

The Effect of Service Quality, Customer Experience, and Customer Satisfaction on Buyback Intention at FEBI Mart Universitas Muhammadiyah Purwokerto

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ABSTRACT

The purpose of this study was to determine the effect of Service Quality, Customer Experience, and Customer Satisfaction on Repurchase Intention. The study was conducted at FEBI Mart which is an entrepreneurship laboratory under the Faculty of Economics and Business, Muhammadiyah University of Purwokerto. The population in this study were 1684 active FEB students. With the number of samples selected by the researcher as many as 100 respondents, this study was quantitative. The data collection technique used the Slovin formula with an error of 10%. The data collection technique used a questionnaire with a measurement scale of the instrument using the SPSS Version 26 linear scale. The results showed that Service Quality, Customer Experience, and Customer Satisfaction had a positive effect on Repurchase Intention. The higher the quality of service provided, the higher the customer satisfaction will be. Customers who feel satisfied are more likely to be more loyal and have the intention to buy back.

INTRODUCTION

Laboratory facilities allow students to develop a wide range of practical skills that can be immediately applied in the industrial sector. In order to complete the learning process of students and achieve the highest level of quality education, laboratories play an important role in vocational higher education. In vocational higher education, laboratories play a crucial role in students' learning experience by allowing them to put into practice the knowledge they have learned in the classroom and develop practical skills. This allows students to maximize and even master various skills that are relevant to the scientific field they are interested in or engaged in. An effective and long-lasting system can present challenges as well as opportunities for any institution to continue to grow and preserve its potential in order to have a great and lasting impact. Maximizing the commercial potential of each laboratory, in this case the entrepreneurship laboratory of the University of Muhammadiyah Purwokerto named FEBI Mart is one of the efforts to increase the potential of resources owned by laboratories that have a good system.

The Entrepreneurship Laboratory of the University of Muhammadiyah Purwokerto has business potential that must be realized in order to function effectively as a legitimate business. If this laboratory is operated like a real business, then one of the goals of learning quality is so that this laboratory can function as well as possible, so that students can practice in the real business world and gain experience comparable to the actual conditions in the industry. This is intended so that the student's experience will have a positive impact on the development of related skills needed when they jump directly into the business world or industry. The most effective renewal can be created in the context of laboratory integration as a business and as an educational facility by analyzing the influence of service quality, customer experience, and customer satisfaction on the current repurchase intent. This will allow the laboratory to operate optimally as a business.

This research will focus on one of the entrepreneurship laboratories managed by the Faculty of Business Economics, University of Muhammadiyah Purwokerto, namely FEBI Mart. Universitas Muhammadiyah Purwokerto is one of the private universities in Purwokerto, Banyumas Regency, Central Java. Which has a number of faculties, including the Faculty of Economics and Business. One of the facilities and infrastructure that FEB has is FEBI Mart which is an entrepreneurship laboratory under the auspices of FEB that provides various needs. The customers of FEBI Mart are FEB students of the University of Muhammadiyah Purwokerto. The main purpose of this study is to determine the influence of service quality, customer experience, and customer satisfaction on repurchase intention at FEBI Mart, University of Muhammadiyah Purwokerto, Banyumas Regency.

The Last of Us (2019) states that the intention to make a repeat purchase refers to the consumer's tendency to buy a product or service repeatedly over a long period of time, coupled with a favorable attitude towards the product that comes from previous purchasing experiences.. A person's evaluation of

repurchasing services from the same business, given his or her current circumstances, is known as repurchase intention.

Service Quality, it is an indicator for customers to experience whether the service provided meets or exceeds their expectations. Customer happiness is directly affected by how effectively a service meets or exceeds expectations. (Tsani. F. H. 2023) support Anim & Indiani (2020) found that the Buyback Decision is positively and significantly influenced by the Quality of Service. Meanwhile, research Alfaini *et al* (2022) said the buyback intention was not affected by the quality of service.

Customer Experience Zati & Iqbal (2017), conveying that customer experience is any event that leaves a mark or is felt by one person, customers learn through experience in gathering knowledge from interaction with a product. Experiential learning is usually a more efficient way for customers to learn because it provides them with relevant, real, and clear information. Based on their impression of the product and service, consumers can distinguish it. A satisfactory meeting will guarantee customers always enjoy a comfortable and safe environment. It is likely that customers will make a return purchase. (Tjahjaningsih. E & Priliandani. S. M. 2022) in line with Ryansa *et al* (2023) found that Customer Experience positively and significantly influences Repeat Purchase Interest. Meanwhile, research Setiawati & Susanti (2022) said the customer experience does not affect the purchase intent.

