

ABSTRACT

Silvya Fitriani (2013/1303762) : *Influence Store Atmosphere, Customer Engagement, Service Quality, and Brand Image on Revisit Intention (Studi at Kuring Taman Palem Cafe & Resto Padang.*

**Supervisor : 1. Abror, SE, ME, Ph.D.
2. Gesit Thabrani, SE, M.T**

The purpose of this research are to analyze : (1) The effect of store atmosphere on revisit intention in Kuring Taman Palem (2) The effect of customer engagement on revisit intention in Kuring Taman Palem (3) The effect of service quality on revisit intention in Kuring Taman Palem, and (4) The effect of brand iamge on revisit intention in Kuring Taman Palem.

The type of this research is causative research. The population on this research is Padang city society who have visited Kuring Taman Palem. The total sample of this research was 150 person which was taken by using accidental sampling due to unknown the number of population. The result of research shows that (1) Store Atmosphere has significant effect on revisit intention in Kuring Taman Palem (2) Customer Engagement has significant effect on revisit intention in Kuring Taman Palem (3) Service Quality has significant effect on revisit intention in Kuring Taman Palem(4) Brand Image has significant effect on revisit intention in Kuring Taman Palem.

The conclusion is store atmosphere, customer engagement, service quality, and brand image have significant effect on revisit intention. Customer engagement has higher influence on revisit intention in this research. For the future research is better to explore more about variable that can inluence revisit intention.

Keyword : Store Atmosphere, Customer Engagement, Service Quality, Brand Image, and Revisit Intention.