

ABSTRACT

The Influence of Food Quality, Service Quality and Store Atmosphere on Repurchase Intention at D'besto Simpang Lambau Bukittinggi

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The purpose of this research are to analyze : (1) The influence of food quality on repurchase intention at D'besto Simpang Lambau Bukittinggi (2) The influence of service quality on repurchase intention at D'besto Simpang Lambau Bukittinggi (3) The influence of store atmosphere on repurchase intention at D'besto Simpang Lambau Bukittinggi

The type of this research is associative research. The population on this research is all the customers of D'besto Simpang Lambau Bukittinggi with the total sample is 100 person which was taken by using purposive sampling due to known the number of population. The result of research shows that (1) Food quality has significant effect on repurchase intention at D'besto Simpang Lambau Bukittinggi (2) Service quality has significant effect on repurchase intention at D'besto Simpang Lambau Bukittinggi (3) Store atmosphere has significant effect on repurchase intention at D'besto Simpang Lambau Bukittinggi.

The conclusion food quality, service quality and store atmosphere has significant effect on repurchase intention. Food quality has higher influence on repurchase intention in this research. For the future research is better to explore more about variable that can influence repurchase intention.

Keyword: Food Quality, Service Quality, Store Atmosphere and Repurchase Intention