Customer satisfaction defined by Jun *et.al* in Duartea, Paulo, Susana Costa e Silva (2018) as a comparison between the expectations that customers have before purchasing and the actual performance of the product post-purchase. Tjiptono and Fandy, in Luh *et.al* (2018), said that customer satisfaction is a post-purchase review stage that produces results that are in line with consumer expectations; Dissatisfaction occurs even though the results are not. The high level of customer satisfaction is reflected in the strong intention to repurchase. The findings of the study revealed that customer satisfaction significantly affects repurchase intentions. Setiawati & Susanti (2022) found that Customer Satisfaction positively and significantly affects Repeat Purchase Intent. Meanwhile, Dewi's research. M. K., *et al* (2023) said that customer satisfaction has an effect but is not significant on repurchase intentions.

This type of research is development research, which is carried out by (Purbasari & Purnamasari, 2018). The difference between the study and the research that the researcher will develop is by adding one variable, namely Customer Experience. Based on research Fitria *et al* (2021), significantly repurchase intent is influenced by Customer Experience. In the study, the customer experience was looked at to ensure that consumers get a satisfying and easy experience with a brand at every turn.

LITERATURE REVIEW

Deep Theory of Planned Behavior, Ajzen (2020) emphasizing that one determinant of behavior in purchase intent is influenced by norms and behaviors (Conner, 2020), (Dhuha Hanif, 2021). The intention to buy back is influenced by three components of the TPB variable, namely attitude towards behavior, subjective norm variables, as well as perceived behavior variables, perception of

behavior control. *Theory of planned behavior* shows that the customer's mindset in taking the intention to buy back is crucial because customers cannot be separated from psychological and emotional aspects. The CPA is a basic framework that shows how Service Quality, Customer Experience, and Customer Satisfaction Towards Repurchase Intention.

Repurchase Intention

Repurchase intention is a person's evaluation to repurchase a particular item or service from the same business or not after considering the current conditions and circumstances (Megatari, 2021). A person's evaluation of repurchasing services from the same business, given their current circumstances, is known as repurchase intention (Suzuki et al., 2019). Repurchase intention according to Yulisetiari et al. (2017), is the tendency of consumers to make repeat purchases based on their product preferences. Based on the description above, repurchase intention is the possibility that a client will buy a particular product or service in the future. Increasing purchase intention will increase the likelihood of customers making purchases. According to Wijaya, & Tjahjaningsih (2022) indicators of repurchase intention as follows: Willing to consume again; willing to repurchase the product; willing to tell the positive value of the product to others; willing to recommend to others; always looking for information about the product that is intended; looking for information to support the positive value of the product

Quality of Service

Service Quality is a dynamic condition that is closely related to services, products, human resources, as well as processes and environments that can at least meet or even exceed customer expectations for service quality. Further according to Lopez., *et.al.*, (2017) conveys the quality of service as meeting or exceeding client expectations in terms of services provided. Customer assessment of service quality is generally based on the last three characteristics, which are largely determined by the ability, attitude and behavior of staff, given the intangible and dynamic nature of service. Adopted by Raajpoot (2004) and Akdere et al. (2018), indicators used to measure characteristics related to service quality include assurance, dependability, tangible evidence, responsiveness, and empathy. Research studies Ahmadun (2016); Tsani. F. H (2023); Novia. N. A., *et.al* (2020); Indiani. N. L. P & Albina (2020); reveals that service quality has a significant effect on Repurchase Intention.

H1: Quality of service has a significant positive effect on buyback intent

Customer Experience

Customer experience, according to Zere & Mahmoudi (2020), is the result of a meeting of customers' intellectual and emotional views obtained from direct or indirect contact with a company. Customer experience has the power to provide personal value and arouse customer interest in a company, product, or service, which can increase commercial success Rahmawati *et.al* (2018). According to Wiyata *et.al* (2020) the term "customer experience" refers to certain

feelings, either positive or negative, that customers have when utilizing a product or service.

Here are the customer experience indicators presented by Schmitt (1999):

- 1) Differentiator, defined as a special offer given to customers.
- 2) Mood: The items sold make you feel good, which makes you enjoy them.
- 3) Amazing, attentive, and imaginative, encouraging customers to judge the goods using the product logo provided.
- 4) Messages sent through physical forms that force, lift, and inevitably lead customers to be actively involved in their own development in accordance with the meaning offered in the product.
- 5) Loyalty, a deep bond between workers, owners, and customers if needed.

