



INNOVATIVE: Journal Of Social Science Research

Volume 3 Nomor 6 Tahun 2023 Page 3965-3973

E-ISSN 2807-4238 and P-ISSN 2807-4246

Website: <https://j-innovative.org/index.php/Innovative>

The Influence Of Service Quality And Consumer Experience On Consumer Repurchase Intention

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Abstrak

Kualitas pelayanan yang baik yang diberikan oleh suatu perusahaan akan menimbulkan rasa puas, tenteram dan loyalitas terhadap perusahaan sehingga mereka akan berbelanja suatu produk secara berulang-ulang. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Pelayanan terhadap Minat Beli Ulang dengan menambahkan variabel Pengalaman Konsumen sebagai pembeda dengan penelitian sebelumnya. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan eksplanatori. Data yang digunakan dalam penelitian ini adalah data primer yang disebarkan kepada seluruh konsumen Mixue yang pernah berbelanja lebih dari satu kali di kota Makassar, Jakarta, Semarang, Banjarmasin dan Palembang. Data yang dikumpulkan dianalisis dengan smart PLS 4.0.

Kata Kunci: *Kualitas Pelayanan, Pengalaman Konsumen, Niat Membeli Ulang*

Abstract

Good quality service provided by a company will create a sense of satisfaction, peace and loyalty to the company so that they will shop for a product repeatedly. Therefore, this research aims to analyze the influence of Service Quality on Repurchase Intention by adding the Consumer Experience variable as a difference from previous studies. This research is quantitative research with an explanatory approach. The data used in this research is primary data distributed to all Mixue consumers who have shopped more than once in the cities of Makassar, Jakarta, Semarang, Banjarmasin and Palembang. The collected data was analyzed with smart PLS 4.0.

Keyword: *Service Quality, Consumer Experience, Repurchase Intention*

INTRODUCTION

Repurchase Intention can be defined as a purchase experience that has been made in the past. High repurchase intention reflects a high level of satisfaction from consumers when deciding to adopt a product. The decision to adopt or reject a product arises after consumers try the product and then develop feelings of liking or disliking the product. A feeling of liking for a product arises if consumers have the perception that the product is of high quality. This high repurchase intention will have a positive impact on the success of the product in the market (Tjiptono, 2016).

According to (Zeithaml, 2000), the definition of repurchase intention is a form of behavior when customers have the desire to visit and reuse a product/service, have positive word of mouth, stay longer than estimates, and buy more than estimates. Customer repurchase intention has many benefits for the company. Positive repurchase intention also has the benefit of making consumers loyal to the products or services they use. According to (Kotler, 2017), explains that satisfied consumers will make repeat visits at a later time and inform other people about the services they have experienced. So it is important for consumers to build customer repurchase intention (Satria P.R, 2019).

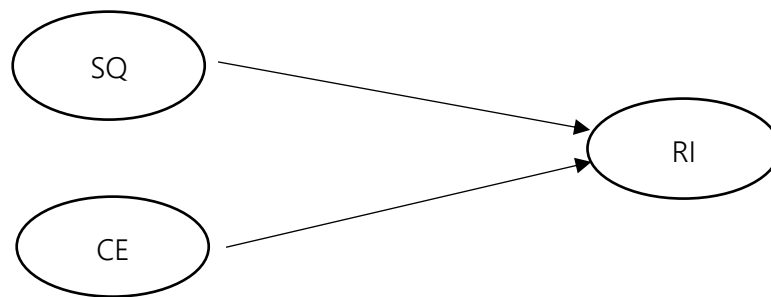
There are a number of factors that can influence Repurchase Intention, including Service Quality. Tjiptono states that Service Quality is the fulfillment of consumers' needs and desires as well as the accuracy of delivery to match what consumers expect (Tjiptono, 2015) . Good service can create interest in buying the products or services offered. Satisfactory service will increase customer loyalty. According to (Tjiptono, 2008), the relationship between service quality and repurchase intention is very important for companies, because service quality is the main thing in providing positive value to the overall service experience. According to Kotler (2016), service quality is every action or activities that can be offered by one party to another party are basically intangible and do not result in any ownership. According to (Zeithaml, 2000) good service quality has a positive impact on customer purchase intention.

There are several studies (Bernika & Ekawanto, 2023); (Sulyati, 2020); (Maf'idayu, 2022); (Sarapung & Ponirin, 2020) & (Prasetyo, 2020) show that Service Quality has a positive relationship and a significant influence on Repurchase Intention, meaning that the better the quality of a restaurant, the more repeat purchases for customers will increase. In contrast to the studies above, this study adds the Consumer Experience variable as another independent variable besides Service Quality which researchers believe can have a positive relationship and a significant influence on consumer repeat purchases. This research was conducted at MIXUE stores spread throughout Indonesia

RESEARCH METOHDS

Consumers' repeat purchases of a product indicate that a company's targets and vision are successful (Nurmasitha et al., 2021). Consumer repeat purchases are often influenced by good service quality and give rise to consumer satisfaction (Sugiyono, 2019). This research is a quantitative research with an exploratory approach. This research uses primary data obtained using a questionnaire method and distributed to 300 MIXUE consumers spread throughout Indonesia with the criteria of having shopped more than once (Jonathan Sarwono, 2016). The collected data was analyzed using the smart PLS 4.0 analysis tool with the following hypothesis model:

