

**PENGARUH *CUSTOMER EXPERIENCE* DAN *BRAND IMAGE*
TERHADAP MINAT BELI ULANG *SUNSCREEN* WARDAH
DI KOTA SINGARAJA**

Oleh
Ni Komang Sueni, NIM 2117041154
Jurusan Manajemen

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *customer experience* dan *brand image* terhadap minat beli ulang, baik secara parsial dan secara simultan. Desain penelitian yang digunakan dalam penelitian ini adalah kuantitatif kausal. Subjek dalam penelitian ini adalah masyarakat yang pernah menggunakan *sunscreen* Wardah di Kota Singaraja. Objek penelitian ini adalah *customer experience*, *brand image*, dan minat beli ulang. Penentuan sampel dalam penelitian ini menggunakan teknik *purposive sampling*. Jumlah sampel yang digunakan adalah 120 responden. Instrumen yang digunakan dalam pengumpulan data adalah kuesioner dan teknik analisis data yang digunakan adalah analisis regresi linier berganda. Hasil dari penelitian ini adalah (1) *customer experience* berpengaruh positif dan signifikan terhadap minat beli ulang *sunscreen* Wardah di Kota Singaraja, (2) *brand image* berpengaruh positif dan signifikan terhadap minat beli ulang *sunscreen* Wardah di Kota Singaraja, (3) *customer experience* dan *brand image* berpengaruh signifikan terhadap minat beli ulang *sunscreen* Wardah di Kota Singaraja.

Kata kunci: *brand image*, *customer experience*, dan minat beli ulang.

***THE INFLUENCE OF CUSTOMER EXPERIENCE AND BRAND
IMAGE ON REPURCHASE INTENTION OF WARDAH SUNSCREEN
IN SINGARAJA CITY***

By

Ni Komang Sueni, NIM 2117041154

Department of Management

ABSTRACT

This study aims to examine the effect of customer experience and brand image on repurchase intention, both partially and simultaneously. The research design used in this research is causal quantitative. The subjects in this study were people who had used Wardah sunscreen in Singaraja City. The object of this research is customer experience, brand image, and repurchase intention. Determination of the sample in this study using purposive sampling technique. The number of samples used was 120 respondents. The instrument used in data collection was a questionnaire and the data analysis technique used was multiple linear regression analysis. The results of this study are (1) customer experience has a positive and significant effect on repurchase interest in Wardah sunscreen in Singaraja City, (2) brand image has a positive and significant effect on repurchase interest in Wardah sunscreen in Singaraja City, (3) customer experience and brand image have a significant effect on repurchase interest in Wardah sunscreen in Singaraja City.

Keywords: brand image, customer experience, and repurchase intention.