

The Role of Customer Satisfaction in Mediating the Influence of Customer Experience and Product Quality on Repurchase Intention

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ABSTRACT

The aim of this research is to analyze the influence of customer experience and product quality on repurchase intention with customer satisfaction as a mediator in the purchase of fashion products at Rubylicious Yogyakarta. The study was conducted by distributing questionnaires to Rubylicious Yogyakarta customers, using a quantitative approach to examine causal relationships. Data were collected through a Likert scale questionnaire from 100 respondents. The data analysis techniques used included descriptive analysis, inferential analysis, path analysis, and partial least squares. The results of the study indicate that customer experience and product quality do not have a significant effect on repurchase intention. However, both have a positive and significant effect on customer satisfaction, which in turn has a positive and significant effect on repurchase intention. Customer satisfaction also significantly mediates the influence of customer experience and product quality on repurchase intention.

INTRODUCTION

The rapid development of the fashion business in Indonesia is followed by the emergence of many small and medium-sized fashion enterprises (UKM) across the region. As a result, competition in this sector is becoming increasingly fierce, prompting business players to carefully respond to changes in consumer behavior and design effective marketing strategies to enhance consumer purchasing interest. Business actors strive to present products that align with consumers' needs and desires, thus it is hoped that consumers will feel satisfied and willing to make repeat purchases.

The intention to repurchase is the desire of consumers to reuse a particular product or service after feeling satisfied with the experience of using that product or service (Masitoh, 2017). The desire to repurchase is an action taken by consumers that arises when they give positive feedback on their experience, motivating them to revisit and purchase products from the company (Hendarsono and Sugiharto, 2013).

Customer experience encompasses aspects such as brand, service processes, arrangements, providers, and offerings (Jaakkola et al., 2015). This experience is defined as a collection of customer experiences and understandings related to perceived service components (Nasermoadeli, 2012).

Product quality is a consumer perception influenced by the ability of high-quality products to attract consumer interest in purchasing (Prajā & Haryono, 2022). When consumers are satisfied with a product that meets their desires, they will make repeat purchases and even recommend it to others because it is considered to have good quality.

Customer satisfaction is the result of comparing product perceptions with expectations, which can produce positive or negative emotions (Sangadji & Sopiāh, 2013). On the other hand, there is the notion that satisfaction is the feeling of pleasure or disappointment a person experiences from comparing the performance of a product with their expectations (Kotler & Keller, 2012). Customer satisfaction provides benefits to companies or businesses by encouraging customers to make repeat purchases in the future.

Amidst the development of the fashion world, many businesses are actively operating both conventionally and online, one of which is Rubylicious. This local brand has been making its mark since 2009 in Bandung, offering a variety of women's fashion products such as clothing, bags, shoes, and accessories at affordable prices. Research on repurchase intention of fashion products needs to be conducted at Rubylicious, due to the increasing competition in the fashion business in Yogyakarta, thus it is important to study consumer behavior, including repurchase intention. The purpose of this research is to investigate: 1) to analyze the influence of customer experience on repurchase intention at Rubylicious Yogyakarta. 2) to analyze the influence of product quality on repurchase intention at Rubylicious Yogyakarta. 3) to analyze the influence of customer satisfaction on repurchase intention at Rubylicious Yogyakarta. 4) to analyze the influence of customer experience on customer satisfaction at Rubylicious Yogyakarta. 5) to analyze the influence of product quality on customer satisfaction at Rubylicious Yogyakarta. 6) to analyze whether customer experience can mediate customer satisfaction on repurchase

intention at Rubylicious Yogyakarta. 7) to analyze whether product quality can mediate customer satisfaction on repurchase intention at Rubylicious Yogyakarta.

THEORETICAL REVIEW

Repurchase Intention

Repurchase interest in products from a company can be influenced by previous shopping experiences (Fileria, 2017). The intention to repurchase is the consumer's tendency to make another purchase after having a positive experience with a previous transaction (Tarigan & Nuvriasari, 2023). This means that repurchase intention is the consumer's tendency to obtain again products from the same brand, based on past shopping experiences (Hasan, 2018; Taralyn et al., 2023). According to Ferdinand (2019), buying interest has the following indicators: 1) transactional interest, 2) referential interest, 3) preferential interest, 4) exploratory interest.

