

ABSTRACT

THE INFLUENCE OF EXPERIENCE AND CUSTOMER VALUE AGAINST REPEAT PURCHASE INTEREST (Study In Consumer Soerabi Bandung Enhaii Bandar Lampung)

By

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This study aims to determine the effect of experience and value on the customer repeat purchase interest. In this study, variable customer experience is measured through five dimensions of sense, feel, think, act and relate. While the variables measured through customer value dimensions of the product value, service value and price value. This research is an explanation, using a quantitative approach. The population of this research is that consumers soerabi Bandung Enhaii of Bandar Lampung, with a sample size of 97 people. Sampling technique in this study is incidental sampling. Hypothesis testing using the R, F test and analysis technique used is multiple linear regression.

Based on this research, customer experience and value variables significantly influence repeat purchase interest soerabi Bandung Enhaii. The theoretical implications of this study are expected to be useful in providing insight into the science of marketing, especially with regard to the consumer. As for the practical implications of this research are expected to be a reference for soerabi Bandung Enhaii as a basis for policy decisions and marketing strategies to maintain the product and the atmosphere of the restaurant is good.

Keywords: Customer Experience, Customer Value, and Repeat Purchases of Consumer Interests.