

ABSTRAK

Penelitian ini merupakan studi empiris dengan judul “Analisis Pengaruh *Customer Experience*, *User Experience*, dan Hambatan Berpindah terhadap Minat Beli Ulang Studi Kasus pada Konsumen GO-JEK di Purwokerto”. Penelitian ini bertujuan untuk menganalisis pengaruh variabel *customer experience*, *user experience*, dan hambatan berpindah terhadap variabel minat beli ulang konsumen. Populasi dalam penelitian ini adalah responden yang berumur 15-55 tahun dan pernah menggunakan aplikasi serta jasa GO-JEK minimal sebanyak 2 kali. Sampel penelitian ini sebanyak 107 responden diambil menggunakan metode *convenience sampling*. Data dianalisis menggunakan metode analisis regresi berganda. Hasil penelitian menunjukkan bahwa: (1) *customer experience* berpengaruh positif terhadap minat beli ulang, (2) *user experience* berpengaruh positif terhadap minat beli ulang, dan (3) hambatan berpindah tidak berpengaruh terhadap minat beli ulang.

Kata kunci: *Customer Experience*, *User Experience*, Hambatan Berpindah, Minat Beli Ulang.

ABSTRACT

This research is an empirical study with the title "Analysis of the Effect of Customer Experience, User Experience, and Switching Barrier on Repurchase Intention Study in Customer of GO-JEK Purwokerto" This study aims to analyze the variables of customer experience, user experience, and switching barrier on the variable repurchase intention. The population who were invited as respondents in this study were invited 15-55 years old, had used GO-JEK applications and services at least 2 times. The sample of this study was 107 respondents who were taken using the convenience sampling method. Data were analyzed using multiple regression analysis. The results showed that: (1) customer experience has a positive effect on repurchase intention, (2) user experience has a positive effect on repurchase intention, and (3) switching barrier has no effect on repurchase intention.

Keywords: User Experience, Customer Experience, Switching Barrier, Repurchase Intention.