

FAKTOR-FAKTOR PENENTU *REPURCHASE INTENTION* PADA KONSUMEN COFFE SHOP GENERASI MILLENNIAL DI KOTA MEDAN

ABSTRAK

Tujuan penelitian ini ialah untuk mengetahui secara langsung dan tidak langsung pengaruh variabel *social media marketing*, *customer perceived*, dan *servicescape* terhadap *repurchase intention* melalui *new cultural marketing* dan *customer experience* pada konsumen coffe shop generasi millennial di Kota Medan. Jenis penelitian ialah penelitian asosiatif, dengan menggunakan metode penelitian kuantitatif. Penelitian dilaksanakan pada konsumen coffe shop modern yang ada di Kota Medan dimulai dari Agustus 2023-selesai. Populasi dalam penelitian ini adalah seluruh konsumen coffe shop generasi millennial di Kota Medan yang telah berkunjung lebih dari 1 kali. Pada 60 coffe shop yang berada di 20 Kecamatan di Kota Medan dengan rata-rata 20 konsumen/coffe shop, sehingga jumlah populasi sebanyak 1200 konsumen. Adapun sampel penelitian menggunakan metode *non-probability sampling* dengan teknik *accidental sampling*. Peneliti menggunakan Tabel Sampel Rumus Krajcic & Morgan dalam menentukan sampel. Berdasarkan Tabel Sampel Rumus Krajcic & Morgan jumlah sampel ialah 291 namun dibulatkan dengan taraf 5% menjadi 310 responden. Alasan peneliti menentukan sampel sebanyak 310 ialah agar lebih representatif serta meminimalisir seandainya terdapat data penelitian yang bias/tidak dapat digunakan. Hasil penelitian dijelaskan bahwa *Social media marketing* secara langsung berpengaruh signifikan terhadap *new cultural marketing*. *Customer perceived* secara langsung tidak berpengaruh signifikan terhadap *new cultural marketing*. *Servicescape* secara langsung tidak berpengaruh signifikan terhadap *new cultural marketing*. *Social media marketing* secara langsung tidak berpengaruh signifikan terhadap *customer experience*. *Customer perceived* secara langsung berpengaruh signifikan terhadap *customer experience*. *Servicescape* secara langsung berpengaruh signifikan terhadap *customer experience*. *Social media marketing* secara langsung tidak berpengaruh signifikan terhadap *repurchase intention*. *Customer perceived* secara langsung berpengaruh signifikan terhadap *repurchase intention*. *Servicescape* secara langsung berpengaruh signifikan terhadap *repurchase intention*. *New cultural marketing* secara langsung berpengaruh signifikan terhadap *repurchase intention*. *Customer experience* secara langsung berpengaruh signifikan terhadap *repurchase intention*. *Social media marketing* secara tidak langsung berpengaruh signifikan terhadap *repurchase intention* melalui *new cultural marketing*. *Customer perceived* secara tidak langsung tidak berpengaruh signifikan terhadap *repurchase intention* melalui *customer experience*. *Servicescape* secara tidak langsung tidak berpengaruh signifikan terhadap *repurchase intention* melalui *new cultural marketing*. *Social media marketing* secara tidak langsung tidak berpengaruh signifikan terhadap *repurchase intention* melalui *customer experience*. *Customer perceived* secara tidak langsung berpengaruh signifikan terhadap *repurchase intention* melalui *customer experience*. *Servicescape* secara tidak langsung berpengaruh signifikan terhadap *repurchase intention* melalui *customer experience*.

Kata Kunci: Social Media Marketing, Customer Perceived, Servicescape, New Cultural Marketing, Customer Experience, Repurchase Intention

DETERMINANTS OF REPURCHASE INTENTION AMONG MILLENNIAL GENERATION COFFEE SHOP CONSUMERS IN MEDAN CITY

ABSTRACT

The purpose of this study is to determine the direct and indirect effects of social media marketing, customer perception, and servicescape on repurchase intention through new cultural marketing and customer experience among millennial coffee shop consumers in Medan. This is an associative study using quantitative research methods. The research was conducted on modern coffee shop consumers in Medan from August 2023 to completion. The population in this study consists of all millennial coffee shop consumers in Medan City who have visited more than once. The study was conducted at 60 coffee shops located in 20 districts in Medan City, with an average of 20 consumers per coffee shop, resulting in a total population of 1,200 consumers. The sample was selected using non-probability sampling with accidental sampling technique. The researcher used the Kraljic & Morgan Sample Table Formula to determine the sample size. Based on the Kraljic & Morgan Sample Table Formula, the sample size was 291, but it was rounded up to 310 respondents at a 5% margin of error. The researcher chose 310 respondents to ensure representativeness and minimize the risk of biased or unusable data. The results of the study indicate that social media marketing has a significant direct effect on new cultural marketing. Customer perception does not have a significant direct effect on new cultural marketing. Servicescape does not have a significant direct effect on new cultural marketing. Social media marketing does not have a significant direct effect on customer experience. Customer perception has a significant direct effect on customer experience. Servicescape has a significant direct effect on customer experience. Social media marketing does not have a direct significant effect on repurchase intention. Customer perception has a direct significant effect on repurchase intention. Servicescape has a direct significant effect on repurchase intention. New cultural marketing has a direct significant effect on repurchase intention. Customer experience has a direct significant effect on repurchase intention. Social media marketing has an indirect significant effect on repurchase intention through new cultural marketing. Customer perception does not have a significant indirect effect on repurchase intention through customer experience. Servicescape does not have a significant indirect effect on repurchase intention through new cultural marketing. Social media marketing does not have a significant indirect effect on repurchase intention through customer experience. Customer perception has a significant indirect effect on repurchase intention through customer experience. Servicescape has a significant indirect effect on repurchase intention through customer experience.

Keywords: *Social Media Marketing, Customer Perceived, Servicescape, New Cultural Marketing, Customer Experience, Repurchase Intention*