

ABSTRACT

This study aims to examine the influences of customer experience on repurchase intention, with perceived value and customer satisfaction as intervening variables among Whoosh High-Speed Railway users in Jakarta, Bogor, Depok, Tangerang, Bekasi, and Bandung.

The sample used in this study were 107 respondents in Jakarta, Bogor, Depok, Tangerang, Bekasi and Bandung who had previously used the Whoosh High-Speed Railway. The Sampling technique in this study was non-probability sampling with purposive sampling method, while the data collection method with questionnaires. The analysis method used was Structural Equation Modeling (SEM) with the AMOS program

The results of this study indicate that customer experience has positive and significant effect on perceived value and customer satisfaction. However, customer experience does not affect repurchase intention. Meanwhile, Perceived value has positive and significant effect on repurchase intention, and customer satisfaction also has positive and significant effect on repurchase intention.

Keywords : customer experience, perceived value, customer satisfaction, repurchase intention