Based on Tjahjaningsih's research. E & Priliandani. S. M (2022); Andjarwati. A. L. & Patmawati. D. A (2023); Rohman.F & Rahmandika. M.D (2022); Mihron. A. N (2023); Pradhanawati. A & Mutia Ryansa. M (2023); stating the customer experience significantly affects Buyback Intent.

H2: Customer experience has a significant positive effect on repurchase intent.

Customer Satisfaction

Tjiptono and Chandra (2020) stated that satisfaction can be seen as an effort to satisfy or improve something. Customer satisfaction is considered one of the market performance criteria. Four methods for measuring customer satisfaction have been identified by Cashmere (2017): consumer satisfaction surveys, customer reviews, complaint and advice systems, and analysis of previous customers. This method provides a variety of ways to measure customer satisfaction. According to Tjiptono (2016:101), the following are signs of consumer satisfaction: the desire to refer, the interest to return, and the adherence to expectations. The variable aspect of customer satisfaction was measured in this study through the use of questionnaire questions. Kotler (2016) identified the following as indicators of customer satisfaction:

- 1) Experience: A customer's request that has been fulfilled or experienced may result in disappointment or satisfaction.
- 2) Customer Expectations In particular, the extent to which the company's actual product performance is aligned with customer expectations.
- 3) Needs In particular, the conformity between the criteria or needs and the things offered; If everything is fulfilled, a sense of satisfaction will arise.

This is in line with research Budiarno *et al* (2022) , Setiawati & Susant (2022), Tjahjaningsih. E & Priliandani. S. M 2022); menyatakan secara signifikan Niat Pembelian Kembali dipengaruhi oleh Kepuasan Pelanggan.

H3: Customer satisfaction has a significant positive effect on repurchase intentions.

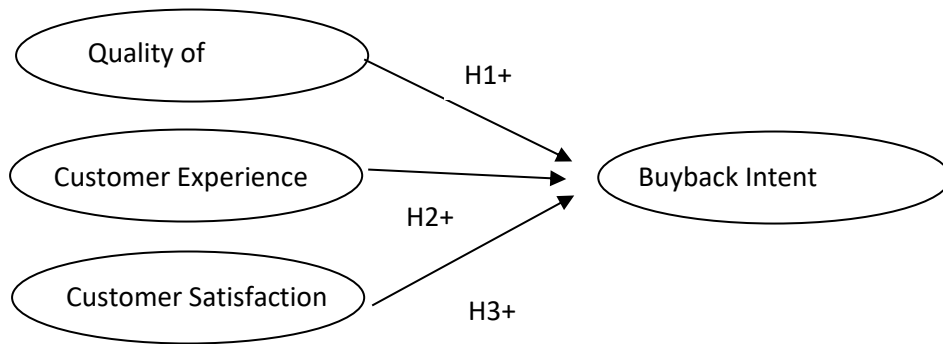


Figure 1. Conceptual Framework

METHODOLOGY

In this study, primary data and quantitative research methods are used. The population of this study is active FEB students batch 18-24 of the University of Muhammadiyah Purwokerto, Banyumas Regency. Which consists of 1684 students. Then to calculate the adequacy of the sample, this study uses the Slovin Technique proposed by Slovin (1960). Respondents were selected using a purposive sampling approach based on certain attributes that are suspected to be related to the characteristics or characteristics of the population being studied.

Using the Slovin Technique (1960), the sample size was calculated as follows:

$$n = \frac{N}{1+N(e)^2}$$

$$n = \frac{1.684}{1+1.684(0,1)^2}$$

$$n = \frac{1.684}{1+1.684(0,01)}$$

$$n = \frac{1.684}{1+16,84}$$

$$n = \frac{1.684}{17,84}$$

$$n = 94,39461883408072$$

RESEARCH RESULT

The data collection method in this study uses a questionnaire, the number of invited participants and the participants who respond, which is 100. The purposive sampling criteria for this study are FEB students who have made purchases and intend to make future purchases at FEBI Mart. The description of the respondents consisted of active students of the Faculty of Business

Economics, University of Muhammadiyah Purwokerto, respondent's name, gender, semester, and address.

