

## ABSTRACT

*The growth of e-commerce continues to grow rapidly in Indonesia so that the rapid growth of e-commerce creates intense competition. Providing a satisfying customer experience so that it can increase repurchase interest is one way for companies to survive in the midst of intense competition.*

*This study aims to analyze and examine the effect of customer experience consisting of sense, feel, think, act, and relate to repurchase intention in one of the e-commerce sites in Indonesia, namely JD.ID.*

*The research method used is quantitative by distributing it to 400 respondents with the characteristics of having shopped at JD.ID. The sample taken in this study used a purposive sampling technique. This study uses multiple linear regression data analysis techniques with IBM SPSS Statistic 26 software.*

*Based on the results of hypothesis testing, it was found that the overall customer experience based on the results of the respondents' responses got an average percentage of 77.58% in the good category. repurchase intention based on the results of respondents' responses to get an average percentage of 78.71% in the good category. Customer experience sense, feel, think, act, and relate partially have a positive and significant effect on repurchase intention and customer experience simultaneously had a positive effect on repurchase intention.*

*Companies are advised to develop the appearance of the website design by providing a more user-friendly appearance. This can make customers feel comfortable in finding items to be purchased on the JD.ID website. The company needs to improve the timeliness of delivery. These efforts are expected to provide positive emotions due to the timeliness of delivery so as to provide a sense of satisfaction that can affect repurchase intention. JD.ID is advised to add more price variations. These efforts are so that customers have many options to choose goods according to customer references. JD.ID needs to make rules for every merchant in JD.ID to add new product categories and items every day. With these efforts, customers are expected to be able to choose the appropriate product to meet their lifestyle. Companies are advised to have a customer community social media by providing more community to connect with customers. These efforts are so that customers know more about JD.ID.*

*Keywords: customer experience, repurchase intention, e-commerce*