

ABSTRACT

Business development trend has changed, encourage the company to compete in this current era of competition, especially in the field of culinary business. Conditions of competition that is so tight, it is expected the company to survive and continue to grow. It is important to be noted by the company, which is to continue to maintain existing customers and continue to work on new potential customers in order not to leave the company's customers become customers of other companies. The atmosphere is a major concern to distinguish between the cafe with each other very influential on customer re-buying intention. This study aims to look at how much influence on store atmosphere to customer re-buying intention at Braga Punya Cerita Cafe.

In this study, the authors use quantitative research methods and descriptive study. Sampling was done by purposive sampling technique. Methods of data collection using questionnaires and data analysis using descriptive analysis and simple linear regression.

The results of the research that has been done that the response to the respondents regarding the Store Atmosphere on Customer Re-Buying Intention has significant influence with a strong level. The magnitude of the impact of variable Store Atmosphere on Customer Re-Buying Intention is at 15%. Meanwhile, the remaining 85% (100% - 15%) is influenced by other factors not observed in this study.