

ABSTRAK

PENGARUH DIMENSI *STORE ATMOSPHERE* TERHADAP *CONSUMER REPURCHASE INTENTION* PADA TOKO SURYA GEDONG MENENG BANDAR LAMPUNG

Oleh

FAJAR DWI ROHMANTO

Manajemen, Fakultas Ekonomi Dan Bisnis Universitas Lampung

Penelitian ini bertujuan untuk mengetahui adakah pengaruh dimensi *store atmosphere* terhadap *consumer repurchase intention*. Metode penelitian ini adalah analisis deskriptif verifikatif. Pengumpulan data melalui penyebaran kuesioner kepada 100 responden yang dipilih berdasarkan teknik *Non Probability Sampling* dengan metode *Purposive Sampling* dengan kriteria yang telah ditetapkan. Analisis data menggunakan regresi linier berganda dengan bantuan SPSS 16.

Hasil penelitian uji t didapat secara parsial dimensi *store atmosphere* yakni: kebersihan (X1), musik (X2), aroma (X3), suhu (X4), pencahayaan (X5), warna (X6) dan tampilan atau tata letak (X7) berpengaruh signifikan terhadap *consumer repurchase intention* (Y). Hasil analisis uji F diketahui bahwa secara keseluruhan dimensi *store atmosphere* berpengaruh signifikan terhadap *consumer repurchase intention*. Besarnya peran dimensi *store atmosphere* pada *consumer repurchase intention* sebesar 69.8% sisanya dipengaruhi oleh faktor lain yang tidak diteliti.

Kata kunci : *Store atmosphere* dan *Consumer Repurchase intention*

ABSTRACT

THE INFLUENCE OF DIMENSION STORE ATMOSPHERE ON CONSUMER REPURCHASE INTENTION ON TOKO SURYA GEDONG MENENG BANDAR LAMPUNG

By

FAJAR DWI ROHMANTO

Management, Economic and Business Faculty, University Of Lampung

This research aims to clarify the influence of store atmosphere to consumer repurchase intention. The research method used descriptive verification. The data was collected by questionnaires to 100 selected respondents based on technique of non-probability sampling by using purposive sampling method and some criteria that have been set. Data analysis using multiple linear regression with use of SPSS 16.

The result from t test found that partial by dimension of store atmosphere consist of: cleanliness(X1), music(X2), scent(X3), temperature(X4), lighting(X5), color(X6) and display or layout(X7) has an influence significant on consumer repurchase intention. The F test result found that all store atmosphere dimensions significantly influence on consumer repurchase intention. The amount of store atmosphere dimensions on consumer repurchase intention is 69,8% and rest influence by other factors that is not include research.

Keywords : Store Atmosphere and Consumer Repurchase Intention