

The Influence of Promotion and Brand Image on Repurchase Intention at Kopi Kenangan Ruko Hayam Wuruk, Kota Kediri

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ABSTRACT

This study analyzes the influence of promotion and brand image on consumers' repurchase intention at the Kopi Kenangan outlet in Ruko Hayam Wuruk, Kediri City. The background of this research is based on the growing competition in the coffee business and the importance of promotional strategies and brand image in maintaining customer loyalty. This research uses a quantitative approach with survey methods through questionnaires distributed to 100 respondents who are customers of Kopi Kenangan. The sampling technique used is purposive sampling. Data analysis was conducted using multiple linear regression with the help of SPSS software. The results of the study show that partially, the promotion variable has a significant effect on repurchase intention, as does brand image, which also significantly affects repurchase intention. Simultaneously, both independent variables positively and significantly influence repurchase intention. Therefore, it can be concluded that attractive promotional strategies and a strong brand image play a vital role in encouraging consumers to make repeat purchases at Kopi Kenangan outlets.

Keywords: Promotion, Brand Image, Repurchase Intention, Kopi Kenangan, Marketing Strategy.



INTRODUCTION

The growth of the Indonesian coffee industry has experienced a rapid increase in recent years. Drinking coffee has transformed from a mere consumption activity into a lifestyle, especially among the younger generation. This trend has opened up broad business opportunities, evident from the mushrooming of coffee shops in various cities across the country. Coffee brands strive to attract loyal customers not only through product quality but also through strategic promotional efforts and the establishment of a strong brand image.

Kopi Kenangan is one of the rising coffee brands in Indonesia that aggressively expands its outlets and builds a strong brand presence. One of the outlets in Ruko Hayam Wuruk, Kota Kediri, has become a point of interest due to its high customer traffic and competitive marketing strategy. However, in a competitive market, maintaining consumer repurchase intention becomes critical for business sustainability.

Previous studies have indicated that promotion and brand image play significant roles in influencing consumer behavior, particularly their decision to repurchase a product [1]. Despite this, some findings also suggest inconsistent outcomes where promotional activities may not always lead to repeat purchases, especially when not aligned with consumer expectations or lacking in perceived value. These inconsistencies highlight a research gap that needs to be addressed, particularly in the context of local coffee shop competition.

The present study aims to fill this gap by examining the simultaneous and partial effects of promotion and brand image on repurchase intention in the context of Kopi Kenangan Ruko Hayam Wuruk, Kota Kediri. The research contributes to the development of marketing science by providing empirical evidence from a local Indonesian brand context, which is still relatively underrepresented in the academic literature. Furthermore, this study offers a novelty by focusing on a specific outlet in a secondary city, thus expanding the understanding of consumer behavior in regional coffee markets, which may differ from those in major metropolitan areas.

Formulation of The Problem

Based on the background described above, the following problems are formulated: Does promotion significantly affect repurchase intention among customers of Kopi Kenangan Ruko Hayam Wuruk, Kota Kediri? Does brand image significantly affect repurchase intention among customers of Kopi Kenangan Ruko Hayam Wuruk, Kota Kediri? And do promotion and brand image simultaneously affect repurchase intention among customers of Kopi Kenangan Ruko Hayam Wuruk, Kota Kediri?. The formulation of the research problem is derived from the background discussion and serves as the basis for

constructing relevant research hypotheses. These hypotheses aim to guide a structured and comprehensive analysis of the collected data. In this section, the author is expected to identify the core issues that the research seeks to address.

Writing Purpose

The purpose of this study is to analyze and explain the influence of promotion and brand image on repurchase intention among customers of Kopi Kenangan Ruko Hayam Wuruk, Kota Kediri. Specifically, this study aims to: determine the partial effect of promotion on repurchase intention, determine the partial effect of brand image on repurchase intention, and assess the simultaneous effect of promotion and brand image on repurchase intention.

The benefits of this research are twofold. Theoretically, it contributes to the academic discourse on consumer behavior and marketing strategies in the Indonesian context. Practically, it provides insights for business managers, particularly in the food and beverage industry, to design more effective marketing strategies that enhance customer loyalty.

