

ABSTRACT

Today, coffee shops have become an important part of the lifestyle of people of all walks of life. Various coffee shop concepts and offering different products, provide an interesting experience for consumers. With this great opportunity, competition occurs between coffee shop businesses.

This research was conducted for the purpose of knowing how the influence of hedonic shopping motivation and sales promotions on repurchase intentions of Kopi Kenangan consumers.

In this study using quantitative methods that have conclusive goals and types of causal investigations. In taking the sample, this study used a nonprobability sampling method using a judgmental sampling technique. In collecting data, using an online questionnaire for 385 respondents as a sample which was forwarded to carry out analysis using IBM SPSS Statistics 29 software. Based on the research results, it is known that hedonic shopping motivation and sales promotion have a significant positive effect on repurchase intention.

Keywords: Hedonic Shopping Motivation, Sales Promotion, Repurchase Intention, KopiKenangan