

## Analysis of Customer Experience and Customer Satisfaction on Repurchase Intention with Customer Loyalty as a Mediation Variable at Cafe Dokobox Mamuju

Rezki Wardani <sup>1\*</sup>, Wiyadi <sup>2</sup>, Soepatini <sup>3</sup>, M. Nasir <sup>4</sup>

<sup>1\*2,3,4</sup> Department of management, Faculty of Economics and Business, Universitas Muhammadiyah Surakarta, Indonesia

Email: rezkiwardani09@gmail.com <sup>1\*</sup>, wiy202@ums.ac.id <sup>2</sup>, soepatini@ums.ac.id <sup>3</sup>, mn193@ums.ac.id <sup>4</sup>

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### Abstract

This article discusses customer experience and customer satisfaction regarding repurchase interest at Cafe Dokobox Mamuju, with customer loyalty as a mediating variable. This research used a questionnaire to collect data from 200 customers and analyzed using SmartPLS 3. The results show that customer experience and customer satisfaction have a significant influence on loyalty, customer experience also influences repurchase intention. However, customer loyalty does not mediate the influence of customer experience and satisfaction on repurchase intention.

### Keywords:

Customer experience; Customer satisfaction; Customer loyalty; Repurchase intention; Cafe Dokobox Mamuju.

## 1. INTRODUCTION

This article explains that in the competitive cafe industry, customer experience and satisfaction are the keys to achieving repeat purchase interest and customer loyalty. Cafes now function as multifunctional places, so management and information technology play an important role in their management. Several previous studies showed mixed results regarding the relationship between experience, satisfaction, loyalty and repurchase intention, which motivated this research to explore this relationship more deeply at Cafe Dokobox Mamuju.

Pujiastuti et al., (2020) research on supermarket customers with the aim of assessing the influence of customer satisfaction and customer repurchase intention. This research found that customer satisfaction and repurchase intention have a significant effect on customer loyalty, supported by six mediator factors such as internal customer factors, physical environment, interactions and emotions. Meanwhile, research by Chatzoglou et al., (2022) examined the factors that influence customers repurchase intentions in retail stores with a focus on the in-store shopping experience. The research results show that in-store factors as well as merchandise value have a significant influence on customer experience, in-store emotions, perceived value, customer satisfaction, and customer loyalty. This research confirms the importance of creating a pleasant shopping environment and ensuring high product value to increase retail customers' loyalty and repurchase interest.

Furthermore, research by Ibrahim et al. (2023) used the American Customer Satisfaction Index (ACSI) model to see what influences the satisfaction of monorail passengers in Kuala Lumpur and their intention to repurchase this service. The research results show that passenger satisfaction contributes significantly to the intention to repurchase monorail services. Meanwhile, research conducted by Anggraini and Bintarti (2023) on ADES mineral water products shows that the internal conditions of the store and the quality of the customer experience play an important role in encouraging repurchase intentions. This research also found that experience quality can moderate the influence of loyalty and product quality on ADES repurchase intentions.

In research by Yolandari and Kusumadewi (2018) who examined the influence of customer experience, trust, customer satisfaction, and repurchase intention on the online shopping site Berrybenka.com. The research results show that customer experience and trust have a positive and significant effect on customer satisfaction, which in turn mediates positively and significantly the effect of customer experience on

repurchase intention. This is confirmed by the results of research by Abigail et al. (2024) examined the influence of product quality and online shopping experience on customer loyalty through customer satisfaction in the context of local skin care products in Jakarta. The research results show that product quality and online shopping experience have a significant effect on customer satisfaction and loyalty.

In the research of Molinillo et al. (2022) who examine user experience in retail applications and its impact on customer satisfaction and loyalty. The research results show that customer affective experiences have the greatest influence in increasing customer loyalty. Furthermore, Hasan's (2021) research examined the importance of user satisfaction in influencing the intention to repurchase electric vehicles. The results show that the more satisfied users are with various aspects of electric vehicles, the higher their intention to repurchase the vehicle in the future.

Then, Khanh Giao and Vuong (2020) examined the factors that influence customer loyalty towards environmentally friendly electronic products in Thailand. The research results show that the customer's perceived experience and the level of customer trust directly influence customer loyalty, and perceived quality influences customer loyalty indirectly through increasing trust.

