

**ANALISIS PENGARUH CUSTOMER EXPERIENCE DAN
KEPUASAN KONSUMEN TERHADAP MINAT BELI ULANG DI
KEDAI KOPI EPIDEMI DI JOMBANG**

ABSTRAK

Oleh:

Fenni Hudiana Putri

Dosen Pembimbing

Nuri Purwanto, S.ST., MM

Penelitian ini bertujuan untuk mengetahui dan menjelaskan apakah terdapat pengaruh signifikan antara *customer experience* terhadap minat beli ulang di kedai kopi Epidemidan untuk mengetahui dan menjelaskan apakah terdapat pengaruh signifikan antara kepuasan konsumen terhadap minat beli ulang di kedai kopi Epidemi. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi semua pelanggan kedai kopi Epidemidengan sampel penelitian sebanyak 100 pelanggan, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis dan koefisien determinasi. Berdasarkan hasil penelitian menunjukkan bahwa *Customer experience* mampu meningkatkan minat beli ulang di kedai kopi Epidemi, artinya *Customer experience* yang tinggi maka minat beli ulang tinggi dan Kepuasan Konsumen mampu meningkatkan minat beli ulang di kedai kopi Epidemi, kepuasan yang tinggi mampu mempengaruhi konsumen untuk melakukan pembelian ulang

Kata Kunci: Customer Experience, Kepuasan Konsumen dan Minat Beli Ulang

***ANALYSIS OF THE INFLUENCE OF CUSTOMER EXPERIENCE AND
CONSUMER SATISFACTION ON RE-BUYING INTEREST IN EPIDEMIC
COFFEE SHOPS IN JOMBANG***

ABSTRACT

By:

Fenni Hudiana Putri

Advisor

Nuri Purwanto, S.ST., MM

This research aims to find out and explain whether there is a significant influence between customer experience on re-buying interest in Epidemic coffee shops and to find out and explain whether there is a significant influence between consumer satisfaction to re-purchase interest in Epidemic coffee shops. Research uses expansive research methods implemented through data collection in the field. Population of all epidemic coffee shop customers with a research sample of 100 customers, data analysis using multiple Linear Regression statistical methods and hypothesis testing and eliminated coefficients. Based on the results of research shows that Customer experience is able to increase repurchasing interest in Epidemic coffee shop, meaning high Customer experience then high repurchasing interest and Consumer Satisfaction able to increase repurchasing interest in Epidemic coffee shop, high satisfaction is able to influence consumers to make buybacks

Keywords: Customer Experience, Consumer Satisfaction and Re-Buying Interest