THE INFLUENCE OF RELATED FACTORS ON THE REPURCHASE INTENTION OF COFFEE DRINKS AMONG GENERATION Z AT COFFEE SHOPS IN BEKASI CITY

ABSTRACT

The purpose of this study is to analyze the influence of related factors such as service quality, customer experience, digital marketing, and brand image on the repurchase intention of coffee drinks among Generation Z in coffee shops in Bekasi City. This research is quantitative research with a descriptive analysis method using primary data. The stages of testing carried out are: validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, t-test (partial), f-test (simultaneous), and coefficient of determination (R2) test. The instrument in this study was a questionnaire, and valid data was collected from 100 respondents. The sampling procedure in this study used purposive sampling with non-probability sampling techniques. The testing tool used was SPSS. The results of the study showed that the variables of service quality, customer experience, digital marketing, and brand image had a partial and simultaneous effect on the repurchase intention of coffee drinks among Generation Z at coffee shops in Bekasi City. The variables of service quality (X1), customer experience (X2), digital marketing (X3), and brand image (X4) together were able to influence 83.7% of the repurchase intention variable (Y). Meanwhile, the remaining 16.3% is influenced by variables not discussed in this study, such as customer loyalty, price, product quality, and word of mouth (WOM).

Keywords: brand image, customer experience, digital marketing, service quality, repurchase intention

(xvii + 82 + *appendix*)

References (2021 - 2025)