

ABSTRACT

Culinary business in the city of Bandung is a business that always get positive response from the community and always experience renewal due to the strict competition conditions in this field. Various cafes and restaurants compete to show their excellence and uniqueness. With a place that has a unique and creative concept will create a unique experience for the consumers who have visited, and will give a feeling of memorable and remember the place so that customers who have visited Expected to be re-purchase. A unique and creative café is still rare in the city of Bandung. But with the idea and creativity of the young people is a café that has a unique concept that is the cardboard garden located on Jl. Sersan Bajuri No. 102, Parompong, Bandung. The concept of cardboard garden is Green Design, that is, using cardboard for various decorations and furniture in the cardboard garden. The purpose of this research is to know the influence of Customer Experience that has been applied to cardboard gardens for consumers who have visited the cardboard garden. Data collection is conducted with the dissemination of questionnaires in 100 people in Bandung Cardboard Park. The research methods used in this research are quantitative descriptive, as well as the data analysis technique used i.e. simple linear regression.

Keywords: Customer Experience, interest repurchase