LIST OF FIGURE

Figure 1.1 Number of Kopi Kenangan Outlets from 2017-2022	2
Figure 1.2 Kopi Kenangan Organizational Structure	3
Figure 1.3 Kopi Kenangan Menu	4
Figure 2.1 Thinking Framework	
Figure 3.1 Research Stages	
Figure 3.2 Sample Size according to Malhotra	
Figure 3.3 Continuum Line	40
Figure 4.1 Screening Questions	44
Figure 4.2 Screening Questions	44
Figure 4.3 Characteristics by Gender	45
Figure 4.4 Characteristics by Age	46
Figure 4.5 Characteristics by Occupation	47
Figure 4.6 Continuum Line of Promotion Variable	
Figure 4.7 Continuum Line of Repurchase Intention Variable	55
Figure 4.8 Histogram Graphic	55
Figure 4.9 Kolmogorov-Smirnov Test	
Figure 4.10 Multicollinearity Test	
Figure 4.11 Scatterplot	
Figure 4.12 Simple Linear Regression Test Results	
Figure 4.13 T Test Results	
Figure 4.14 Coefficient of Determination Results	