LITERATURE REVIEW

Promotion

Promotion is one of the key factors that determine the success or failure of a marketing program [2]. With the right promotional strategy, companies can attract consumer attention and encourage repeat purchases. Promotion is an essential element of marketing strategy used by businesses to inform, persuade, and remind consumers about their products or services [2]. According to Kotler and Keller, promotion is a component of the marketing mix that serves as a communication tool to influence consumer behavior [3]. Through promotion, companies aim to build awareness and interest, which can ultimately encourage consumers to purchase and repurchase [2].

Promotional strategies include advertising, personal selling, sales promotion, public relations, and direct marketing. The effectiveness of promotion is often measured by its ability to create top-of-mind awareness and influence consumer purchasing decisions [4]. For coffee shop businesses like Kopi Kenangan, engaging promotions such as discount programs or buy-one-get-one deals are designed to retain customer loyalty and increase repurchase intention [3].

Research has shown that promotion has a significant impact on short-term sales and long-term brand engagement [1][5]. However, ineffective or overly frequent promotions may diminish perceived value and reduce the impact on long-term repurchase behavior [6].

Brand Image

Brand image refers to the perception of a brand held in the minds of consumers, which is shaped by experiences, marketing communications, and public associations [7]. A positive brand image contributes to consumer trust, emotional attachment, and ultimately, repurchase intention [7]. According to Aaker, brand image is one of the key assets that contribute to brand equity and long-term customer loyalty[8] .

A strong brand image in the coffee industry often includes consistent product quality, a comfortable store atmosphere, and emotionally engaging branding elements such as slogans or visuals [8]. Consumers tend to repurchase from brands they perceive as reputable, authentic, and aligned with their self-concept [9].

Previous studies confirm that brand image has a significant positive effect on repurchase intention in various industries, including food and beverage, fashion, and technology [8][10][11].

Repurchase Intention

Repurchase intention is defined as a consumer's intention to buy a product or service again based on previous experiences and satisfaction levels [12]. It serves as a key indicator of customer loyalty and long-term business sustainability [13]. The Theory of Planned Behavior suggests that intention is a strong predictor of actual behavior, thus, repurchase intention reflects a high likelihood of repeat purchases .

Factors influencing repurchase intention include customer satisfaction, brand trust, product quality, and marketing efforts such as promotion and brand positioning [14]. In the competitive landscape of coffee shops, maintaining high repurchase intention is crucial, as it directly affects profitability and word-of-mouth marketing [8].

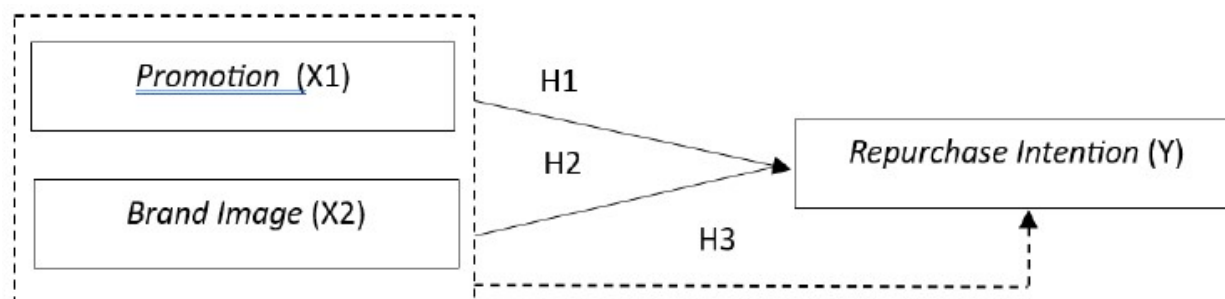
Hypothesis

Based on the problem formulation and theoretical framework described earlier, the hypotheses proposed in this study are as follows:

H₁: Promotion has a significant positive effect on repurchase intention.

H₂: Brand image has a significant positive effect on repurchase intention.

H₃: Promotion and brand image simultaneously have a significant positive effect on repurchase intention.



Source: Processed Primary Data, 2025

Figure 1. Conceptual Framework

RESEARCH METHODS

This study employs a quantitative approach with a survey method and structured questionnaire to gather data on the relationship between promotion, brand image, and repurchase intention among consumers of Kopi Kenangan at Ruko Hayam Wuruk, Kota Kediri. The exact number of the population is not known; however, a sample of 100 respondents was selected through purposive sampling based on specific criteria, such as having made repeat purchases. Primary data were collected directly through offline questionnaires distributed to eligible participants, while secondary data were gathered from relevant literature and previous studies. Data analysis was conducted using multiple linear regression, classic assumption tests, and hypothesis testing. This research method is expected to provide deeper insight into consumer behavioral patterns about promotional efforts and brand perception within the competitive coffee shop industry.

