

**PENGARUH *PRICE PERCEPTION* DAN *CUSTOMER EXPERIENCE*  
TERHADAP *REPURCHASE INTENTION* TOKO PAKAN TERNAK  
DALAM SEKTOR PAKAN UNGGAS DI BANTUL YOGYAKARTA  
DENGAN *CUSTOMER SATISFACTION* SEBAGAI VARIABEL  
INTERVENING**

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**Abstrak**

Penelitian ini dilakukan berdasarkan keadaan, dan didukung jurnal yang terdahulu, sehingga peneliti tertarik melakukan penelitian tentang pengaruh persepsi harga dan pengalaman pelanggan terhadap minat beli ulang dengan kepuasan pelanggan sebagai variabel intervening. Penelitian ini bertujuan untuk menganalisis pengaruh persepsi harga dan pengalaman pelanggan terhadap minat beli ulang toko pakan ternak dalam sektor pakan unggas di Bantul Yogyakarta dengan kepuasan pelanggan sebagai variabel intervening. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 85 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Sikap responden diukur dengan skala likert 5 tingkatan dan data yang diperoleh diolah dengan analisis SPSS (*Statistical Product and Service Solution*) for windows versi 21.0. Analisis data menggunakan analisis deskriptif, dan analisis statistik (analisis jalur). Hasil penelitian menunjukkan bahwa terdapat pengaruh signifikan antara variabel persepsi harga terhadap kepuasan pelanggan, selanjutnya pengalaman pelanggan berpengaruh signifikan terhadap kepuasan pelanggan, kepuasan pelanggan berpengaruh signifikan terhadap minat beli ulang, persepsi harga berpengaruh signifikan terhadap minat beli ulang, akan tetapi pengalaman pelanggan tidak berpengaruh signifikan terhadap minat beli ulang, kepuasan pelanggan yang dapat memediasi antara persepsi harga terhadap minat beli ulang, kepuasan pelanggan yang dapat memediasi antara pengalaman pelanggan terhadap minat beli ulang .

**Kata Kunci:** *Persepsi Harga, Pengalaman Pelanggan, Kepuasan Pelanggan, Minat Beli Ulang.*

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**THE EFFECT OF PRICE PERCEPTION AND CUSTOMER EXPERIENCE  
ON REPURCHASE INTENTION OF ANIMAL FEED STORES IN THE  
POULTRY FEED SECTOR IN BANTUL YOGYAKARTA WITH CUSTOMER  
SATISFACTION AS AN INTERVENING VARIABLE**

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***Abstract***

*This research was conducted based on the situation and supported by previous journals, so researchers are interested in researching the effect of price perception and customer experience on repurchase intention with customer satisfaction as an intervening variable. This study aims to analyze the impact of price perception and customer experience on the repurchase intention of animal feed stores in the poultry feed sector in Bantul, Yogyakarta, with customer satisfaction as an intervening variable. The sampling method employed was purposive sampling, involving 85 respondents. Primary data collection was conducted using a questionnaire tested for validity and reliability. Respondents' attitudes were measured using a 5-point Likert scale, and the data obtained were processed using SPSS (Statistical Product and Service Solutions) for Windows version 21.0. Data analysis included descriptive analysis and statistical analysis (path analysis). The results indicated a significant influence of price perception on customer satisfaction. Additionally, customer experience significantly affected customer satisfaction, while customer satisfaction significantly influenced repurchase intention. Price perception also significantly affected repurchase intention; however, customer experience did not significantly affect repurchase intention. Customer satisfaction was found to mediate the relationship between price perception and repurchase intention and between customer experience and repurchase intention.*

***Keywords:*** *Price Perception, Customer Experience, Customer Satisfaction, Repurchase Intention.*