

## **STORE ATMOSPHERE DALAM REPURCHASE INTENTION**

**Nayla Nur Azahra <sup>1</sup>, Iman Sidik Nusannas <sup>2</sup>, Ade Nurhayati Kusumadewi <sup>3</sup>**

*<sup>1</sup>Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Islam Dr. Khez Muttaqien, Purwakarta, Indonesia.*

*[naylaazahra977@gmail.com](mailto:naylaazahra977@gmail.com)*

*<sup>2</sup>Universitas Islam Dr. Khez Muttaqien, Purwakarta, Indonesia.*

*[imansidiknusannas@gmail.com](mailto:imansidiknusannas@gmail.com)*

*<sup>3</sup>Universitas Islam Dr. Khez Muttaqien, Purwakarta, Indonesia.*

*[adenurhayatikd@gmail.com](mailto:adenurhayatikd@gmail.com)*

*<sup>a)</sup> [naylaazahra977@gmail.com](mailto:naylaazahra977@gmail.com)*

### **Abstract**

*The purpose of this article is to examine store atmosphere and repurchase intention from several accessed journals. Increasing competition in the retail business requires business actors to create a comfortable and attractive store atmosphere for consumers to encourage repurchase intention. Various studies have examined store atmosphere and repurchase intention, but discussions that specifically focus on store atmosphere as a trigger for repurchase intention are still limited. The research method used is a systematic literature review by analyzing 20 research journals published from 2021-2025 regarding store atmosphere and repurchase intention. Based on the results obtained from the 20 journals that have been analyzed, namely (1) previous research states that 5 journals regarding store atmosphere and repurchase intention have results that have a positive and significant effect (2) previous research stated that 7 store atmosphere journals in repurchase intention had positive results (3) previous research stated that 5 store atmosphere journals in repurchase intention had significant results (4) previous research stated that 3 store atmosphere journals in repurchase intention had positive but not significant results. This study concludes that store atmosphere has an important role in encouraging repurchase intention, so it needs to be a primary concern in retail businesses in an effort to retain consumers.*

**Keyword:** *Repurchase Intention, Store Atmosphere*

**JEL:** *Systematic Literature Review*

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