

ABSTRACT

INFLUENCE THE CUSTOMER EXPERIENCE, BRAND IMAGE AND PERCEPTION OF THE PRICE TO RE-PURCHASE THE BEVERAGE PRODUCT PANK CAFFE CAPPUCINO CINCAU

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The purpose of this research was determining the effect of customer experience, brand image and perception of the price on consumer re-purchase in products Pank Caffe Cappucino Cincau. The type of this research is causal research, and the population is the intire customer Pank Caffe Cappucino Cincau in Bandar Lampung with the number of respondent is 60 respondents. Technique of this research is nonprobability sampling with accidental sampling method and analized using multiple linier regression. The result show that partially two independent variables which brand image and perception of the price have significant influence on re-purchase of products Pank Caffe Cappucino Cincau. Meanwhile, the customer experience has no significant effect on re-purchase. Simultaneously, the three independent variables together have significant effects to dependent variable. Conclusion: brand image and perception of the price have significant influence on re-purchase customers in products Pank Caffe Cappucino Cincau. Suggestion: for further research in order to add variables such as product quality, promotion, location, reference group and use the type of research data is qualitative.

Keywords: *customer experience, brand image, perception of the price, re-purchase.*