THE ANALYSIS INFLUENCE OF CUSTOMER EXPERIENCE ON REVISIT INTENTION AT CLASSICAL MOCHI AS A CULINARY TOURISM DESTINATION IN GREENLAKE TANGERANG

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Abstract *- Customer experience is the conclusion of interaction and perception that customers have towards a brand, product or service during the entire cycle of their relationship with a company. The aim of this research is to analyze the influence of customer experience on revisit intention, and find out how the five dimensions of customer experience influence revisit intention. This research is a type of quantitative research. The research method used is a survey method. The sampling technique used is nonprobability sampling with a purposive sampling method. The data analysis technique used is multiple linear regression analysis. Data collection was carried out by distributing questionnaires to 162 consumers who knew they had made more than one purchase at Classical Mochi, Greenlake, Tangerang. From the results of this research, customer experience has a significant influence on revisit intention at Classical Mochi. The results of calculating the coefficient of determination (R2) can show the magnitude of the influence of the variable. The R Square value of 0.608 indicates that around 60.8% of revisit intention is influenced by customer experience which includes the five dimensions of sense, feel, think, act and relate while the remaining 39.2% is influenced by factors. – other factors that are not included in this researched.*
Keywords *- Customer Experience, Revisit Intention, Sense, Feel, Think, Act, Relate*

INTRODUCTION

Tangerang City has many tourist attractions that can be visited, therefore not a few Tangerang residents prefer to look for tourism, both tourist attractions and culinary tourism that are closer for their convenience. The population of Tangerang City has increased compared to 2017, which was 45,413. Along with the increasing population, the population density has also increased. With the data used in 2019, of course the population living in Tangerang is now much more, Tangerang residents can be a special target for developing tourism in the Tangerang area and its surroundings.

The more culinary businesses that are running, the more people are interested in visiting the Greenlake area to do culinary tourism while enjoying their time to relax and visit places that have aesthetic value, and competition can certainly occur because basically every business has competitors both directly and indirectly. There are many strategies that can be used to overcome this, but of course the most important thing when having a company is actually thinking about consumers first, there can be many competitors but if we can make consumers remain loyal to the products that a company offers. Based on the results of the Focus Group Discussion of the Culinary sub-sector by the Ministry of Tourism and Creative Economy in May-June 2014, it was concluded that the definition of culinary in Indonesia's creative economy is "the activity of preparing, processing, serving food and beverage products, which makes elements of creativity, aesthetics, tradition, and/or local wisdom the most important elements in increasing the taste and value of the product, to attract purchasing power and provide an experience for consumers." (Sufa et al., 2020)

The feedback obtained by Classical Mochi can be said to be good for product quality issues that make the sense element of the customer experience dimension quite good. The phenomenon that occurs at Classical Mochi is that the direct customer experience obtained by customers can be said to be ordinary, nothing special. There are many things that can actually be improved by Classical Mochi to increase the desire of new and regular customers to visit the store directly to feel the real customer experience. Not only limited to transactions, but customers can do culinary tours when they visit the Classical Mochi store in Greenlake, Tangerang. The occupancy of Classical Mochi's offline store only ranges from 25% to 45% while the occupancy of the online store reaches 55% to 75%. This proves that the intention to return, especially to the offline store, is quite low compared to offline purchases. Because the store's facilities was not good enough and not aesthetic enough for customer to stick around and eating mochi that they bought earlier in that store.

