

## ABSTRAK

**Nopita Sri Ningsih Situmorang. Analisis Pengaruh Pengalaman Konsumen Secara *Offline* Terhadap Minat Beli Ulang Pada Toko Underprice Skincare Medan.** Dibimbing oleh Enty Evasari Simanjuntak, S.E., M.S.M. dan Dr.Nora Anisa Br Sinulingga, S.E., M.M.

Fokus penelitian ini adalah untuk meneliti sejauh mana dimensi-dimensi pengalaman konsumen secara *offline*, yakni *sense*, *feel*, *think*, *act*, dan *relate*, mempengaruhi minat beli ulang di Toko Underprice Skincare Medan. Pengalaman konsumen yang kuat diyakini dapat memperkuat kepercayaan serta keterikatan emosional terhadap toko, yang akhirnya dapat mendorong minat beli ulang sebagai salah satu faktor penting dalam peningkatan penjualan. Underprice Skincare Medan merupakan toko yang menjual produk kecantikan dari beragam merek. Penelitian ini menggunakan metode kuantitatif dengan pendekatan asosiatif kausal. Sampel penelitian berjumlah 100 responden yang diperoleh melalui teknik *purposive sampling*. Analisis data dilakukan dengan regresi linear berganda menggunakan perangkat lunak *SPSS versi 25*. Penelitian ini menemukan bahwa dalam pengujian parsial, dimensi pengalaman konsumen berupa *sense*, *feel*, *think*, dan *act* memiliki arah pengaruh positif, namun tidak terbukti signifikan terhadap minat beli ulang. Sementara itu, dimensi *relate* terbukti memiliki pengaruh positif dan signifikan. Secara simultan, *sense*, *feel*, *think*, *act* dan *relate* berpengaruh positif dan signifikan. Penelitian ini merekomendasikan Toko Underprice Skincare Medan untuk mengoptimalkan pencahayaan, penempatan tester produk di dekat rak *display*, menambahkan label informatif di setiap rak *display*, melatih karyawan secara berkala, dan mengembangkan program loyalitas.

Kata kunci: Underprice Skincare, *Sense*, *Feel*, *Think*, *Act*, *Relate*, Minat Beli Ulang

## **ABSTRACT**

**Nopita Sri Ningsih Situmorang** *Analysis of the Influence of Offline Consumer Experience on Repurchase Intention at Underprice Skincare Store Medan.* Supervised by Enty Evasari Simanjuntak, S.E, M.S.M. and Dr. Nora Anisa Br Sinulingga, S.E., M.M.

*This study aims to analyze the influence of offline consumer experience namely sense, feel, think, act, and relate on repurchase intention at Underprice Skincare Medan. A strong consumer experience is believed to strengthen trust and emotional attachment to the store, which in turn can drive repurchase intention as a key factor in increasing sales. Underprice Skincare Medan is a store that sells beauty products from various brands. This research employs a quantitative method with a causal associative approach. The sample consists of 100 respondents selected through purposive sampling. Data analysis was conducted using multiple linear regression with the aid of SPSS version 25. The results show that partially, the variables sense, feel, think, and act have a positive but not significant effect on repurchase intention, while relate has a positive and significant effect. Simultaneously, all five variables sense, feel, think, act, and relate have a positive and significant effect on repurchase intention. Based on these findings, the study recommends that Underprice Skincare Medan optimize lighting, place product testers near display shelves, add informative labels to each display rack, provide regular staff training, and develop a customer loyalty program.*

**Keywords:** *Underprice Skincare, Sense, Feel, Think, Act, Relate, Repurchase Intention*