

## **ABSTRACT**

*The success of a restaurant can be seen from the amount of visitors who acquired continuously. But in 2012 visitors the House of Raminten restaurant has decreased and received some complaints that indicate the visitors consumer dissatisfaction, consumers who dissatisfied then do not have repurchase intention. So this research is aimed to analyze the affect of customer experience that is sense, feeling, thinking, act and relation toward the repurchase intention at The House of Raminten restaurant Yogyakarta.*

*Data analysis uses quantitative method by IBM SPSS statistics software version 20. The population of this research is the consumers of The House of Raminten. The amount of sampels are 100 respondents and the sampling method is accidental sampling. Data collection is done by using questionnaire. The data analyze by using multiple linear regression analysis.*

*The t test result show that customer experience (sense, feeling, thinking, act and relation) have positive and significant affect to repurchase intention. The multiple linier regression result show that the most dominant affcet toward repurchase intention is thinking variable. The coefficient of determination (adjusted  $R^2$ ) obtained for 0,948, this means 94,8% repurchase intention is influenced by sense, feeling, thinking, act, and relation. It mean 5,2% has influenced by other variables beyond this research.*

*Keywords : Restaurant, customer experience, experiential marketing, repurchase intention*