METHODS

According to Sugiyono (2022) in Quantitative and Qualitative Research Methods, research planning is a structured strategy to gather information for specific purposes and benefits. The technique used in research is a procedure carried out by researchers to gather data in their research. The researchers used a quantitative approach in this research methodology. Quantitative approaches in research are illustrated using numerical data and analysis processes. The numerical information in this study is derived

from the responses recorded in the survey, which will then be processed and analyzed using SPSS software. By applying the quantitative research approach, it will be revealed to what extent the relevance between the variables being investigated, thus enabling conclusions to be drawn and suggestions to be formulated in the end. Data processing methods in quantitative research utilize statistics. Therefore, this research applies inferential statistics. Inferential statistics is a branch of statistics that focuses on interpreting and drawing general conclusions from existing data. The collected data will be analyzed using IBM SPSS Version 25 software. An here are two types of data that will be use :

1. Primary Data

Primary data is information obtained directly from primary or original sources, which is collected by researchers to answer questions identified in research, either through interviews or questionnaires (Sugiyono, 2017). The main data in this research includes information regarding customer experience (X) and revisit intention (Y), which was collected through distributing questionnaires to residents in the Tangerang area and its surroundings.

2. Secondary Data

Secondary data is data obtained by reading, studying and understanding information from various other media sourced from company documents. (Sugiyono, 2017).

The sample collection method, using Slovin method with 5% of err.or The calculation of the total quantity of the research population is n = 0.162611276 or which will be rounded up to 162. So it can be concluded that the sample obtained was 162 people. And in this research, the author use the Likert scale as a measurement tool because this scale can measure individual attitudes, opinions and perceptions towards certain phenomena, and because the researchers' research variables are customer experience and also repurchasing intention, which basically focus on attitudes and perceptions. It would be more suitable to use a Likert scale. Likert scale can guide the author guide author to analyze data that already collected and took some conclusion based on data.

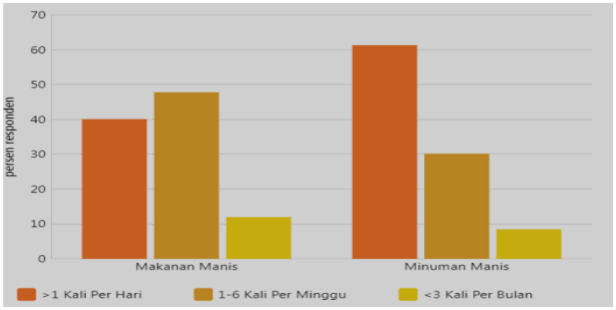

Figure 1. Percentage of Indonesian People Ate Sweet Food and Drinks 2018
Source: Databox.com (2018)

Table 1. Interpretation Level

Mean Range	Interpretation
1.0 – 1.80	Very Low
1.81-2.60	Low
2.61-3.20	Medium
3.21-4.20	High
4.21-5.00	Very High

Source: Moidunny (2009)

Table 2. Tourist Attractions in Tangerang City 2019

Tourist Attractions (Per-unit)	Amount
Water Attration	12
History Attraction	7
Other Attraction	39
Museum	3
Historical Building	23
Historical Tomb	3
Tourism Support Unit	**Amount**
Travel Agent	52
Restaurant	241
Bar/Pub/Karaoke	6
Departement Store	17
Spa/Beauty Salon	9
Theater/Cinema	6
Billard House	5

Source: South Tangerang City Statistics Office (2019)

Table 3. Classical Mochi Occupancy Data 2023

Bulan	Offline Store Occupancy	Online Store Occupancy
Januari	45%	55%
Februari	25%	75%
Maret	30%	70%
April	40%	60%
Mei	30%	70%
Juni	40%	60%
Juli	35%	65%
Agustus	35%	65%
September	35%	65%
Oktober	35%	65%
November	35%	65%
Desember	45%	55%

Source: Classical Mochi Management 2023

Table 3. Best Seller Mochi Menu at Classical Mochi 2023

Menu	Price	Satisfaction Persentage
Ovomaltine	7.500	90%
Kacang Tanah	7.500	80%
Kacang Wijen	7.500	77%
Kacang Merah	7.500	75%
Kacang Cokelat	7.500	81%
Durian	7.500	85%
Greentea	7.500	75%
Nutella Hazelnut	7.500	85%

