

## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *store atmospher* dan *brand image* terhadap minat beli ulang (studi pada konsumen Gerobak Kopi Dibalik Senja) baik secara parsial maupun simultan. Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan jumlah 100 responden. Teknik pengumpulan data yang digunakan adalah observasi, wawancara dan menyebarkan kuesioner. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi.

Berdasarkan hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *store atmosphere* dan *brand image* terhadap minat beli ulang. Besarnya pengaruh antara *store atmosphere* dan *brand image* terhadap minat beli ulang. Secara simultan sebesar 55,2% dan sisanya 44,8% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh *store atmosphere* terhadap minat beli ulang sebesar 25,9% dan pengaruh *brand image* terhadap minat beli ulang sebesar 29,3%, sehingga dapat disimpulkan bahwa *brand image* memberikan pengaruh paling besar terhadap minat beli ulang.

**Kata kunci : *Store Atmosphere, Brand Image, Minat Beli Ulang***

## **ABSTRACT**

*The study refers to determine how the influence of store atmosphere and brand image to repurchase interest on consumers of coffee cart behind dusk educators both partially and simultaneously. The research method used is descriptive and verificatif with a sample of 100 respondents. Data collection techniques used were observation, interviews and distributing questionnaires. Data analysis method use is multiple linier regression analysis, multiple correlation and coefficient of determination.*

*Results based on the research shows that there is a positive and significant influence between store atmosphere and brand image on repurchase interest. The magnitude of the influence between store atmosphere and brand image on repurchase interest. Simultaneously by 55,2% and the remaining 44,8% is influenced by other variables examined. Partially the effect of store atmosphere on repurchase interest is 25,9% and the effect of brand image on repurchase interest is 29,3%, so it can be said that bbrand image has the greatest influence on repurchase interest.*

***Keywords : Store Atmosphere, Brand Image, Repurchase Interest***