

## **ABSTRACT**

### ***THE INFLUENCE OF STORE ATMOSPHERE ON HEDONIC EXPERIENCE AND SOCIAL EXPERIENCE AND ITS IMPACT ON REVISIT INTENTION***

***(Study on Starbuck's Coffee Shop Consumers in Tasikmalaya City)***

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*The purpose of this study was to determine and analyze the influence of Store Atmosphere on Hedonic Experience and Social Experience and its Impact on Revisit Intention (Study on Starbucks Coffee Shop Consumers in Tasikmalaya City). The research method used was a survey method with a quantitative approach by distributing questionnaires to Starbucks coffee shop consumers in Tasikmalaya City. The type of data used was primary data and the population in this study was 215 people. The sample in this study was Starbucks coffee shop consumers in Tasikmalaya City. The sample in this study was 215 Starbucks coffee shop consumers with a purposive sampling technique, namely a sample determination technique by determining the desired sample criteria. The data collection technique used was the questionnaire method (questionnaire) given to respondents. The analysis tool in this study used Structural Equation Modeling (SEM) analysis. The results of the analysis show that: (1) Store Atmosphere has a positive effect on Hedonic Experience, (2) Store Atmosphere has a positive effect on Social Experience, (3) Hedonic Experience has a positive effect on Revisit Intention, (4) Social Experience has a positive effect on Revisit Intention, (5) Hedonic Experience can mediate the relationship between Store Atmosphere and Revisit Intention and; (6) Social Experience can mediate the relationship between Store Atmosphere and Revisit Intention of Starbucks Coffee Shop Consumers in Tasikmalaya City.*

***Keywords: Store Atmosphere, Hedonic Experience, Social Experience, Revisit Intention***

## **ABSTRAK**

### **PENGARUH *STORE ATMOSPHERE* TERHADAP *HEDONIC EXPERIENCE* DAN *SOCIAL EXPERIENCE* SERTA DAMPAKNYA TERHADAP *REVISIT INTENTION***

**(Studi pada Konsumen *Coffee Shop Starbuck* di Kota Tasikmalaya)**

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Tujuan penelitian ini untuk mengetahui dan menganalisis pengaruh *Store Atmosphere* Terhadap *Hedonic Experience* Dan *Social Experience* Serta Dampaknya Terhadap *Revisit Intention* (Studi Pada Konsumen *Coffee Shop Starbuck* Di Kota Tasikmalaya). Metode penelitian yang digunakan adalah metode survei dengan pendekatan kuantitatif dengan menyebarkan kuesioner kepada konsumen *coffee shop* Starbuck di Kota Tasikmalaya. Jenis data yang digunakan merupakan data primer dan populasi dalam penelitian ini sebanyak 215 orang. Sampel dalam penelitian ini merupakan konsumen *coffee shop* Starbuck di Kota Tasikmalaya. Sampel dalam penelitian ini sebanyak 215 konsumen *coffee shop* Starbuck dengan teknik *purposive sampling* yaitu teknik penentuan sampel dengan menentukan kriteria sampel yang diinginkan. Teknik pengumpulan data yang digunakan adalah metode kuesioner (angket) yang diberikan kepada responden. Alat analisis dalam penelitian ini menggunakan analisis *Structural Equation Modeling* (SEM). Hasil analisis menunjukkan bahwa: (1) *Store Atmosphere* berpengaruh positif terhadap *Hedonic Experience*, (2) *Store Atmosphere* berpengaruh positif terhadap *Social Experience*, (3) *Hedonic Experience* berpengaruh positif terhadap *Revisit Intention*, (4) *Social Experience* berpengaruh positif terhadap *Revisit Intention*, (5) *Hedonic Experience* dapat memediasi hubungan antara *Store Atmosphere* terhadap *Revisit Intention* dan; (6) *Social Experience* dapat memediasi hubungan antara *Store Atmosphere* terhadap *Revisit Intention* Pada Konsumen *Coffee Shop Starbuck* di Kota Tasikmalaya.

**Kata Kunci:** *Store Atmosphere, Hedonic Experience, Social Experience, Revisit Intention*