

## **ABSTRACT**

### **EFFECT OF STORE ATMOSPHERE DIMENSIONS ON CONSUMER REPURCHASE INTENTION (CASE STUDY IN CHANDRA SUPER STORE TANJUNG KARANG)**

**By**

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Store Atmosphere became one of the important factors for consumers when shopping for convenience as well be one of the considerations of consumers when choosing a store that will be choose. To create a comfortable atmosphere of the store it will needed some dimensions, such as dimensions cleanliness, music, scent, temperature, lighting, color and display or layout. Chandra Super Store is one of famous retail shop in Bandar Lampung that growing over time.

Problems in this research is whether the dimensions of cleanliness, music, scent, temperature, lighting, color and display or layout has an influence on the consumer repurchase intention. The purpose of this study was to determine the effect of the dimensions of store atmosphere has an influence on consumer repurchase intention.

The object of this research is Chandra Super Store Tanjung Karang. The research design is used descriptive verification. This research used multiple linear regression analysis. To view the contribution of each independent variable partially used t test and for hypotesis testing use F test.

The results of this research shows that the contribution of variable dimensions of store atmosphere(X) have a role in influencing variable Y (consumer repurchase intention) was 53% and the rest is influenced by other variables. And t test results found that the variable dimensions of the store atmosphere (X), namely cleanliness, music, scent, temperature, lighting, color and display or layout affect consumer repurchase intention (Y).

The advice given by this research Chandra Super Store Tanjung Karang should improve variable dimension of scent. Chandra Super Store Tanjung Karang should put an automatic parfume periodically with a scent that could make the consumers relax when shopping, at some point in the store so that the scent in Chandra Super Store is fragrant and scented and can make consumer repurchase intention increasing in Chandra Super Store.

**Keywords:** Store atmosphere, cleanliness, music, scent, temperature, lighting, color and display or layout, consumer repurchase intention.