INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh dari *Customer Experience* terhadap *Intention to Repatronage* melalui *Customer Satisfaction* bagi konsumen Ranch Market surabaya.

Pengolahan data penelitian ini menggunakan *Structural Equation Modelling* (SEM) dengan program *Statistical Package for Social Sciences* (SPSS) versi 18 dan Lisrel 8.7. 200 responden diambil dari pelanggan atau konsumen yang melakukan pembelian di Ranch Market di Surabaya, minimal sebanyak 1 kali dalam 6 bulan terakhir dalam ku run waktu 1 tahun teakhir.

Hasil penelitian ini menemukan *Merchand ise Assortment, Interaction With Staff,* dan *Customer Satisfaction* berpen garuh positif dan signifikan terhadap *Intention to Repatronage*. Sedangka n untuk *Internal Shop Environment, In-Shop Emotion* dan *Presence Other Customer Interaction* idak memiliki pengaruh terhadap *Intention to Repatronage*

Kata kunci: *Customer Experience, Customer Satisfact ion, Intention to Repatronage*.

ABSTRACT

This study aims to analyze the effect of Customer Experience on Intention to Repatronage which in mediation by Customer Satisfaction for Customer Ranch Market in Surabaya.

Data processing in this research using Structural Equation Modeling (SEM) with Statistical Package for Social Sciences program (SPSS) version 18 and Lisrel 8.7. 200 respondents were taken from customer who are buying in Ranch Market minimum once a time at least 6 month in the last 1 year.

The results of this study found that Merchan dise Assortment, Interaction With Staff, dan Customer Satisfaction a positi ve and significant effect on Intention to Repatronage. While Internal Shop Environment, In-Shop Emotion dan Presence Other Customer Interaction has no influence on Intention to Repatronage

Keywords: Customer Experience, Customer Satisfacti on, Intention to Repatronage.