

ABSTRACT

Based on the records of the Investment and One-Stop Integrated Services (DPMPTSP) of Payakumbuh City, the number of cafes in Payakumbuh City from 2020 to 2023 has increased by 62.5%, this increase in the number of cafes shows that the cafe business is trending in Payakumbuh City. In the midst of this trend, Titik Terang Cafe with its natural atmosphere concept is faced with a decrease in revisit intention in the last 1 year. This study aims to determine the effect of store atmosphere, service quality, and promotion on consumer revisit intention at Titik Terang Cafe. This is important to help Titik Terang Cafe in creating differentiation strategies and attracting consumers in the midst of increasingly fierce competition in the cafe business.

This study uses quantitative research methodology with descriptive inferential research type. Data collection uses a questionnaire method that has been tested for validity and reliability. The data analysis used is multiple linear regression. The data in the study were obtained through two sources, namely primary data sources obtained through distributing questionnaires and secondary data obtained from internal data from the management of Titik Terang cafe, previous theses and journals, literature books and data from relevant sites. The population in this study were consumers of Titik Terang Payakumbuh cafe who were taken from Instagram followers @titikterang.tt with a sampling method using non-probability sampling, with a total of 385 respondents. After the data is collected, it is analyzed and uses descriptive analysis techniques, classical assumption tests and hypothesis testing using SPSS 21.

Based on the results of research using descriptive analysis with the help of SPSS 21, it shows that store atmosphere, and promotion have a positive and significant effect partially on revisit intention. While service quality has no partial effect on revisit intention. This study recommends that Titik Terang maintain a cozy cafe atmosphere with attention to appropriate background music. Although service quality and promotion are very good, companies need to strengthen customer loyalty and increase revisit intention through periodic surveys and relevant promotional content.

Keywords: *Store Atmosphere, Service Quality, Promotion, Revisit Intention.*