

SALES PROMOTIONS, DISCOUNTS, AND MENU VARIATIONS AS DETERMINANTS OF REPURCHASE INTENTION AMONG DRINKING HAUS CONSUMERS

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ABSTRACT

The intense competition in the food and beverage industry, particularly among student-centric cafés, demands a deep understanding of the factors that drive consumer loyalty. Repurchase intention is a critical metric for business sustainability, yet the relative influence of marketing mix elements on this behavior remains context-dependent. This study aims to analyze the effect of sales promotions, price discounts, and menu variations on the repurchase interest of Thirsty Beverages among students of the Faculty of Economics and Business, University of Muhammadiyah Tangerang. A quantitative approach was employed, utilizing survey questionnaires distributed to a sample of 40 students. The collected data were analyzed using multiple linear regression to examine both partial and simultaneous effects. The findings reveal that among the three variables, price discounts exert the most significant positive influence on repurchase interest, while sales promotions and menu variations show a positive but less pronounced impact. Importantly, all three factors collectively demonstrate a strong and significant influence on students' repurchase decisions. The originality of this research lies in its focus on a specific student demographic within a local university setting, offering a nuanced perspective often overlooked in broader market studies. This study contributes practically by providing actionable insights for beverage business owners in the campus area to strategically allocate resources, prioritizing discount mechanisms over other promotional forms to effectively enhance customer retention and profitability.

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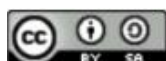
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INTRODUCTION

The contemporary beverage industry in Indonesia has experienced significant growth in recent years, driven by changes in the lifestyle of urban people and the increasing consumption culture of ready-to-eat beverages among the younger generation. Drinks that used to only function as a complement to food have now become part of lifestyle, social identity, and even a means of self-actualization on social media (Ralali, 2025).



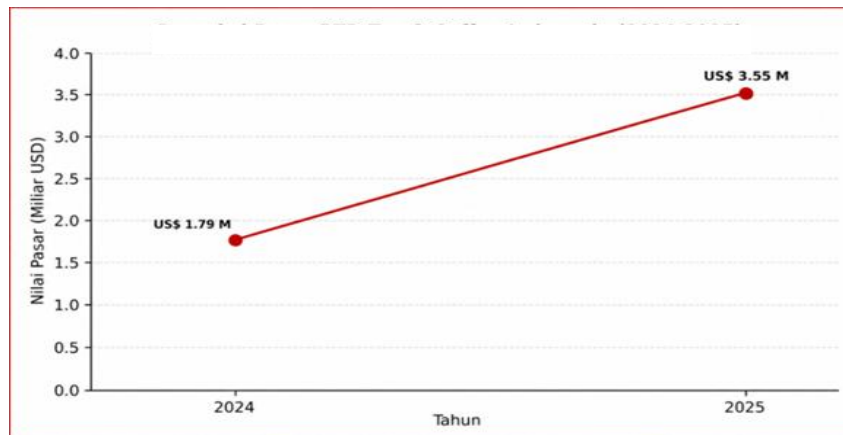


Figure 1. Projection of *RTD Tea & Coffee* Indonesia Market (2024-2025)

Sources: <https://www.researchandmarkets.com>

Market data shows that the ready-to-drink segment in Indonesia is growing quite rapidly. Indonesia's ready-to-drink tea and coffee market is projected to increase from around US\$1.79 billion in 2024 to US\$3.55 billion in 2025 at an annual growth rate (CAGR) of 7.90 (Research & Markets, 2025). Other projections also state that the Ready-to-drink tea and coffee segment is expected to grow 8.64 percent between 2024 and 2025, with a market volume of US\$2.3 billion in 2025. This data confirms that the opportunities for the contemporary beverage market in Indonesia are still wide open for business actors who are able to maintain the repurchase interest of their consumers (Statista, 2025). This positive market growth trend should also correlate with an increase in sales at the level of each brand. However, aggregate market growth does not necessarily guarantee the growth of the performance of all business actors in it.

Repurchase interest is the tendency of consumer behavior to make repeated purchases of the same product due to satisfaction, value, or emotional attachment to the brand. According to (Kotler & Keller, 2021) repurchase interest is a tangible form of customer loyalty formed from a combination of satisfaction and trust in the brand.

