

Analisis pengaruh store atmosphere terhadap repurchase intention: studi pada UNION Plaza Senayan = The effect of store atmosphere towards repurchase intention: a study at Union Plaza Senayan

Raditio Permadi Soeryonegoro, author

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Abstrak

Dewasa ini, persaingan dalam bidang kuliner semakin tinggi. Salah satu faktor yang dapat digunakan dalam keunggulan bersaing adalah melalui store atmosphere. Tujuan penelitian ini adalah untuk menganalisis pengaruh store atmosphere pada restoran UNION Plaza Senayan terhadap repurchase intention. Penelitian dilakukan dengan pendekatan kuantitatif. Sampel penelitian terdiri atas 100 responden yang merupakan penduduk Jakarta yang berusia 17 tahun keatas yang merasakan pelayanan dari UNION Plaza Senayan setidaknya satu kali dalam tiga bulan terakhir. Data penelitian didapatkan dengan menyebarkan kuesioner dan dianalisis menggunakan analisa regresi sederhana. Dari penelitian ini didapatkan hasil bahwa ada pengaruh store atmosphere pada restoran UNION Plaza Senayan terhadap repurchase intention.

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Nowadays, competition in culinary industry has been increasing. One of potential affecting factor of the competition itself is through store atmosphere. The purpose of this research is to analyze the impact of store atmosphere towards repurchase intention. This research is conducted with quantitative approach. The research sample consists of 100 respondent which include to the criteria of being a Jakarta residence, 17 years old above in age, and having the experience of dining at least once in UNION Plaza Senayan within the last three months. All required research data are collected by distributing questionnaire which later on being analyzed with simple regression analysis. Through this research, it is found that there is significant impact of UNION Plaza Senayan store atmosphere towards its repurchase intention.