

## ABSTRAK

Pengkajian ini memiliki tujuan guna menjelaskan pengaruh dari Persepsi Harga, *Word of Mouth* serta *Customer Experience* terhadap Keputusan Pembelian Ulang dalam Rumah Makan Sego Sambel Mbak Siti Cabang Magersari Sidoarjo. Peresponden pada pengkajian ini memakai sampel dengan jumlah 105 orang konsumen melalui metode sampel non probability sampling melalui metode sampling insidental. Analisis pendataan yang dipakai ialah pengujian instrumen, asumsi klasik, penganalisisan regresi linier berganda, proses pengujian koefisien determinasi korelasi, koefisien determinasi serta hipotesis t dan F. Pengkajian ini memakai Persepsi Harga, *Word of Mouth* serta *Customer Experience* menjadi variabel independen serta Keputusan Pembelian Ulang menjadi variabel dependen. Perolehan pengkajian ini ialah Persepsi Harga tidaklah memberi pengaruh kepositifan dan signifikansi pada Keputusan Pembelian Ulang, *Word of Mouth* memberikan pengaruh kepositifan serta signifikan pada Keputusan Pembelian Ulang, *Customer Experience* memberikan pengaruh kepositifan serta signifikansi pada Keputusan Pembelian Ulang serta Persepsi Harga, *Word of Mouth* serta *Customer Experience* memberikan pengaruh dengan bersamaan pada Keputusan Pembelian Ulang.

**Kata Kunci :** Persepsi Harga, *Word of Mouth*, *Customer Experience*, dan Keputusan Pembelian Ulang

## **ABSTRACT**

*This discussion makes sense explain impact on Perceived Price, Word of Mouth and Customer Experience on Repeat Purchase Decisions at Sego Sambel Mbak Siti Restaurant, Magersari Sidoarjo Branch. Respondents in This discussion uses deep samples 105 consumers through the non-probability sampling method using incidental sampling techniques. Data analysis used was instrument testing, classical assumptions, multiple linear regression analysis, correlation determination coefficient testing, determination coefficient and t and F hypotheses. This study used Price Perception, Word of Mouth and Customer Experience as independent variables and Repurchase Decision as variables dependent. Acquisition of this discussion Perceived Price does not have a positive influence and significance on Repurchase Decisions, Word of Mouth has a positive influence and significance on Repurchase Decisions, Customer Experience has a positive influence and significance on Repurchase Decisions and Perceived Price, Word of Mouth and Customers Experience has a simultaneous influence on Repurchase Decisions.*

***Keywords : Perceived Price, Word of Mouth, Customer Experience, and Repurchase Decisions***