ABSTRAK

PENGARUH DIMENSI SUASANA TOKO TERHADAP MINAT BELI ULANG KONSUMEN *EL'S COFFEE* PUSAT DI BANDAR LAMPUNG

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Penelitian ini bertujuan untuk mengetahui pengaruh dimesi suasana toko yang tediri dari kebersihan, musik, aroma, suhu, pencahayaan, warna, tampilan dan tata letak baik secara parsial maupun bersama-sama terhadap minat beli ulang konsumen *El's Coffee* pusat di Bandar Lampung. Metode penelitian menggunakan desain deskriptif verifikatif. Populasi dalam penelitian ini adalah seluruh konsumen yang sudah pernah berkunjung dan membeli di *El's Coffee* pusat Bandar Lampung. Adapun sampelnya berjumlah 100 yang diambil secara purposif *(purposive sampling)* dengan pertimbangan usia konsumen di atas 17 tahun dan pernah berkunjung, membeli, dan merasakan produk *El's Coffee*. Teknik pengumpulan data dilakukan menggunakan kuesioner dan observasi. Data dianalisis dengan teknik analisis kualitatif dan kuantitatif, yaitu pengujian hipotesis dengan uji koefisien determinasi, uji F dan uji t.

Hasil penelitian ini menunjukkan bahwa dimensi kebersihan, musik, aroma, suhu, pencahayaan, warna dan tampilan atau tata letak berpengaruh positif secara signifikan terhadap minat beli ulang dengan sumbangan sebesar 69,8% dan sisanya dipengaruhi oleh variabel lain. Hasil analisis uji F diketahui bahwa dimensi kebersihan, dimensi musik, dimensi aroma, dimensi suhu, dimensi pencahayaan, dimensi warna, dan dimensi tampilan atau tata letak, berpengaruh signifikan terhadap minat beli ulang, pada hasil uji t, dimensi kebersihan, dimensi musik, dimensi aroma, dimensi suhu, dimensi pencahayaan, dimensi warna, dan dimensi tampilan atau tata letak berpengaruh signifikan terhadap minat beli ulang.

Kata kunci: Suasana toko, Minat beli ulang konsumen.

ABSTRACT

THE DIMENSION EFFECT FOR SHOOP ATMOSPHERE FOR INTEREST IN CONSUMER BUYING INTERESTEL 'COFFEE'S IN BANDAR LAMPUNG

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This study is intended to find out the influence of store metrics which consist of cleanliness, music, aroma, temperature, lighting, color, appearance and layout either individually or together to the interest of buy back El's Coffee consumer center in Bandar Lampung. The research method used descriptive design verification. Our data in this study were all consumers who had visited and bought at El 's Coffee in the center of Bandar Lampung. The sample amounted to 100 taken purposively (purposive sampling) with the consideration of the age of consumers over 17 years and had visited, buy, and feel the product El's Coffee. Data collection techniques were conducted using questionnaires and observations. Data were analyzed by qualitative and quantitative analysis technique, that is hypothesis testing with coefficient of determination test, F test and t test.

The results of this study indicate that the dimensions of cleanliness, music, aroma, temperature, lighting, color and appearance or layout have a significant positive effect on repurchase interest with a contribution of 69.8% and the rest is influenced by other variables. The results of the F test analysis revealed that the dimensions of cleanliness, musical dimensions, aroma dimensions, temperature dimensions, lighting dimensions, color dimensions, and display dimensions or layout have a significant effect on repurchase intention, on the results of the t test, the dimensions of cleanliness, music dimensions, aroma dimensions, temperature dimensions, lighting dimensions, color dimensions, and the appearance or layout dimensions have a significant effect on repurchase intention.

Keywords: Store atmosphere, consumer buying interest.