Students are a unique and strategic consumer segment in the contemporary beverage industry. As a young age group with limited income but with a high intensity of social and academic activities, students tend to make contemporary drinks part of their daily routine, both as study companions, complements to social activities, and a means of unwinding on the sidelines of lectures. Students' sensitivity to price makes sales promotion and discount strategies very relevant to be examined for their influence on their decision to repurchase intention (Ginting, 2022).

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Table 1. Data on Contemporary Beverage Consumption Behavior Among Students

Indicator	Persentase
Contribution of snacks and beverages to the monthly expenses of students	71,76%
College students aged 17-30 who like boba tea-based drinks	41%
Students' contribution to beverage sales in F&B e-commerce 2025	16%

Sources: <https://www.50inovasi.com/insights>

Students of the Faculty of Economics and Business, University of Muhammadiyah Tangerang are one of the consumer segments that have the potential to consume Haus! products, considering the location of contemporary beverage outlets that are generally spread around campus areas and student settlements. Initial observations show that there are indications of a decrease in the intensity of repurchase of Haus! among students, which is reflected in the decrease in engagement and response to promotions and the variety of menus offered compared to previous periods, in line with the symptoms of stagnation of corporate performance nationally as described in the previous section.

LITERATURE REVIEW

Theory A

Sales Promotions and Repurchase Intention

Sales promotion is a temporary intensive effort to encourage quick purchases by providing added value, such as coupons or free samples, that are effective in building initial loyalty. This definition highlights the transient aspect (Armstrong, 2023). Sales promotion is a form of non-price incentive designed to convert consumer attitudes into buying actions, particularly on fast-food products such as beverages. It focuses on behavioral transformation (Dewi Maharani, 2022).

The results of research by (Chandon et al., 2024) in the theory of consumer promotion and incentives identify that sales promotion can provide multiple benefits to consumers, including monetary savings, entertainment, and new product exploration. These three benefits can create a positive and memorable experience for consumers, which in turn forms a favorable attitude towards the brand and increases interest in making future purchases. According to (Andriaskiton et al., 2025) found that the Sales Promotion Variable has a t-value calculated $(3.417) > t_{table} (1.98552)$ with a significant level of $0.001 < 0.05$, which means that the promotional variable has a significant effect on repurchase interest. This shows that the better the sales promotion carried out, the higher the consumer's interest in making a repeat purchase. According to (Tarigan et al., 2024) the coefficient of the Sales Promotion path (X4) to Repurchase Interest (Y), the value is 0.187, with a t-calculated value

of 6.085. Since the t-calculated value (6.085) is greater than the t-table value (1.9845), the null hypothesis is rejected, which confirms that the Sales Promotion significantly affects the Repurchase Interest, where every single unit increase in the Promotion leads to an increase of 0.187 units.

H1: Sales Promotions Affect of the Drinking Haus! Repurchase Intention.

Theory B

Discounts and Repurchase Intention

Discounts are a tactical tool to address consumer price sensitivity, where bundling discounts on drinks increases the frequency of purchases. This definition is relevant for a competitive market (Fitri, 2024). Discounts are price incentives designed to build loyalty by creating a repeatable positive experience, specifically on impulsive products like beverages. It focuses on loyalty (Ahmad et al., 2021).

The results of the research by (Haler, 2021) explain the concept of transaction utility, which is the satisfaction obtained by consumers from "getting a good deal" or "smart shopping". This transaction utility is separate from acquisition utility (the intrinsic value of the product itself), so discounts can provide double pleasure to consumers: the pleasure of consuming the product itself and the pleasure of getting a good price. These positive experiences leave behind strong memories that can motivate a repurchase. According to (Grewal et al., 2023) added that discounts not only function as an economic incentive but also as a promotional signal that can increase brand awareness and trial purchases. Consumers who are interested in discounts and then try products will form evaluations based on their experience. If the experience is positive, the probability of making a repeat purchase even without a discount will increase. In the study (Pratama et al., 2022), discounts had a significant effect on repurchase interest with a t-count value of 4.523 ($p < 0.05$). This research shows that discounts are a powerful factor in encouraging consumers to make repeat purchases.

H2: Discounts Affect the Drinking Haus! Repurchase Intention.

Theory C

Menu Variations and Repurchase Intention

Menu variety is an attempt to increase the perception of value through diversity, which affects loyalty to fresh beverage products. It focuses on value (Santoso et al., 2021). Menu variety is a holistic approach to tailoring offerings to consumer trends, which builds repurchase interest through unique experiences. This approach integrates trends (Rahmawati, 2025).

