

ABSTRAK

Industri jasa penyediaan makanan dan minuman banyak berkembang di kota-kota besar seperti DKI Jakarta yang menyebabkan ketatnya tingkat persaingan antar kompetitor. Harlan + Holden sebagai salah satu kafe baru tentu harus memiliki kemampuan untuk bertahan di tengah persaingan yang ketat tersebut. Namun tidak adanya penelitian yang spesifik membahas mengenai Harlan + Holden menyebabkan kesulitan dalam mengidentifikasi kemampuan dari Harlan + Holden dalam bersaing dengan kompetitornya. Tujuan penelitian ini adalah untuk mengetahui kemampuan dari Harlan + Holden dalam mengembangkan *brand image* dan *repurchase intention* dari konsumennya dengan menggunakan *perceived product quality*, *perceived service quality*, *store atmosphere*, *perceived price*, *store location* dan *promotion*. Penelitian ini menggunakan 120 responden yang didapatkan dengan menggunakan teknik *non-probability sampling* dan *purposive sampling*, alat pengumpulan data yang digunakan adalah kuesioner dan teknik analisa data yang digunakan adalah PLS-SEM. Hasilnya ditemukan pengaruh yang signifikan dan positif dari *perceived product quality*, *store atmosphere*, dan *store location* terhadap *brand image*, pengaruh yang signifikan dan positif dari *brand image* terhadap *repurchase intention*, dan tidak adanya pengaruh yang signifikan dari *perceived service quality*, *perceived price*, dan *promotion* terhadap *brand image*.

Kata kunci: *Marketing mix; brand image; repurchase intention; Harlan + Holden Cafe*

ABSTRACT

The food and beverage supply service industry has developed a lot in big cities such as DKI Jakarta which has resulted in a tight level of competition between competitors. Harlan + Holden as one of the new cafes must have the ability to survive in the midst of this intense competition. However, the absence of research that specifically discusses Harlan + Holden causes difficulties in identifying the ability of Harlan + Holden to compete with its competitors. The purpose of this study was to determine the ability of Harlan + Holden to develop brand image and repurchase intention from consumers by using perceived product quality, perceived service quality, store atmosphere, perceived price, store location and promotion. This study used 120 respondents who were obtained using non-probability sampling and purposive sampling techniques, the data collection tool used was a questionnaire and the data analysis technique used was PLS-SEM. The results found a significant and positive effect of perceived product quality, store atmosphere, and store location on brand image, a significant and positive effect of brand image on repurchase intention, and no significant effect of perceived service quality, perceived price, and promotion on brand images.

Keywords: *Marketing mix; brand image; repurchase intention; Harlan + Holden Cafe*