

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh lokasi dan kualitas pelayanan terhadap kepuasan konsumen serta dampaknya terhadap minat beli ulang pada Munca *Coffee & Space* Bandung baik secara simultan maupun parsial. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui observasi, wawancara dan penyebaran kuesioner terhadap sejumlah konsumen Munca *Coffee & Space* Bandung dengan sampel sebanyak 90 responden. Metode analisis data yang digunakan adalah analisis jalur (*path analysis*), analisis koefisien determinasi dan uji hipotesis. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara lokasi dan kualitas pelayanan, terhadap kepuasan konsumen serta dampaknya pada minat beli ulang baik secara simultan maupun parsial. Kepuasan konsumen dapat memediasi hubungan antara lokasi terhadap minat beli ulang serta hubungan kualitas pelayanan terhadap minat beli ulang.

**Kata Kunci: Lokasi, Kualitas Pelayanan, Kepuasan Konsumen, Minat Beli Ulang**

## ***ABSTRACT***

*This research aims to determine the effects of location and service quality on consumer satisfaction and their impact on repurchase intention at Munca Coffee & Space Bandung, both simultaneously and partially. This study uses a quantitative approach with data collection techniques including observation, interviews, and distributing questionnaires to a sample of 90 respondents of Munca Coffee & Space Bandung. The data analysis methods used are path analysis, coefficient of determination analysis, and hypothesis testing. The results show that there is a positive and significant influence between location and service quality, on consumer satisfaction and its impact on repurchase intention both simultaneously and partially. Consumer satisfaction can mediate the relationship between location and repurchase intention and the relationship between service quality and repurchase intention.*

***Keywords : Location, Service Quality, Satisfaction Customer, Repurchase Intention***