

**ABSTRAK****PENGARUH CUSTOMER EXPERIENCE TERHADAP  
MINAT BELI ULANG**

Studi Kasus pada Konsumen Hanbingo Korean Dessert Cafe Yogyakarta

Yulita Leni

Universitas Sanata Dharma

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Penelitian ini dilatarbelakangi oleh kondisi persaingan bisnis kuliner dari waktu ke waktu yang semakin ketat, sehingga perusahaan harus mampu membuat strategi pemasaran baru untuk mempertahankan dan meraih pangsa pasar yang lebih tinggi. Penelitian ini ditujukan untuk menganalisis dan memberikan bukti empiris mengenai apakah lima variabel dari *customer experience* yaitu *sense experience*, *feel experience*, *think experience*, *action experience* dan *relation experience* berpengaruh terhadap minat beli ulang di Hanbingo Korean Dessert Cafe.

Penelitian ini menggunakan aplikasi statistik IBM SPSS 16. Populasi dalam penelitian ini adalah konsumen yang sedang atau pernah berkunjung ke Hanbingo Korean Dessert Cafe minimal dua kali. Sampel yang digunakan dalam penelitian ini adalah sebanyak 100 responden dan menggunakan metode *incidental sampling*. Pengumpulan data dilakukan dengan menggunakan kuesioner. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linier berganda.

Hasil uji *t* menunjukkan bahwa semua variabel independen (*sense experience*, *feel experience*, *think experience*, *action experience* dan *relation experience*) memiliki pengaruh positif terhadap variabel dependen yaitu minat beli ulang. Analisis regresi linier berganda menunjukkan bahwa yang memiliki pengaruh paling besar adalah variabel *relation experience*. Koefisien determinasi ( $R^2$ ) yang diperoleh sebesar 0,798. Hal ini berarti 79,8% minat beli ulang dipengaruhi oleh variabel *sense experience*, *feel experience*, *think experience*, *action experience* dan *relation experience*. Sedangkan sisanya yaitu 20,2% dipengaruhi oleh variabel lain di luar penelitian ini.

Kata kunci: *sense experience*, *feel experience*, *think experience*, *action experience* dan *relation experience*, minat beli ulang.

## ABSTRACT

### **THE INFLUENCE OF CUSTOMER EXPERIENCE TO REPURCHASE INTENTION**

Case Study to The Consumer of Hanbingo Korean Dessert Cafe Yogyakarta

Yulita Leni  
Sanata Dharma University  
2017

This research was motivated by the tough condition of culinary business competition as time goes by, so that every company must be able to arrange new marketing strategy to maintain and reach higher market share. This research aimed to analyze and to prove whether the five variables of customer experience; those are sense experience, feel experience, think experience, action experience, and relation experience, influence the repurchase intention at Hanbingo Korean Dessert Café.

This research applied SPSS 16 IBM statistics application. The population in this research was they who are visiting or who had ever visited Hanbingo Korean Dessert Café at least twice. The sample of this research was 100 respondents and it was determined by incidental sampling method. The data were collected by filling questionnaire given to the respondents. The data analysis technique used in this research is multiple linear regression analysis.

The result of t-Test showed that all of independent variables (sense experience, feel experience, think experience, action experience, and relation experience) have positive influence on the dependent variable, that is repurchase intention. Multiple linear regression analysis showed that relation experience variable has the biggest influence. The coefficient of determination ( $R^2$ ) is 0.798. It means that 79.8% of repurchase intention is influenced by sense experience, feel experience, think experience, action experience, and relation experience. While, the remaining 20.2% was influenced by other variables beyond this research.

Keywords: sense experience, feel experience, think experience, action experience, relation experience, and repurchase intention