

ABSTRACT

In the current era of globalization, the development of technology and the growth of business activities are increasingly advanced and fast which encourages a company or businessman who has sprung up to conduct a competition in the marketing sector, both from the activity of selling goods and services. The increasing number of coffee shop business people will have an impact on increasing the quantity of coffee products and increasing competition between coffee shop businesses.

This research was conducted on the people of Semarang City who had bought at Dol Kopi. The number of samples in this study were 101 respondents. The data collection method is through questionnaires and the sampling method in this study is non-probability sampling with purposive sampling technique. The analytical tool used in this research is Structural Equation Modeling (SEM).

The results of this study indicate that the quality of service, promotion and price have a positive and significant effect on brand image, and the results of this study also show that brand image has a positive and significant effect on repurchase intention. The most influential variable on repurchase interest is Promotion.

Keywords: service quality, promotion, price, brand image, repurchase interest.