Customer Experience

Customer experience as a response to specific stimuli in the marketing context before and after purchase, creating both rational and emotional relationships (Hasan, 2013), as well as generating unique memories for consumers when using the product (Washi et al., 2023). Customer experience reflects the emotional and rational connections that consumers feel toward the products or services provided by the supplier (Tarigan & Nuvriasari, 2023). Schmitt (2013) states that customer experience can be influenced by several factors as follows: 1) Sense Experience, 2) Feel Experience, 3) Think Experience, 4) Act Experience, 5) Relate Experience.

Product Quality

The quality of a product is a combination of various characteristics of goods or services, encompassing aspects of marketing, engineering, production, and maintenance (Wijaya, 2018). The quality of a product is the characteristics of goods or services that support its ability to meet consumer needs (Kotler and Armstrong, 2018). The dimensions of product quality comprise 7 dimensions as follows (Riyono & Budiharja, 2016): 1) Performance, 2) Durability, 3) Conformance, 4) Features, 5) Reliability, 6) Aesthetics, 7) Perceived quality.

Customer Satisfaction

Customer satisfaction refers to the degree of match between consumer expectations and what is received after purchase (Andalusi, 2018). Customer satisfaction is the expectation of individuals regarding the purchase of goods or services, wherein customers anticipate that their desires will be fulfilled (Natalia & Suparna, 2023). Indrasari (2019) stated that customer satisfaction can be influenced by several factors as follows: 1) Expectation alignment, 2) Intention to revisit, 3) Willingness to recommend.

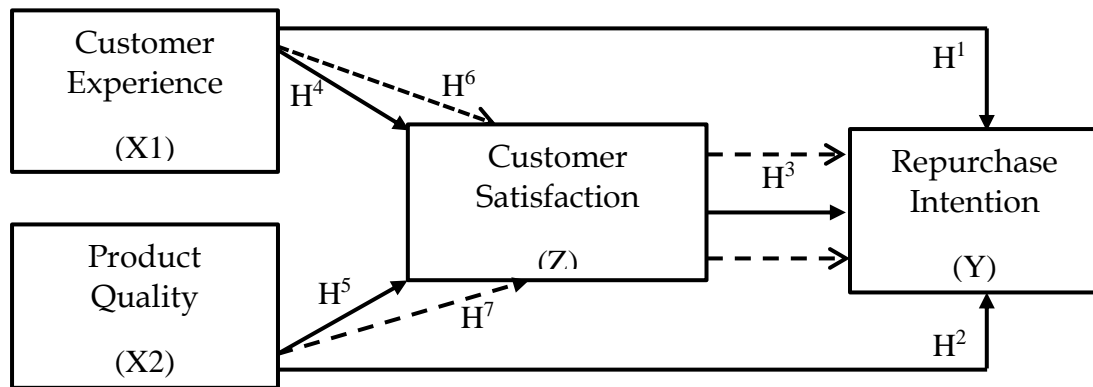


Figure 1. Conceptual Framework

Table 1. Hypothesis

H1	:	Customer experience has a positive and significant influence on repeat purchase intention.
H2	:	Product quality has a positive and significant influence on repeat purchase intention.
H3	:	Customer satisfaction has a positive and significant influence on repeat purchase intention
H4	:	Customer experience has a positive and significant influence on customer satisfaction
H5	:	Product quality has a positive and significant influence on customer satisfaction.
H6	:	Customer experience has a positive and significant influence on repeat purchase intention through customer satisfaction as a mediator.
H7	:	Customer experience has a positive and significant influence on repeat purchase intention through customer satisfaction as a mediator.

METHODOLOGY

The research method used is a quantitative method aimed at testing the research hypothesis. The population is infinite, and the sampling technique used is purposive sampling. The sample size consists of 100 consumers who made direct purchases of fashion products at Rubylicious. The data collection method involves using a questionnaire measured with a 5 point Likert scale. The data analysis tool used is SEM-PLS. The indicators of customer experience include: 1) Experiences related to behavior or lifestyle, 2) Experiences related to relationships, 3) Experiences related to thinking processes, 4) Experiences related to feelings, 5) Experiences related to the senses. The indicators of product quality include: 1) Durability, 2) Aesthetics/design of the product, 3) Product conformity, 4) Quality assurance. The indicators of customer satisfaction include: 1) Convenience, 2) Emotional response, 3) Product quality, 4) Service quality, 5) Price. The indicators of repurchase intention include: 1) Explorative interest, 2) Preferential interest, 3) Referential interest, 4) Transactional interest.

