

## The Effect Of Customer Experience And Price On Repurchase Intention (A Study on Manor Studio's Coffee Shop Customers)

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### ARTICLE INFO

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#### *Article history:*

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**Keywords:** Customer Experience, Price, Repurchase Intention

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### ABSTRACT

Customer experience is an effort to create customer satisfaction through experience, based on the product or service offered. Customer experience rating depends on the comparison between coffee shop management performance and consumers expectations. In an effort to build a positive customer experience, precise pricing is a need. Therefore, the coffee shop needs to analyze and determine who is the target market in order to facilitate the implementation of the customer experience and pricing. This study aims to analyze the influence of customer experience and price on repurchase intention at Manor Studio coffee shop. The form of research used in this study is quantitative research with a descriptive approach. The data analysis methods used are validity test, reliability test, classical assumption test, multiple linear regression analysis, and hypothesis test. The results of this study indicate that customer experience and price have a significant effect either partially or simultaneously on repurchase intention in Manor Studio. The coefficient of determination test shows a close relationship between customer experience and price on repurchase intention with an R value of 0.873. Through the adjusted R square value, it is also known that customer experience and price variables contribute 75.7% to the variable of repurchase intention.

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## I. Introduction

The culinary business is a sector whose potential will continue to be seen and will never disappear. This is due to the demands of human needs for food, so that humans can continue to maintain their lives, humans will always need food. Talking about human demands for their food needs cannot be separated from human boredom towards food itself. Boredom in humans encourages people to find creative ways in the process of enjoying food needs which ultimately makes business actors in the culinary sector required to have privileges in aspects of their business. One of the businesses in the culinary field that is currently growing rapidly is the business in the coffee sector. Every year more and more businesses in the coffee sector emerge. The potential for the coffee shop business is quite large because of the times and the increasing standard of living of humans which has caused a shift in function and target market. This shift has caused the coffee shop business to move into the hospitality industry, which means that what is offered as a product is in the form of hospitality, service and

entertainment for its consumers. When one of the popular coffee shops or one that is currently being talked about among young people in the city of Medan regarding service and product prices is "Manor Studio". However, in terms of income, the manor studio experienced a problem, namely the occurrence of fluctuations in income according to what was shown in the table. Then the amount of income earned has not reached the target set at the time of designing the business. to achieve the sales target set at the time of business planning.

by the intense competition in the coffee shop business sector and also the effect of implementing the PPKM program

The biggest challenge in the coffee shop business is to generate repurchase interest based on customer satisfaction with their experience when visiting a coffee shop. In the intense competition, aspects that are priority aspects for coffee shops are customer experience aspects. Customer experience is an effort to create customer satisfaction through experiences that are based on the products or services offered. In an effort to build a positive customer experience, a coffee shop must be able to determine an accurate marketing and pricing strategy. Therefore the coffee shop needs to analyze the market segmentation of its business and then be able to determine who is the target market and build the right positioning so that the goals can be achieved.

## II. Method

### Customer Experience

According to Kotler & Armstrong (2018: 245), the combination of products and services has become a common commodity, many companies or marketers try to level up in order to provide more value to their customers. To differentiate the offering from its competitors, the company or marketer creates and manages the customer experience rather than just making products and providing services.

Customer experience is an important element in building and maintaining customer loyalty for a product is the experience that is obtained when a customer uses the product both emotionally nor

the benefit. Experience is a personal event that occurs in response to some stimulus. According to Colin Shaw in Sari (2019: 9), "Customer experience is the sum of all interactions between a customer and your organization. It's a blend of your organization's physical performance and the emotions that you create all measured against customer expectations across all of your points of interaction."

Another definition of customer experience was put forward by Frow and Payne in (Crismonita, 2020: 9), customer experience is an interpretation from a customer of the customer's overall interaction with a product or service of a brand. Therefore marketers must be able to organize the right environment for customers and must be able to know what customers really want, not just think that a customer experience can be created only by providing polite, responsive and effective customer service. Customer experience is an experience that comes from the whole process or from start to finish that is felt by customers, from honesty in marketing to products that last beyond the warranty period. (Goodman, 2014:24).

