

ABSTRACT

Bandung is known as a culinary city, one of the culinary that are popular in this city is ramen. Jigoku is a restaurant that sells ramen in Bandung which has a unique concept at store atmosphere that is different on each concept. It is expected by applying different store atmosphere can attract repurchase consumers in Jigoku ramen Bandung. The purpose of this study is to determine how much influence the store atmosphere to repurchase intention in Jigoku Ramen Restaurant.

This research is conducted using quantitative methods. Data collected by distributing questionnaires to a sample of 97 people using the technique of Non-Probability Sampling with convenience sampling method. Data were analyzed by simple linear regression analysis.

The results showed that the coefficient of determination test indicates R square of 0.279, it means store atmosphere affect repurchase intention 27.9% and the remaining 72.1% is influenced by other factors not examined in this study. In the T test known store atmosphere affect interest repurchase evidenced by $t_{count} > t_{table}$ ($6.152 > 1.660$).

From the results of this study concluded store atmosphere is positive and significant effect to repurchase intention of Jigoku Ramen Restaurant. Store atmosphere affect repurchase intention by 27.9%.

Keywords: Jigoku ramen Bandung, Repurchase Intention, Store Atmosphere.