sudu Café. Secara simultan, *Store Atmosphere* dan Variasi Produk berpengaruh positif dan signifikan terhadap Minat Beli Ulang pada New Sudu Café. Koefisien determinasi yang diperoleh adalah sebesar 0,584 yang berarti variabel *Store Atmosphere* dan Variasi Produk mampu memberikan kontribusi pengaruh terhadap Minat Beli Ulang sebesar 58,4%, sementara sisanya sebesar 41,6% ditentukan oleh variabel-variabel lain di luar model penelitian ini. Hal ini menunjukkan bahwa masih terdapat variabel-variabel lain yang dapat menjelaskan minat beli ulang.

Kata Kunci: *Store Atmosphere*, Variasi Produk, Minat Beli Ulang

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ABSTRACT

Ariza Az Zahra. NIM. 7203210025. *The Influence of Store Atmosphere and Product Variety on Repurchase Interest at New Sudu Café in Tanjung Pura. Department of Management, Faculty of Economics, State University of Medan 2024.*

This study aimed to determine the effect of Store Atmosphere and Product Variety on Repurchase Interest in New Sudu Café. This research was conducted at New Sudu Café, Tanjung Pura District, Langkat Regency, North Sumatra. The population in this study were visitors to New Sudu Café in 2023 as many as 27,022 people. The sampling technique used is Incidental Sampling and obtained a sample of 150 respondents.

The data collection technique in this study used a questionnaire. The data analysis technique used is Multiple Linear Regression Analysis in the SPSS version 27 application program. However, before that, validity test, reliability test, normality test, multicollinearity test, and heteroscedasticity test were carried out.

The results of this study indicated that Store Atmosphere and Product Variety have a positive and significant effect on Repurchase Interest in New Sudu Café. Simultaneously, Store Atmosphere and Product Variety have a positive and significant effect on Repurchase Interest in New Sudu Café. The coefficient of determination obtained is 0.584, which means that the Store Atmosphere and Product Variety variables are able to contribute to the influence on Repurchase Interest by 58.4%, while the remaining 41.6% is determined by other variables outside this research model. This shows that there are still other variables that can explain repurchase interest.

Keywords: *Store Atmosphere, Product Variety, Repurchase Interest*

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