Figure 1
Model



Noted:

1. SQ : Service Quality
2. CE: Consumer Experience
3. RI: Reprurchase Intention

Hypothesis:

1. The Influence Beetwen Service Quality on Reprurchase Intention
2. The Influence Beetwen Consumer Experience on Reprurchase Intention

RESULT AND DISCUSSION

Validity Test

This research uses the Service Quality variable and the Consumer Experience variable and the Repurchase Intention variable as dependent variables where each independent variable has 8 question items and the dependent variable has 6 question items. When using PLS which uses primary data, each question item must be tested for validity first (Ghozali, 2016):

Table 1
Validity Test

Variable	Item Question	Loading Factor
Service Quality (X1)	Good service quality can make consumers satisfied	0.821
	Good service quality can make consumers comfortable	0.815
	Good service quality can make consumers loyal	0.811
	Good service quality can make consumers repeat purchases many times	0.823
	Good service quality can make consumers invite other people to shop	0.829
	Good service quality can increase product demand	0.818
	Good service quality can make employees prosperous	0.828
	Good service quality can make consumers happy	0.831
Consumer Experience (X2)	Experience in shopping will make it easier for consumers to get the items they want	0.801
	Experience in shopping will make it easier for consumers to get satisfaction	0.809
	Experience in shopping will make it easier for consumers to find a comfortable place to shop	0.803

	If you get a good shopping experience, consumers will easily become loyal	0.811
	If you get a good shopping experience, consumers will easily shop again and again	0.808
	A good experience makes consumers invite other consumers to shop	0.805
Repurchase Intention (Y)	Consumers who feel satisfied will easily shop again and again	0.853
	Consumers who feel satisfied will easily be loyal to the company where they shop	0.849
	Consumers who feel comfortable will easily shop repeatedly	0.854
	Consumers who feel loyal will easily shop repeatedly	0.852
	Service quality can influence repeat purchases	0.851

Valid >0.70

Reliability Test

22 question items consisting of 8 question items for the Service Quality variable, 8 question items for the Consumer Experience variable, and 6 question items for the Repurchase Intention variable have been declared valid because the loading factor value is above 0.70. So the next stage is to ensure that the three variables are reliable or not by knowing the construct values as follows (Sarstedt et al., 2014) :

Table 2
Reliability Test

Variable	Cronbach Alfa	Composite Reliability	Noted
Service Quality	0.804	0.854	Acceptable
Consumer Experience	0.795	0.846	Acceptable
Reprurchase Intention	0.839	0.879	Acceptable

Reliable > 0.70

Path Coefisien

28 question items consisting of 8 question items for the Service Quality variable, 8 question items for the Consumer Experience variable, and 6 question items for the Repurchase Intention variable have been declared valid and the three variables have been declared reliable. Then enter the final stage, namely the path coefficient which aims to find out the direction of the variable relationship and whether the independent variable has a significant influence on the dependent variable or not with the following results. (Ghozali, 2016):

Table 3
Path Coefisien

	Variable	P-Values	Noted
Direct Influence	SQ->RI	0.018	Acceptable
	CS->RI	0.009	Acceptable

Acceptable & Significant Level < 0.05

H1: The Influence Between Service Quality on Repurchase Intention

Good service quality can increase consumer loyalty, satisfaction and devotion to buying a product repeatedly. Based on this, the research results in table 3 of the path coefficient show that the Service Quality variable has a positive relationship and a significant influence on the Repurchase Intention variable because the p-values are below the 0.05 significance level, namely 0.018. These results are in line with research (Bernika & Ekawanto, 2023); (Sulyati, 2020); (Maf'idayu, 2022); (Sarapung & Ponirin, 2020) & (Prasetyo, 2020). Thus, the first hypothesis in this study can be accepted.

H2: The Influence Between Consumer Experience on Repurchase Intention

The more experience employees have in selecting products, the more employees will know the detailed quality of the products they will buy. Employees will also be further away from dissatisfaction, disappointment, and so on. Based on this, the results of table 3 of the path coefficient show that the Consumer Experience variable has a positive relationship and a significant influence on the Repurchase Intention variable. Thus, the researcher's experiment was successful and the second hypothesis in this research was accepted.

CONCLUSION

Based on the statistical results and presentation of a number of experiments above, a number of points can be concluded as follows:

1. The Service Quality variable has a positive relationship and a significant influence on the Repurchase Intention variable because the p-values are below the significance level of 0.05, namely 0.018. This means that the better the quality of service provided by Mixues Indonesia, the more employees will shop repeatedly.
2. The Consumer Experience variable has a positive relationship and a significant influence on the Repurchase Intention variable because the p-values are below the significance level of 0.05, namely 0.009. This means that the better the consumer experience, the more loyal consumers will be and will rarely be deceived. In the end, consumers will shop continuously at this figure.

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