

**THE EFFECT OF FOOD OR DRINK QUALITY AND SOCIAL MEDIA
PROMOTION ON REPURCHASING INTEREST**

(Case Study on Coffe Shop Consumers in Kabupaten Jombang)

ABSTRACT

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This study aims to determine the effect of food or beverage quality, and social media promotion on repurchase interest in coffee shop consumers in Jombang Regency. This type of research is quantitative research. The population is all coffee shop consumers in Jombang Regency. The number of samples taken as many as 100 respondents. The sampling technique used is non-probability sampling technique. This basic technique establishes special characteristics that are in accordance with the research objectives so that it is expected to be able to answer research problems. The data collection method used is a survey with a questionnaire instrument. Test the instrument using Validity and Reliability Test. The data analysis technique used is multiple linear regression analysis with hypothesis testing using autocorrelation test and t test. Based on the research results obtained from multiple linear regression analysis, it shows that from the results of hypothesis testing using the Autocorrelation Test (Simultaneous) and T Test (Partial). In the autocorrelation test, it was stated that the quality of food or drink (X1), and social media promotion (X2) simultaneously had a significant effect on repurchase interest. In the t-test, the quality of food or drink (X1) and social media promotion (X2) have a significant effect on repurchase interest.

Keywords: *Quality of food or drink, Social media promotion, Repurchase interest.*