

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh customer experience, variasi produk, brand trust, dan promosi terhadap keputusan pembelian ulang pada CV. Melindo Kabupaten Jember. Latar belakang penelitian ini didasarkan pada pentingnya mempertahankan pelanggan melalui pengalaman pelanggan yang baik, keberagaman produk yang sesuai kebutuhan konsumen, kepercayaan terhadap merek, serta strategi promosi yang efektif dalam meningkatkan keputusan pembelian ulang. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan deskriptif dan kausalitas. Populasi dalam penelitian ini adalah seluruh konsumen CV. Melindo Kabupaten Jember, sedangkan teknik pengambilan sampel menggunakan purposive sampling. Data dikumpulkan melalui penyebaran kuesioner kepada responden yang pernah melakukan pembelian ulang. Analisis data dilakukan menggunakan uji instrumen, uji asumsi klasik, analisis regresi linear berganda, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa customer experience, variasi produk, brand trust, dan promosi secara parsial maupun simultan berpengaruh positif dan signifikan terhadap keputusan pembelian ulang di CV. Melindo Kabupaten Jember. Variabel Promosi menjadi variabel yang paling dominan dalam memengaruhi keputusan pembelian ulang konsumen. Temuan ini menunjukkan bahwa semakin baik pengalaman pelanggan, semakin beragam produk yang ditawarkan, semakin tinggi tingkat kepercayaan terhadap merek, dan semakin efektif promosi yang dilakukan, maka akan semakin tinggi pula keputusan konsumen untuk melakukan pembelian ulang.

Kata Kunci: customer experience, variasi produk, brand trust, promosi, keputusan pembelian ulang.

ABSTRACT

This study aims to analyze the influence of customer experience, product variation, brand trust, and promotion on repurchase decisions at CV. Melindo, Jember Regency. The background of this study is based on the importance of maintaining customers through good customer experience, product diversity that meets consumer needs, trust in the brand, and effective promotional strategies in increasing repurchase decisions. The research method used is a quantitative method with descriptive and causal approaches. The population in this study consisted of all consumers of CV. Melindo, Jember Regency, while the sampling technique used purposive sampling. Data were collected through questionnaires distributed to respondents who had made repeat purchases. Data analysis was conducted using instrument tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination. The results of the study indicate that customer experience, product variation, brand trust, and promotion partially and simultaneously have a positive and significant effect on repurchase decisions at CV. Melindo, Jember Regency. Promotion is the most dominant variable influencing consumers' repurchase decisions. These findings indicate that the better the customer experience, the more diverse the products offered, the higher the level of trust in the brand, and the more effective the promotion carried out, the higher the consumers' decisions to make repeat purchases.

Keywords: *customer experience, product variation, brand trust, promotion, repurchase decision.*