The results of research by (Broniarczyk, 2023) in the theory of perceived variety explain that what is important is not only actual variety, but also perceived variety consumer perception of how many and how diverse choices are available. High perceived variety creates the impression that a store or brand can meet various needs and occasions, which increases attractiveness and likelihood for repeat visits. In the context of Haus, a well-designed and well-presented menu variety can maximize perceived variety and differentiate brands from competitors. According to (Kusuma & Ardianto, 2023) found consistent results in their research on Tealive Yogyakarta consumers, where product variations had a significant effect on repurchase interest with a beta coefficient of 0.387 ($p < 0.01$). This coefficient shows that product variety has a substantial influence on repurchase interest, outpacing the influence of price in their research model. The study (Hidayat & Lestari, 2021) also found that product differentiation that includes variations had a significant positive effect on the interest in buying boba drinks with a beta coefficient of 0.398 ($p < 0.001$).

H3: Menu variations affect the Drinking Haus! Repurchase Intention.

Theory D

Sales Promotions, Discounts, Menu Variations and Repurchase Intention

Sales promotion is a marketing activity designed for a specific time period, location, or customer segment to encourage an immediate response to the product or service offered. Strategies such as discounts, coupons, and direct gifts serve to increase product appeal and strengthen the relationship between brands and consumers. In addition, the results of the study show that the effectiveness of sales promotion has a significant effect on consumer purchasing behavior, especially in increasing brand switching and impulse buying (Nakarmi, 2024).

Discounts are the reduction of prices given in a certain period to encourage consumer purchasing decisions and increase sales volume. Discounts are seen as a form of promotional strategy that can influence the perception of product value in the minds of customers, especially in the competitive electronics industry. This study shows that discounts have a significant positive influence on consumer purchasing decisions, especially when combined with experiential marketing experiences and other sales promotions (Ryansa et al., 2023).

Menu variety is an application of the concept of dish diversification that is tailored to market trends, consumer lifestyles, and the unique character of each restaurant. The authors emphasize that menu variations are not just a change in the type of food, but an innovative strategy to maintain restaurant appeal, increase customer satisfaction, and strengthen a

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competitive position in the dynamic culinary industry. In addition, this study discusses the integration of new trends such as healthy menu design, local sourcing, and seasonal rotation to ensure menus remain relevant to global market demand (Tomalia & Prylepa, 2024).

According to (Kusuma & Ardianto, 2023), using path analysis shows that menu variations, discounts, and sales promotions simultaneously affect repurchase interest, which then mediates the relationship with consumer loyalty. This study demonstrates that the integration of multiple marketing elements creates a powerful cascade effect on behavioral outcomes.

H4: Sales promotions, discounts, and menu variations have a simultaneous effect on the Drinking Haus! Repurchase Intention.

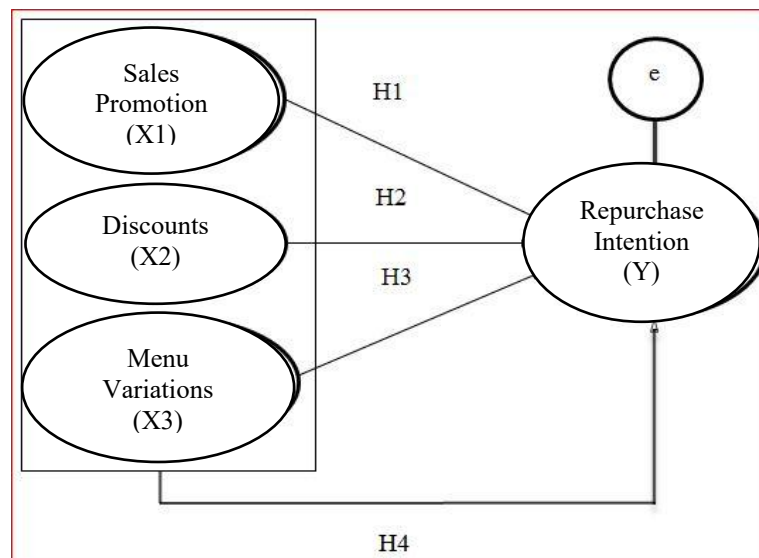


Figure 2. Conceptual Framework

METHODS

This study used a quantitative approach with causal associative hypothesis testing to analyze the influence of sales promotions, discounts, and menu variations on the interest in repurchasing Haus! drinks among students of the Faculty of Economics and Business, University of Muhammadiyah Tangerang. This approach was used to test the causal relationship between research variables based on numerical data obtained from respondents. The population in this study is students of the University of Muhammadiyah Tangerang, Faculty of Economics and Business, the number of which is unknown. The sampling technique used non-probability sampling with a purposive sampling approach. The number of samples was determined using the Roscoe formula (Sugiyono, 2024). In Roscoe's formula, it