RESULTS

This research employs the statistical software tool SmartPLS 4.1. The researcher utilizes the SEM-PLS data processing technique to conduct path analysis. The respondents in this study predominantly consist of females (92%), aged between 21 to 25 years, comprising 64% of the sample. The majority of respondents are employed in the private sector (48%), with an income range of Rp. 2,000,000 - Rp. 4,000,000 (54%). The preferred type of product is Tops (T-Shirt, Short Sleeve, Long Sleeve, Sweater) at 37%. The primary factor influencing the purchase of Rubylicious fashion products is product quality (80%), with over 3 purchases accounting for 43% of the total.

SEM-PLS Analysis

In Structural Equation Modeling (SEM-PLS) analysis, the Partial Least Squares (PLS) analysis method serves as an effective tool because it does not require the data to have a normal distribution and can be utilized with a small sample size. The purpose of employing Partial Least Squares (PLS) is to assist researchers in obtaining latent variable values for predictive purposes (Ghozali, 2016). Inferential analysis is a statistical technique used to test sample data with the aim of drawing conclusions that its findings can be applied to the population as a whole (Sugiyono, 2019). The analytical tool used is path analysis. The measurement model (outer model) consists of validity and reliability tests. The model fulfills validity testing if it has a loading factor greater than 0.6 (Chin, 1998; Idris et al., 2022), and the AVE value is greater than 0.6. Meanwhile, reliability testing is assessed through the values of Cronbach's alpha and composite reliability (which should be greater than 0.7). The structural model (inner model) includes R square, F square, Q square, and model fit. Researchers do not need to evaluate constructs if the results do not meet the criteria of the structural model.

Table 2. Convergent Validity Test Result

Variabel	Indicator	Loading Factor	Conclusion
Customer Experience	X1.1	0.565	Invalid
	X1.2	0.545	Invalid
	X1.3	0.679	Valid
	X1.4	0.743	Valid
	X1.5	0.781	Valid
Product Quality	X2.1	0.83	Valid
	X1.1	0.797	Valid

Based on Table 2, there are three indicators, namely X1.1, X2.2, and Y1.1, which are deemed invalid with outlier loading values below 0.6 (Chin, 1998). Consequently, outlier data examination was conducted. Next, elimination was carried out on indicators with low loading factors within the same construct and on indicators with high loading factors between different constructs.

Table 3. Convergent Validity Test Result After Modification

Variabel	Indicator	Loading Factor	Conclusion
Customer Experience	X1.3	0.759	Valid
	X1.4	0.804	Valid
	X1.5	0.838	Valid
Product Quality	X2.1	0.825	Valid
	X2.2	0.797	Valid
	X2.3	0.831	Valid
	X2.4	0.827	Valid
Repurchase Intention	Y1.2	0.854	Valid
	Y1.3	0.787	Valid
	Y1.4	0.834	Valid
Customer Satisfaction	Z1.1	0.838	Valid
	Z1.2	0.883	Valid
	Z1.3	0.864	Valid
	Z1.4	0.800	Valid
	Z1.5	0.797	Valid

The assessment of Average Variance Extracted (AVE) values for each variable is presented in Table 3 of the processed data. Accordingly, variables above the specified threshold of > 0.5 are considered. The variable with the highest AVE value is variable Z, representing customer satisfaction with a value of 0.701.

Tabel 4. Fornell-Larcker Criterion Test in SmartPLS 4.1

	Customer Experience	Product Quality	Repurchase Intention	Customer Satisfaction
Customer Experience	0.801			
Product Quality	0.753	0.82		
Repurchase Intention	0.605	0.674	0.825	
Customer Satisfaction	0.783	0.778	0.811	0.837

Table 4 from Appendix 6 indicates that the $\sqrt{\text{AVE}}$ value for the customer experience variable is 0.801, implying that the $\sqrt{\text{AVE}}$ value for customer experience regarding itself is greater than that of other variables. This also applies to the $\sqrt{\text{AVE}}$ of product quality at 0.82, the $\sqrt{\text{AVE}}$ of repurchase intention at 0.825, and the $\sqrt{\text{AVE}}$ of customer satisfaction at 0.837. Thus, it can be concluded that the instruments used in this study have met the criteria for discriminant validity.

