

PENGARUH *BRAND IMAGE*, *STORE ATMOSPHERE* DAN *SERVICE QUALITY* TERHADAP *REPURCHASE* *INTENTION*

(Studi pada Konsumen Mie Gacoan di Kota Singaraja)

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *brand image*, *store atmosphere* dan *service quality* terhadap *repurchase intention*, baik secara simultan dan secara parsial. Desain penelitian yang digunakan dalam penelitian ini adalah kuantitatif kausal. Subjek dalam penelitian ini adalah konsumen yang telah membeli Mie Gacoan di Kota Singaraja. Objek penelitian ini adalah *brand image*, *store atmosphere*, *service quality* dan *repurchase intention*. Penentuan sampel dalam penelitian ini menggunakan teknik *purposive sampling*. Jumlah sampel yang digunakan adalah 160 responden. Instrumen yang digunakan dalam pengumpulan data adalah kuesioner dan teknik analisis data yang digunakan adalah analisis regresi linier berganda. Hasil dari penelitian ini adalah (1) *Brand image*, *store atmosphere*, dan *service quality* berpengaruh positif dan signifikan terhadap *repurchase intention*, (2) *Brand image* berpengaruh positif dan signifikan terhadap *repurchase intention*, (3) *Store atmosphere* berpengaruh positif dan signifikan terhadap *repurchase intention*, (4) *Service quality* berpengaruh positif dan signifikan terhadap *repurchase intention*.

Kata kunci: *repurchase intention*, *brand image*, *store atmosphere*, *service quality*.

***THE EFFECT OF BRAND IMAGE, STORE
ATMOSPHERE, AND SERVICE QUALITY ON
REPURCHASE INTENTION
(A Study of Mie Gacoan Consumers in Singaraja City)***

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ABSTRACT

This study aims to examine the influence of brand image, store atmosphere, and service quality on repurchase intention, both simultaneously and partially. The research design used in this study is quantitative causal. The subjects in this study are consumers who have purchased Mie Gacoan in Singaraja City. The objects of this study are brand image, store atmosphere, service quality, and repurchase intention. The sample determination in this study used purposive sampling technique. The number of samples used was 160 respondents. The instrument used in data collection was a questionnaire, and the data analysis technique used was multiple linear regression analysis. The results of this study are (1) Brand image, store atmosphere, and service quality have a positive and significant effect on repurchase intention, (2) Brand image has a positive and significant effect on repurchase intention, (3) Store atmosphere has a positive and significant effect on repurchase intention, (4) Service quality has a positive and significant effect on repurchase intention.

Keywords: repurchase intention, brand image, store atmosphere, service quality.