

# **THE EFFECT OF STORE ATMOSPHERE ON REPURCHASE INTENTION IN UPNORMAL WARUNK BANDAR LAMPUNG**

**By:**

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The purpose of this study was to determine the effect of store atmosphere on the repurchase intention in Upnormal Warunk Bandar Lampung. This type of study was quantitative research with independent variables were Hygiene (X1), Music (X2), Aroma (X3), Temperature (X4), Lighting (X5), Color (X6), Display or Layout (X7) and Variable Dependent was Repurchase Intention (Y) with a population of all Upnormal Warunk visitors with a total of 1352 respondents in 12 days. The number of samples based on a total population of 93 respondents obtained using a questionnaire using Multiple Linear Regression. The result of this study showed that Hygiene (X1) had an effect on the repurchase intention (Y) with a sig value of 0.010, Music (X2) had a significant effect on the interest in the Repurchase (Y) with sig value of 0.04, the Aroma variable (X3) had a significant effect on repurchase intention (Y) sig value 0.023, Temperature (X4) significantly affected repurchase intention (Y) with sig value of 0.390, Music (X2) significantly affected repurchase intention (Y) with sig value of 0.04, Lighting (X5) had significant effect on repurchase intention (Y) with sig value of 0,118, Color (X6) significantly affected repurchase intention (Y) with sig value of 0,281. Furthermore, Display or layout (X7) significantly affected repurchase intention (Y) with sig value of 0,000. Moreover, all independent variables (X) had a significant effect on repurchase intention (Y) with a value sig of 0,000.

Keywords: Store Atmosphere, Repurchase Interest

