

ABSTRACT

This study aims to determine how much influence store atmosphere and service quality have on customer satisfaction and their implications for repurchase interest either partially or simultaneously at Kilogram Coffee. The research method used is descriptive and verification method, where research data is collected through observation, interviews and distributing questionnaires with a total sample of 90 respondents. The research instrument Testing by using validity and reliability tests. The data analysis method used is path analysis, multiple correlation, and coefficient of determination.

The results showed that the store atmosphere and service quality on customer satisfaction and its implications for repurchase interest had a poor category. and there is a positive and significant influence between store atmosphere and service quality on customer satisfaction and its implications for repurchase interest either partially or simultaneously.

Keywords: *store atmosphere, service quality, customer satisfaction, and repurchase interest*