

ABSTRACT

This study aims to analyze the influence of customer experience and customer satisfaction on repurchase Intention on the Shopee application in the city of Bandung. The background of the research is based on the rapid growth of the e-commerce industry in Indonesia and the importance of maintaining customer loyalty in the midst of increasingly fierce competition. This study uses a quantitative method by distributing questionnaires to 273 respondents who are users of the Shopee application in the city of Bandung. Data analysis was carried out through validity, reliability, descriptive analysis, and multiple linear regression tests to test the influence of independent variables on dependent variables. The results show that both customer experience and customer satisfaction have a significant effect on repurchase Intention, with a contribution of 22.4% and 42.8%, respectively. Simultaneously, these two variables contributed 65.2% to repurchase Intention, while the rest were influenced by other factors outside the study. These findings confirm that improving customer experience and customer satisfaction is a key strategy in driving repurchase intent in the e-commerce industry. This research provides practical implications for e-commerce industry players to focus on service innovation, improving product quality, and strengthening customer interaction to maintain and increase customer loyalty.

Keywords: *Customer Experience, Customer Satisfaction, Repurchase Intention*