Statistical Descriptive Test

Table 1. Statistical Descriptive Test

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
KL	100	11	44	36.19	7.218
PP	100	8	30	24.12	4.967
KP	100	7	30	24.17	4.916
NPK	100	8	29	24.01	4.724
Valid N (listwise)	100				

From the results of the descriptive test that has been carried out, the distribution of data obtained by the researcher can be described as follows:

- a) The data of the service quality variable (X1) recorded 11 for the minimum value, 44 for the maximum value, 36.19 for the average, and 7.218 for the standard deviation.
- b) The customer experience variable data (X2) recorded 8 for the minimum value, 30 for the maximum value, 24.12 for the average, and 4.967 for the standard deviation.
- c) The data of the customer satisfaction variable (X3) recorded 7 for the minimum value, 30 for the maximum value, 24.17 for the average, and 4.916 for the standard deviation.

The buyback intent data (Y) recorded 8 for the minimum value, 29 for the maximum value, 24.01 for the average, and 4,724 for the standard deviation.

Validity Test

Table 2. Validity Test

No.	Quality of Service		Customer Experience		Customer Satisfaction		Buyback Intent	
	r Calculate	Result	r Calculate	Result	r Calculate	Result	r Calculate	Result
1.	0.853	Valid	0.871	Valid	0.865	Valid	0.872	Valid
2.	0.880	Valid	0.887	Valid	0.883	Valid	0.883	Valid
3.	0.888	Valid	0.872	Valid	0.876	Valid	0.874	Valid
4.	0.871	Valid	0.889	Valid	0.859	Valid	0.856	Valid
5.	0.852	Valid	0.877	Valid	0.846	Valid	0.843	Valid
6.	0.851	Valid	0.877	Valid	0.880	Valid	0.886	Valid
7.	0.865	Valid						
8.	0.873	Valid						
9.	0.851	Valid						

From the validity test results table above, all variables that have been tested properly in terms of influence on (X) and (Y) are stated to be able to be used in research because they are valid and have a correlation that exceeds the r table (r count exceeds 0.1638 r table) at a significance level of 0.05, which means that the statements from the questionnaire are valid.

Reliability

Table 3. Reliability Test

Research Variables	Cronbachs Alpha	Reliability Coefficient	Information
Quality of Service	0.958	0.60	Reliable
Customer Experience	0.941	0.60	Reliable
Customer satisfaction	0.934	0.60	Reliable
Buyback Intent	0.935	0.60	Reliable

From the tests that have been carried out, variables that are influenced by service quality, customer experience, customer satisfaction, and repurchase intention have a *Cronbachs Alpha* value for each variable that exceeds 0.60, so it can be said to be reliable.

Normality Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.59891540
Most Extreme Differences	Absolute	.064
	Positive	.044
	Negative	-.064
Test Statistic		.064
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.

The normality test, based on the opinion of Ghazali (2018), aims to test whether or not the distribution of residual values in the regression model is normal. For this test, the Kolmogorof-Smirnof (K-S) test was used by the researchers. A significant probability value that exceeds 0.05 indicates that the data is distributed normally, but if the probability value is below 0.05, the data is not distributed normally. Based on the Sig value of the normality table above, it is concluded that the data is distributed normally because the Sig value of 0.200 is greater than 0.05 (*Level of significant*). This shows that the residual data is normally distributed, therefore, the data can be used for the next test.

Multicollinearity Test

Table 5. Multicollinearity Test

Type	Coefficients ^a				
	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics

	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.790	.924		3.018	.003		
KL	.170	.060	.289	2.851	.005	.143	6.985
PP	.354	.087	.364	4.067	.000	.183	5.463
KP	.276	.072	.316	3.814	.000	.214	4.665

a. Dependent Variable: NPK

Based on the multicollinearity test above, the table shows that each independent variable with a tolerance exceeding 0.10 and a VIF of not more than 10.00 can be said to not experience multicollinearity.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test

		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	T	Sig.
1	(Constant)	2.923	.545		5.360	.000
	KL	-.066	.035	-.470	-1.866	.065
	PP	-.017	.051	-.073	-.326	.745
	KP	.046	.043	.221	1.072	.286

a. Dependent Variable: ABRESID

Based on Table 6 of the results of the heteroscedasticity test, it can be seen that there is a significance value of each independent variable that exceeds 0.05, so it can be said that the data does not have heteroscedasticity.

Multiple Linear Regression Test

Table 7. Multiple Linear Regression Test

		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	T	Sig.
1	(Constant)	2.790	.924		3.018	.003
	KL	.170	.060	.289	2.851	.005
	PP	.354	.087	.364	4.067	.000
	KP	.276	.072	.316	3.814	.000

a. Dependent Variable: NPK

$$Y = a + b_1 \cdot X_1 + b_2 \cdot X_2 + b_3 \cdot X_3$$

$$Y = 2,790 + 0,170 \cdot X_1 + 0,354 \cdot X_2 + 0,276 \cdot X_3$$

A = Constant value (a) represents a positive value of 2,790 which means that if there is no change in Quality of Service, Customer Experience, and Customer

Satisfaction or if those variables are zero, then the Repurchase Intent will still be worth 2,790.

