

ABSTRAK

**PENGARUH *BRAND IMAGE* DAN *CUSTOMER EXPERIENCE*
TERHADAP MINAT BELI ULANG DENGAN
KEPUASAN KONSUMEN SEBAGAI
VARIABEL MEDIASI**

(Studi pada konsumen Pangkalan Gas LPG 3Kg L. Vivin, Playen,
Gunungkidul, DIY)

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *brand image* terhadap minat beli ulang, (2) pengaruh *customer experience* terhadap minat beli ulang, (3) pengaruh *brand image* terhadap minat beli ulang dengan kepuasan konsumen sebagai variabel mediasi, (4) pengaruh *customer experience* terhadap minat beli ulang dengan kepuasan konsumen sebagai variabel mediasi. Populasi dalam penelitian ini adalah konsumen dari Pangkalan Gas LPG 3Kg L. Vivin. Teknik pengambilan sampel yang digunakan yaitu *purposive sampling*. Sampel dalam penelitian ini adalah konsumen yang sudah pernah membeli gas LPG 3Kg minimal 2 kali dan berada di Kecamatan Playen. Data diperoleh dengan membagikan kuesioner secara *online* menggunakan *Google Form* kepada 96 responden. Analisis data menggunakan *Partial Least Square* dengan aplikasi SmartPLS 4.0. Hasil penelitian menunjukkan bahwa: (1) *brand image* berpengaruh terhadap minat beli ulang, (2) *customer experience* berpengaruh terhadap minat beli ulang, (3) *brand image* berpengaruh terhadap minat beli ulang dengan kepuasan konsumen yang memediasi sebagian, (4) *customer experience* berpengaruh terhadap minat beli ulang dengan kepuasan konsumen yang memediasi sebagian.

Kata Kunci: *Brand Image*, *Customer Experience*, Minat Beli Ulang, Kepuasan Konsumen

ABSTRACT

**THE INFLUENCE OF *BRAND IMAGE* AND *CUSTOMER EXPERIENCE*
ON REPURCHASE INTEREST WITH
CUSTOMER SATISFACTION AS
MEDIATION VARIABLES**

(A study on consumers of 3Kg LPG Gas Base L. Vivin, Playen,
Gunungkidul, DIY)

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This study aims to determine: (1) the influence of brand image on repurchase interest, (2) the influence of customer experience on repurchase interest, (3) the influence of brand image on repurchase interest with consumer satisfaction as a mediating variable, (4) the influence of customer experience on repurchase intention with consumer satisfaction as a mediating variable. The population in this study consisted of consumers of the L. Vivin 3Kg LPG Gas Station. The sampling technique used was purposive sampling. The sample in this research included consumers who have purchased 3Kg LPG gas at least twice and stay in Playen District. Data obtained by distributing a questionnaire online using Google Form to 96 respondents. The data analysis used Partial Least Square with the SmartPLS 4.0 application. The research results show that: (1) brand image influences repurchase interest, (2) customer experience influences repurchase interest, (3) brand image influences repurchase interest with consumer satisfaction consumer partially mediating, (4) customer experience influences repurchase interest with consumer satisfaction partially mediating.

Keywords: Brand Image, Customer Experience, Repurchase Intention, Consumer Satisfaction