

**PENGARUH STORE ATMOSPHERE TERHADAP MINAT PEMBELIAN
ULANG KONSUMEN PADA GOLD STRA SPORT AND LOUNGE
BANDUNG**

**THE EFFECT OF STORE ATMOSPHERE ON CONSUMER INTEREST
BUYING IN GOLD STAR SPORT AND LOUNGE BANDUNG**

SKRIPSI

**Diajukan sebagai salah satu syarat untuk memperoleh gelar sarjana
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ABSTRACT

Gold Star Sport and Lounge Bandung is the first company in the city of Bandung which has a different concept to the other is to combine culinary sports has a unique atmosphere presents a 360-degree view of Bandung. With the uniqueness is expected to attract the consumer repeat purchases. This study aims to look at how much influence store atmosphere to consumer interest in purchasing gold star the sport and lounge Bandung.

The method used in this research is quantitative descriptive. sample in this research that consumers gold star by using sampling techniques incidental to 100 respondents. The data analysis technique used is multiple linear analysis.

Based on the results of hypothesis testing simultaneously store atmosphere significantly influence consumer interest in purchasing the silver star on the sports and lounge Bandung. However, the partial sub-variables of store layout is not significant. This is evidenced by 0.658 Thitung smaller than Ttabel 1.985. Based on the determination coefficient store atmosphere affect the interests repurchase as much as 51.26% and the remaining 48.74% is not described in this study.

Keyword: cafe, repeat purchase interest, store atmosphere.