

ABSTRACT

Syahrina Nadira, Student Identification Number 7193510045. The Influence of Consumer Experience and Consumer Satisfaction on Repurchase Intention of AQUA 600ml Bottled Drinking Water at the Faculty of Economics, State University of Medan. Thesis, Department of Management, Management Study Program, Faculty of Economics, State University of Medan, 2025.

This study aims to determine the influence of consumer experience and consumer satisfaction on the repurchase intention of AQUA 600ml bottled drinking water. The background of this research arises from the increasing competition among ready-to-drink bottled water brands. AQUA, which has long been recognized as the pioneer of bottled drinking water in Indonesia, now faces competition from many emerging brands. In daily community life, AQUA remains one of the most well-known brands; therefore, this research was conducted to examine whether consumers' repurchase intention toward AQUA remains high amid the growing number of competitors.

The research employed a quantitative approach with a sample of 104 respondents from the Faculty of Economics, State University of Medan. Data were collected through questionnaires and analyzed using multiple linear regression with the assistance of SPSS.

The findings indicate that, based on partial testing, consumer experience does not significantly influence the repurchase intention of AQUA 600ml bottled drinking water at the Faculty of Economics, State University of Medan. Meanwhile, consumer satisfaction has a significant influence on repurchase intention. The results of simultaneous testing show that consumer experience and consumer satisfaction together have a significant influence on the repurchase intention of AQUA 600ml bottled drinking water at the Faculty of Economics, State University of Medan.

Keywords: Repurchase Intention, Experience, Satisfaction, Consumers, Bottled Drinking Water, AQUA.

ABSTRAK

Syahrina Nadira, NIM 7193510045, Pengaruh Pengalaman Konsumen dan Kepuasan Kosumen Terhadap Minat Beli Ulang Pada Air Minum Dalam Kemasan AQUA ukuran 600ml di Fakultas Ekonomi Universitas Negeri Medan. Skripsi, Jurusan Manajemen Program Studi Manajemen, Fakultas Ekonomi, Universitas Negeri Medan, 2025.

Penelitian ini bertujuan untuk mengetahui pengaruh pengalaman konsumen dan kepuasan konsumen terhadap minat beli ulang air minum dalam kemasan AQUA ukuran 600ml. Latar belakang penelitian berangkat dari kondisi dimana banyaknya persaingan air minum dalam kemasan yang siap konsumsi dengan berbagai merek. AQUA yang telah menjadi pelopor air minum dalam kemasan di Indonesia pun kini harus bersaing dengan munculnya merek lain. Di kehidupan bermasyarakat AQUA paling dikenal, maka dari itu penelitian ini dilakukan untuk mengetahui apakah minat beli ulang masyarakat terhadap AQUA masih tinggi di tengah banyaknya pesaing baru.

Metode penelitian menggunakan pendekatan kuantitatif dengan sampel sebanyak 104 responden di Fakultas Ekonomi Universitas Negeri Medan. Data diperoleh melalui penyebaran kuesioner dan dianalisis menggunakan regresi linier berganda dengan bantuan SPSS.

Hasil penelitian menunjukkan bahwa dilihat dari uji parsial pengalaman konsumen tidak berpengaruh terhadap minat beli ulang air minum dalam kemasan AQUA ukuran 600ml di Fakultas Ekonomi Universitas Negeri Medan, sedangkan kepuasan konsumen berpengaruh terhadap minat beli ulang air minum dalam kemasan AQUA ukuran 600ml di Fakultas Ekonomi Universitas Negeri Medan. Hasil uji simultan menunjukkan hasil bahwa secara bersama-sama pengalaman konsumen dan kepuasan konsumen berpengaruh terhadap minat beli ulang air minum dalam kemasan AQUA ukuran 600ml di Fakultas Ekonomi Universitas Negeri Medan

Kata kunci: Minat Beli Ulang, Pengalaman, Kepuasan, Konsumen, Air Minum Dalam Kemasan, AQUA