

## ABSTRAK

Era globalisasi menjanjikan suatu peluang dan tantangan bisnis baru bagi perusahaan yang beroperasi di Indonesia. Seperti halnya yang terjadi di industri ritel yang terus bermunculan, sehingga persaingan bisnis ritel di Indonesia mengalami perkembangan yang pesat, Toko Sandal Gang Remaja merupakan usaha ritel yang sedang berkembang. Untuk mencapai keberhasilan perusahaan, maka Toko Sandal Gang Remaja harus mengevaluasi kualitas pelayanan dan lingkungan untuk mencapai minat beli ulang. Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas pelayanan dan lingkungan terhadap minat beli ulang. Jenis penelitian ini merupakan penelitian deskriptif kuantitatif, dengan sampel sebanyak 332 responden. Teknik pengambilan sampel diambil dengan teknik sampling *non probability sampling* dengan *purposive sampling*. Instrumen pengumpulan data dengan kuesioner dan wawancara, analisis data menggunakan analisis jalur (*Path Analys*). Hasil penelitian ini menunjukkan bahwa; (1) terdapat hubungan kualitas pelayanan terhadap lingkungan, (2) kualitas pelayanan berpengaruh positif dan signifikan terhadap minat beli ulang, (3) lingkungan berpengaruh positif dan signifikan terhadap minat beli ulang, (4) terdapat pengaruh simultan kualitas pelayanan dan lingkungan terhadap minat beli ulang.

*Kata Kunci : Kualitas Pelayanan, Lingkungan, Minat Beli Ulang, Ritel*



## ABSTRACT

*The era of globalization promises new business opportunities and challenges for companies operating in Indonesia. As is the case in the retail industry that continues to emerge, so that retail business competition in Indonesia is experiencing rapid development, Sandal Gang Remaja Store is a growing retail business. To achieve the company's success, the Sandal Gang Remaja Store must evaluate the quality of service and store atmosphere to achieve repurchase interest. The purpose of this study was to determine the effect of service quality and store atmosphere on repurchase interest. This type of research is a quantitative descriptive study, with a sample of 332 respondents. The sampling technique was taken using a non-probability sampling technique with purposive sampling. The data collection instruments were questionnaires and interviews, and data analysis used path analysis (Path Analys). The results of this study indicate that; (1) there is a relationship between service quality and store atmosphere, (2) service quality has a positive and significant effect on repurchase interest, (3) store atmosphere has a positive and significant effect on repurchase interest, (4) there is a simultaneous influence on service quality and store atmosphere on repurchase interest.*

*Keywords: Service Quality, Environment, Repurchase Interest, Retail*