Research Design

This study uses a quantitative approach with an associative research design aimed at analyzing the relationship between promotion and brand image on repurchase intention. The research is designed to test hypotheses by collecting data through a structured questionnaire, which is then analyzed statistically using multiple linear regression. The study is conducted cross-sectionally, where data is collected at one point in time from respondents who meet the criteria.

Research Limits

This research is limited to customers who have made repeat purchases at Kopi Kenangan Ruko Hayam Wuruk, Kota Kediri. The analysis focuses on two independent variables, promotion and brand image, and one dependent variable, repurchase intention. The study does not include other factors such as customer satisfaction, service quality, or price. The scope of the research is also limited to data collected during the specified time frame of the study.

Variable Identification

The variables used in this study consist of independent and dependent variables. The independent variables include Promotion (X_1) and Brand Image (X_2). Promotion refers to the various efforts undertaken by the brand to communicate and deliver its offerings to consumers to influence their purchasing behavior. Brand Image represents the overall impression, perception, and associations that consumers hold about the brand in their minds. Meanwhile, the dependent variable in this study is Repurchase Intention (Y), which refers to the consumer's tendency or willingness to make repeat purchases based on their previous experience and satisfaction with the product or service.

Participants and Setting

The population in this research consists of consumers who have purchased products from Kopi Kenangan Ruko Hayam Wuruk, Kota Kediri, more than once. The sample consists of 100 respondents selected using purposive sampling, based on the criteria that they have made repeat purchases. According to Prasetyo, a sample is a subset of the population that is analyzed in depth to represent the whole [15]. This study uses a Non-Probability Sampling technique, which means not all elements of the population have an equal chance of being selected as respondents [16]. The research was conducted in the first quarter of 2025. The location of the study is confined to the outlet area and the surrounding consumers. Before data collection, participants were informed of the purpose of the study, and their participation was voluntary.

Measurement

Data Collection

The data collection method used in this research was a questionnaire. A questionnaire is a data collection technique in which a set of written questions is given to respondents to be filled out [17]. Data was collected using a structured questionnaire distributed directly to respondents. The questionnaire contains closed-ended statements using a Likert scale to measure responses for each variable. Each variable (promotion, brand image, and repurchase intention) was measured using multiple indicators adapted from previous research with slight modifications to fit the current context.

Data Analysis

Data analysis in this study was carried out using the Statistical Package for the Social Sciences (SPSS) version 25. The analysis process involved several stages, including data coding, editing, and tabulating to ensure data accuracy and readiness for further analysis. To assess the quality of the research instrument, validity and reliability tests were conducted. Furthermore, classical assumption tests were

performed, which included normality testing to ensure data distribution, multicollinearity testing to detect correlations among independent variables, and heteroskedasticity testing to examine the consistency of error variances.

For hypothesis testing, multiple linear regression analysis was employed to evaluate the influence of the independent variables—promotion and brand image—on the dependent variable, repurchase intention. The partial influence of each independent variable was examined using the t-test, while the simultaneous effect of all independent variables was tested using the F-test. Lastly, the coefficient of determination (R^2) was used to determine the extent to which the variation in repurchase intention could be explained by the promotion and brand image variables.

RESULTS

Descriptive Statistics

This study involved 100 respondents who had made repeat purchases at Kopi Kenangan Ruko Hayam Wuruk, Kota Kediri. Descriptive statistics were used to describe the respondent profiles and the distribution of responses for each variable. The mean scores for the variables showed that most respondents rated the promotion and brand image efforts of Kopi Kenangan positively, and the majority expressed a strong intention to repurchase.

