

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *food quality* dan *store atmosphere* terhadap *behavioral intentions* melalui kepuasan konsumen. Populasi dalam penelitian ini adalah konsumen yang pernah membeli produk di Cafe Brother Spot Weleri Kendal. Teknik pengambilan sampel dengan metode *incidental sampling*. Sampel yang diambil sebanyak 100 responden, dengan instrumen penelitian berupa kuesioner. Analisis data menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa *food quality* berpengaruh positif dan signifikan terhadap kepuasan konsumen. *Store atmosphere* berpengaruh positif dan signifikan terhadap kepuasan konsumen. *Food quality* berpengaruh positif dan signifikan terhadap *behavioral intentions*. *Store atmosphere* berpengaruh positif dan signifikan terhadap *behavioral intentions*. Kepuasan konsumen berpengaruh positif dan signifikan terhadap *behavioral intentions*. Kepuasan konsumen mampu memediasi pengaruh *food quality* dan *store atmosphere* terhadap *behavioral intentions*.

Kata Kunci: *Food Quality*, *Store Atmosphere*, Kepuasan Konsumen, Dan *Behavioral Intentions*.

## **ABSTRACT**

*This study aims to analyze the effect of food quality and store atmosphere on behavioral intentions through customer satisfaction. The population in this study are consumers who have bought products at Cafe Brother Spot Weleri Kendal. The sampling technique is using incidental sampling method. Samples taken as many as 100 respondents, with a research instrument in the form of a questionnaire. Data analysis uses multiple linear regression. The results showed that food quality had a positive and significant effect on consumer satisfaction. Store atmosphere has a positive and significant effect on consumer satisfaction. Food quality has a positive and significant effect on behavioral intentions. Store atmosphere has a positive and significant effect on behavioral intentions. Consumer satisfaction has a positive and significant effect on behavioral intentions. Consumer satisfaction is able to mediate the effect of food quality and store atmosphere on behavioral intentions.*

*Keywords: Food Quality, Store Atmosphere, Consumer Satisfaction, and Behavioral Intentions.*