

ABSTRAK

PENGARUH CUSTOMER EXPERIENCE TERHADAP MINAT BERKUNJUNG ULANG

“Studi pada Pengunjung Museum Affandi Yogyakarta”

Maria Putri Rahayu

Universitas Sanata Dharma

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Penelitian ini bertujuan untuk mengetahui pengaruh *customer experience* yang meliputi (*sense, feel, think, act, dan relate*) terhadap minat berkunjung ulang pengunjung. Penelitian ini menggunakan metode kuantitatif. Penelitian ini menggunakan sampel sebanyak 100 orang yang pernah (minimal 1 kali) berkunjung ke Museum Affandi Yogyakarta dengan teknik *purposive sampling*. Teknik pengujian instrumen dalam penelitian ini yaitu pengujian validitas dan reliabilitas, sedangkan teknik analisis data menggunakan uji asumsi klasik, uji F dan uji koefisien determinasi. Hasil penelitian ini menunjukkan bahwa *customer experience* berpengaruh secara positif terhadap minat berkunjung ulang pengunjung.

Kata Kunci: *customer experience, sense, feel, think, act, relate, minat berkunjung ulang.*

ABSTRACT

THE INFLUENCE OF CUSTOMER EXPERIENCE TO RE-VISITING INTENTION

"Study on Affandi Yogyakarta Museum Visitors"

Maria Putri Rahyu

Universitas Sanata Dharma

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The aim of this research to investigate the influence of customer experience (sense, feel, think, act, and relate) on re-visiting intention of visitors. It is a quantitative research. The research data were obtained from 100 research samples by using a questionnaire. To select the samples, it was used the purposive sampling technique. The research instrument tests used were validity and reliability tests. The statistical techniques used for analyzing the data are classic assumption, multiple regression, F-test, t-test and coefficient of determination. The results of this research showed that customer experience positively influenced the re-visiting intention of the visitors.

Keyword: Customer experience, sense, feel, think, act, relate, Re-Visiting Intention.