Source: Classical Mochi Management 2023

Table 4. Reviews given by Classical Mochi Consumers 2023

Selling Review	Alias	Suggestions and Complains
Offline Selling	TS	The mochi is delicious, the packaging is neat but the types of products sold are limited
Offline Selling	AN	Strategic location in Greenlake near my church, Mochi is always bought as takeaway, if possible in the future, a cafe can be made so it can be a hangout place with friends and relatives.
Offline Selling	CE	Fast and friendly service, the store needs to be upgraded, both in terms of appearance and the products displayed so that it is not monotonous.
Offline Selling	SI	Having become a regular customer, my suggestion is to increase rewards and create loyalty points.
Offline Selling	MA	When I visit Greenlake I always go to Classical Mochi, the store facilities should be improved so that we can dine in because there are sofas and air conditioning. But it is still not good enough.
Online selling	08138165****	Fast response and good service, but product quality should be improved because the price is too expensive.
Online selling	085113351****	Ovomaltine mochi is very delicious, but the size of the mochi is very small.
Online selling	08211177****	Too far from my place in BSD area, if there is a discount then I will buy in the future.
Online selling	08180798****	The product is soft and delicious, only the sweetness of the mochi could be reduced a little.
Online selling	08536942****	They only have one outlet and the shipping price is expensive, hopefully we will open a new outlet in the future.

Source: Classical Mochi Management 2023

RESULTS AND DISCUSSION

Here are the results from the calculation using SPSS:

Table 5. Statistic Descriptive Test of Variable X (Customer Experience)

No	Statement	Code	Mean	Interpretation
Sense (D1)				
1	I feel like I had a pleasant experience when buying mochi at Classical Mochi	X1.1	3.52	High
2	I felt the service provided was friendly when I visited to buy Mochi at Classical Mochi	X1.2	3.36	Medium
3	I feel that the mochi sold attracts interest and appetite at Classical Mochi	X1.3	3.59	High
Feel (D2)				
4	I feel that the mochi sold looks attractive at Classical Mochi	X2.1	3.52	High
5	I feel comfortable and easy shopping at Classical Mochi	X2.2	3.49	Medium
6	I feel like I have increased my knowledge about culinary and food when I buy mochi at Classical Mochi	X2.3	3.46	Medium
Think (D3)				
7	I feel that Classical Mochi provides various discounts and good offers when purchasing mochi	X3.1	3.46	Medium
8	I feel that ordering mochi at Classical Mochi is very easy, you can order it online or directly from the offline store.	X3.2	3.44	Medium
9	I feel that Classical Mochi provides rewards to maintain customer relationships and improve the experience to be more satisfying and better.	X3.3	3.44	Medium

Act (D4)				
10	I feel that being a regular customer at Classical Mochi is a pleasant and satisfying experience.	X4.1	3.42	Medium
11	I feel that Classical Mochi products are of high quality so I feel satisfied and happy.	X4.2	3.44	Medium
12	I feel that the Classical Mochi product is unique enough to be used as a hamper so I will buy it as a gift during the holidays.	X4.3	3.38	Medium
Relate (D5)				
13	I feel that the management and service from Classical Mochi, both in the offline and online stores, really helps customers when they want to buy products.	X5.1	3.49	Medium
14	I feel that the products offered by Classical Mochi are not boring.	X5.2	3.46	Medium
15	I feel that consuming the products sold by Classical Mochi improves my mood and pleasure.	X5.3	3.46	Medium

Source: Processed Data (2024)

Overall, the average of all statements is 3.46, which is in the "Medium" category. This shows that in general, respondents have a very positive view of Classical Mochi in Greenlake, Tangerang. This high satisfaction reflects that various aspects of service, product quality, shopping experience, and customer relations offered by Classical Mochi have succeeded in meeting customer expectations and needs very well. However, it must be improved to ensure that consumers can come to visit Classical Mochi again.

