

Abstract

Research is based on the condition business competition tough and high especially in the restaurant and cafe especially at the bandung own in 2013 has reached the 629 cafe or restaurant . One of them is cafe wiki koffie the cause of braga no .90 bandung it provides the food and beverage almost the same as other cafe . Wiki koffie provides a facility in visitors can create customer experience , include interior design interesting , providing wifi , magazines and showing a pleasing tune , and consumers to be free to French press coffee itself with a that has been provided . This study aims to identify and analyze the influence of customer experience on consumer buying interest on the cafe Wiki Koffie Bandung.

In this study, data were collected through questionnaires to 100 respondents using purposive sampling technique. Then analysis of the data obtained using quantitative methods. Analysis tools that we use is multiple linear regression and questionnaire data is processed to determine the validity of test results, test reliability and classical assumption.

In the results of this study can be concluded that the customer experience included in either category. Based on the results of the partial test, sense and relate and have a significant influence on consumer re-purchase intention. Simultaneously, the customer experience and significant influence on consumer re-purchase intention at Nom Nom Eatery café's through experience on factors sense, feel, think, act and relate. R-square value obtained was 58% while the rest is obtained from other factors not examined in this study

Keywords: Customer Experience, Re-purchase Intention, Wiki Koffie