Overall, the factors above consistently play an important role in shaping loyalty and repurchase intentions in various industries. This shows that customer satisfaction and customer experience have an important role in building customer loyalty and increasing repurchase intentions in various industries. A pleasant shopping experience, both in physical stores and online, as well as high-quality products and services, significantly increase customer satisfaction. In addition, creating an attractive shopping environment and ensuring high-value products are important strategies to increase customer loyalty and repurchase interest. Therefore, companies must focus on improving the quality of customer experience and maintaining high satisfaction to create strong and sustainable customer loyalty.

## 2. RESEARCH METHOD

This research uses a quantitative approach with the exogenous variable (X) being Customer Experience and Customer Satisfaction, the mediating variable (Z) being Customer Loyalty, and the endogenous variable (Y) being Repurchase Intention (Sugiyono, 2018). Data was collected through questionnaires from 200 customers and analyzed using SmartPLS 3.

Research Hypothesis:

- Customer Experience has a positive and significant effect on Customer Loyalty.
- Customer satisfaction has a positive and significant effect on customer loyalty.
- Customer loyalty has a positive and significant effect on repurchase intention.
- Customer experience has a positive and significant effect on repurchase intention.
- Customer satisfaction has a positive and significant effect on repurchase intention.
- Customer Experience and Repurchase Intention are mediated by Customer Loyalty.
- Customer Satisfaction and Repurchase Intention are mediated by Customer Loyalty.

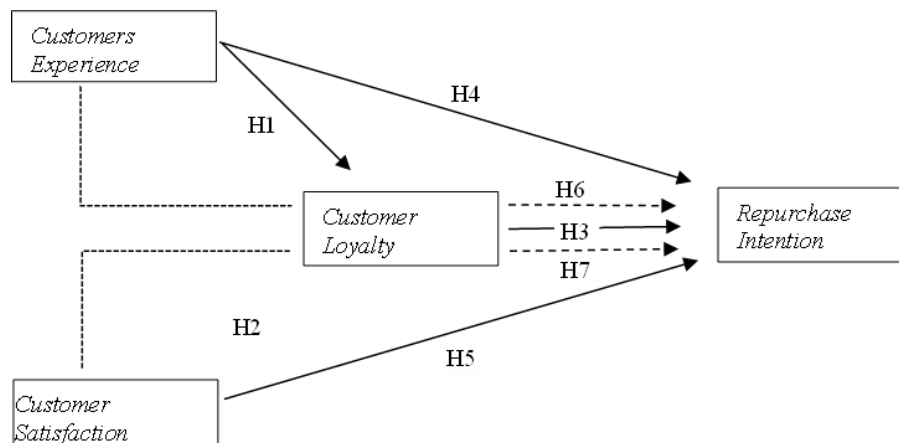


Figure 1. Framework of Thought

## 3. RESULTS AND DISCUSSION

This research uses two models, namely (1) Data Quality Testing (outer model) and (2) Evaluation of the structural model (Inner model), the results are as follows:

### 3.1. Testing Data Quality via Outer Model/Measurement Model

#### 3.1.1. Validity test

- a. Convergent Validity shows AVE > 0.5, indicating the indicator is able to represent the latent variable.

Table 1. Average Variance Extracted Data

	Average Variance Extracted (AVE)
Customer Loyalty(Z)	0.631
Customer Experience (X1)	0.634
Customer Satisfaction (X2)	0.630
Repurchase Interest (Y)	0.648

Table 1 shows that the AVE value for each variable is more than 0.5, which means that this value explains that each indicator is able to explain or represent the latent variable by more than 50%.

- b. Discriminant Validity (Fornell Lacker Criterion and Cross Loading) shows good discriminant validity.

Table 2. Fornell Lacker Criterion Data

	Customer loyalty	Customer Experience	Customer satisfaction	Repurchase Interest
Y	0.794			
X1	0.603	0.796		
X2	0.602	0.623	0.793	
Y	0.466	0.622	0.522	0.805

Table 2 shows that the peak value of each construct is greater when correlated with other constructs in the model. This means that each peak value in the model has good discriminant validity.

#### 3.1.2. Reliability Test

Cronbach's Alpha and Composite Reliability show values > 0.7, indicating the consistency and accuracy of the instrument.