Table 6. Statistic Descriptive Test of Variable Y (Repurchase Intention)

No	Statement	Code	Mean	Interpretation
1	I feel satisfied buying products at Classical Mochi, Greenlake, Tangerang.	Y.1	3.49	High
2	I have the desire to purchase Classical Mochi products again in the future.	Y.2	3.24	Medium
3	I always want to buy products at Classical Mochi if I have the opportunity and the right time.	Y.3	3.40	Medium
4	I will continue to buy products at Classical Mochi even if there are new brands or brands that compete with Classical Mochi.	Y.4	3.41	Medium
5	I would like to recommend Classical Mochi to brothers, sisters, family and friends to buy products at Classical Mochi	Y.5	3.31	Medium
6	I want to share good impressions and views about Classical Mochi with brothers and sisters, family and friends.	Y.6	3.42	Medium
7	I will tell other people about my satisfaction when purchasing products at Classical Mochi.	Y.7	3.44	Medium
8	I will give Classical Mochi a positive reputation value on Google reviews or Tokopedia according to their quality.	Y.8	3.38	Medium
9	I have the desire and need to purchase products at Classical Mochi	Y.9	3.46	Medium
10	I feel that there has been a positive response on various media, both social media and e-commerce, for the sales of mochi at Classical Mochi.	Y.10	3.34	Medium
11	I have the experience of buying products at Classical Mochi more than once because I felt they were suitable.	Y.11	3.51	High
12	Rewards are given by Classical Mochi so I want to collect rewards by repurchasing	Y.12	3.52	High
13	I feel like making another purchase because of the good quality of the product and the quality of the ingredients that can be trusted at Classical Mochi.	Y.13	3.15	Medium
14	I feel that Classical mochi provides an abundance of toppings so I want to buy the product again.	Y.14	3.48	Medium
15	I feel that Classical Mochi makes it easy to access and contact them to purchase products so that they have the desire to repurchase.	Y.15	3.51	High

Source: Processed Data (2024)

Based on the results of the analysis of table 4.8 which presents a descriptive statistical test for the Y variable, it can be seen that the average respondent's answer is at 3.40 indicating a very high level of satisfaction and loyalty to Classical Mochi in Greenlake, Tangerang. Of the 15 statements measured, most have a mean value that falls into the "Medium" category.

Table 7. Validity Test of Variable X (Customer Experience)

Variabel	Statement	R Count	Sig. (2tailed)	Description
Sense (D1)	X1.1	0.585	0,000	*Valid*
	X1.2	0.701	0,000	*Valid*
	X1.3	0.500	0,000	*Valid*
Feel (D2)	X2.1	0.562	0,000	*Valid*
	X2.2	0.424	0,000	*Valid*
	X2.3	0.679	0,000	*Valid*
Think (D3)	X3.1	0.513	0,000	*Valid*
	X3.2	0.622	0,000	*Valid*
	X3.3	0.478	0,000	*Valid*
Act (D4)	X4.1	0.583	0,000	*Valid*
	X4.2	0.681	0,000	*Valid*
	X4.3	0.619	0,000	*Valid*
Relate (D5)	X5.1	0.614	0,000	*Valid*
	X5.2	0.435	0,000	*Valid*
	X5.3	0.720	0,000	*Valid*
Revisit Intention (Y)	Y.1	0.334	0,000	*Valid*
	Y.2	0.320	0,000	*Valid*
	Y.3	0.342	0,000	*Valid*
	Y.4	0.521	0,000	*Valid*
	Y.5	0.331	0,000	*Valid*
	Y.6	0.343	0,000	*Valid*
	Y.7	0.340	0,000	*Valid*
	Y.8	0.286	0,000	*Valid*
	Y.9	0.411	0,000	*Valid*
	Y.10	0.280	0,000	*Valid*
	Y.11	0.340	0,000	*Valid*
	Y.12	0.397	0,000	*Valid*
	Y.13	0.364	0,000	*Valid*
	Y.14	0.267	0,001	*Valid*
	Y.15	0.180	0,022	*Valid*

Source: Processed Data (2024)

Based on the results of the validity test, with an r table value for N = 162 of 0.159, it was concluded that all items in the research instrument were considered valid because the calculated r value was greater than the r table (2-sided test with a significance level of 0.05). Apart from that, the significance value of all instruments is also less than 0.05. Therefore, all items in the research instrument can be used in subsequent analysis.

