

## ABSTRACT

*Seeing the size of the Daihatsu name makes researchers want to know how the brand experience that has been provided by Daihatsu and how the brand experience can generate customer repurchase interest. The research be held to find out the influence of Brand Experience to Repurchase Interest. The purpose of this research is to find and analyze the level of Brand Experience of Daihatsu Soekarno Hatta and the level of Repurchase Ineterest at Daihatsu Soekarno Hatta Bandung.*

*The research method used is quantitative. The indepedent variable is Brand Experience and the dependent variable is Repurchase Interest. This research uses quantitative method with descriptive research type. The sampling technique uses non probability sampling method with purposive sampling, with 90 respondent, who joined and made transactions with Daihatsu Soekarno Hatta Bandung. The results of the research using questionnaires distribution and data analysis techniques are processed with help of software SPSS version 22.*

*Based on the results of this research indicate that Sensory Experience the dimension of Brand Experience gets value on average score of 88,96% is resulted in excellent category, and Attention the dimension of Repurchase Interest gets value on average score of 81,52% is categorized as good. Brand Experience has a significant effect on Repurchase Interest of 11,6% while the remaining 88,4% is influenced by other factors.*

*In this research a simple linear regression equation is obtained, namely  $Y=1,235 + 0,455X$  meaning that Brand Experience will increases by one point, then Repurchase Interest will increase by 0,455*

**Keywords:** *Brand Experience, Repurchase Interest.*