Tabel 5. Cross Loading Test in SmartPLS 4.1

	X1	X2	Y	Z
X1.3	0.759	0.531	0.43	0.564
X1.4	0.804	0.614	0.462	0.598
X1.5	0.838	0.655	0.551	0.707
X2.1	0.625	0.825	0.479	0.618
X2.2	0.542	0.797	0.532	0.616
X2.3	0.646	0.831	0.568	0.59
X2.4	0.65	0.827	0.62	0.716
Y1.2	0.491	0.61	0.864	0.737
Y1.3	0.503	0.545	0.777	0.634
Y1.4	0.509	0.507	0.833	0.628
Z1.1	0.665	0.706	0.717	0.838
Z1.2	0.683	0.69	0.778	0.886
Z1.3	0.682	0.706	0.653	0.861
Z1.4	0.629	0.567	0.577	0.797
Z1.5	0.616	0.574	0.651	0.799

Table 5 shows that the cross-loading values have met the criteria for discriminant validity testing because the measured variable values are greater than the correlation values of other variables.

Tabel 6. Reliability Test in SmartPLS 4.1

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Customer Experience	0.721	0.843
Product Quality	0.838	0.672
Repurchase Intention	0.766	0.681
Customer Satisfaction	0.893	0.701

Table 6 shows that all Cronbach's alpha and composite reliability values are above 0.6, indicating that all variables are considered to have passed the reliability test.

Tabel 7. Path Coefficient Test in SmartPLS 4.1

	Customer Experience	Product Quality	Repurchase Intention	Customer Satisfaction
Customer Experience			-0.136	0.454
Product Quality			0.159	0.437
Repurchase Intention				

Customer Satisfaction			0.794	
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Bootstrapping Analysis

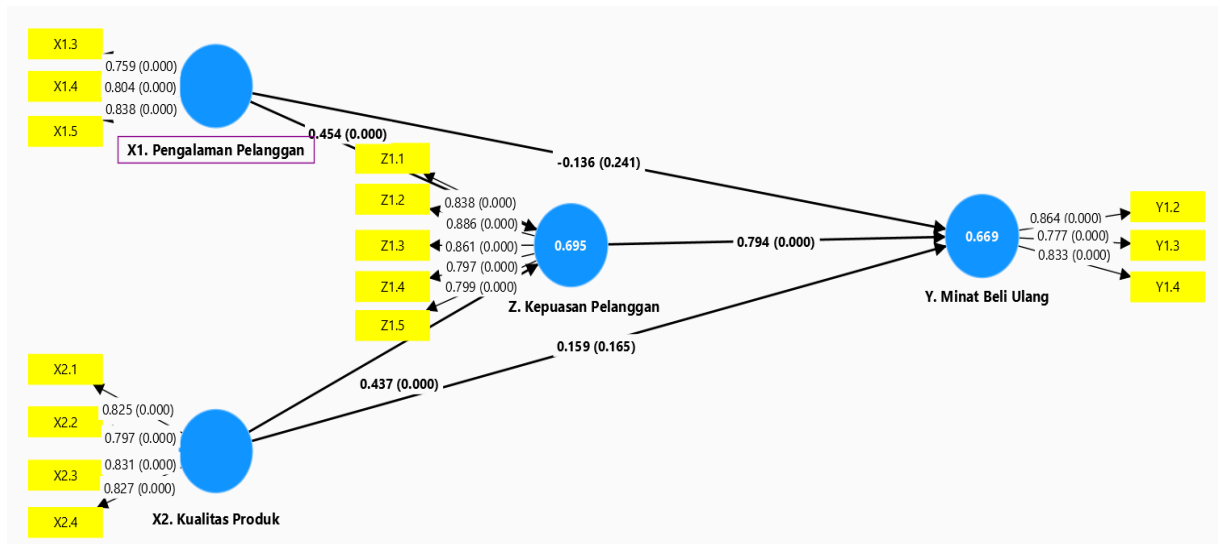


Figure 2. Bootstrapping Graphic Test in SmartPLS 4.1

Tabel 8. Path Coefficient Test Test in SmartPLS 4.1

	Original Sampel (O)	Sampel (Mean)	Standar Deviasi (STDEV)	T Statistik	P Values
Customer Experience > Repurchase Intention	-0.136	-0.133	0.116	1.172	0.241
Customer Experience > Customer Satisfaction	0.454	0.449	0.109	4.154	0
Product Quality > Repurchase Intention	0.159	0.161	0.114	1.39	0.165
Product Quality > Customer Satisfaction	0.437	0.442	0.107	4.09	0
Customer Satisfaction > Repurchase Intention	0.794	0.79	0.105	7.585	0