Table 3. Cronbach's Alpha Data

	Cronbach's Alpha
Customer Loyalty(Z)	0.805
Customer Experience (X1)	0.917
Customer Satisfaction (X2)	0.803
Repurchase Interest (Y)	0.818

Table 3 shows that the Cronbach's Alpha value for each construct is greater than 0.60. This means that each instrument used in the construct is accurate, precise, and consistent in measuring a construct.

Table 4. Data Composite Reliability

	Composite Reliability
Customer Loyalty(Z)	0.872
Customer Experience (X1)	0.932
Customer Satisfaction (X2)	0.872
Repurchase Interest (Y)	0.880

Table 4 shows the Composite Reliability value for each construct above 0.70, which means that the actual value of each construct measured is reliable for use.

### 3.2. Structural Model Testing (Inner Model)

#### 3.2.1. Goodness of Fit

- a. R Square shows a significant but moderate relationship between the Customer Experience and Customer Satisfaction variables on Repurchase Intention.

Table 5. R Square Data

	R Square	R Square Adjusted
Customer Loyalty(Z)	0.448	0.442
Repurchase Interest (Y)	0.418	0.409

Based on table 5, the R-Square value shows the level of correlation between the Customer Experience and Customer Satisfaction variables with a value of 0.448 or the equivalent of 44.8%. It can be interpreted that there is a significant relationship but the influence is moderate between these variables on Purchase Interest. Repeat. Furthermore, the variables Customer Experience and Customer Satisfaction in relation to Customer Loyalty, the R-Square value of 0.418 or equivalent to 41.8% confirms the existence of a significant but weak relationship.

b. Predictive Relevance shows good observation value.

Table 6. Predictive Relevance Data

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Customer Loyalty (Z)	800	583,932	0.270
Customer Experience (X1)	1600	1600	
Customer Satisfaction (X2)	800	800	
Repurchase Interest (Y)	800	592,745	0.259

Table 6 shows the Q-Square/Predictive Relevance value of the mediating variable is more than 0 or 0.270, which means it has a good observation value. The exogenous variable based on the Q-Square table shows a value of 0.259, which means the variable has a good observation value.

c. Effect Size shows the influence of Customer Experience on Repurchase Intention and Customer Loyalty, as well as the influence of Customer Satisfaction on Customer Loyalty.

Table 7. Data Effect Size

	Z	X1	X2	Y
Customer Loyalty (Z)				0.075
Customer Experience (X1)	0.373			0.481
Customer Satisfaction (X2)	0.370			0.222
Repurchase Interest (Y)				

Based on Table 7, it shows that the effect size with a large value is the influence of Customer Experience on Repurchase Intention, the influence of Customer Experience on Customer Loyalty, and the influence of Customer Satisfaction on Customer Loyalty because it has a value above 0.35. The influence with a medium value is Customer Satisfaction on Repurchase Intention because it has a range of values from 0.02 to 0.15, while there is no small effect size value.

### 3.2.2. Normed Fit Index (NFI)

Table 8. Normed Fit Index (NFI) Data

	Saturated Model	Estimated Model
SRMR	0.063	0.063
d_ULS	0.836	0.836
d_G	0.367	0.367
Chi-Square	424.03	424.03
NFI	0.817	0.817

In table 8, the NFI value is shown below the value of 0.90, namely the NFI Saturated Model value is 0.817 and the NFI Estimated Model value is 0.817, which means the model is marginally fit. To make things easier for readers, a picture of the model structure is presented as follows:

### 3.3. Hypothesis Test

- The Influence of Customer Experience on Repurchase Intention.
- The Influence of Customer Satisfaction on Repurchase Intention.
- The Influence of Customer Loyalty on Repurchase Intention.
- The Influence of Customer Experience on Customer Loyalty.
- The Influence of Customer Satisfaction on Customer Loyalty.
- The Influence of Customer Loyalty in Mediating the Relationship Between Shopping Experience and Repurchase Intention.

- g. The Influence of Customer Loyalty in Mediating the Relationship Between Customer Satisfaction and Repurchase Intention.

#### 4. CONCLUSION

This research concludes that customer experience is the main factor influencing loyalty and repurchase interest at Cafe Dokobox Mamuju. Although customer loyalty does not mediate the relationship between customer experience and satisfaction on repurchase interest, it is important for Cafe Dokobox management to focus on improving customer experience to encourage loyalty and repurchase interest.

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