

ABSTRACT

*The Relationship of Room Atmosphere and E-promotion Through Consumer Satisfaction Against Repeat Buying.
(study at café Granny's Nest visitors of Bandar Lampung)*

By

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The purpose of this study is to find out and explain the level of the effect of the atmosphere room, e-promotion by consumer satisfaction of buying interest at cafe granny's nest café and resto Bandar Lampung. This research uses explanative research with population of 96 consumer respondents Granny's Nest café and resto Bandar Lampung using questionnaires, sampling technique using non-probability sampling method. Data analysis method in this study using Partial Least Square (PLS) with Smart PLS test tool version 2.0.m3.

The results of this study show that partially, for the atmosphere variable significant effect on customer satisfaction, e-promotion has a significant effect on customer satisfaction, consumer satisfaction has significant effect on interest to buy back, e-promotion mediated by consumer satisfaction has a significant effect on buying interest, room atmosphere has no significant effect on repurchase interest and e-promotion has a significant effect on buyback interest. This shows that the role of consumer satisfaction mediation has a positive effect on the room atmosphere, e-promotion and buyback interest. Its implementation for Granny's Nest café and resto could apply and upgrade some aspects of the results of this research to create and guard customer loyalty to Granny's Nest cafe and restaurant.

KeyWords : *atmosphere of the room, e-promotion, consumer satisfaction and repat buying.*

ABSTRAK

Hubungan *Atmosphere* Ruang dan *E-promotion* Melalui Kepuasan Konsumen Terhadap Minat Membeli Ulang
(Studi pada pengunjung *Granny's Nest café and resto* Bandar Lampung)

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Tujuan penelitian ini adalah untuk mengetahui dan menjelaskan besarnya hubungan variabel *atmosphere* ruangan, *e-promotion* melalui kepuasan konsumen terhadap minat membeli ulang pada *cafe granny's nest café and resto* Bandar Lampung. Jenis penelitian ini menggunakan penelitian *explanative research* dengan populasi 96 responden konsumen *Granny's Nest café and resto* Bandar Lampung menggunakan kuesioner, Teknik pengambilan sampel menggunakan metode *non-probability* sampling. Metode analisis data dalam penelitian ini menggunakan Partial Least Square (PLS) dengan alat uji Smart PLS versi 2.0.m3.

Hasil penelitian ini menunjukkan bahwa secara parsial, untuk variabel *atmosphere* ruangan berhubungan signifikan terhadap kepuasan konsumen, *e-promotion* berhubungan signifikan terhadap kepuasan konsumen, kepuasan konsumen berhubungan signifikan terhadap minat membeli ulang, *e-promotion* yang dimediasi kepuasan konsumen berhubungan signifikan terhadap minat membeli ulang, *atmosphere* ruangan berhubungan tidak signifikan terhadap minat membeli ulang dan *e-promotion* berhubungan signifikan terhadap minat membeli ulang. Hal ini menunjukkan bahwa peran mediasi kepuasan konsumen berhubungan positif terhadap variabel *atmosphere* ruangan, *e-promotion* dan minat membeli ulang. Implementasinya untuk *Granny's Nest café and resto* untuk dapat menerapkan dan meningkatkan beberapa aspek dari hasil penelitian ini guna menciptakan dan mempertahankan loyalitas konsumen terhadap *Granny's Nest café and resto*.

Kata Kunci : *atmosphere* ruangan, *e-promotion*, Kepuasan konsumen dan minat membeli ulang.