

## ABSTRAK

Yohanes Emanuel Sareng, 22942020027, **Pengaruh Kualitas Produk, Pelayanan, dan Suasana Kafe terhadap Minat Beli Ulang Konsumen (Studi Kasus HM Café & Resto Maumere)**. Skripsi. Program Sarjana, Program Studi Kewirausahaan, Institut Filsafat dan Teknologi Kreatif Ledalero, 2026.

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, pelayanan, dan suasana kafe terhadap minat beli ulang konsumen pada HM Café & Resto Maumere. Penelitian menggunakan pendekatan kuantitatif dengan metode deskriptif. Sampel penelitian berjumlah 96 responden yang dipilih menggunakan teknik purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan skala Likert dan dianalisis menggunakan IBM SPSS Statistics 22 melalui uji validitas, reliabilitas, asumsi klasik, regresi linear berganda, uji t, uji F dan R. Hasil penelitian menunjukkan bahwa kualitas produk dan suasana kafe berpengaruh positif dan signifikan terhadap minat beli ulang konsumen. Sementara itu, pelayanan tidak berpengaruh positif dan signifikan terhadap minat beli ulang. Secara simultan, kualitas produk, pelayanan, dan suasana kafe berpengaruh signifikan terhadap minat beli ulang konsumen pada HM Café & Resto Maumere Berdasarkan hasil penelitian, dapat disimpulkan bahwa kualitas produk dan suasana kafe merupakan faktor utama yang memengaruhi minat beli ulang konsumen. Oleh karena itu, HM Café & Resto Maumere perlu mempertahankan kualitas produk dan suasana kafe serta meningkatkan kualitas pelayanan guna meningkatkan loyalitas konsumen.

**Kata Kunci:** kualitas produk, pelayanan, suasana kafe, minat beli ulang.

## **ABSTRACT**

*Yohanes Emanuel Sareng, 22942020027, **The Effect of Product Quality, Service, and Café Atmosphere on Consumers' Repurchase Intention (A Case Study of HM Café & Resto Maumere)**. Thesis. Undergraduate Program, Entrepreneurship Study Program, Ledalero Institute of Philosophy and Creative Technology, 2026.*

*This study intended to analyze the effect of product quality, service, and café atmosphere on consumers' repurchase intention at HM Café & Resto Maumere. The study employs a quantitative approach with a descriptive method. The research sample comprised 96 respondents selected using a purposive sampling technique. Data were collected through questionnaires with a Likert scale and analyzed using IBM SPSS Statistics 22 through validity and reliability tests, classical assumption checks, multiple linear regression, t-tests, F-tests, and R-tests. The results indicate that product quality and café atmosphere have a positive and significant effect on consumers' repurchase intention. Meanwhile, service does not have a positive and significant effect on repurchase intention. Simultaneously, product quality, service, and café atmosphere significantly affect consumers' repurchase intention at HM Café & Resto Maumere. Based on the research results, it can be concluded that product quality and café atmosphere are the main factors influencing consumers' repurchase intentions. Therefore, HM Café & Resto Maumere needs to maintain product quality and café atmosphere as well as improve service quality to enhance consumer loyalty*

**Keywords:** *product quality, service, café atmosphere, repurchase intention*