

PENGARUH STORE ATMOSPHERE TERHADAP REPURCHASE INTENTION
YANG DIMEDIASI OLEH CONSUMER EMOTION KASUS : CERIAMART DI
BUNGUR BESAR, JAKARTA PUSAT

Oleh : Andreas Wijaya

In the era globalization, especially in Indonesia, the retail shop have been increasing and become more variative. Many retailers want to get much consumer get walk in the store and repeat purchase instore to get higher profit gain.

This research studied about analysis the influence of Store atmosphere towards consumer emotion to repurchase intention at Ceriamart Bungur Besar in Jakarta Pusat. In this research used 100 sample consumer of Ceriamart based in Jakarta.

This study used a questionnaire and tested by SPSS 16.00 analysis using multiple regression techniques. From this study we can conclude that the store atmosphere towards consumer emotion has a positive effect on repurchase intention.

Keywords: Store Atmosphere, Consumer Emotion, Repurchase Intention