

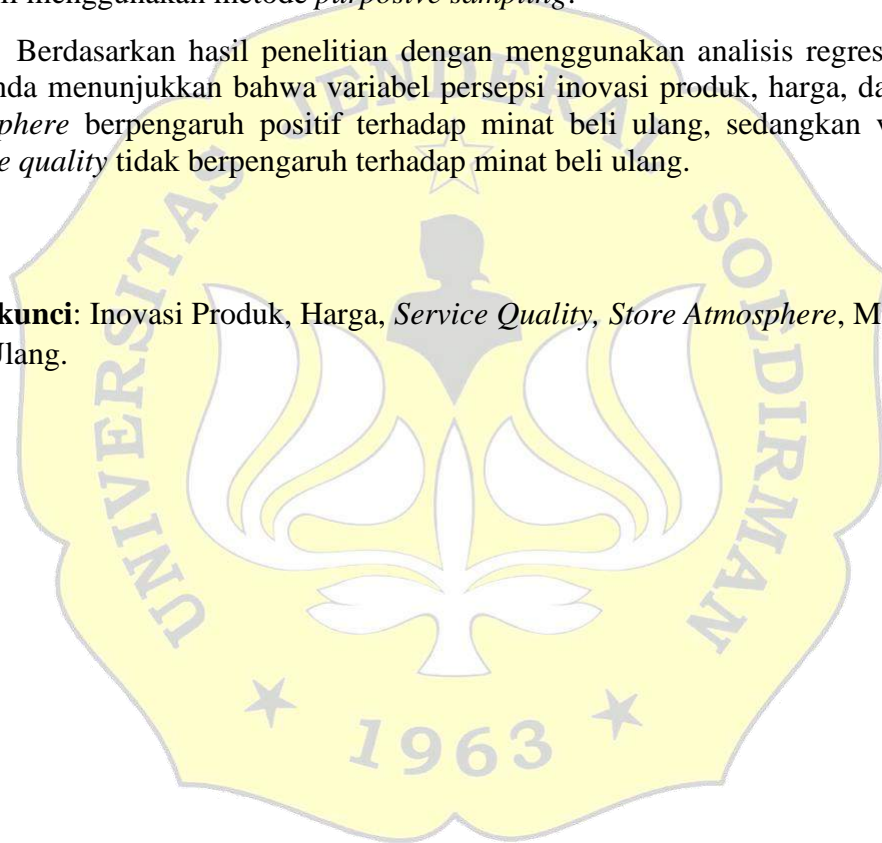
## RINGKASAN

Penelitian ini merupakan studi empiris dengan judul “Pengaruh Inovasi Produk, Harga, *Service Quality* dan *Store Atmosphere* terhadap Minat Beli Ulang pada Bourjuis Cafe”.

Penelitian ini bertujuan untuk menganalisis inovasi produk, harga, *service quality* dan *store atmosphere* terhadap minat beli ulang. Populasi dalam penelitian ini adalah responden yang berumur 17 – 40 tahun yang pernah melakukan pembelian di Bourjuis Cafe. Sampel penelitian ini sebanyak 107 responden diambil menggunakan metode *purposive sampling*.

Berdasarkan hasil penelitian dengan menggunakan analisis regresi linear berganda menunjukkan bahwa variabel persepsi inovasi produk, harga, dan *store atmosphere* berpengaruh positif terhadap minat beli ulang, sedangkan variabel *service quality* tidak berpengaruh terhadap minat beli ulang.

**Kata kunci:** Inovasi Produk, Harga, *Service Quality*, *Store Atmosphere*, Minat Beli Ulang.



## SUMMARY

*This research is an empirical study with the title "The Influence of Product Innovation, Price, Service Quality and Store Atmosphere on Repurchase Intention at Bourjuis Cafe".*

*This study aims to analyze product innovation, price, service quality and store atmosphere on repurchase intention. The population in this study were respondents aged 17-40 years who had made a purchase at Bourjuis Cafe. The sample of this research is 107 respondents taken using purposive sampling method.*

*Based on research using multiple linear regression analysis shows that the variables perception of product innovation, price, and store atmosphere have a positive effect on repurchase intention, while the service quality variable has no effect on repurchase intention.*

**Keywords:** *Product Innovation, Price, Service Quality, Store Atmosphere, Repurchase Intention.*

