

ABSTRACT

This research aims to know the influence of Brand Image, Promotion and Experiential Marketing to about the Coffee Repurchase Decision. The object in this research is store consumers Angel in Us Coffee Lotte Shopping Avenue. This research have been conducted toward store consumers Angel in Us Coffee Lotte Shopping Avenue with 160 total respondent. This research used quantitative approach. The research design that have been used is causal research. The data that has been taken is questionnaire data that has been distributed to store consumers Angel in Us Coffee Lotte Shopping Avenue. The data analysis that used in this research is statistical analysis in a form of multiple linear regression with SPSS version 23. The result of this research shows that Brand Image variable positively and significantly effect to about the Coffee Repurchase Decision, Promotion variable positively and significantly effect to about the Coffee Repurchase Decision, and Experiential MARKeting variable positively and significantly effect to about the Coffee Repurchase Decision Angel in Us Coffee Lotte Shopping Avenue.

Key word : Brand Image, Promotion, Experiential Marketing

