ABSTRACT

The growth of the number of café in Bandung continues to increase in 2012 until 2016. This research is based on consumer repurchase intention problems at Siete Café Bandung. The problem is based on initial interviews by Siete Café supervisors that there are early symptoms of consumer repurchase intention in Siete Café, then based on interviews with researchers to 30 respondents who have visited Siete Café at least once related to repurchase intention. This study aims to det the effect of servicescape and promotion mix of repurchase intention in Siete Café Bandung. This study aims to find out how servicescape and promotion on Siete Café, and the influence of servicescape and promotion on repurchase intention consumer in Siete Café.

Data analysis techniques used are descriptive analysis and multiple linear regression. The research method used is quantitative method with descriptive-causality research type. The population in this study is the consumer Siete Café Bandung, with the number of samples of 100 people. Sampling is done by non probability sampling method of accidental sampling type.

Servicescape at Siete Café Bandung has a percentage value of 64.98%, included in the category is quite good. Promotion made Siete Café has a percentage value of 61.25%, included in the category quite well. Then, repurchase intention has a percentage value of 64.36%, included in the category quite well.

The result of this research is servicescape and promotion have positive and significant effect to the repurchase intention in 57,5%, while the rest equal to 42,5% influenced by other variable not examined in this research. Servicecape variables and promotion mix have a positive and significant influence on the repurchase intention at Siete Café Bandung partially.

Keywords: Multiple Linear Regression, Promotion, Repurchase Intention, Servicescape.