

ABSTRACT

This research is based on the problems about noise, facility, spatial layout, and signage on Giggle Box Café & Resto Cihampelas Walk Bandung. This problems is based on survey and interview that shown that Giggle Box Café & Resto still have complaints on servicescape which consist ambient condition, spatial layout and functionality, and sign, symbol, and artifact. This research was conducted to determine the influence of servicescape on the customer repurchase intention in Giggle Box Café & Resto Bandung.

The method used is the quantitative methods with this type of research is a study of the causal and descriptive. The type of data required for this research is the primary and secondary data. While the techniques used in collecting data for this research is interviews, questionnaires, and the study of librarianship. The sampling that used in this research is non-probability sampling with the type is accidental sampling. The number of respondents are 100 respondents who consume Giggle Box Café & Resto Cihampelas Walk. Then, for descriptive analysis this research used data analysis, multiple linear regression analysis, and processing data using SPSS software version 20.0.

The result of this research is the implementation of servicescape in Giggle Box Café & Resto Cihampelas Walk Bandung is already in a good category and consumer repurchase intention is in passable category. Based on the results of hypothesis testing simultaneously, servicescape variables influence positively and significantly to consumer repurchase intention Giggle Box Café & Resto Cihampelas Walk Bandung. Based on the influence of servicescape variables on the consumer repurchase intention is 22,9% and 77,1% of rest is affected by other factors such as quality of service and price factors were not examined in this research based on the results of partial hypothesis test, obtained that ambient condition have no effect positively and significantly to consumer repurchase intention Giggle Box Café & Resto Cihampelas walk Bandung. Spatial layout & functionality have no effect positively and significant to consumer repurchase intention and sign, symbol, & artifact also have no effect positively and significantly to cunsumer repurchase intention on Giggle Box Café & Resto Cihampelas Walk.

Keywords: *servicescape, consumer repurchase intention, Giggle Box Café & Resto*