

**THE INFLUENCE OF BRAND EXPERIENCE DIMENSION ON
THE INTENTION TO REPURCHASE ICHIBANSUSHI
IN BANDAR LAMPUNG**

ABSTRACT

**By
ISTIA AYUNA**

Ichiban Sushi can maintain its market share by knowing the needs and desires of its consumers, and developing an understanding of how the best service and the best dishes are provided by Ichiban Sushi employees to consumers, so that these consumers can feel satisfied with the quality of service and product quality. dimensions brand experience on Ichiban Sushi's repurchase interest in the city of Bandar Lampung. The research method used is quantitative. Collecting data using a questionnaire to 96 respondents. Data analysis used multiple linear regression. Based on the results of the study that there was an influence of the sensory experience on the buying interest of Ichiban Sushi in Bandar Lampung City. There is an effect of the affective experience on Ichiban Sushi's repurchase intention in Bandar Lampung City. There is an influence of the intellectual experience on Ichiban Sushi's repurchase interest in Bandar Lampung City. There is an effect of the behavioral experience on Ichiban Sushi's repurchase intention in Bandar Lampung City. There is an influence of sensory experience, affective experience, intellectual experience and behavioral experience on Ichiban Sushi's repurchase interest in Bandar Lampung City.

Keywords: Brand Experience Dimensions, Repurchase Interest, Ichiban Sushi.

PENGARUH DIMENSI *BRAND EXPERIENCE* TERHADAP MINAT BELI ULANG ICHIBAN SUSHI DI KOTA BANDAR LAMPUNG

ABSTRAK

**Oleh
ISTIA AYUNA**

Ichiban Sushi dapat mempertahankan pangsa pasarnya dengan cara mengetahui kebutuhan dan keinginan konsumennya, dan mengembangkan suatu pemahaman mengenai bagaimana pelayanan terbaik dan hidangan terbaik yang diberikan karyawan Ichiban Sushi kepada para konsumen, sehingga konsumen tersebut dapat merasa puas atas kualitas pelayanan maupun kualitas produk tersebut. Tujuan penelitian untuk mengetahui pengaruh dimensi *brand experience* terhadap minat beli ulang Ichiban Sushi di kota Bandar Lampung. Metode penelitian yang digunakan adalah kuantitatif. Pengumpulan data menggunakan kuesioner kepada 96 orang responden. Analisis data menggunakan regresi linier berganda. Berdasarkan hasil penelitian bahwa ada pengaruh komponen *sensory experience* terhadap minat beli ulang Ichiban Sushi di Kota Bandar Lampung. Ada pengaruh komponen *affective experience* terhadap minat beli ulang Ichiban Sushi di Kota Bandar Lampung. Ada pengaruh komponen *intellectual experience* terhadap minat beli ulang Ichiban Sushi di Kota Bandar Lampung. Ada pengaruh komponen *behavioral experience* terhadap minat beli ulang Ichiban Sushi di Kota Bandar Lampung. Ada pengaruh komponen *sensory experience*, *affective experience*, *intellectual experience* dan *behavioral experience* terhadap minat beli ulang Ichiban Sushi di Kota Bandar Lampung.

Kata Kunci: Dimensi *Brand Experience*, Minat Beli Ulang, Ichiban Sushi.