Table 8. Reliability Test

No.	Variabel	*Cronbach's Alpha*	Desriptive
1	Customer Experience (X)	0,632	Reliable
2	Revisit Intention (Y)	0,645	Reliable

Source: Processed Data (2024)

The table states that all research tools show a Cronbach's Alpha coefficient value that exceeds 0.60. This indicates that all instruments are reliable and suitable for use in this research.

Table 9. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		162
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.82349274
Most Extreme Differences	Absolute	.044
	Positive	.023
	Negative	-.044
Test Statistic		.044
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed Data (2024)

From the analysis listed in Table.9, the significance value obtained is 0.200 exceeding 0.05. Thus, it can be concluded that the regression model has a distribution that can be considered normal.

Table 10. Correlation Test

Correlations[b]			
		Customer Experience (X)	Revisit Intention (Y)
Customer Experience (X)	Pearson Correlation	1	.734**
	Sig. (2-tailed)		.000
Revisit Intention (Y)	Pearson Correlation	.734**	1
	Sig. (2-tailed)	.000	
**. Correlation is significant at the 0.01 level (2-tailed).			
b. Listwise N=162			

Source: Processed Data (2024)

The correlation coefficient value between Customer Experience (X) and Repeat Purchase Decision (Y) is 0.734. Positive correlation indicates that when one variable increases, it is likely that the other variable will also increase. In this case, a high correlation indicates a strong positive relationship between customer experience and repeat purchase decisions.

Table 11. Multicolinearity Test

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12.502	2.787		4.485	.000		
	Sense (X1)	.341	.155	.113	2.204	.029	.951	1.051

	Feel (X2)	.466	.163	.154	2.857	.005	.868	1.152
	Think (X3)	1.482	.166	.475	8.940	.000	.890	1.124
	Act (X4)	.910	.142	.341	6.409	.000	.889	1.124
	Relate (X5)	.525	.144	.188	3.657	.000	.950	1.053
a. Dependent Variable: Revisit Intention (Y)								

Source: Processed Data (2024)

The results from Table 11, indicate that each variable has a tolerance value that exceeds 0.10 and a VIF value that is less than 10. This indicates that the regression model is not affected by multicollinearity.

Table 12. Heterocedasticity Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.266	1.704		1.917	.057
	Sense (X1)	-.085	.095	-.073	-.903	.368
	Feel (X2)	.057	.100	.048	.567	.571
	Think (X3)	-.098	.101	-.081	-.965	.336
	Act (X4)	-.086	.087	-.083	-.992	.323
	Relate (X5)	.034	.088	.032	.391	.696
a. Dependent Variable: Abs_RES						

Source: Processed Data (2024)

The results from this table indicate that each variable has a tolerance value that exceeds 0.10 and a VIF value that is less than 10. This indicates that the regression model is not affected by multicollinearity.

Table 13. Double Linear Regression Analysis Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.502	2.787		4.485	.000
	Sense (X1)	.341	.155	.113	2.204	.029
	Feel (X2)	.466	.163	.154	2.857	.005
	Think (X3)	1.482	.166	.475	8.940	.000
	Act (X4)	.910	.142	.341	6.409	.000
	Relate (X5)	.525	.144	.188	3.657	.000
a. Dependent Variable: Revisit Intention (Y)						

Source: Processed Data (2024)

The results of the multiple linear regression test are presented in this table. Based on the table above, the resulting regression equation is:

$Y = 12.502 + 0.341\ X1 + 0.466\ X2 + 1.482\ X3 + 0.910$

The constant of 12.502 shows the basic value of revisit intention when all independent variables are zero, although in reality this value is rarely zero. The coefficient for the Sense dimension (X1) is 0.341, indicating that every one unit increase in the Sense dimension will increase revisit intention by 0.341 units, with significance at the 0.029 significance level. The Feel dimension (X2) has a coefficient of 0.466, indicating an increase in revisit intention of 0.466 units for every one unit increase in the Feel dimension, significant at the 0.005 level.

