

ABSTRACT

Marka Coffee & Kitchen is one of the restaurants and cafes that not only prioritizes product variants but has advantages in designing interiors and presenting the atmosphere. The comfortable atmosphere is more complete with music that makes consumers comfortable and at home. Marka Coffee & Kitchen gives a mild coffee aroma to the room and is adjusted to the ideal room temperature. Consumers choose to intend to repurchase because it is based on the desire to buy and make a purchase. Marka Coffee & Kitchen has targeted good marketing but the number of transactions is not yet in line with the company's target for a period of one year after accounting. Therefore, companies need to look at consumers and the factors that influence consumers to visit Marka Coffee & Kitchen. Shop Atmosphere for Repurchase Interests at Marka Coffee & Kitchen.

Coffe And Kitchen Headquarters. The method used in this study is a quantitative method. Based on the objectives of the study, this research is a descriptive study. The sampling technique uses nonprobability sampling, namely purposive sampling technique. Data analysis using descriptive analysis and simple linear regression.

The results of this study indicate that the store atmosphere variable has a significant positive effect on repurchase interests. The test results are carried out by testing the hypothesis (t test) and producing a conclusion that the null hypothesis is rejected. With

Based on the results of the research, fix Marka Coffee & Kitchen which improves the quality of the lights with lights that improve quality.

Keywords: Store Atmosphere, Repurchase Interest, Marka Coffee & Kitchen