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is explained that the number of samples is at least 10x the number of variables. There are 4 variables in this study, namely: 3 independent variables and 1 bound variable, so that as many as 40 respondents were obtained. Data collection was carried out through the distribution of online questionnaires using Google Form with Likert scale assessment. The data obtained were then analyzed using SPSS version 25 (Izzah et al., 2022), which included descriptive statistical tests, validity and reliability tests, classical assumption tests, multiple linear regression analysis, determination coefficients (R^2), and hypothesis tests consisting of t-tests and F-tests.

RESULT AND DISCUSSION

Respondent Characteristics

The characteristics of respondents based on gender, which amounted to 40 people, consisted of gender, 28 people (70%) being women and 12 people (30%) being men. The data show that most of the respondents in this study are women. Based on age, it shows that the predominance is between 20 – 25 years old or 62.5%; the age category of 17 – 20 years old is recorded at 9 people or 22.5%, and the age category of 25 – 30 years old is recorded at 6 people or 15%. Based on Domicile, the dominance comes from Tangerang Regency, as many as 22 people or 55%, Tangerang City is recorded at 16 people or 40%, and South Tangerang is recorded at 2 people or 5%. The overall respondents were 40 people or 100% from the Management Study Program of the Faculty of Economics and Business. Based on the length of time consuming Thirsty Drinks! shows that the majority of 2-3 times is 17 people or 42.5%, >3 times recorded 16 people or 40%, and 1 time recorded 7 people or 17.5%.

Validity and Reliability Test

Table 2. Validity and Reliability Test

Variable	Validity	Reability		
	R Count	Result (r table = 0,361)	Alpha Cronbach's	Result 0,600
Repurchase Intention			0,900	Reliabel
Y1	0,818	Valid		
Y2	0,752	Valid		
Y3	0,750	Valid		
Y4	0,775	Valid		
Y5	0,776	Valid		
Y6	0,819	Valid		
Y7	0,702	Valid		
Y8	0,774	Valid		
Sales Promotions			0,733	Reliabel

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X1	0,494	Valid		
X2	0,556	Valid		
X3	0,713	Valid		
X4	0,638	Valid		
X5	0,620	Valid		
X6	0,685	Valid		
X7	0,425	Valid		
X8	0,582	Valid		
Discounts			0,884	Reliabel
X1	0,592	Valid		
X2	0,656	Valid		
X3	0,709	Valid		
X4	0,821	Valid		
X5	0,693	Valid		
X6	0,772	Valid		
X7	0,757	Valid		
X8	0,675	Valid		
X9	0,724	Valid		
X10	0,588	Valid		
Menu Variations			0,864	Reliabel
X1	0,544	Valid		
X2	0,616	Valid		
X3	0,689	Valid		
X4	0,746	Valid		
X5	0,699	Valid		
X6	0,716	Valid		
X7	0,705	Valid		
X8	0,630	Valid		
X9	0,665	Valid		
X10	0,678	Valid		

Based on the results of the validity test on a sample of 30 respondents (n=30), all statement items on the variables of sales promotion, discounts, menu variations, and repurchase interest were declared valid because the r count was greater than 0.361. Furthermore, the results of the reliability test showed that all variables were reliable because they had a Cronbach's Alpha value above 0.600, so the research instrument was declared reliable and suitable for use in the research.

Classic Assumption Test

Normality Test

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		40
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.06196511
Most Extreme Differences	Absolute	.183
	Positive	.081
	Negative	-.183
Test Statistic		.183
Asymp. Sig. (2-tailed)		.002 ^c
Monte Carlo Sig. (2-tailed)	Sig.	.120 ^d
	99% Confidence Interval Lower Bound	.112

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	Upper Bound	129
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. Based on 10000 sampled tables with starting seed 2000000.		

Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov method with the Monte Carlo Sig. (2-tailed) approach, a value of 0.120 was obtained. This value is greater than the significance level of 0.05, so it can be concluded that the residual data are normally distributed. Thus, the assumption of normality in the regression model has been fulfilled, and the analysis can proceed to the next stage of testing.

