

ABSTRACT

The growth of culinary business in Bandung makes Bandung one of the biggest business centers in West Java, which café business is growing every year. One of the café in Bandung that always has raise their customers every year is One Eighty Coffee. This growth happening because One Eighty Coffee offers great facilities to their customers that can made customer experience, for example offers comfy environment, attractive café design, and great service. This research aims to understand the influence of customer experience to repeat purchasing intention in One Eighty Coffee Bandung.

This is a descriptive research using quantitative method with primary and secondary data. This research uses a purposive sampling type of non probability sampling with 100 respondents. Data were analyzed using descriptive analysis and simple linear regression analysis

The result of this research showed that respondent response towards customer experience variable with dimension of sense,feel,think,act, and relate is in a good category. While repurchasing intention is in a good category. The result is also showed that customer experience is significantly influence to repurchasing intention

Keywords: Customers Experience, Repurchase Intention.