The result of the path coefficient are:

1. Customer experience does not significantly influence the intention to repurchase. The customer experience variable has a t-statistic value of 1.172 and a p-value of 0.241. The t-statistic value for customer experience is below 1.96 (1.172 < 1.96) with a p-value of 0.241 > 0.05, thus the hypothesis is rejected.
2. Product quality does not significantly affect the intention to repurchase. The product quality variable has a t-statistic value of 1.39 and a p-value of

0.165. The t-statistic value for product quality is below the critical t-value of 1.96 ($1.39 < 1.96$) with a p-value of $0.165 > 0.05$, thus the hypothesis is rejected.

3. Customer experience has a positive and significant effect on customer satisfaction. The customer experience variable has a t-statistic value of 4.154 and a p-value of 0.000. The t-statistic value for customer experience is above the critical t-value of 1.96 ($4.154 > 1.96$) with a p-value of $0.000 < 0.05$, thus the hypothesis is accepted.
4. Product quality has a positive and significant effect on customer satisfaction. The product quality variable has a t-statistic value of 4.09 and a p-value of 0.000. The t-statistic value for product quality is above the critical t-value of 1.96 ($4.09 > 1.96$) with a p-value of $0.000 < 0.05$, thus the hypothesis is accepted.
5. Customer satisfaction has a positive and significant effect on the intention to repurchase. The customer satisfaction variable has a t-statistic value of 7.585 and a p-value of 0.000. The t-statistic value for customer satisfaction is above the critical t-value of 1.96 ($7.585 > 1.96$) with a p-value of $0.000 < 0.05$, thus the hypothesis is accepted.

Table 9. Indirect Effect Test Test in SmartPLS 4.1

	Original Sampel (O)	Sampel (Mean)	Standar Deviasi (STDEV)	T Statistik	P Values
Customer Experience > Customer Satisfaction > Repurchase Intention	0.36	0.355	0.098	3.688	0.000
Product Quality > Customer Satisfaction > Repurchase Intention	0.346	0.349	0.096	3.614	0.000

The result of the mediation analysis are:

1. The role of customer satisfaction in mediating the effect of customer experience on the intention to repurchase. Based on testing H6, the t-statistic value obtained is 3.688, which is greater than 1.96 (critical t-value), and the p-value is 0.000, which is less than 0.05. The path coefficient is positive at 0.36. Thus, the sixth hypothesis (H6) stating that customer satisfaction significantly mediates the effect of customer experience on the intention to repurchase is “confirmed”

2. The role of customer satisfaction in mediating the influence of product quality on repurchase intention. Based on the H7 test, a t-statistic value of 3.614 was obtained, which is greater than 1.9 (t-table), and the p-value is 0.000, which is less than 0.05. The path coefficient value is positive at 0.346. Therefore, the seventh hypothesis (H7) which states that customer satisfaction significantly mediates the influence of customer experience on repurchase intention is “confirmed”

DISCUSSION

1. The influence of customer experience on repurchase intention

The results of hypothesis 1 (H1) testing have indicated that customer experience does not significantly influence purchase intention; therefore, hypothesis H1 is rejected. The findings of this research are consistent with the study conducted by Pranatika and Albari (2022), which stated that customer experience does not influence repeat purchase intention. This means that whether the customer experience at Rubylicious Yogyakarta is good or bad, it will not affect repeat purchase intention.

2. The influence of customer quality product on repurchase intention

The results of hypothesis 2 (H2) testing, it has been proven that customer experience does not significantly influence purchase intention, thus hypothesis H2 is rejected. The findings of this research are consistent with previous studies conducted by Ramadan and Santosa (2017), which stated that product quality does not influence repurchase intention. This means that whether the product quality at Rubylicious Yogyakarta is good or not, it will not affect repurchase intention.