Instrument Validity and Reliability

Table 1. Validity Test

Variabel	Item Pertanyaan	Nilai r- tabel	Nilai r- hitung	Nilai Signifikasi	Keterangan
<i>Promotion (X1)</i>	X1.1	0,361	0,528	0,003	Valid
	X1.2	0,361	0,794	0,000	Valid
	X1.3	0,361	0,666	0,000	Valid
	X1.4	0,361	0,794	0,000	Valid
	X1.5	0,361	0,692	0,000	Valid
	X1.6	0,361	0,721	0,001	Valid
	X1.7	0,361	0,587	0,000	Valid
	X1.8	0,361	0,803	0,000	Valid
	X1.9	0,361	0,681	0,000	Valid
	X1.10	0,361	0,760	0,000	Valid
<i>Brand Image (X2)</i>	X2.1	0,361	0,761	0,000	Valid
	X2.2	0,361	0,837	0,000	Valid
	X2.3	0,361	0,754	0,000	Valid
	X2.4	0,361	0,778	0,000	Valid
	X2.5	0,361	0,822	0,000	Valid
	X2.6	0,361	0,896	0,000	Valid
<i>Repurchase Intention (Y)</i>	Y1.1	0,361	0,702	0,000	Valid
	Y1.2	0,361	0,852	0,000	Valid
	Y1.3	0,361	0,801	0,000	Valid
	Y1.4	0,361	0,821	0,000	Valid
	Y1.5	0,361	0,816	0,000	Valid
	Y1.6	0,361	0,713	0,000	Valid

Source: Primary Data Process, 2025

All questionnaire items were tested for validity using Pearson's correlation coefficient, with a critical r-value of 0.361. As shown in the table, all items related to Promotion (X₁), Brand Image (X₂), and Repurchase Intention (Y) obtained correlation coefficients (r-calculated) above the critical r-value and significance levels below 0.05. This confirms that each statement item is valid and appropriately measures the intended construct.

Reliability was then assessed using Cronbach's Alpha, a measure of internal consistency. As shown in the table below:

Table 2. Validity Test

Variabel	Nilai Cronbach Alpha	Keterangan
Promotion (X ₁)	0,770	Reliabel
Brand Image (X ₂)	0,801	Reliabel
Repurchase Intention (Y)	0,796	Reliabel

Source: Primary Data Process, 2025

Each variable obtained a Cronbach's Alpha value above 0.7, which indicates a high level of internal consistency and confirms that the instruments are reliable. Thus, the data collection instruments used in this study are statistically acceptable and suitable for further analysis, including multiple regression and hypothesis testing.

Classical Assumption Tests

Normality Test

Based on the table above, the Kolmogorov–Smirnov test showed a significance value greater than 0.05, indicating that the data were normally distributed. Specifically, the Kolmogorov–Smirnov test resulted in a significance value of 0.200, which is greater than the significance threshold of 0.05. Therefore, it can be concluded that the data in this study are normally distributed.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.00204903
Most Extreme Differences	Absolute	.064
	Positive	.044
	Negative	-.064
Test Statistic		.064
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Primary Data Process, 2025

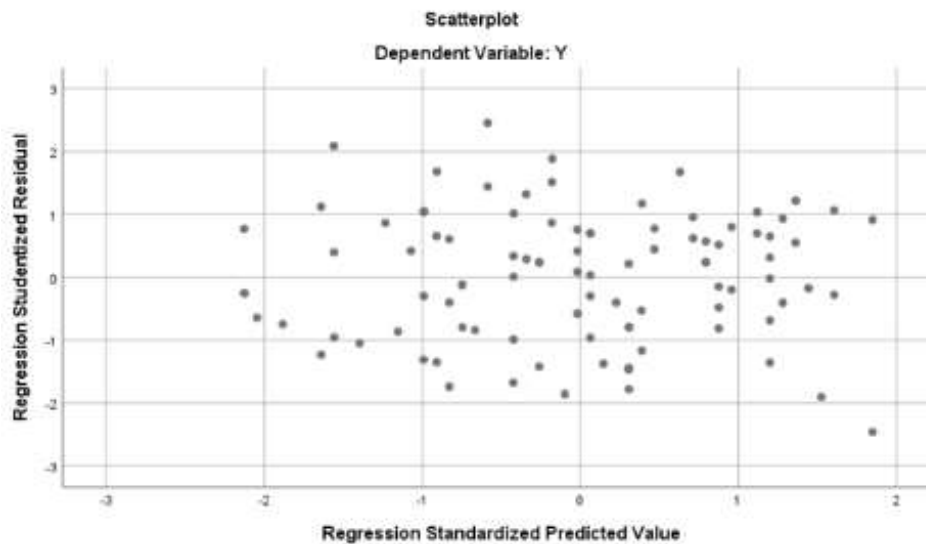
*Multicollinearity Test***Table 4. Multicollinearity Test**

