

**THE EFFECT OF STORE ATMOSPHERE TO CUSTOMER
REPURCHASE INTENTION
(STUDY OF RIMBUN COFFEE & BREW BAR,LALITO COFFEE BAR,
AND COFFEE TOFFEE IN PADANG)**

THESIS

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Submitted by :

GILANG ORLANDA

1210524019

Supervisor : Asmi Abbas, SE, MM

**BACHELOR DEGREE INTERNATIONAL MANAGEMENT
ECONOMIC FACULTY
ANDALAS UNIVERSITY
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ABSTRACT

The purpose of this study is to exam what factors influencing the customers repurchase intention to the products of coffee shops in padang and testing whether the factors such as store lighting, store scent and store music gives significant impact to the repurchase intention.this research is using primary data that collected by spreading 150 questionnaires to the respondents which are the customers rimbun coffee & Brew Bar, Lalito Coffee Bar, and coffee toffee in padang.there are three hypothesis developed in this research based on the literature review and previous studies.the data analyzed by using Smart PLS 3.0. in this research, there are 3 variables, those are store lighting, store scent and store music.the finding indicated all variables have appositve and significant effect to customer repurchase intention.

Keywords: store lighting, store scent and store music, repurchase intention

