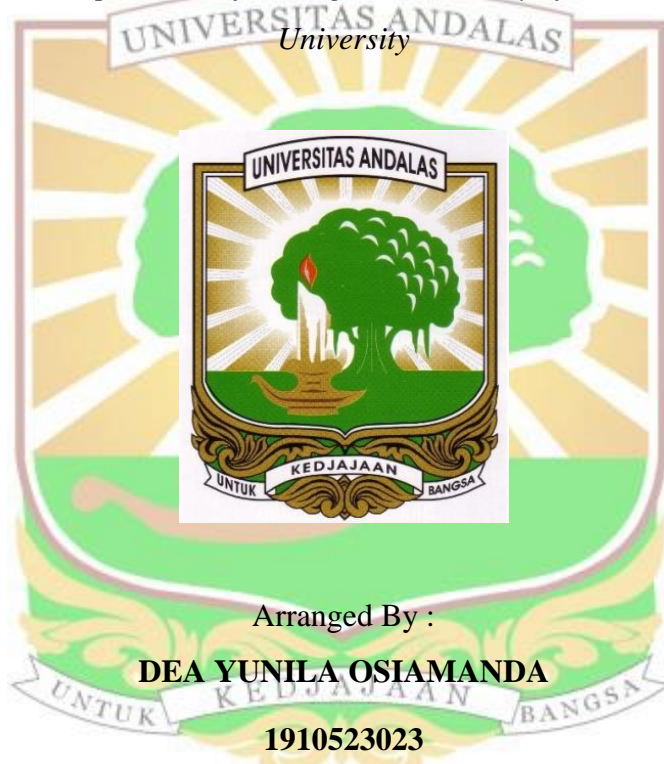


**THE EFFECT OF SERVICE QUALITY AND STORE ATMOSPHERE ON
REPURCHASE INTENTION MEDIATED BY CUSTOMER
SATISFACTION**
(Study on Budiman Supermarket Consumers in Padang City)

THESIS

*Submitted as one of the requirements to achieve a bachelor's degree in the S1
Study Program, Department of Management, Faculty of Economics, Andalas*



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The Effect of Service Quality and Store Atmosphere on Repurchase Intention Mediated by Customer Satisfaction (Study on Budiman Supermarket Consumers in Padang City)

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ABSTRACT

The high level of competition in the business world is shown by the many minimarkets, supermarkets and department stores that make business people more competitive. The existence of these opportunities makes business people open new businesses or open branches to maintain their business by retaining customers and increasing them. This study discusses the effect of Service Quality and Store Atmosphere on Repurchase Intention Mediated by Customer Satisfaction (Study on Budiman Supermarket Consumers in Padang City). This study uses a quantitative descriptive with online survey techniques. In this study using the non-probability sampling method and obtained as many as 250 respondents who live in the city of Padang will then be processed using SmartPLS 4.0. This study found that service quality has positive and significant effect on customer satisfaction, store atmosphere has positive and significant effect on customer satisfaction, customer satisfaction has positive and significant effect on repurchase intention, service quality has positive and significant effect on repurchase intention, store atmosphere has positive and significant effect on repurchase intention. And the last result customer satisfaction mediates the relationship between service quality and repurchase intention as partial mediation, then customer satisfaction mediates the relationship store atmosphere and repurchase intention as partial mediation.

Keywords: Service Quality, Store Atmosphere, Customer Satisfaction, and Repurchase Intention

This thesis is already examined and passed on July 07th, 2023. This Abstract already approved by supervisor and examiners:

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