

## **ABSTRACT**

### ***THE EFFECT OF CUSTOMER EXPERIENCE, PRICE, AND STORE ATMOSPHERE TOWARD REPURCHASE INTEREST AT MAHKOTA RESTO SAMARINDA***

*The purpose of this research is to know if there are effect from customer experience, price, and store atmosphere towards repurchase interest in Mahkota Resto Samarinda. This research is using the descriptive quantitative research method. Population from this research are every customer from Mahkota Resto Samarinda, while the sample in this research are customer that have been to Mahkota Resto Samarinda at least once within last six month and at least 17 years old. The sampling technique using purposive sampling. The data in this research is collected by distribute questionnaire which use likert scale instrument to 100 respondents. Furthermore, the researcher process the data uses SPSS 8 software for windows to obtain conclusions based on the result. Based on analysis that have been done using spss software, it can be conclude in this research that customer experience, price, and store atmosphere variable have an effect toward repurchase interest variable.*

*Keywords: Customer Experience, Price, Repurchase Interest, Store Atmospher*