Coefficients^a			
Model		Collinearity Statistics	
1	(Constant)	Tolerance	VIF
	<i>Promotion (X1)</i>	.858	1.165
	<i>Brand Image (X2)</i>	.858	1.165

a. Dependent Variable: Repurchase Intention

Source: Primary Data Process, 2025

Based on the output table of “Coefficients” under the “Collinearity Statistics” section, it is shown that the tolerance value for the promotion variable (X_1) is 0.858, which is greater than 0.10. The tolerance value for the brand image variable (X_2) is also 0.858, which is greater than 0.10. Since the tolerance values for both variables exceed 0.10, it can be concluded that there is no indication of multicollinearity. Meanwhile, the VIF (Variance Inflation Factor) value for the promotion variable (X_1) is 1.165, which is less than 10, and the same VIF value of 1.165 is found for the brand image variable (X_2), also less than 10. These VIF values indicate that each variable does not have a strong linear relationship with the other independent variable. Referring to the decision criteria for the multicollinearity test, it can be concluded that there is no multicollinearity problem in the regression model.

Heteroskedasticity Test

Source: Primary Data Process, 2025

Figure 2. Heteroskedasticity Test

Scatterplot analysis showed no clear pattern in the distribution of residuals, suggesting the absence of heteroskedasticity. Furthermore, based on the output of the Scatterplot in Figure 2, it can be

observed that the data points are scattered both above and below the zero (0) line, indicating a balanced distribution of residuals. The points are not concentrated on only one side but are distributed on both sides of the zero line. Additionally, the distribution of the data points does not follow any specific pattern, such as waves or a funnel shape (widening and narrowing). Instead, the data points appear to be randomly and irregularly scattered. Therefore, it can be concluded that there is no indication of heteroscedasticity in the tested regression model. This means that the classical assumption of homoscedasticity is fulfilled, allowing the multiple linear regression analysis to be conducted validly.

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Analysis

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.020	2.877		2.093	.039
	<i>Promotion (X1)</i>	.154	.060	.238	2.564	.012
	<i>Brand Image (X2)</i>	.462	.108	.398	4.293	.000
a. Dependent Variable: Repurchase Intention						

Source: Primary Data Process, 2025

The regression model was used to assess the influence of promotion (X_1) and brand image (X_2) on repurchase intention (Y). Based on the data in Table 4.18, the resulting multiple linear regression equation is a follows :

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

$$Y = 6.020 + 0.154X_1 + 0.462X_2 + \varepsilon$$

Based on this multiple linear regression equation, the interpretation is as follows:

1. β_0 (constant) = 6.020, which indicates that if both the promotion (X_1) and brand image (X_2) variables are equal to zero, then the repurchase intention (Y) would be 6.020. In other words, even in the absence of influence from promotion or brand image, there is a baseline repurchase intention score of 6.020.
2. β_1 (coefficient of promotion) = 0.154, meaning that a 1 percent increase in the promotion variable will increase repurchase intention by 0.154, assuming the other variable remains constant.
3. β_2 (coefficient of brand image) = 0.462, indicating that a 1 percent increase in the brand image variable will increase repurchase intention by 0.462, assuming the other variable remains constant.
4. ε (error term) represents the influence of other variables not included in this study but which may still affect repurchase intention.

Hypothesis Test

t-Test (Partial Test)

Table 6. t-Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.020	2.877		2.093	.039
	Promotion (X1)	.154	.060	.238	2.564	.012
	Brand Image (X2)	.462	.108	.398	4.293	.000
a. Dependent Variable: Repurchase Intention						

Source: Primary Data Process, 2025

Hypothesis 1

The influence of promotion on repurchase intention shows that the calculated t-value is greater than the t-table value ($2.564 > 1.984$), indicating that the promotion variable significantly affects repurchase intention among consumers of Kopi Kenangan Ruko Hayam Wuruk, Kota Kediri. Furthermore, the significance value (Sig.) for the promotion variable is 0.001. Since the Sig. Value of 0.012 is less than the 0.05 threshold, it can be concluded that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. This confirms that the promotion variable (X_1) has a positive and significant influence on the repurchase intention variable (Y).

