

ABSTRAK

Restoran *all you can eat* merupakan sebuah konsep restoran yang menyajikan makanan dalam bentuk prasmanan hanya dengan sekali bayar, nantinya konsumen dapat mengonsumsi makanan yang ditawarkan restoran sesuai dengan keinginan yang mereka miliki dalam batas waktu yang telah ditentukan. Salah satu restoran *all you can eat* yang populer di kalangan masyarakat adalah merek Gyu-Kaku, mulanya, restoran ini membuka cabang pertamanya di Indonesia yang berlokasi di AEON Mall, BSD City. Seiring dengan perkembangan waktu, Gyu-Kaku melakukan ekspansi, dan hingga hari ini Gyu-Kaku memiliki 36 cabang di seluruh Indonesia. Tujuan utama dari penelitian ini adalah untuk mempelajari pengaruh *customer experience* dan *promotion* terhadap *repurchase intention* restoran Gyu-Kaku pada cabang Gyu-Kaku Alam Sutera. Penelitian ini dimulai dengan kajian teoritis dari penelitian sebelumnya, penyebaran kuesioner kepada responden, dan pengolahan data yang diperoleh melalui penyebaran kuesioner. Diharapkan dapat memberi informasi terhadap manajemen Gyu-Kaku Alam Sutera untuk meningkatkan *repurchase intention* dari pelanggan yang telah dimiliki, serta untuk mengetahui apabila *customer experience* dan *promotion* dapat memengaruhi *repurchase intention* pelanggan Gyu-Kaku Alam Sutera. Penelitian ini berhasil mengumpulkan 102 responden yang merupakan konsumen Gyu-Kaku Alam Sutera. Hasil dari penelitian ini menunjukkan adanya pengaruh positif yang signifikan antara *customer experience* dan *promotion* terhadap *repurchase intention* pada kalangan konsumen Gyu-Kaku Alam Sutera, namun *promotion* memiliki hasil yang lebih dominan daripada *customer experience*, sehingga dapat disimpulkan bahwa promosi yang dilakukan oleh Gyu-Kaku Alam Sutera lebih memengaruhi *repurchase intention*.

Kata kunci: Gyu-Kaku, *customer experience*, *promotion*, *repurchase intention*.

ABSTRACT

All you can eat restaurant is a concept of restaurant that serves food in the form of buffet in which consumers pays once in order to eat in the said restaurants. Later on, consumers can consume foods offered by the restaurant according to their wishes within a predetermined time limit. One of the popular brand of all you can eat restaurants among Indonesians is the brand Gyu-Kaku. Initially, the brand launched its first branch in Indonesia which is located in AEON Mall, BSD City. Over time, Gyu-Kaku expanded, and to this day, Gyu-Kaku has 36 branches all over Indonesia. The main objective of this research is to study the influence of customer experience and promotions towards the repurchase intention of Gyu-Kaku restaurant, namely the branch located in Alam Sutera. This research begins with a theoretical review of previous research, distributing questionnaires to respondents, and processing the data obtained through distributing questionnaires. This research aims to provide information to the management of Gyu-Kaku Alam Sutera to increase the repurchase intention of existing customers, and to find out if customer experience and promotions can affect the repurchase intention of Gyu-Kaku Alam Sutera customers. This research managed to collect 102 respondents which are the consumers of Gyu-Kaku Alam Sutera. The results of this study indicate that there is a significant and positive influence between customer experience and promotion towards the repurchase intentions among Gyu-Kaku Alam Sutera consumers. However, promotion has a more dominant results than customer experience, so it can be concluded that the promotion done by Gyu-Kaku Alam Sutera has more influence towards repurchase intention.

Keyword: Gyu-Kaku, customer experience, promotion, repurchase intention