### Customer Experience category

According to Robinnete and Brand in Lestari, 2018: 21), in terms of customer experience there are several categories that divide experience into several categories, namely:

1. Experience in Product, is the experience that the customer gets from a product or service. Experience is an important factor of the products offered. In this case, if a company or marketer offers superior quality products or services to customers, then the customer will get a good experience of the products or services offered.
2. Experience in Environment, is the capability of a company or marketer in providing overall experience to customers. The business environment is one of the forces in creating customer experience, because the environment or place of business is a tool to introduce customers to the entire experience offered, and is also an exchange that is interactive and the easiest to see.
3. Experience in Loyalty Communication, is an act of communication that is carried out after the customer makes a purchase with the aim of maintaining customer loyalty. One of the important factors in providing an experience to customers is pleasant service heart. The best opportunity to please the customer is after the customer has made a purchase transaction.

Most companies or marketers provide services to customers only up to the point where the company makes a sales transaction, even though customers sometimes want something more after making a purchase decision so that they can make the customer believe in a product or service thereby creating high customer loyalty.

4. Experience in Customer Service and Social Exchanged, is a combination of services offered by the company with customer expectations. Employees are a determining factor in customer experience, because employees are one of the driving factors for customers to be able to accept or reject a product or service from that company or brand. This can be assessed from the ability of employees to provide services to customers.
5. Experience in Events, is the experience that customers get from events held by the company or marketers. Company or marketers hold many events with the aim of the customer participating in the event so that the customer gets the expected customer experience for the product or service offered.

### **Customer Experience Indicator**

According to Bernd H Schmitt (Rusmawati, 2017: 504), there are five variables that are indicators of customer experience, namely: 1) Sense Experience; 2) Feel Experience; 3) Think Experience; 4) Act Experience; 5) Relate Experience. The following is a description of each indicator, namely:

1. Sense experience, which is an approach in marketing that aims to create experiences related to sensing through the activities of smell, taste, touch, sight, sound which includes style, theme and color. The purpose of sense experience as a whole is to provide stimulation to the five human senses to provide aesthetic pleasure.
2. Feel experience, which is an approach in marketing that aims to create positive feelings or emotions that arise from the heart and feelings of pleasure that are felt during the consumption process. The feel experience element includes feelings or positive emotions and moods. The goal of feel experience is to create an affective experience that ranges from mild positive moods associated with the brand to strong emotions of joy and pride.
3. Think experience, which is the process of creating a customer's views or creative thoughts on a brand or company by stimulating the customer's intellectual abilities and creativity. The purpose of creating think experience is to encourage customers to be involved in a deep and creative thought process that will result in a re-evaluation of a product regarding the brand or company.
4. Act experience, which is the process of creating customer experiences related to body movements or interactions that appear and one's lifestyle. The elements of act experience are physical experience, lifestyle, and interaction. The purpose of act experience is to encourage customers to have a lifestyle that is influenced by a product or brand.
5. Relate experience, is a process of connecting the customer's personal self with other people, the customer's personal self with a brand or company and culture. Relate experience includes aspects of sense experience, feel experience, think experience, and act experience. However, relate experience is broader than personal experience because relate experience aims to relate one's personality to other people or other cultures. The purpose of relate experience invites customers to socialize, establish relationships or bonds with other people or other social groups or with other cultures as a whole using products or brand as the medium.

### **Price**

Price is one of the most important elements in marketing. Prices that are too expensive cannot be reached by the target market, which in turn makes sales falter. On the other hand, a price that is too low makes it difficult for the company to cover costs or make a profit. In fact, it is not uncommon for low prices to be assumed to be of poor quality (Tjiptono and Diana, 2020:256).

Price or price is the amount paid by the buyer. In this case, price is a way for a seller to differentiate his offering from competitors. So that pricing becomes a material consideration in marketing as part of the product differentiation function. (Indrasari, 2019:36)

According to Kotler & Keller in Firmansyah (2018: 180) price is one of the elements of the marketing mix that generates income while the other elements generate costs. Prices are flexible, which means they can be changed quickly. The definition of price can be defined from various points of view. The definition of price from a marketing point of view put forward by Philip Kotler in indrasari (2019:36)

"Price is the amount of value or money charged for a product or service for the amount of value exchanged by customers for price benefits which have become an important factor that influence buyer choice. Price greatly influences financial position and performance and also influences buyer perceptions and brand positioning.

Meanwhile, from the customer's point of view, price is often used as an indicator of value when the price

these are associated with the perceived benefits of an item or service (Tjiptono and Diana, 2020: 257). The price expected by the customer is the price that is in accordance with the customer's purchasing power and the price is able to compete according to the quality provided. Price is also an important part in winning the competition, the more appropriate the price of a product with its offer, the more interested the customer will be to buy it.