The Think dimension (X3) has the largest coefficient, namely 1,482, indicating the strongest influence on repurchase intention, with every one unit increase in Think increasing revisit intention by 1,482 units.

Table 14. T Test Result (1)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.502	2.787		4.485	.000
	Sense (X1)	.341	.155	.113	2.204	.029
	Feel (X2)	.466	.163	.154	2.857	.005
	Think (X3)	1.482	.166	.475	8.940	.000
	Act (X4)	.910	.142	.341	6.409	.000
	Relate (X5)	.525	.144	.188	3.657	.000
a. Dependent Variable: Revisit Intention (Y)						

Source: Processed Data (2024)

H1: Sense of customer experience influences revisit intention at Classical Mochi, Greenlake, Tangerang.
The significance value of 0.029 <0.05 indicates that H1 is accepted. This result means that the customer experience dimension in the customer experience variable has a significant effect on revisit intention at Classical Mochi, Greenlake, Tangerang, so the first hypothesis is accepted, and H01 is rejected.
H2: Feelings about customer experience influence revisit intention at Classical Mochi, Greenlake, Tangerang.
A significance value of 0.005 < 0.05 indicates that H2 is accepted. This result means that the feel dimension in the customer experience variable has a significant effect on revisit intention at Classical Mochi, Greenlake, Tangerang, so the second hypothesis is accepted, and H02 is rejected.
H3: Thinking about customer experience influences revisit intention at Classical Mochi, Greenlake, Tangerang.
A significance value of 0.000 < 0.05 indicates that H3 is accepted. This result means that the think dimension in the customer experience variable has a significant effect on revisit intention at Classical Mochi, Greenlake, Tangerang, so the third hypothesis is accepted, and H03 is rejected.
H4: Acts on customer experience influence revisit intention at Classical Mochi, Greenlake, Tangerang.
A significance value of 0.000 < 0.05 indicates that H4 is accepted. This result means that the act dimension of the customer experience variable has a significant effect on revisit intention at Classical Mochi, Greenlake, Tangerang, so the fourth hypothesis is accepted, and H04 is rejected.
H5: Relation to customer experience influences revisit intention at Classical Mochi, Greenlake Tangerang.
A significance value of 0.000 < 0.05 indicates that H5 is accepted. This result means that the relate dimension of the customer experience variable has a significant effect on revisit intention at Classical Mochi, Greenlake, Tangerang, so the fifth hypothesis is accepted, and H05 is rejected.

Table 15. T Test Result (2)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.215	2.921		3.839	.000
	Customer Experience (X)	.767	.056	.734	13.661	.000
a. Dependent Variable: Revisit Intention (Y)						

Source: Processed Data (2024)

H6: Overall customer experience influences revisit intention at Classical Mochi, Greenlake, Tangerang.
A significance value of 0.000 < 0.05 indicates that H6 is accepted. These results mean that the overall dimensions of customer experience have a significant effect on revisit intention at Classical Mochi, Greenlake, Tangerang, so the sixth hypothesis is accepted, and H06 is rejected.

