

**ABSTRACT**

Title : ***Analysis of Effect Service Quality, Store Atmosphere And Price on Revisit Intention in Kopi Kenangan The Breeze BSD City.***

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Study program: S1- Management

This study aims to determine the effect of Service Quality, Store Atmosphere and Price on Revisit Intention on The Breeze BSD City Coffee Memories. The independent variable consists of Service Quality, Store Atmosphere and Price, and the dependent variable consists of Revisit Intention in The Breeze Bsd City Coffee Memories. The population in this study is consumers of memorable coffee with a total sample of 150 respondents with a sampling technique using purposive sampling, the method used in this study is data collection methods such as questionnaires and data analysis uses Multiple Linear Regression Analysis techniques. The results of this study indicate that Service Quality, Store Atmosphere and Price have a positive effect on Revisit Intention in The Breeze Bsd City Coffee Memories, and Price variable has the most dominant influence on revisit intention.

***Keywords: Service Quality, Store Atmosphere , Price And Revisit Intention.***