Price can also be defined narrowly and broadly based on the opinion expressed by Philip Kotler in Indrasari (2019: 36), price is the amount of money charged for a product or service. Meanwhile, in a broad sense, price is the amount of value or money charged for a product or service for the amount of value exchanged by the customer for the price benefits in owning or using the product or service.

### **Price's Role**

Broadly speaking, there are several roles for prices put forward by Tjiptono & Diana (2020: 257), the following is the explanation:

1. The price set has a direct effect on the level of demand and determines the level of activity. The price is too cheap or potentially expensive hinder product development. Therefore, measuring price sensitivity is very important.
2. The selling price directly determines the profitability of the operation.
3. The price set by the company affects the general perception of the product or brand and contributes to brand positioning in the evoked set of potential consumers. Consumers often use price as an indicator of quality, especially in the consumer product market.
4. Price is a direct tool or vehicle For Make comparisons between competing products or brands. In other words, price is a "forced point of contact between competitors"
5. The pricing strategy must be aligned with the other components of the marketing mix. Prices must cover the costs of product development, promotion and distribution.
6. Accelerating technological developments and shortening product life cycles demand accurate pricing from the start.
7. The proliferation of brands and products which are often without adequate differentiation has implications for the importance of positioning the right price.
8. Government regulations, ethics, and social considerations (such as price controls, setting maximum profit margins, authorizing price increases, and so on) limit a company's autonomy and flexibility in setting prices.
9. Reduced purchasing power in a number of regions of the world has resulted in increased price sensitivity, which in turn has strengthened the role of price as an instrument for driving sales and market share.

### **Pricing**

Broadly speaking, pricing methods can be grouped into four main categories according to Tjiptono and Diana (2020: 266), namely demand-based, cost-based, profit-based, and competition-based pricing methods. The following is a description of each of the above methods:

1. Demand-Based Pricing Method, which is a method that emphasizes the factors that influence customer preferences for consideration, including:
  - a. Consumer purchasing power;
  - b. Consumer willingness to buy;
  - c. The position of the product in the customer's lifestyle, namely whether the product is a status symbol or just a product that is used daily;
  - d. Product benefits for consumers;
  - e. Prices of substitute products;
  - f. Market potential for the product;
  - g. Characteristics competition non-price;
  - h. general customer behavior;

i. Segments in the market.

There are at least seven pricing methods included in the demand-based pricing method, namely skimming pricing, penetration pricing, prestige pricing, price lining pricing, odd-even pricing, demand-backward pricing, bundle pricing, optional product pricing, captive product pricing, and by-product pricing.

2. Cost-based determination method, namely a method that places supply or cost aspects as the main determining factor. Prices are determined based on production and marketing costs added by a certain amount, so as to cover direct costs, overhead costs and profits. There are four pricing methods included in cost-based pricing, as follows:

- a. Standard Markup Pricing, price is determined by adding a certain percentage of the cost of all items in a product class.
- b. Cost Plus Percentage of Cost Pricing, namely the company adds a certain percentage to production or construction costs. The price is determined on a single item or only a few items.
- c. Cost Plus Fixed Fee Pricing, which is a method that is widely applied to products that are highly technical in nature, such as cars, airplanes or satellites. In this method, the supplier or producer will receive reimbursement for all costs incurred, regardless of the amount, but the supplier or producer only receives a certain fee as profit, the amount of which depends on the mutual agreement.
- d. Experience Curve Pricing, which is a method created on the basis of the learning effect concept which states that the unit cost of goods and services will decrease between ten to thirty percent for every twofold increase in the company's experience in producing and selling the goods or services concerned.

3. The profit-based pricing method is a method that seeks to balance revenues and costs in setting its price. These efforts can be made on the basis of specific profit volume targets or expressed in the form of a percentage of sales or investment. There are three pricing methods included in profit-based pricing, as follows:

- a. Target Profit Pricing, generally in the form of a determination on the amount of the annual profit target that is specifically stated.
- b. Target Return On Sales Pricing, in the form of setting a certain price level that can generate profit in a certain percentage of sales volume.
- c. Target Return On Investment Pricing, in the form of a pricing method based on the size of an annual target return on investment, namely the ratio between profit and total investment invested by the company in production facilities and assets that support certain products. Then the price is determined in order to achieve the target return on investment.

