THE INFLUENCE OF SERVICE QUALITY AND STORE ATMOSPHERE ON CUSTOMER REPURCHASE INTENTION FOR TUKU COFFEE SHOPS IN THE SOUTH JAKARTA AREA

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Abstract

The rapid growth of the coffee shop industry in Indonesia, especially in South Jakarta, has increased the intensity of competition. The objective of this research is to investigate how Service Quality and Store Atmosphere influence the Repurchase Interest of customers at Tuku Coffee Shop. Employing a quantitative research approach and a purposive sampling method, data was gathered from 100 respondents using an online questionnaire. The collected data was then analyzed using both descriptive and inferential statistical techniques with the aid of SmartPLS version 4.0 software. The analysis demonstrated a statistically significant positive influence of Service Quality on Repurchase Intention, as well as a statistically significant positive influence of Shop Atmosphere on Repurchase Intention. Furthermore, the combined effect of Service Quality and Shop Atmosphere on Repurchase Intention was found to be statistically significant., with an Adjusted R-Square value of 78% which indicates that the two factors explain most of the variation in Repurchase Interest. This study offers valuable knowledge and understanding regarding the various elements that shape and drive customer purchasing decisions as well as practical guidance for Tuku Coffee Shop managers in improving customer experience and remaining competitive.

Keywords: service quality, store atmosphere, repurchase intention, coffee shop

PENGARUH KUALITAS LAYANAN DAN SUASANA TOKO TERHADAP MINAT BELI ULANG PELANGGAN TOKO KOPI TUKU DAERAH JAKARTA SELATAN

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Abstrak

Pertumbuhan pesat industri kedai kopi di Indonesia, khususnya di Jakarta Selatan, telah meningkatkan intensitas persaingan. Penelitian ini bertujuan untuk menyelidiki bagaimana Kualitas Pelayanan dan Atmosfer Toko memengaruhi Minat Beli Ulang pelanggan di Toko Kopi Tuku. Dengan menggunakan pendekatan penelitian kuantitatif dan metode purposive sampling, data dikumpulkan dari 100 responden melalui kuesioner online. Data yang terkumpul kemudian dianalisis menggunakan teknik statistik deskriptif dan inferensial dengan bantuan perangkat lunak SmartPLS versi 4.0. Hasil analisis menunjukkan pengaruh positif yang signifikan secara statistik dari Kualitas Pelayanan terhadap Minat Beli Ulang, serta pengaruh positif yang signifikan dari Atmosfer Toko terhadap Minat Beli Ulang. Selain itu, efek gabungan antara Kualitas Pelayanan dan Atmosfer Toko terhadap Minat Beli Ulang juga ditemukan signifikan secara statistik, dengan nilai Adjusted R-Square sebesar 78%, yang menunjukkan bahwa kedua faktor tersebut menjelaskan sebagian besar variasi dalam Minat Beli Ulang. Penelitian ini memberikan wawasan dan pemahaman yang berharga mengenai berbagai elemen yang membentuk dan mendorong keputusan pembelian pelanggan, serta panduan praktis bagi manajer Toko Kopi Tuku dalam meningkatkan pengalaman pelanggan dan tetap bersaing di pasar.

Kata kunci: kualitas layanan, suasana toko, minat beli ulang, kedai kopi