

ABSTRAK

Penelitian ini bertujuan untuk mengukur pengaruh suasana tempat, kualitas produk, dan lokasi terhadap niat berkunjung ulang pelanggan di Warung Kopi Ponco Premium. Sampel diambil menggunakan teknik purposive sampling dengan 120 responden dan data dikumpulkan melalui kuesioner. Analisis data dilakukan dengan regresi linier berganda, uji validitas, dan uji reliabilitas. Uji asumsi klasik meliputi normalitas, multikolinieritas, dan heterokedastisitas. Hasil menunjukkan suasana tempat tidak berpengaruh signifikan, kualitas produk berpengaruh positif signifikan, dan lokasi berpengaruh positif signifikan terhadap niat berkunjung ulang.

Kata Kunci: Suasana Tempat, Kualitas Produk, Lokasi, Niat Berkunjung Ulang.

ABSTRACT

This study aims to measure the impact of ambiance, product quality, and location on customers' intention to revisit Warung Kopi Ponco Premium. A purposive sampling technique was used to select 120 respondents, and data were collected through questionnaires. Data analysis involved multiple linear regression, validity testing, and reliability testing. Classical assumption tests included normality, multicollinearity, and heteroscedasticity. The results indicate that ambiance does not have a significant effect, while product quality and location have a significant positive effect on the intention to revisit.

Keywords: Ambiance, Product Quality, Location, Intention to Revisit.