

## ABSTRAK

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**ANALISIS PENGARUH *STORE ATMOSPHERE*, *PRODUCT KNOWLEDGE*, DAN *BRAND IMAGE* TERHADAP *REPURCHASE DECISION* MELALUI *CUSTOMER SATISFACTION* PADA *MAX FASHIONS* DI SURABAYA**  
(xvi + 117 halaman: 12 gambar; 35 tabel; 13 lampiran)

Pada era globalisasi kini, banyak masyarakat di Indonesia dimudahkan dengan adanya beragam toko retail yang ada jika ingin berbelanja. *Fashion* di era globalisasi ini semakin berkembang pesat seperti *brand Max Fashions*. *Brand Max Fashions* yang merupakan perusahaan yang baru dirintis oleh Landmark Group cukup berani dalam mengambil keputusan untuk membuka retail *store* di Indonesia walaupun di Indonesia sendiri sudah ada 2 *brand* dari luar yang telah masuk seperti H&M dan Uniqlo. Gerai pertama *Max Fashions* sendiri dibuka pertama kali di Central Park dan Pondok Indah Mall di Jakarta. Kemudian membuka gerai-gerai ke kota-kota besar seperti Surabaya salah satunya. Tujuan dalam penelitian ini adalah melakukan evaluasi dan Analisa pengaruh dari *Store Atmosphere*, *Product Knowledge*, dan *Brand Image* terhadap *Repurchase Decision* melalui *Customer Satisfaction* pada *Max Fashions* di Surabaya.

Penelitian ini dilakukan pendekatan secara kuantitatif yang bersifat kausal dengan teknik analisis *Structural Equation Model* (SEM) dan software AMOS 22.0. Data diperoleh dari kuesioner yang telah di distribusikan kepada konsumen sebanyak 100 responden, dengan kriteria responden yaitu pria dan wanita, berusia 17-60 tahun, berdomisili Surabaya, dan pernah membeli produk *Max Fashions* di Surabaya minimal dua kali dalam setahun terakhir.

Hasil dari penelitian menyatakan bahwa variabel *product knowledge* berpengaruh positif signifikan terhadap *customer satisfaction* dengan nilai koefisien regresi sebesar 0.403, variabel *store atmosphere* berpengaruh positif signifikan terhadap *customer satisfaction* dengan nilai koefisien regresi sebesar 0.385, variabel *brand image* berpengaruh positif signifikan terhadap *customer satisfaction* dengan nilai koefisien regresi sebesar 0.359, variabel *brand image* berpengaruh positif signifikan terhadap *repurchase decision* dengan nilai koefisien regresi sebesar 0.323, variabel *customer satisfaction* berpengaruh positif signifikan terhadap *repurchase decision* dengan nilai koefisien regresi sebesar 0.312, variabel *store atmosphere* berpengaruh positif signifikan terhadap *repurchase decision* dengan nilai koefisien regresi sebesar 0.287, variabel *product knowledge* berpengaruh positif signifikan terhadap *repurchase decision* dengan nilai koefisien regresi sebesar 0.276.

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In the current era of globalization, many people in Indonesia are facilitated by the existence of various retail stores that exist if you want to shop. Fashion in this globalization era is growing rapidly, such as the Max Fashions brand. The Max Fashions brand, which is a new company initiated by Landmark Group, is brave enough to make the decision to open a retail store in Indonesia, even though in Indonesia there are already 2 foreign brands that have entered such as H&M and Uniqlo. The first Max Fashions outlet itself opened for the first time in Central Park and Pondok Indah Mall in Jakarta. Then open outlets in big cities like Surabaya, one of them. The aim of this research is to evaluate and analyze the influence of Store Atmosphere, Product Knowledge, and Brand Image on Repurchase Decision through Customer Satisfaction at Max Fashions in Surabaya.

This research uses a quantitative approach that is causal with the analysis technique of Structural Equation Model (SEM) and AMOS 22.0 software. Data obtained from questionnaires that have been distributed to consumers as many as 100 respondents, with the criteria of respondents namely male and female, aged 17-60 years, domiciled in Surabaya, and have purchased Max Fashions products in Surabaya at least twice in the last year.

The results of the study state that the product knowledge variable has a significant positive effect on customer satisfaction with a regression coefficient value of 0.403, the store atmosphere variable has a significant positive effect on customer satisfaction with a regression coefficient value of 0.385, the brand image variable has a significant positive effect on customer satisfaction with the regression coefficient value. of 0.359, the brand image variable has a significant positive effect on repurchase decision with a regression coefficient value of 0.323, the customer satisfaction variable has a significant positive effect on repurchase decision with a regression coefficient value of 0.312, the store atmosphere variable has a significant positive effect on repurchase decision with a regression coefficient value of 0.287 , variable product knowledge has a significant positive effect on repurchase decision with a regression coefficient value of 0.276

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