

ABSTRACT

Café Escalasi Space is a business engaged in the food and beverage sector in the form of a café. Café Escalasi Space was established in 2022 on Jl. Sumbawa. Café Escalasi Space has now moved its location to Jl. Cijagra IB No. 8, Stone Fruit, Bandung. It has a unique place, decoration, service, promotions and good products. However, in its implementation there are problems related to sales promotion, experiential marketing, product quality, service quality and repurchase interest in this study. The purpose of this study is to determine the magnitude of the influence of Sales Promotion, Experiential Marketing, Product Quality, Service Quality on Repurchase Interests at Escalasi Space Café in Bandung City.

The method used in this research is to use quantitative research methods with descriptive research types. The population used in this study is the population in the city of Bandung aged 10-25 years and have visited or bought products at the escalation space cafe with a sample size of 100 respondents. Sampling used in this study is by purposive sampling method.

Based on the results of the research using descriptive analysis with the help of SPSS for windows software, it shows that all variables in the research of Sales Promotion, Experiential Marketing, Product Quality and Service Quality have an effect on Repurchase Intention with a percentage of 60%. Or the variation of the independent variable used in the regression model is able to explain 60% of the variation in the dependent variable.

While the remaining 40% is influenced or explained by other variables not included in this research model. from the DW table with a significance of 0.005 and the amount of data (n) = 100, and the number of independent variables (k) = 4, the DL value is 1.634 and the DU is 1.715. Because $DU < D < 4 - DU$ ($1.715 < 2.091 < 2.285$), it can be concluded that there is no autocorrelation problem in the regression model in this study.

Keywords: *Sales promotion, Experiential Marketing, Product Quality, Service Quality, Repurchase intention, Eskalasi Cafe*