

## ABSTRAK

Studi ini bertujuan untuk membuktikan, menguji, dan juga mengetahui pengaruh *brand awareness*, *store atmosphere*, dan *word of mouth* terhadap minat beli ulang pada House of Dorkas Cafe. Populasi pada penelitian ini merupakan konsumen House of Dorkas Cafe, dengan sampel 170 responden. Metode analisis yang dipergunakan adalah *accidental sampling*. Studi ini menunjukkan jika *brand awareness*, *store atmosphere*, dan *word of mouth* berpengaruh positif dan signifikan secara simultan terhadap minat beli ulang pada House of Dorkas Cafe.

**Kata kunci:** *Brand Awareness*, *Store Atmosphere*, dan *Word of Mouth*

## **ABSTRACT**

*This study aims to prove, test, and also find out the effect of brand awareness, store atmosphere, and word of mouth on repurchase interest at the House of Dorkas Cafe. Population in this study is the consumer of the House of Dorkas Cafe with a sample of 170 respondents. The analysis method used is accidental sampling. Result of this research shows that brand awareness, store atmosphere, and word of mouth have a positive and significant effect simultaneously on repurchase interest on House of Dorkas Cafe.*

**Keywords:** *Brand Awareness, Store Atmosphere, dan Word of Mouth*