

ABSTRACT

Semarang city as the capital of Central Java province with its various easy access can be an option for developing business. This is an opportunity for business development in the F&B (Food and Beverages) sector, such as the Janji Jiwa coffee brand. Currently the Janji Jiwa coffee brand has several outlets spread across various areas of Semarang City. This proves that Kopi Janji Jiwa has succeeded in winning the hearts of coffee lovers in the city of Semarang. Kopi Janji Jiwa is the favorite local coffee shop of Indonesian people and has the largest number of outlets in Indonesia. However, with a total of around 1,100 outlets owned, Kopi Janji Jiwa has sales that are smaller than other coffee shops such as Kopi Kenangan. Apart from this phenomenon, research inconsistencies were found between brand experience and repurchase intentions carried out by previous researchers. Therefore, based on these research phenomena and gaps, research was conducted which aimed to overcome the gap between brand experience and repurchase intention at Kopi Janji Jiwa in Semarang City through customer perceived value and customer satisfaction.

The research framework model developed is the relationship between brand experience and repurchase intention through customer perceived value and customer satisfaction. The data collected came from the results of directly distributing questionnaires consisting of open and closed questions. This research used 130 respondents with the criteria of being at least 17 years old, domiciled in Semarang, and having purchased Jani Jiwa coffee in the city of Semarang at least once. The results of the data collection were then analyzed quantitatively and structurally using the SEM-PLS (Partial Least Square) method using SmartPLS version 4 software.

The results of this study prove that brand experience has a positive and significant effect on repurchase intention, brand experience has a positive and significant effect on customer perceived value, customer perceived value has a positive and significant effect on customer satisfaction, customer perceived value has a positive and significant effect on Repurchase intention and customer satisfaction have a significant positive effect on repurchase intention. The managerial implication that can be applied is to use this research as a consideration for Kopi Janji Jiwa in serving its customers when consuming Janji Jiwa coffee, so that customers get a positive experience and value.

Keywords: *Brand Experience, Perceived Value, Customer Satisfaction, Repurchase Intention*