Hypothesis 2

The influence of brand image on repurchase intention reveals that the calculated t-value is greater than the t-table value ($4.293 > 1.984$), indicating that the brand image variable significantly affects repurchase intention among consumers of Kopi Kenangan Ruko Hayam Wuruk, Kota Kediri. Moreover, the significance value (Sig.) for the brand image variable is 0.000. Since the Sig. Value of 0.000 is lower than the 0.05 significance level, it can be concluded that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. Thus, the brand image variable (X_2) has a positive and significant influence on the repurchase intention variable (Y).

*F-Test (Simultaneous Test)***Table 7. F-Test**

ANOVA^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	356.942	2	178.471	19.403	.000 ^b
	Residual	892.218	97	9.198		
	Total	1249.160	99			
a. Dependent Variable: <i>Repurchase Intention</i>						
b. Predictors: (Constant), <i>Brand Image (X2)</i> , <i>Promotion (X1)</i>						

Source: Primary Data Process, 2025

The F-value obtained was 19.403 with a significance level of 0.000, which is less than 0.05. This indicates that promotion and brand image together have a significant effect on repurchase intention. Based on the results of the simultaneous (F) test above, it is known that the calculated F-value of 19.403 is greater than the F-table value of 3.09 (with degrees of freedom $df_1 = 2$ and $df_2 = 97$ at a 0.05 significance level). The significance value obtained from the F-test is 0.000. Since this value is less than the 0.05 threshold, it can be concluded that the regression model is appropriate to predict that the independent variables—promotion and brand image—simultaneously have a significant influence on repurchase intention among consumers of Kopi Kenangan Ruko Hayam Wuruk, Kota Kediri.

Coefficient of Determination (R^2)**Table 8. Coefficient of Determination (R^2)**

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.535 ^a	.286	.271	3.033
a. Predictors: (Constant), X2, X1				
b. Dependent Variable: <i>Repurchase Intention</i>				

Source: Primary Data Process, 2025

The Adjusted R Square value was 0.271, which means that 27.1% of the variation in repurchase intention could be explained by promotion and brand image, while the remaining 72.9% is influenced by other factors not examined in this study. Based on the Model Summary table, the R Square (R^2 value

was 0.286. This R^2 value was obtained by squaring the correlation coefficient (R), which is $0.535 \times 0.535 = 0.286$. Meanwhile, the Adjusted R Square value of 0.271 or 27.1% indicates that the variables promotion (X_1) and brand image (X_2) were able to explain the repurchase intention variable (Y) by 27.1%, with the remaining $100\% - 27.1\% = 72.9\%$ explained by other variables outside of this research model.

CONCLUSION

This research aimed to examine the influence of promotion and brand image on repurchase intention among consumers at the Kopi Kenangan outlet at Ruko Hayam Wuruk, Kediri City. Based on the data analysis and discussion, it can be concluded that both promotion and brand image, individually and simultaneously, have a significant influence on repurchase intention. Attractive and consistent promotional efforts contribute to increased repurchase intentions, while a strong brand image enhances consumer loyalty. The study results show that brand image has a more dominant influence than promotion.

These findings are supported by prior research, such as Nurkhasanah and Mahmud [5], who found that well-targeted promotional strategies significantly enhance consumer purchase behavior, and Ramadhani and Nurhadi [18], who identified promotion as a key driver of repeat purchase intention in the food and beverage sector. Moreover, the significant role of brand image in fostering customer loyalty is in line with the findings of Raihan [9] and Pratama et al. [8], who demonstrated that a positive and strong brand image builds trust and increases the likelihood of repurchase.

SUGGESION

This study suggests that the management of Kopi Kenangan should continue to enhance their promotional strategies with innovation, such as interactive social media marketing, loyalty programs, and local community collaborations. To strengthen brand image, the company should maintain consistent product and service quality and engage in active and personalized communication with consumers. Future researchers are encouraged to explore additional variables such as customer satisfaction, product quality, and pricing to provide a more comprehensive understanding of the factors influencing repurchase intention.

CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

Sindy Dwinta Putri: Conceptualization, Supervision, Data Curation, Formal Analysis, Project Administration, Writing-original Draft, and Writing-review Editing. **Budi Heryanto:** Conceptualization, Resources, Software, Validation, Visualization, and Writing-review Editing. **Priyo Prasetyo:** Funding Acquisition, Investigation, Writing-original Draft, and Writing-review Editing.

DECLARATION OF COMPETING INTEREST

The author declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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DATA AVAILABILITY

Data will be made available in request.

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No patient-identifying parts in this paper were used or known to the authors. Therefore, no ethical approval was requested.

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