

ABSTRAK

ELECTRONIC WORD OF MOUTH, KUALITAS PELAYANAN SERTA SUASANA KAFE DAN PENGARUHNYA TERHADAP PEMBELIAN ULANG YANG DIMEDIASI OLEH KEPUASAN KONSUMEN PADA WARUNK UPNORMAL

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Penelitian ini bertujuan untuk mengetahui pengaruh *Electronic Word of Mouth*, kualitas pelayanan serta suasana cafe terhadap pembelian ulang dan mengetahui kepuasan konsumen sebagai mediasi mempengaruhi *Electronic Word of Mouth*, kualitas pelayanan serta suasana cafe terhadap pembelian ulang pada Warunk Upnormal. Populasi pada penelitian ini adalah konsumen Warunk Upnormal di Bandar Lampung dengan jumlah sampel sebanyak 96 orang. Teknik pengumpulan data menggunakan kuesioner. Teknik analisis data yang digunakan untuk menjawab hipotesis adalah analisis jalur dengan bantuan regresi linier berganda. Hasil penelitian ini menunjukkan tidak ada pengaruh yang signifikan antara *Electronic Word of Mouth* terhadap kepuasan konsumen dan terdapat pengaruh yang signifikan antara kualitas pelayanan terhadap kepuasan konsumen dan tidak ada pengaruh yang signifikan antara suasana cafe terhadap kepuasan konsumen. Hal ini menunjukkan bahwa peran kepuasan konsumen tidak memediasi penuh antara *Electronic Word of Mouth*, kualitas pelayanan dan suasana cafe terhadap pembelian ulang pada Warunk Upnormal.

Kata Kunci: *Electronic Word of Mouth*,Kepuasan Konsumen, Kualitas Pelayanan, Pembelian Ulang, Suasana Cafe.

ABSTRACT

IMPACT OF ELECTRONIC WORD OF MOUTH, SERVICE QUALITY WITH STORE ATMOSPHERE ON REPURCHASE BEHAVIOUR WITH MEDIATION BY VARIABLE CUSTOMER SATISFACTION AT WARUNK UPNORMAL

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The purpose of this research is to determine the impact of Electronic Word of Mouth, service quality and the atmosphere of the store on repurchasing behaviour and to find out customer satisfaction as the mediation of Electronic Word of Mouth, service quality and the atmosphere of the store at Warunk Upnormal. Population in this research is Warunk Upnormal customers at Bandar Lampung with 96 respondents. The data analysis techniques used to answer the hypothesis is path analysis with the help of multiple linear regression. The result of this research are that there is no significant impact between Electronic Word of Mouth on customer satisfaction and there is significant impact between service quality on customer satisfaction and there is no impact between store atmosphere on customer satisfaction. This study suggests that the role of customer satisfaction as mediating variable is no significant have mediating between Electronic Word of Mouth, service quality and store atmosphere as independent variables and repurchase behaviour as dependent variable at Warunk Upnormal.

Key Word: *Electronic Word of Mouth, Customer Satisfaction, Service Quality, Repurchase Behaviour, Store Atmosphere.*