

ABSTRACT

***The Influence of Customer Experience on Repurchase Intention Through
Customer Satisfaction***

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The purpose of this study is to find out how the role of customer satisfaction in mediating the interaction between customer experience and repurchase intention. This study was designed as a survey method by distributing questionnaires to 300 respondents who are Lazada users in Tasikmalaya City who have made transactions more than 1x and are 18 years old. This research use in purposive sampling technique. The analytical tool used in this study is Structurall Equation Modelling (SEM). The results of this study prove that customer experience has an influence on vustomer satisfaction and customer satisfaction has proven to have an effect on repucrhase intention. In addition, the variable customer satisfaction is proven to mediate between customer experience and repurchase intention.

Keyword: Customer Experience, Customer Satisfaction, Repurchase Intention

