

ABSTRACT

Business competition among cafe have been emerging along with the rise of cafe amount each year. To maintain the remaining market and reach a higher share of the market, firms must construct new marketing strategies. This study aims to analyze the impact of physical environment quality, food quality, and service quality on the repurchasing interest and word of mouth interest in Du Cafe Semarang.

The population in this thesis are the consumers of Du Café Semarang. The number of sample used is 200 selected persons, using purposive sampling method, while the data resource are mainly obtained from the questioners that was analyzed afterwards by AMOS program.

The result of this study shows that physical environment do not affect toward consumers satisfaction, while food quality and service quality affect positively on consumers satisfaction. Moreover, consumers satisfaction have an positive impact on the interest in repurchasing and the interest in word of mouth. The Variable that affect interest in repurchasing and the interest in word of mouth the most in Du Café is service quality. Thus, the quality of service becomes a crucial determinant of a café strategy success.

Keywords: physical environment quality, food quality, and service quality, consumers satisfaction, repurchas interest and word of mouth interest