

ABSTRAK

Hasya Latiza Fatharani (1199240075) : “Pengaruh *Social Media Marketing* dan *Store Atmosphere* terhadap *Repurchase Intention* pada Konsumen De.u Coffee Bandung.

Pokok masalah pada penelitian ini terdapat pada *repurchase intention* yang berdampak pada penurunan volume penjualan De.u Coffee selama 3 tahun berjalan. *Social media marketing* salah satu strategi pemasaran yang dijalankan terdapat kekurangan pada interaksi antara konsumen dan De.u Coffee dan *store atmosphere* yaitu pada area parkir yang kecil diduga sebagai penyebab *repurchase intention* menurun. Penelitian ini bertujuan untuk mengetahui pengaruh secara parsial dan simultan dari *Social Media Marketing* dan *Store Atmosphere* terhadap *Repurchase Intention* pada konsumen De.u Coffee Bandung.

Metode penelitian yang digunakan yaitu metode penelitian deskriptif verifikatif dengan pendekatan kuantitatif. Pengambilan sampel menggunakan teknik *non probability sampling* dengan teknik *purposive sampling*, berdasarkan kriteria yang ditetapkan peneliti yaitu Konsumen De.u Coffee Bandung yang pernah berkunjung minimal 1 kali dan memiliki media sosial Instagram. Jumlah sampel yang diteliti sebanyak 100 responden. Teknik pengumpulan data melalui penyebaran kuesioner online. Teknik analisis data menggunakan Analisis Deskriptif, Uji Validitas, Uji Reliabilitas, Uji Regresi Linier Berganda, Uji-t (parsial), Uji-F (simultan), dan Uji Koefisien Determinasi dengan menggunakan program SPSS versi 26.

Berdasarkan hasil penelitian menunjukkan bahwa (1) *Social Media Marketing* berpengaruh positif dan signifikan terhadap *Repurchase Intention*, (2) *Store Atmosphere* berpengaruh positif dan signifikan terhadap *Repurchase Intention*, (3) *Social Media Marketing* dan *Store Atmosphere* berpengaruh positif dan signifikan terhadap *Repurchase Intention* dan hubungan yang ada pada penelitian ini memiliki tingkat hubungan yang sangat kuat.

Kata Kunci : *Social Media Marketing, Store Atmosphere, Repurchase Intention*

ABSTRACT

Hasya Latiza Fatharani (1199240075): "The Influence of Social Media Marketing and Store Atmosphere on Repurchase Intention in De.u Coffee Bandung Consumers.

The main problem in this study is the repurchase intention which has an impact on decreasing De.u Coffee's sales volume for 3 years. Social media marketing, one of the marketing strategies carried out, there is a lack of interaction between consumers and De.u Coffee and store atmosphere, namely in a small parking area, suspected as the cause of decreased repurchase intent. This study aims to determine the partial and simultaneous influence of Social Media Marketing and Store Atmosphere on Repurchase Intention in De.u Coffee Bandung consumers.

The research method used is a verifiative descriptive research method with a quantitative approach. Sampling using non-probability sampling techniques with purposive sampling techniques, based on criteria set by researchers, namely De.u Coffee Bandung consumers who have visited at least 1 time and have Instagram social media. The number of samples studied was 100 respondents. Data collection techniques through the dissemination of online questionnaires. Data analysis techniques use Descriptive Analysis, Validity Test, Reliability Test, Multiple Linear Regression Test, t-Test (partial), F-Test (simultaneous), and Coefficient of Determination Test using SPSS program version 26.

Based on the results of the study shows that (1) Social Media Marketing has a positive and significant effect on Repurchase Intention, (2) Store Atmosphere has a positive and significant effect on Repurchase Intention, (3) Social Media Marketing and Store Atmosphere have a positive and significant effect on Repurchase Intention and the relationship in this study has a very strong level of relationship.

Keywords : Social Media Marketing, Store Atmosphere, Repurchase Intention