

**ANALISIS PENGARUH *CUSTOMER EXPERIENCE* TERHADAP MINAT
BELI ULANG KONSUMEN PADA *DRESS UP LAUNDRY & DRY CLEANING*
SERVICE CABANG BENHIL JAKARTA PUSAT**

SKRIPSI



**FAKULTAS EKONOMI
UNIVERSITAS SATYA NEGARA INDONESIA**

JAKARTA

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Diajukan Sebagai Salah Satu Syarat Untuk Memperoleh Gelar

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JAKARTA

2017

**ANALYSIS OF THE INFLUENCE OF CUSTOMER EXPERIENCE
AGAINST THE INTERESTS OF CONSUMERS ON THE ANNIVERSARY
OF BUY DRESS UP LAUNDRY DRY CLEANING SERVICE
BRANCH & BENHIL CENTRAL JAKARTA**

Thesis

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Economic Studies Program Management – Strata 1



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ABSTRAK

Tujuan penelitian ini Untuk mengetahui pengaruh *Customer Experience* terhadap minat beli ulang konsumen pada *Dress Up Laundry & Dry Cleaning Service* data yang dikumpulkan menggunakan rumus slovin dengan menyebarkan 100 responden customer *Dress Up Laundry & Dry Cleaning Service* metodologi penelitian ini adalah kuantitatif asosiatif dan analisis dilakukan dengan analisis regresi linier berganda. Hasil penelitian menunjukkan secara parsial *sense experience* berpengaruh positif dan signifikan terhadap minat beli ulang, *feel experience* berpengaruh positif dan signifikan terhadap minat beli ulang, *think experience* berpengaruh positif dan signifikan terhadap minat beli ulang, *act experience* berpengaruh positif dan signifikan terhadap minat beli ulang, *relate experience* berpengaruh positif dan signifikan terhadap minat beli ulang. secara simultan *sense, feel, think, act, relate* bersama-sama berpengaruh positif dan signifikan sebesar 75.3 % dan sisanya 24,7 % dipengaruhi oleh variabel lain yang tidak dijelaskan pada penelitian ini.

Kata kunci : *sense experience, feel experience, think experience, act experience, relate experience*



ABSTRACT

The purpose of this research is to know the influence of Customer Experience against the interests of consumers on the anniversary of buy Dress Up Laundry & Dry Cleaning Service data collected using the formula slovin with spread 100 respondents customer Dress Up Laundry Dry Cleaning Service & methodology this research is quantitative analysis performed with the associative analysis of multiple linear regression. The results showed partially sense experience is a positive and significant effect against the interest to buy, feel the experience positive and significant effect against the interest to buy, think positive and influential experience significantly to buy interest, act experience positive and significant effect against the interest to buy, relate the experience positive and significant effect against interest buy. simultaneous sense, feel, think, act, relate together in the same positive and significant effect of 75.3% and the remaining 24.7% influenced by other variables that are not described in This research.

Key words: *sense experience, feel, experience, think experience act experience, relate the experience*

