

ABSTRAK

Dalam perkembangan bisnis saat ini, dunia digital internet memiliki pengaruh yang kuat dan telah membawa banyak pengaruh dan perubahan kehidupan masyarakat, termasuk juga berpengaruh terhadap perubahan pola berbelanja konsumen dari offline menjadi online. Dengan adanya kemudahan konsumendalam berbelanja termasuk pada produk kecantikan membuat pelaku bisnis dituntut untuk mempunyai kepekaan terhadap setiap perubahan yang terjadi. Fenomena yang terjadi pada penelitian ini adalah menurunnya jumlah pengunjung website Sociolla dari 2019-2022. Adanya research gap diantara penelitian terdahulu kemudian mendorong peneliti untuk melakukan penelitian lebih mendalam terkait variabel penelitian ulang (*repurchase intention*), kebijakan harga (*price policy*) dan *experiential marketing* dengan menambahkan variabel yang berbeda yaitu kepuasan pelanggan (*customer satisfaction*) sebagai variabel intervening.

Penelitian ini dilakukan dengan metode penelitian kuantitatif, data dikumpulkan melalui kuesioner kepada 90 responden dengan beberapa karakteristik. Wanita dan pria berusia 18-60 tahun yang berdomisili di Surabaya dan telah melakukan pembelian di web e-commerce Sociolla minimal 2-3x dalam 1 tahun terakhir. Skala pengukuran menggunakan skala likert 5 poin. Data diolah menggunakan software AMOS. Dari hasil pengolahan data, didapatkan hasil bahwa *pricepolicy*, *experiential marketing* dan *customer satisfaction* berpengaruh signifikan terhadap *repurchase intention*. *Price policy* dan *experiential marketing* berpengaruh signifikan terhadap *customer satisfaction* serta terdapat pengaruh signifikan mengenai pengaruh *price policy & experiential marketing* terhadap *repurchase intention* dengan variabel *customer satisfaction* sebagai variabel intervening.

Kata kunci : *Price policy, experiential marketing, customer satisfaction ,repurchase intention*

ABSTRACT

In current business developments, the digital world of the internet has a strong influence and has brought many influences and changes to people's lives, including influencing changes in consumer shopping patterns from offline to online. With the convenience of consumers in shopping, including beauty products, business people are required to be sensitive to every change that occurs. The phenomenon that occurred in this research was the decline in the number of visitors to the Sociolla website from 2019-2022. The existence of a research gap between previous research then encourages researchers to conduct more in-depth research regarding the variables of re-research (repurchase intention), price policy (price policy) and experiential marketing by adding different variables, namely customer satisfaction (customer satisfaction) as an intervening variable.

This research was carried out using quantitative research methods, data was collected through questionnaires from 90 respondents with several characteristics. Women and men aged 18-60 years who live in Surabaya and have made purchases on the Sociolla e-commerce website at least 2-3x in the last 1 year. The measurement scale uses a 5 point Likert scale. Data was processed using AMOS software. From the results of data processing, it was found that price policy, experiential marketing and customer satisfaction had a significant effect on repurchase intention. Price policy and experiential marketing have a significant influence on customer satisfaction and there is a significant influence regarding the influence of price policy & experiential marketing on repurchase intention with the customer satisfaction variable as an intervening variable.

Keywords : Price Policy ,Experiential Marketing, CustomerSatisfaction, Repurchase Intention