

ABSTRACT

In Indonesia, the development of business in the coffee industry has recently grown rapidly which has led to increasingly fierce competition. The desire of consumers to want to visit again is very necessary so that coffee shops can continue to compete with other coffee shops, including the Journal of Risa Coffee Braga. To be able to compete in the coffee shop business, it is necessary to pay attention to the quality perceived by consumers, through product quality perceived by consumers, service quality perceived by consumers, and providing a unique experience for customers, as well as the atmosphere of the shop so that consumers' desire to revisit the coffee shop increases. This writing aims to find out how the product quality perceived by consumers, the service quality perceived by consumers, and providing a unique experience for customers, as well as the store atmosphere affect the consumer's desire to visit again.

This study uses quantitative research methods. The sample in this study was 127 respondents who were taken by non-probability sampling technique. The data analysis technique used descriptive analysis and multiple linear regression analysis.

The results of the study prove that there is an effect of perceived product quality, perceived service quality, and store atmosphere on consumers' desire to return. Meanwhile, the quality of the experience felt by consumers does not affect the consumer's desire to visit again. Therefore, the perceived product quality variables, perceived service quality, and store atmosphere can be used as important variables for coffee shops, especially in the Risa Coffee Braga Journal in making strategies related to increasing consumer desire to visit again.

Keywords: coffee shop, perceived product quality, perceived service quality, perceived experience quality, store atmosphere, and customer intentions to revisit