ABSTRAK

PENGARUH STORE ATMOSPHERE, KUALITAS PRODUK, DAN KUALITAS PELAYANAN TERHADAP MINAT BERKUNJUNG PADA STARBUCKS INDONESIA DI ERA NEW NORMAL

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Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *store atmosphere*, kualitas produk, dan kualitas pelayanan terhadap minat berkunjung ke Starbucks di era *new* normal. Metode analisis data dalam penelitian ini menggunakan metode regresi linear berganda. Sampel dalam penelitian ini adalah setiap orang yang pernah mengunjungi sekaligus melakukan pembelian di salah satu gerai Starbucks selama tahun 2021 dengan 100 responden, dan teknik pengambilan sampel menggunakan *purposive sampling*. Hasil penelitian ini menunjukkan bahwa *store atmosphere*, kualitas produk, dan kualitas pelayanan berpengaruh positif dan signifikan terhadap minat berkunjung ke Starbucks di era *new* normal. Hal ini menunjukkan bahwa *store atmosphere*, kualitas produk, dan kualitas pelayanan dinilai menjadi faktor pendorong yang mampu menarik minat berkunjung konsumen ke Starbucks di era *new* normal.

Keywords: *Store Atmosphere*, Kualitas Produk, Kualitas Pelayanan, dan Minat Berkunjung.

ABSTRACT

**THE EFFECT OF STORE ATMOSPHERE, PRODUCT QUALITY, AND
QUALITY OF SERVICE ON BUYING INTEREST IN STARBUCKS
INDONESIA IN THE NEW NORMAL ERA**

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The purpose of this study was to find out the effect of store atmosphere, product quality, and service quality on the interest in visiting Starbucks in the new normal era. The data analysis method in this study used multiple linear regression methods. The sample in this study was that of everyone who had visited and made a purchase at one of Starbucks outlets during 2021 with 100 respondents, and the sampling technique used the purposive sampling. The result of this study showed that store atmosphere, product quality, and service quality had a positive and significant effect on the interest in visiting Starbucks in the new normal era. This showed that store atmosphere, product quality, and service quality were considered to be driving factors that were able to attract consumers to Starbucks in the new normal era.
Keywords: Store Atmosphere, Product Quality, Service Quality, and Visiting Interest.