Table 16. F Test Result

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	830.908	5	166.182	48.425	.000[b]
	Residual	535.345	156	3.432		

	Total	1366.253	161			
a. Dependent Variable: Revisit Intention (Y)						
b. Predictors: (Constant), Relate (X5), Feel (X2), Sense (X1), Think (X3), Act (X4)						

Source: Processed Data (2024)

Based on the ANOVA table, the F test results show that the calculated F value is 48.425 with a significance level (Sig.) of 0.000. Sig value. Thus, the results of this F test confirm that all the identified independent variables (Sense, Feel, Think, Act, and Relate) are appropriate to use to predict repurchase intentions together. These results support the conclusion that overall customer experience has a significant influence on repurchase intentions at Classical Mochi, Greenlake, West Jakarta.

Table 17. Determination Coefficient Test

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780[a]	.608	.596	1.852
a. Predictors: (Constant), Relate (X5), Feel (X2), Sense (X1), Think (X3), Act (X4)				
b. Dependent Variable: Revisit Intention (Y)				

Source: Processed Data (2024)

Based on the results of the coefficient of determination test presented in Table 4.19, an R value of 0.780 was obtained, which shows a strong correlation between the independent variables (Sense (D1), Feel (D2), Think (D3), Act (D4), and Relate (D5)) with the dependent variable (Revisit intention (Y)). The R Square value of 0.608 indicates that around 60.8% of the variation in revisit intention can be explained by a model that includes these five dimensions of customer experience and 39.2% comes from other factors not explained in this research.

CONCLUSION AND DISCUSSION

From this research, it can be concluded that in the analysis of the influence of Customer Experience on Revisit intention at Classical Mochi Greenlake Tangerang, the dimensions that influence the Revisit intention Variable in this research consist of the Feel, Sense, Act, Think and Relate dimensions. The results of this research can also be concluded from the output listed, a correlation coefficient of 0.734**. This means that the level of strength of the relationship or correlation between the customer experience variables and revisit intention is 0.734 or very strong. Then for the coefficient of determination it was found that the value was 0.608 indicating that around 60.8% of the variation in revisit intention could be explained by a model that included these five dimensions of customer experience and 39.2%.

Meanwhile, the regression coefficient for the Customer Experience variable is 0.341 for the sense dimension (D1), which means that for every increase (1%) there will be an increase of 0.341 units. 0.466 for the feel dimension (D2), which means that every increase (1%) will increase by 0.466 units. 0.910 for the act dimension (D4), which means that every increase (1%) will increase by 0.910 units. 0.525 for the relate dimension (D5), which means that for every increase (1%) there will be an increase of 0.525 units. But it is different from the think dimension (D3) which has the largest coefficient compared to the others. With a value of 1,482, the think dimension (D3), which means that every increase (1%) will increase revisit intention by 1,482 units.

This shows that the considerations from customers greatly influence repurchase intention. The regression coefficient shown is positive, so it can be said that the direction of influence of variable X with 5 dimensions has a positive influence on variable Y. The F test results show that the calculated F value is 48.425, with a significance level (Sig.) of 0.000. Even though the Sig. very small, even lower than 0.05, this still confirms that the regression model which includes all independent variables together has significance. Therefore, the conclusion is that the dimensions of sense, feel, think, act, and relate which are part of the customer experience collectively have a significant impact on repurchase intentions.

The author also collected suggestions from several consumers who have become regular customers or new customers from Classical Mochi, Greenlake, Tangerang which can be summarized as follows,

namely to make the product more affordable because some customers complained that the prices were quite pricey and Classical Mochi could also create The new menu combines various new elements to improve the mochi sold at Classical Mochi, and the ingredients used for the mochi must also be fresh so that the mochi can last longer for delivery, especially to customers outside the city. Classical Mochi can also renovate the store with a more attractive atmosphere to improve customer experience so that consumers/tourists are interested in visiting Greenlake City for culinary tourism. And finally Classical Mochi can renovate the store into a restaurant or cafe. The store that is owned can already provide a place to eat mochi directly there but the experience gained is only limited to transactions, with Classical Mochi changing their store into a cafe by creating new and varied mochi menus that will encourage consumers to come not only to buy mochi but to get a stronger customer experience.

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