

ABSTRAK

Penelitian ini dilakukan untuk mengetahui Pengaruh *Customer Experience* dan *Promotion* terhadap *Repurchase Intention* pada Restoran All You Can Eat Gyu-Kaku Alam Sutera, Tangerang Selatan. Penelitian ini menggunakan penelitian kuantitatif deskriptif. Populasi pada penelitian ini adalah konsumen pada restoran All You Can Eat Gyu-Kaku Alam Sutera. Teknik pengumpulan data dengan kuesioner yang dibuat menggunakan web Google Form dengan jumlah sampel sebanyak 102 responden yang diambil menggunakan Teknik *Purposive Sampling*. Hasil dari penelitian ini diperoleh menggunakan program *SmartPLS* versi 3.0. Hasil penelitian menunjukkan bahwa *Customer Experience* berpengaruh positif tetapi tidak signifikan, sedangkan *Promotion* berpengaruh secara positif dan signifikan. Implikasi manjerial bagi pihak restoran hendaknya meningkatkan di segi pengalaman pelanggan serta mempertahankan dan meningkatkan lagi promosi agar minat beli ulang pada konsumen dapat meningkat dan restoran dapat terus bertahan dan semakin berkembang

Kata Kunci: *Customer Experience, Promotion, Repurchase Intention*

ABSTRACT

This research was conducted to determine the effect of customer experience and promotion on repurchase intention at the All You Can Eat Gyu-Kaku Alam Sutera restaurant, South Tangerang. This research uses descriptive quantitative research. The population in this study were consumers at the All You Can Eat Gyu-Kaku Alam Sutera restaurant. The data collection technique was a questionnaire made using the Google Form web with a total sample of 102 respondents taken using the Purposive Sampling Technique. The results of this study were obtained using the SmartPLS version 3.0 program. The results showed that Customer Experience had a positive but not significant effect, while Promotion had a positive and significant effect. Managerial implications for restaurants should improve in terms of customer experience and maintain and increase promotions so that consumer repurchase interest can increase, and restaurants can continue to survive and grow

Keyword: Customer Experience, Promotion, Repurchase Intention

