

ABSTRACT

The influence of customer experience on repurchase intention is the objective of this study. This study utilizes a quantitative approach. There is a different chance for each member of the population to be sampled because the population size is unknown. Consequently, nonprobability sampling is used. Data were collected through questionnaires and analyzed using SPSS for Windows. The data measurement instrument applied a Likert scale. This study involved 100 Generation Z individuals who are customers of Scarlett skincare products in Bandung City. The study shows that customer experience influences repurchase intention.

Keywords: Customer Experience, Repurchase Intention, Scarlet Skincare