A B S T R A K

M. RIZKY, 2024. Pengaruh *Customer Experience* terhadap *Repeat Purchase* melalui *Customer Satisfaction* (Studi Pada Pelanggan *Fashion Thrift* Di Kota Ternate). Ketua Komisi: Dr. E. Ida Hidayanti, S.E., M.Si. Anggota Komisi: Ririn Damayanti, S.E.,M.M

Penelitian ini bertujuan untuk mengetahui pengaruh *customer experience* terhadap *repeat purchase* melalui *customer satisfaction* pada pelanggan *fashion thrift* di Kota Ternate. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan analisis statistik *smart partial least square* 4.0. Sampel penelitian berjumlah 115 sampel dengan menggunakan teknik pengumpulan data *purposive sampling* pada responden yang telah melakukan pembelian produk *fashion thrift* lebih dari sekali di Kota Ternate.

Hasil penelitian menunjukkan bahwa (1): *customer experience* secara langsung berpengaruh positif namun tidak signifikan; (2) *customer experience* berpengaruh positif dan signifikan terhadap *customer satisfaction*; (3) *customer satisfaction* berpengaruh positif dan signifikan terhadap *repeat purchase*; (4) *customer satisfaction* mampu berperan sebagai mediasi antara *customer experience* terhadap *repeat purchase*.

Kata kunci: Customer Experience, Customer Satisfaction, Repeat Purchase

A B S T R A C T

M. Rizky, 2024. *The Effect Of Customer Experience On Repeat Purchase Through Customer Satisfaction On Thrift Fashion Customers In Ternate. Chairman of commission:* Dr. E. Ida Hidayanti, S.E., M.Si. *Member of commission*: Ririn Damayanti, S.E., M.M.

This research aims to determine the effect of Customer Experience on Repeat Purchase through customer satisfaction on thrift fashion customers in Ternate. This research is quantitative research using statistical analysis of smart partial least square 4.0. The research sample amounted to 115 samples using purposive sampling data collection techniques on respondents who have purchased more thrift fashion products in Ternate

The results showed that (1): customer experience directly has a positive but insignificant effect; (2) customer experience has a positive and significant effect on customer satisfaction; (3) customer satisfaction has a positive and significant effect on repeat purchase; (4) Customer satisfaction acts as a mediator of customer experience on repeat purchases.

Keywords: Customer Experience, Customer Satisfaction, Repeat Purchase