4. Competition-based pricing methods, namely methods that place what competitors do as the basis for pricing. There are four types of competition-based pricing methods, namely:

- a. Customary Pricing, This method is used for products whose prices are determined by factors such as tradition, distribution channels, standardization, or other competitive factors. Pricing is carried out adhering to traditional price levels. The company tries not to change prices outside the accepted limits. For That, The company adjusts the size and content of products to maintain price.
- b. Above, At, or Below Market Pricing, it is generally very difficult to identify specific market prices for certain products or product classes. Therefore, there are often companies that use subjective approach to estimating competitors' or market prices. On the basis of these subjective benchmarks, the company can carefully choose a pricing strategy that is above, equal to, or below the market price. Above-market pricing is setting prices higher than market prices and is usually used by companies that already have a reputation or companies that produce prestige goods. At-market pricing is pricing that follows market prices, which are often linked to competitors' prices. This method is also often called going rate or imitative pricing. Meanwhile, below-market pricing, which is pricing lower than market prices, is mostly applied by manufacturers of generic products or retailers who sell products with private brands.

- c. Loss Leader Pricing, is a method used for special promotional purposes by setting the price of a product below its cost. The goal is not to increase sales of the product in question, but to attract consumers to come to the store and buy other products, especially products with a fairly high markup. So, a product is used as a kind of seller or inducement so that other products also sell well.
- d. Sealed Bid Pricing, is a method that uses a bidding system and usually involves a buying agent. So, if there is a company that buys a product, then the person concerned uses the services of a purchasing agent to deliver the required product specifications to prospective producers. Each prospective producer is asked to submit the bid price for the quantity needed within a certain period of time, then held a kind of auction to determine the best bid that meets the requirements to carry out the purchase contract.

#### Price's goal

According to Tjiptono and Diana (2020: 259), there are seven types of pricing objectives, namely:

- 1. Survival or survival, is setting the price level in such a way that the company can increase sales volume to cover the costs incurred.
- 2. Profit, is pricing by identifying price levels and costs that allow the company to maximize profits.
- 3. Return On Investment, is a determination price by identifying the price and cost levels that allow the company to achieve the expected rate of return on investment.
- 4. Market Share, is pricing so that the company can maintain or increase sales relative to competitors' sales.
- 5. Cash flow, is pricing in such a way as to maximize cash returns as quickly as possible
- 6. Status Quo, is pricing by identifying price levels that can stabilize demand and sales.
- 7. Product Quality, is pricing with the aim of covering research and development costs, as well as creating
- 8. high quality image.

#### Prices indicator

According to Wulandari in Indrasari (2019: 43), there are four indicators that characterize prices, namely price affordability, price compatibility with product quality, price competitiveness, and price compatibility with benefits.

- 1. Affordability of prices, namely price offers made by producers or sellers according to the ability or purchasing power of consumers.
- 2. Price conformity with the quality of the product or service, namely the price offer made by the producer or seller in accordance with the quality of the product obtained by the consumer.
- 3. Price comparison, namely the price offer given by the producer or seller is more effective than that given by other producers, for the same type of product in order to bind consumers.
- 4. Price conformity with consumer expectations, namely price offers made by producers or sellers that match the expectations that consumers expect from the product purchased.

#### Repurchase Interest

The definition of repurchase interest according to Thamrin in Sartika (2017: 14), namely buying interest that arises after purchasing the same product before. High repurchase interest is reflected by a high level of customer satisfaction. Meanwhile, according to Kotler in Latief (2018: 95), buying interest is an action that is influenced by positive stimuli and feelings towards a product or service so as to create a strong internal stimulus in purchasing.

According to Hasan in Gunari and Oktafani (2018: 66), basically repurchasing interest is an act customer purchases based on past actions (purchasing experience) which directly affect the intention to repurchase in the future.

Another opinion was expressed by Hellier, et al. in (Febrini, Widowati and Anwar, 2019: 39) repurchase intention is the desire to repurchase products or services from the same company or brand

on a regular basis taking into account the situation of the previous purchase at the time of repurchasing.

