

ABSTRAKSI

Tujuan dalam penelitian ini adalah untuk mendiskripsikan dan menganalisis pengaruh *store atmosphere* dan *shopping life style* terhadap minat beli ulang dengan kepuasan konsumen sebagai variabel intervening di The Blue Lotus Coffee House Semarang. Populasinya adalah seluruh konsumen yang sudah pernah membeli di The Blue Lotus Coffee House Semarang dengan jumlah sampel sebesar 100 responden. Alat analisisnya adalah path analysis, dimana sebelumnya dilakukan uji validitas dan reliabilitas serta uji asumsi klasik.

Hasil pengujian menunjukkan bahwa *store atmosphere* dan *shopping life style* mempunyai pengaruh positif dan signifikan terhadap kepuasan konsumen. *Store atmosphere*, *shopping life style* dan kepuasan konsumen terbukti mempunyai pengaruh positif dan signifikan terhadap minat beli ulang. Kepuasan konsumen mampu menjadi variabel intervening antara *store atmosphere* terhadap minat beli ulang, artinya semakin tata letak, dekorasi dan lingkungan yang disediakan Blue Lotus Coffee House akan membuat konsumen nyaman, sehingga akan menambah kepuasan konsumen dan hal itu tentu akan berdampak pada minat beli ulang. Kepuasan konsumen mampu menjadi variabel intervening antara *shopping life style* dengan minat beli ulang.

Kata Kunci : *Store atmosphere*, *shopping life style*, kepuasan konsumen dan minat beli ulang.

ABSTRACT

The purpose of this research is to describe and analyze the influence of store atmosphere and shopping life style on repurchase interest with customer satisfaction as an intervening variable at The Blue Lotus Coffee House Semarang. The population is all consumers who have ever bought at The Blue Lotus Coffee House Semarang with a sample of 100 respondents. The analytical tool is path analysis, where previously validity and reliability tests and classical assumptions were tested.

The test results show that store atmosphere and shopping life style have a positive and significant influence on customer satisfaction. Store atmosphere, shopping life style and customer satisfaction are proven to have a positive and significant influence on repurchase interest. Consumer satisfaction is able to become an intervening variable between store atmosphere to repurchase interest, meaning that the layout, decoration and environment provided by Blue Lotus Coffee House will make consumers comfortable, so that it will increase consumer satisfaction and it will certainly have an impact on repurchase interest. Consumer satisfaction is able to become an intervening variable between shopping life style and repurchase interest.

Keywords: Store atmosphere, shopping life style, customer satisfaction and repurchase interest