Multicollinearity Test

Table 4. Multicollinearity Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-13.225	5.481		-2.413	.021		
Sales Promotions	-.020	.216	-.011	-.091	.928	.473	2.115
Discounts	.744	.168	.621	4.428	.000	.379	2.641
Menu Variations	.328	.189	.284	1.736	.091	.278	3.600

a. Dependent Variable: Repurchase Intention

Berdasarkan hasil uji multikolinearitas, seluruh variabel independen memiliki nilai tolerance > 0,10 dan VIF < 10, yaitu Promosi Penjualan (tolerance 0,473; VIF 2,115), Diskon (tolerance 0,379; VIF 2,641), dan Variasi Menu (tolerance 0,278; VIF 3,600). Hal ini menunjukkan bahwa tidak terdapat gejala multikolinearitas antarvariabel independen, sehingga model regresi dinyatakan layak digunakan.

Heteroscedasticity Test

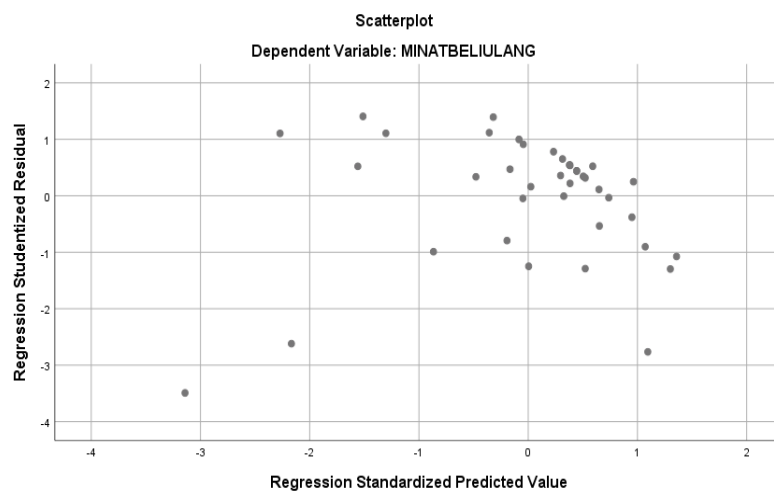


Figure 3. Heteroscedasticity Test

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Based on a scatterplot graph, the data points are randomly spread above and below the zero axis without forming a specific pattern. This shows that there are no symptoms of heteroscedasticity, so the assumption of homoscedasticity is fulfilled and the regression model is feasible to use for further analysis.

Regression Test

Table 5. Multiple Linear Regression Test Results
Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-13.225	5.481		-2.413	.021
	Sales Promotions	-.020	.216	-.011	-.091	.928
	Discounts	.744	.168	.621	4.428	.000
	Menu Variations	.328	.189	.284	1.736	.091

a. Dependent Variable: Repurchase Intention

The test results in the table above produce the equation:

$$Y = -13,225 + -0,020X_1 + 0,744X_2 + 0,328X_3 + e \dots \dots \dots (1)$$

A constant value of -13.225 indicates that if all independent variables are zero, then the repurchase interest is worth -13.225. The Sales Promotion variable has a coefficient of -0.020, which means that every one-unit increase will decrease the repurchase interest by 0.020, assuming the other variable is constant. The Discount variable has a coefficient of 0.744, which means that each increase of one unit will increase the repurchase interest by 0.744, assuming the other variables are constant, while the Menu Variation has a coefficient of 0.328, which means that each increase of one unit will increase the repurchase interest by 0.328, assuming the other variables are constant.

Coefficient Determination Test

Table 6. Determination Coefficient Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.855 ^a	.732	.709	3.187

a. Predictors: (Constant), Menu Variations, Sales Promotions, Discounts

b. Dependent Variable: Repurchase Intention

Based on the results of the determination coefficient test, the Adjusted R Square value was obtained at 0.709. These results show that sales promotions, discounts, and menu variations are able to explain the repurchase interest of 70.9%, while the remaining 29.1% are influenced by other factors outside of this study.

