

## ABSTRAK

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### **PENGARUH *CUSTOMER EXPERIENCE* TERHADAP *REPURCHASE INTENTION* MELALUI MEDIASI *EXPERIENTIAL VALUE* PADA *PIZZA HUT* DI SURABAYA**

(xiv + 99 halaman: 10 gambar; 25 tabel; 9 lampiran)

Perkembangan pada industri restoran dewasa ini tidak hanya memfokuskan pada kualitas makanan yang disajikan tetapi juga pada pengalaman bersantap (*dining experience*). Pengalaman tersebut merupakan *customer experience* yang memiliki indikator pengukuran meliputi *sense* (hasil stimulasi panca indera), *feel* (dipengaruhi emosi pelanggan), *think* (terkait proses berpikir kreatif), *act* (bersifat fisik dan terkait gaya hidup) dan *relate* (terkait koneksi atau hubungan dengan lingkungan sosial). *Customer experience* tersebut dapat mempengaruhi *experiential value* yang merupakan nilai yang dirasakan pelanggan baik yang merupakan nilai terkait fitur produk atau jasa yang ditawarkan dan nilai yang melibatkan aspek emosional dari produk atau jasa yang antara lain meliputi rasa senang, nyaman, puas, suasana hati baik. *Experiential value* nantinya akan mempengaruhi keinginan serta kemungkinan pelanggan melakukan kunjungan ulang. Untuk melihat pengaruh *customer experience* terhadap *repurchase intention* melalui *experiential value* pada industri restoran maka diadakan penelitian pada *Pizza Hut* di Surabaya.

Pengumpulan data dilakukan atas data primer, dengan menyebarkan kuesioner pada 134 responden yang merupakan pengunjung *Pizza hut* dengan karakteristik sampel tertentu, dan sekunder, dengan melakukan antara lain review literatur dan jurnal. Data diolah dengan menggunakan *Struktural Equation Modeling* (SEM)-AMOS.

Dari hasil penelitian dapat disimpulkan bahwa *sense*, *feel*, *think*, *act* dan *relate* secara positif mempengaruhi *repurchase intention* melalui mediasi *experiential value* dengan pengaruh terbesar adalah *feel* (37,5%) diikuti dengan *think* (29,5%), *sense* (26,1%), *relate* (25,5%) dan *act* (18,6%). *Experiential value* secara positif mempengaruhi *repurchase intention* sebesar 93,2%.

Referensi : 20 (1998-2012)

Kata Kunci : *Customer experience*, *experiential marketing*, *experiential value*, *repurchase intention*, *sense*, *feel*, *think*, *act*, *relate*, *functional value*, *emotional value*

## **ABSTRACT**

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### ***THE EFFECT OF CUSTOMER EXPERIENCE ON REPURCHASE INTENTION THROUGH THE MEDIATION OF EXPERIENTIAL VALUE AT PIZZA HUT IN SURABAYA***

*(xiv + 99 pages; 10 figures; 25 tables; 9 appendices)*

*Recent trends in the restaurant industry are not only focusing on the quality of food served but also to the dining experience provided by the consumption process. This experience represents customer experience which has measurement indicators of sense (as a result of the stimulation on the five senses in human), feel (affected by the customers' emotion), think (relating to cognitive creative thinking process), act (physical and related to life styles) and relate (relating to the connection and relationship towards social group). The customer experience can affect experiential value which represents the value perceived by the customers consisting value that relating to the products' or services' features offered and value relating to the emotional aspect of the products or services offered (can include enjoyment, return, relaxation, good feeling and satisfaction). Experiential value will eventually affect the intention and possibility of the customer to revisit the restaurant. To investigate the effect of customer experience on repurchase intention through the mediation of experiential value in the restaurant industry, a study is being conducted at Pizza Hut in Surabaya.*

*Data collecting procedures were performed on primary data, by distributing questionnaires to 134 respondents which represents the customers of Pizza Hut meeting certain sampling characteristics, and secondary data, by performing, among others, literature and journal review. Data collected was later analyzed using Struktural Equation Modeling (SEM) - AMOS.*

*Based on the result of the study, it is concluded that sense, feel, think, act and relate positively affect repurchase intention with the mediation of experiential value with the biggest effect contributed by feel (37.5%), followed by think (29.5%), sense (26.1%), relate (25.5%) and act (18.6%). Experiential value positively affect repurchase intention by 93.2%.*

*Reference : 20 (1998-2012)*

*Keywords : Customer experience, experiential marketing, experiential value, repurchase intention, sense, feel, think, act, relate, functional value, emotional value*