

ABSTRAK

Innes Shera Aulia. 2026. Pengaruh *Store Atmosphere*, *Event*, dan *Location* Terhadap *Repurchase Intention* dengan *Purchase Decisions* Sebagai Variabel Mediasi (Studi Kasus Pada Malini Kopi Madiun). Skripsi. Program Studi Manajemen. Fakultas Ekonomi dan Bisnis Universitas PGRI Madiun. Dosen Pembimbing (I) Dr. Hari Purwanto, S. E., M. Dosen Pembimbing (II) Dr. Rizal Ula Ananta Fauzi, S. E., M. M.

Penelitian ini bertujuan untuk Pengaruh *Store Atmosphere*, *Event*, dan *Location* Terhadap *Repurchase Intention* pada Malini Kopi dengan *Purchase Decisions* Sebagai Variabel Mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan variabel *store atmosphere*, *event*, *location*), *purchase decision* dan *repurchase intention*.

Data dikumpulkan melalui kuesioner dengan instrument penelitian menggunakan skala likert. Penelitian ini diharapkan dapat memberikan bukti empiris terkait Pengaruh *Store Atmosphere*, *Event*, dan *Location* Terhadap *Repurchase Intention* pada Malini Kopi serta peran *Purchase Decisions* dalam memediasi hubungan tersebut. Hasil penelitian diharapkan menjadi masukan untuk perusahaan dalam meningkatkan *store atmosphere*, sehingga kondisi Malini Kopi menjadi lebih menarik.

Kata kunci: *Store Atmosphere*, *Event*, *Location*, *Purchase Decision* Dan *Repurchase Intention*.

ABSTRACT

Innes Shera Aulia. 2026. The Influence of Store Atmosphere, Events, and Location on Repurchase Intention with Purchase Decisions as a Mediating Variable (Case Study at Malini Coffee Madiun). Thesis. Management Study Program. Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I) Dr. Hari Purwanto, S. E., M. Supervisor (II) Dr. Rizal Ula Ananta Fauzi, S. E., M. M.

This study aims to examine the influence of store atmosphere, events, and location on repurchase intention at Malini Kopi, with purchase decisions as a mediating variable. This study uses a quantitative approach with variables such as store atmosphere, events, and location, purchase decision, and repurchase intention.

Data were collected through a questionnaire using a Likert scale. This study is expected to provide empirical evidence regarding the influence of store atmosphere, events, and location on repurchase intention at Malini Kopi and the role of purchase decisions in mediating this relationship. The results are expected to provide input for the company in improving store atmosphere, thus making Malini Kopi more attractive.

Key Words: Store Atmosphere, Event, Location, Purchase Decision and Repurchase Intention.