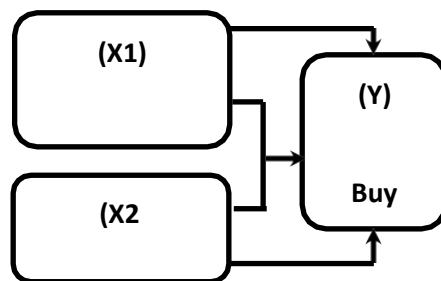
#### Repurchase Interest Indicator

There are several indicators in terms of repurchasing interest according to Ferdinand in (Latief, 2018: 95), including the following:

1. Explorative interest, namely customer behavior that is thirsty for information about the product they are interested in and looking for information to support the positive characteristics of the product they are interested in.
2. Preferential interest, namely the behavior of customers who already have a primary preference for the product of interest, this preference can only change if something happens to the preferred product of interest.
3. Interest transactional, namely the tendency of customers to purchase products.

Referential interest, namely the tendency of customers to refer products of interest to others

#### Framework of thinking



### III. Results And Discussion

#### The Influence of Customer Experience (X1) on Repurchase Interest (Y)

In this study, researchers used 5 customer experience indicators proposed by Bernd H Schmitt (Bahri, 2012: 16), namely sense experience, feel experience, think experience, act experience, and relate experience. The most influential indicator in this study was feel experience with respondents' answers about friendly service from Manor Studio employees with an agree percentage of 89%, even 51% of them stated that they strongly agreed and statements stating that respondents felt comfortable being at Manor Studio with a percentage that agreed 88% with 40% of them strongly agree.

Based on the results of the research that has been done, the results show that in the tests carried out on the customer experience variable on repurchase intention partially it has a significant effect, this can be seen in the results of the t test in table 4.43. The results of the t-test show that the tcount is greater than the ttable value, namely  $6.802 > 1.984$  with a significance level of  $0.000 < 0.05$  which explains that the customer experience variable has a partial effect on repurchase intention. These results indicate that  $H_a1$  is acceptable, namely "There is an influence of customer experience on consumer repurchase intention at the Manor Studio coffee shop" and  $H_01$  is rejected.

The results of this study are due to the fact that every aspect of the customer experience built by Manor Studio has succeeded in creating a positive experience for its customers, so that customers make this the basis for repurchasing interest. This can be seen based on the distribution of answers from 100 respondents, the result is that the majority of respondents agreed to each item of the questionnaire with an average percentage of respondents who agreed to be 77.5%.

The results of this study are also in line with the results of direct observations of researchers at the Manor Studio regarding the customer experience variable indicators, namely: sense experience, feel experience, think experience, act experience, relate experience. On the sense experience indicator, it was found that to build a visiting experience related to the stimulation received by the customer's five senses, Manor Studio arranged the store's decoration and layout to be attractive accompanied by lots of interesting photo spots that offered unique concepts and items. Manor Studio also adjusts the songs played to suit the customer's dress style or adjusts the expression or mood when the customer is

served, then to get a positive experience through the customer's taste buds, Manor Studio offers delicious food and beverage products.

The results of the researcher's direct observation regarding the feel experience indicator, it was found that facilities such as prayer rooms and toilets were clean and comfortable to use, then regarding the service from Manor Studio employees, Manor Studio employees welcomed friendly customers who came and chatted lightly and even answered customer questions about menu with clear explanations with a friendly impression. On the think experience indicator, it was found that several art events had been held at the Manor Studio, and the Manor Studio also displayed several works of art such as painted mannequins, sculptures, and several paintings.

The results of the researcher's direct observation regarding the indicators of act experience and relate experience, the results of the researcher's direct observation of the research object, the researcher observed visitors who came usually in groups and visited with a duration of more than 30 minutes.

The results of this study support previous research conducted by Yunita Leni (2017) in a journal entitled, "The Influence of Customer Experience on Repurchase Intentions (Case Study on Consumers of Hanbingo Korean Dessert Cafe Yogyakarta). This study obtained the result that there was an influence of customer experience on interest repurchase by 79.8%.

#### Effect of Price (X2) on Repurchasing Interest (Y)

In this study, researchers used 4 indicators, namely price affordability, price compatibility with product quality, price comparison, and price compatibility with consumer expectations.

The most influential indicator in this study was the suitability of price with product quality with respondents' answers about the price offered by Manor Studio in accordance with the product quality that respondents received with an agreeing percentage of 82% and 27% of them stated that they strongly agreed, and respondents' answers about the price offered Manor Studio according to the quality of service that respondents received with a percentage of agreeing by 84% and 37% of them stated that they strongly agreed.

