ABSTRACT

This research aims to determine and analyze how the store atmosphere can effect on repurchase decisions and consumer loyalty of the coffee shop consumers in Semarang City.

The sampling of the method is non-probability sampling with purposive sampling technique. The samples collected were 100 respondents who had visited a coffee shop in Semarang at least twice. Then the collected data is processed using SEM analysis. IBM SPSS and Amos software applications with goodness of fit

The results of this study indicate that store atmosphere has a positive and significant effect on repurchase decisions and also consumer loyalty.

Keywords: store atmosphere, repurchase decision, consumer loyalty