3. The influence of customer experience on customer satisfaction

The results of hypothesis 3 (H3) testing, it has been confirmed that customer experience positively and significantly influences customer satisfaction, thus H3 is accepted. The findings of this research are consistent with previous studies conducted by Yolandari & Kusumadewi (2018) and Fitria et al. (2021), which stated that customer experience positively and significantly influences repurchase intention. This means that customer experience has a significant influence on satisfaction levels as it can meet or even exceed customer expectations.

4. The influence of quality product on customer satisfaction

The results of hypothesis 4 (H4) testing, it has been confirmed that product quality positively and significantly influences customer satisfaction, thus H4 is accepted. The findings of this research are consistent with previous studies conducted by Praja and Hayono (2022), Aminullah et al. (2022), and Ramadan & Santosa (2017), which stated that product quality positively and significantly influences customer satisfaction. This means that products with high-quality standards can provide satisfying experiences to customers, thus potentially enhancing customer satisfaction and supporting the development of a strong brand reputation.

5. The influence of customer satisfaction on repurchase intention

The results of hypothesis 5 (H5) testing, it has been confirmed that customer satisfaction positively and significantly influences repurchase intention, thus H5

is accepted. The findings of this research are consistent with previous studies conducted by Natalia & Suparna (2023), Putri & Sukawati (2020), and Praja & Hayono (2022), which indicated that customer satisfaction influences repurchase intention. This means that customer satisfaction significantly affects repurchase intention as it reflects the customer's experience with the product or service.

6. The role of customer satisfaction in mediating the effect of customer experience on the intention to repurchase.

Based on the results of hypothesis 6 (H6), it has been proven that customer satisfaction significantly mediates the influence of customer experience on repeat purchase intention, thus H6 is accepted. This research findings are consistent with previous studies conducted by Yolandari & Kusumadewi (2018), Fitria et al. (2021), and Chandra et al. (2022), which indicate that there is an influence of customer experience on repeat purchase intention through customer satisfaction. In motivating customers to make repeat purchases, Rubylicious needs to ensure positive customer experiences. This will increase customer satisfaction and their likelihood of making repeat purchases.

7. The role of customer satisfaction in mediating the influence of product quality on repurchase intention.

Based on the results of hypothesis 7 (H7), it has been demonstrated that customer satisfaction significantly mediates the influence of product quality on repeat purchase intention, therefore H7 is accepted. The findings of this research are consistent with previous studies conducted by Ghassani (2017), Praja & Hayono (2022), and Natalia & Suiparna (2023), which indicate that there is an influence of product quality on repeat purchase intention through customer satisfaction. Customer satisfaction with the quality of the products sold will have a lasting impact. Customers are likely to make repeat purchases of products they have previously bought.

CONCLUSIONS AND RECOMMENDATIONS

The quality of the product does not have a significant influence on repeat purchase intention. This indicates that product quality is not a factor affecting consumers in repurchasing at Rubylicious Yogyakarta. Customer experience has a positive and significant influence on customer satisfaction. This indicates that customer experience has a significant impact on satisfaction levels as it can meet or even exceed customer expectations. The quality of the product has a positive and significant influence on customer satisfaction. This indicates that products with high quality can provide a satisfying experience to customers, this potentially enhancing customer satisfaction and supporting the formation of a strong brand reputation. Customer satisfaction has a positive and significant influence on repeat purchase intention. This indicates that customer satisfaction greatly influences repeat purchase intention as it reflects the customer's experience with the product or service. Customer satisfaction significantly mediates the influence of customer experience on repeat purchase intention at Rubylicious Yogyakarta. Additionally, customer satisfaction also significantly mediates the influence of product quality on repeat purchase intention at Rubylicious Yogyakarta.

Based on the findings of this research, the researchers recommend Rubylicious to further enhance the potential of customer experience through routine evaluation of surveys and feedback, as well as regular interaction through various communication channels to build close relationships and meet customer expectations. Furthermore, Rubylicious should also maintain high quality standards, innovate continuously, and adapt products based on feedback and market trends.

FURTHER STUDY

Considering the researchers' own limited knowledge and skills, the researcher has come to the realization while producing this article that there are still numerous deficiencies in language, writing, and presentation style. As a result, the researcher anticipates helpful critiques and recommendations from a range of sources to ensure the piece is flawless.

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