Based on the results of the research that has been done, the results show that in the tests carried out on the variable price on repurchase intention partially it has a significant effect, this can be seen in the results of the t test in table

4.43. The results of the t-test showed that the tcount value is greater than the ttable value, namely  $6.928 > 1.984$  with a significance level of  $0.000 < 0.05$  which explains that the price variable has a partial effect on repurchase intention. From the following results it can be concluded that  $H_a2$  is accepted, namely "There is an effect of price on consumer repurchase intention at the Manor Studio coffee shop" and  $H_02$  is rejected. The results of this study are caused by the accuracy of Manor Studio in determining the price of its products offered to its target market. This can be seen based on distribution

the answers of 100 respondents obtained the result that the majority of respondents agreed to each item of the questionnaire with an average percentage of respondents who agreed at 76.13%.

The results of this study are also in line with the results of direct observations of researchers at Manor Studio regarding the variable price, it was found that the pricing of products carried out by Manor Studio was determined according to the target market. Determination that does not seem cheap and also does not seem expensive is the main attraction for its target market, which is a group of people with high purchasing power and upper middle and upper income levels.

The results of this study are in accordance with and in line with previous research conducted by Mutami and Agus Hermani (2018) in a journal entitled, "The Influence of Price and Service Quality on Repurchase Intention (Case Study of Semarang Kosti Taxi Service Users)". This study obtained the results that the price and service quality variables had a significant, strong and positive effect on repurchase intention. However, the magnitude of the influence of the price variable on repurchase intention is greater than the magnitude of the influence of the service quality variable with a percentage gain of 45.4% for the price variable and 16% for the service quality variable.

#### The Effect of Customer Experience (X1), Price (X2) on Repurchasing Interest (Y)

Based on the results of research data processing, it was found that the Fcount value obtained was 154.820, which means that the Fcount value is greater than the Ftable value, namely  $154.820 > 3.09$  or based on the sig value. namely  $0.000 < 0.05$ . These results mean that the independent variables namely Customer Experience (X1) and Price (X2) have a simultaneous effect on the dependent variable, namely Repurchase Intention (Y). So it can be concluded that the customer experience and price

variables simultaneously influence the variable of repurchase intention at the Manor Studio coffee shop customer. Meanwhile the test results of the coefficient of determination show the value of R is equal to 0.873, where the value of this coefficient shows the relationship between Customer Experience and Price on Repurchase Interest which is quite close because the closer the R value is to one, the better the model is used. The R Square value or the coefficient of determination above shows that the Customer Experience and Price variables can explain the Repurchase Interest variable by 76.1%, while the remaining 23.9% is influenced by other variables not discussed in this study. This shows that Ha3 is accepted and H03 is rejected.

The results of this study are in accordance with and in line with the theory put forward by Kotler in Latief (2018: 95), buying interest is an action influenced by positive stimuli and feelings towards a product or service so as to create a strong internal stimulus in purchasing. Another opinion put forward by Hasan (2013: 131), basically repurchase intention is an act of customer purchase based on past actions (purchasing experience) which directly affects the intention to repurchase in the future. This concept shows that every purchase experience experienced by a customer during a visit to Manor Studio is the basis that directly influences the intention to repurchase.

The results of this study are in accordance with and in line with previous research conducted by Hanifah Nurul Salam, Ratih Tresnati and Dede Roktini, who conducted research in 2017 with the title The Influence of Customer Experience on Repurchase Intention (Survey of Ozt Cafe and Steakhouse Bandung Customers). The purpose of this study is to find out how much influence customer experience has on repurchase intention at Ozt Cafe and Steakhouse. The data collection method used in this study used a survey method with a non-probability accidental sampling technique, while the analysis used was simple regression analysis. Results This study shows the influence of customer experience on repurchase intention with a value of  $p = 0.000$ , a correlation coefficient of 0.856 and a coefficient of determination of 73.3%.

## IV. Conclusion

Based on the results of the research and discussion of customer experience and price on repurchase intention at Manor Studio coffee shop consumers, it can be concluded that the customer experience variable has a positive and significant effect on repurchase intention. The better the implementation of the customer experience will increase the intention to repurchase at the Manor Studio coffee shop. The price variable has a positive and significant effect on repurchase intention. The more precise the product pricing will increase the repurchase intention at the Manor Studio coffee shop. The customer experience and price variables simultaneously influence the repurchase intention at the Manor Studio coffee shop.

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