

INTISARI

Perkembangan bisnis kafe di Indonesia dewasa ini semakin berkembang dengan pesat. Banyak pelaku bisnis yang mulai melirik usaha kafe sebagai usaha yang cukup menguntungkan. Saat ini lebih dari 10.000 kafe di Indonesia yang diprediksi masih akan terus tumbuh. Pertumbuhan industri makanan dan minuman yang begitu pesat menyebabkan persaingan menjadi semakin ketat. Sinergi *Co-Working Space and Café* merupakan salah satu *café* yang berada di Jl. Cendrawasih No. 32B Demangan, Yogyakarta juga dituntut untuk mencari solusi agar dapat memenangkan pasar. Salah satu cara yaitu dengan penerapan *servicescape* untuk mempengaruhi pilihan konsumen.

Penelitian ini bertujuan untuk menguji apakah *ambient condition, spatial layout and functionality, signs, symbols, and artifacts* secara parsial dan simultan berpengaruh positif dan signifikan terhadap terhadap *repeat order* konsumen Sinergi *Co-Working Space and Café*. Metode yang digunakan adalah metode kuantitatif dengan teknik analisis data yang digunakan adalah analisis regresi linier berganda. Populasi dalam penelitian ini adalah semua orang yang pernah melakukan pembelian secara langsung di Sinergi *Co-Working Space and Café*, sedang sampel yang digunakan adalah 100 responden dengan *Non-Probability Sampling* menggunakan teknik *purposive sampling*. Pengumpulan data pada penelitian ini menggunakan kuesioner yang diisi oleh pihak yang memenuhi persyaratan sampel penelitian. Kuesioner telah diujicobakan dan telah memenuhi syarat validitas dan reliabilitas.

Hasil analisis regresi berganda dan pengujian hipotesis menunjukkan bahwa variabel *ambient condition, spatial layout and functionality, signs, symbols, and artifacts* berpengaruh positif dan signifikan terhadap *repeat order* konsumen secara simultan. Sedangkan secara parsial hanya variabel *ambient condition* yang berpengaruh positif dan signifikan terhadap *repeat order* konsumen Sinergi *Co-Working Space and Café* Yogyakarta.

Kata Kunci: *ambient condition, spatial layout and functionality, signs, symbols, and artifacts, repeat order* konsumen.

ABSTRACT

Today the development of the cafe business in Indonesia is growing rapidly. Many business people are starting to look at cafe businesses as a profitable business. Currently there are more than 10,000 cafes in Indonesia and are predicted to continue to grow. The rapid growth of the food and beverage industry has caused competition to become increasingly tighter. Sinergi Co-Working Space and Café is one of the cafés located on Jl. Cendrawasih No. 32B Demangan, Yogyakarta is also required to find solutions to win the market. One way that can be done is by applying servicescape to influence consumer choice.

This study aims to examine whether ambient conditions, spatial layouts and features, signs, symbols, and artifacts partially and simultaneously have a positive and significant effect on consumer repeat orders Synergy Co-Working Space and Café. The method in this study is quantitative and the data analysis technique used is multiple linear regression analysis. The population in this study were all people who had made a purchase directly at Synergy Co-Working Space and Café, while the sample used was 100 respondents Non-Probability Sampling using purposive sampling technique. Data collection in this study uses a questionnaire filled in by parties that meet the requirements of the research sample. The questionnaire has been tested and has met the validity and reliability requirements.

The results of multiple regression analysis and hypothesis testing show that ambient condition variables, spatial layouts and features, signs, symbols, and artifacts have a positive and significant effect on consumer repeat orders simultaneously. While partially only ambient condition variables have a positive and significant effect on consumer repeat orders Synergy Co-Working Space and Café Yogyakarta.

Keywords: ambient condition, spatial layout and functionality, signs, symbols, and artifacts, consumer repeat orders.