

ABSTRACT

Nowadays, the phenomenon of coffee shops is growing among Indonesians. However, the covid-19 pandemic had made sales of these drinks decreased. To increase sales again, these coffee shops implement various strategies in their marketing. Marketing strategies that can be used to increase sales are using electronic word of mouth and service quality. This study aims to analyze the effect of electronic word of mouth and service quality on repeat purchases with brand awareness as an intervening variable.

The population in this study included all Lain hati Coffee consumers who live in Semarang. The sampling technique used in this study was purposive sampling. The sample taken was 125 respondents of Lain Hati Coffee consumers who had made 2 purchases in the last two years. The data obtained through the questionnaire was analyzed using the AMOS program.

The results of this study indicate that EWOM has a positive and significant effect on repurchases, service quality has a positive and significant effect on brand awareness, EWOM has a positive and significant effect on brand awareness, brand awareness has a positive and significant effect on repurchases, service quality has a positive and significant impact on repurchases.

Keywords: Electronic Word of Mouth, Service Quality, Brand Awareness, Repurchase.