

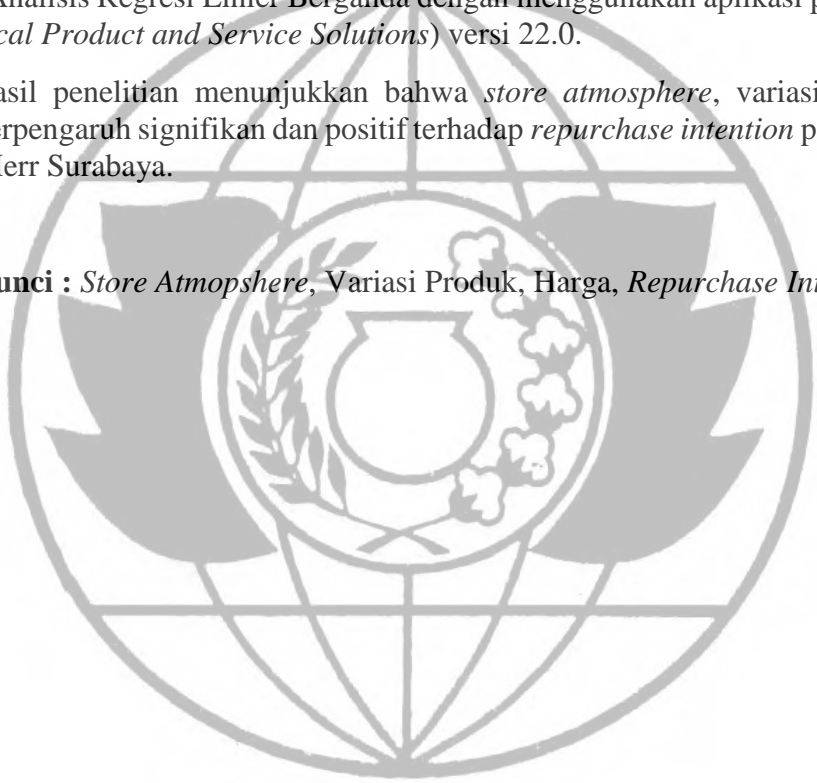
ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *Store Atmosphere*, Variasi Produk, dan Harga terhadap *Repurchase Intention*. Obyek yang digunakan dalam penelitian ini adalah konsumen *Economie Resto Merr Surabaya* yang bertempat di Jl. Dr Ir H Soekarno No 487 Surabaya.

Jenis penelitian ini adalah penelitian kuantitatif. Sampel diperoleh dengan metode *convenience sampling / Accidental sampling system* atau seleksi dari responden sesuai dengan keinginan peneliti dalam tempat dan waktu yang tepat. Data penelitian diperoleh dengan membagikan kuesioner penelitian kepada 130 responden yang pernah membeli produk *Economie Resto Merr Surabaya*. Teknik analisis data yang digunakan adalah Analisis Regresi Linier Berganda dengan menggunakan aplikasi program SPSS (*Statistical Product and Service Solutions*) versi 22.0.

Hasil penelitian menunjukkan bahwa *store atmosphere*, variasi produk, dan harga berpengaruh signifikan dan positif terhadap *repurchase intention* pada *Economie Resto Merr Surabaya*.

Kata Kunci : *Store Atmosphere*, Variasi Produk, Harga, *Repurchase Intention*



ABSTRACT

The research aimed to examine and analyze the effect of store atmosphere, product variety, and price on the repurchase intention. The research object was consumers of *Economie Resto*, Merr Surabaya which was located at Jl. Dr. Ir. H. Soekarno no. 487 Surabaya.

The research was quantitative research. Moreover, the data collection technique used a convenience sampling/accidental sampling system. it meant, the respondents' selection was based on the researcher's need in the correct place and time. Furthermore, the data were taken from questionnaires which were distributed to respondents. in line with, there were 130 respondents who bought products of *Economie Resto*, Merr Surabaya as the sample. additionally, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 22.0.

The research result concluded that store atmosphere, product variety, and price had a positive and significant effect on the repurchase intention of *Economie Resto*, Merr Surabaya.

Keywords : Store Atmosphere, Product Variety, Price, and Repurchase Intention.