T test

This test was conducted to determine the influence of sales promotions, discounts, and menu variations on repurchase interest. The Sales Promotion variable has a calculated t-value of -0.091 < 1.986 with a significance value of 0.928 > 0.05, H1 is rejected. This means that the Sales Promotion variable has a negative but not significant effect on Repurchase Intention. The Discount

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variable has a calculated t-value of $4.428 > 1.986$ with a significance value of $0.000 < 0.05$, then H2 is accepted. This means that the Discount variable has a positive and significant effect on Repurchase Intention. The Menu Variation variable has a calculated t-value of $1.736 < 1.986$ with a significance value of $0.091 > 0.05$, then H3 is rejected. This means that the Menu Variation variable has a positive but not significant effect on Repurchase Intention.

F Test

Table 7. F Test

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	997.725	3	332.575	32.744	.000 ^b
	Residual	365.650	36	10.157		
	Total	1363.375	39			
a. Dependent Variable: Repurchase Intention						
b. Predictors: (Constant), Sales Promotions, Menu Variations, Discounts						

Based on the results of the simultaneous F test, the F value was obtained $> F$ table 2.87 with a significance value of $0.000 < 0.05$. This shows that Sales Promotions, Discounts, and Menu Variations together have a significant effect on Repurchase Intention, so H4 is accepted. This means that the increase in the variables of Sales Promotion, Discounts, and Menu Variations simultaneously will increase the purchase intention the Drinking Haus!.

The results of this study show that sales promotion has a negative but not significant effect on the interest in repurchase of the Drinking Haus! among students of the Management Study Program, Faculty of Economics and Business, University of Muhammadiyah Tangerang. This result can be seen from the value of the regression coefficient, which shows a negative direction, so that the more not in accordance with the promotion given with consumer expectations, the interest in rebuying does not increase significantly. This finding is in line with (Liston Rivaldo Sitorus & Rangga Restu Prayogo, 2025), which states that sales promotion does not always have a significant influence on repurchase interest if it is not supported by other factors such as consumer satisfaction.

This finding is in line with (Liston Rivaldo Sitorus & Rangga Restu Prayogo, 2025), which states that sales promotion does not always have a significant influence on repurchase interest if it is not supported by other factors such as consumer satisfaction.

The results of the study showed that the variety of menus had a positive but not significant effect on the interest in repurchasing the Drinking Haus! among students of the Management Study Program, Faculty of Economics and Business, University of Muhammadiyah Tangerang. This result can be seen from the positive value of the regression coefficient, so that the more diverse the variety of menus offered, the more interest in buying

again tends to increase, even though it is not significant. This finding is in line with (Anggraini, 2025), which states that menu variations can prevent consumer boredom and encourage the desire to try products again.

The results of this study also show that sales promotions, discounts, and menu variations simultaneously have a significant effect on the interest in repurchasing Haus! among students of the Management Study Program, Faculty of Economics and Business, University of Muhammadiyah Tangerang. This can be seen from the results of the F test, which shows that these three variables together can influence the interest in repurchasing the Drinking Haus!. The Adjusted R Square value of 0.709 indicates that sales promotions, discounts, and menu variations can explain the interest in buying the Drinking Haus! 70.9%, while the remaining 29.1% was influenced by other variables outside of this study. This shows that the research model has 60-80 strong category explanatory capabilities for dependent variables.

CONCLUSION AND SUGGESTION

This study concludes that among the three marketing factors examined, only the Discount variable has a positive and significant effect on Repurchase Intention for Drinking Haus! beverages among students of the Management Study Program, Faculty of Economics and Business, University of Muhammadiyah Tangerang. In contrast, Sales Promotions and Menu Variations show a positive but not statistically significant effect when tested partially. However, when tested simultaneously, all three variables Sales Promotions, Discounts, and Menu Variations together exert a significant influence on Repurchase Intention. Furthermore, these three variables collectively explain nearly three-quarters of the variance in repurchase decisions, indicating that the proposed model has strong predictive power, while the remaining portion is influenced by other unexamined factors.

The findings imply that business managers should prioritize discount strategies as the most effective tool for driving repeat purchases among the student segment, while still maintaining creative promotional campaigns and menu innovations to complement the overall marketing mix. The contribution of this research lies in providing empirical evidence specific to a local university context, offering practical guidance for small-to-medium beverage businesses operating in campus areas. For future research, it is recommended to expand the sample size and incorporate additional variables such as product quality, service experience, brand image, or price perception to gain a more comprehensive understanding of

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repurchase behavior. Longitudinal studies and comparative analyses across different student populations or geographic locations are also encouraged to validate and generalize the findings.

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