

## **ABSTRACT**

### ***The Influence of Product Quality and Store Atmosphere on Repurchase Intention Mediated by Consumer Satisfaction at Janji Jiwa***

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*The development of the coffee business in Indonesia is expected to continue to grow along with the increasing trend of coffee as part of the lifestyle and developments in the culinary industry. Janji Jiwa being one of the players in the coffee industry must pay attention to factors that can influence repurchase intention in order to increase sales and business sustainability. The purpose of this study is to analyze the effect of product quality and store atmosphere on repurchase intention mediated by consumer satisfaction at Janji Jiwa. This research uses a quantitative approach with data collection through questionnaires to 162 respondents. The data analysis technique uses Structural Equation Modeling (SEM) with the help of SmartPLS software. The results showed that product quality and store atmosphere had a positive and significant effect on consumer satisfaction, consumer satisfaction had a positive and significant effect on repurchase intention, product quality and store atmosphere had a positive and significant effect on repurchase intention. Then, product quality and store atmosphere have a positive and significant effect on repurchase intention mediated by consumer satisfaction.*

**Keywords:** Product Quality, Store Atmosphere, Consumer Satisfaction, Repurchase Intention