

ABSTRAK

PENGARUH *EXPERIENTIAL MARKETING* DAN GAYA HIDUP HEDONIS TERHADAP MINAT BELI ULANG PADA LE TRAVAIL COFFEE YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui pengaruh *sense, fell, think, act, relate*, dan gaya hidup hedonis terhadap minat beli ulang pada Le Travail Coffee Yogyakarta. Penelitian ini menggunakan metode kuantitatif. Populasi pada penelitian ini adalah pelanggan yang pernah membeli di Le Travail Coffee Yogyakarta. Teknik pengambilan sampel dalam penelitian ini adalah *non probability sampling* dengan metode *purposive sampling*. Penelitian ini dilakukan teknik *survey* dengan cara melakukan pengumpulan data dan informasi dari responden dengan menyebarkan kuesioner kepada pelanggan Le Travail Coffee Yogyakarta. Analisis data menggunakan program aplikasi IBM SPSS *Statistic 26*. Hasil yang diperoleh dalam penelitian ini menunjukkan bahwa: (1) *think* dan *relate* berpengaruh positif terhadap minat beli ulang pada Le Travail Coffee. (2) *sense, feel, act*, dan gaya hidup hedonis tidak berpengaruh terhadap minat beli ulang pada Le Travail Coffee. Penelitian ini berkontribusi dengan memberikan rekomendasi strategis untuk meningkatkan aspek *think* melalui elemen visual, permainan, dan literasi, serta aspek *relate* melalui pengembangan keterampilan komunikasi karyawan dan keterlibatan komunitas, guna mendorong peningkatan minat beli ulang pelanggan Le Travail Coffee.

Kata kunci: *Sense, Feel, Think, Act, Relate*, Gaya Hidup Hedonis, Minat Beli Ulang

ABSTRACT

THE INFLUENCE OF EXPERIENTIAL MARKETING AND HEDONIC LIFESTYLE ON REPURCHASE INTEREST AT LE TRAVAIL COFFEE YOGYAKARTA

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This study aims to determine the influence of sense, feel, think, act, relate, and hedonic lifestyle on repurchase interest at Le Travail Coffee Yogyakarta. The research employs a quantitative method. The population in this study comprises customers who have previously made purchases at Le Travail Coffee Yogyakarta. The sampling technique used in this study is non-probability sampling with a purposive sampling method. The research was conducted through surveys by collecting data and information from respondents using questionnaires distributed to Le Travail Coffee Yogyakarta customers. Data analysis was performed using the IBM SPSS Statistics 26 application. The results of the study indicate that: (1) think and relate have a positive influence on repurchase interest at Le Travail Coffee. (2) sense, feel, act, and hedonic lifestyle do not significantly influence repurchase interest at Le Travail Coffee. This study contributes by providing strategic recommendations to enhance the think aspect through visual elements, interactive activities, and literacy, as well as the relate aspect by improving employee communication skills and fostering community engagement to encourage increased repurchase interest among customers of Le Travail Coffee.

Keywords: Sense, Feel, Think, Act, Relate, Hedonic Lifestyle, Repurchase Interest