B1= The value of the coefficient of the Service Quality index shows a positive value of 0.170 which means that every improvement in Service Quality by one unit, thus causing the Repurchase Intention to increase by 0.170 units, assuming the other variables are fixed.

B2 = The value of the Customer Experience index coefficient shows a positive value of 0.354 which means that for every increase in Customer Experience by one unit, the Return Purchase Intent increases by 0.354 units, assuming the other variables remain constant.

B3 = The regression coefficient value of the Customer Satisfaction index shows a positive value of 0.276 which means that for every increase in Customer Satisfaction by one unit, the Repurchase Intention increases by 0.276 units, assuming the other variables are fixed.

Coefficient of Determination Test

Table 8. Determination Coefficient Test

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.927a	.859	.854	1.624

a. Predictors: (Constant), KP, PP, KL

From table 8 of the regression of the adjust R square model, it shows that the independent variables (Service Quality, Customer Experience, Customer Satisfaction) have 85.4% and the remaining 15.5% are influenced by other factors that are not included in this study.

F Test

Table 9. Test F

ANOVAa						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1540.293	3	513.431	194.745	.000b
	Residual	253.097	96	2.636		
	Total	1793.390	99			

a. Dependent Variable: NPK

b. Predictors: (Constant), KP, PP, KL

Table df = (k-1), (n-k) i.e. (4-1), (100-4) = (3), (96) = 2.69

Based on the table above, it is known that the F calculation is calculated with a regression model of 275,085, so F is calculated (194,745>2.69) with a significance of 0.000<0.05. In conclusion, the regression equation model developed meets the specified conditions.

T Test

Hypothesis Test

- a) Service Quality in career development based on Table 7 the results of the test of work motivation variables were obtained with t-count (2,851) and t-table (1,660) values with a significant level of $(0.001) < 0.05$. Thus, it is concluded that positively and significantly, the Buyback Intent is affected by the Quality of Service with acceptable criteria.
- b) Customer Experience based on Table 7, the t-calculated value of the test results of the training variables is (4,067) and t-table (1,660) with a significance level of t-table $(0.000) < 0.05$, Thus, it is concluded that positively and significantly, Repurchase Intention is influenced by Customer Experience with accepted criteria.
- c) Customer Satisfaction based on table 7, the results of the test of the work experience variable have a calculated t value (3,814) and the significance level of t table (1,660) is $(0.000) < 0.05$ so it can be concluded that the service quality variable positively and significantly affects the Buyback Intention variable with the accepted criteria.

DISCUSSION

Service quality, customer experience, and customer satisfaction positively and significantly affect the intention to buy back at FEBI *Mart* Universitas Muhammadiyah Purwokerto. The findings of this study reveal that service quality, customer experience, and customer satisfaction are strong considerations and information for consumers who want to buy again. This is because service quality, customer experience, and customer satisfaction are one of the factors that make a consumer decide to make a purchase again.

The findings of the study revealed that the quality of service significantly affects the intention to buy back. The results of this study are in line with (Anim, A., & Indiani, 2020) found that the Buyback Decision is positively and significantly influenced by the Quality of Service. Positively influencing meaning that Quality of Service shows a direct influence on Buyback Intent. The higher the quality of service, the more customer satisfaction will increase. Customers who are satisfied tend to be more loyal and tend to intend to make a purchase again. If customers feel that the service they received is satisfactory and meets expectations, they will return to use the service. A positive customer experience of good quality of service increases Repeat Purchase Intent.

The results of this study are in accordance with *the Theory of Planned Behavior*, which shows that when a person receives a high-quality service, they tend to show a positive attitude towards the product or brand. This positive attitude will encourage the intention to buy back. If someone gets a good service experience, they are more likely to give recommendations to others regarding the product or service. This will form a positive subjective norm, where people around them will also view the act of buying back positively. High-quality service provides customers with a sense of comfort and confidence in interacting with the company. This increases their perception of the ease of making a repurchase.

Research findings reveal customer experience significantly influences repurchase intent. Results This is in line with Ryansa *et al* (2023) found that Customer Experience positively and significantly influences Repeat Purchase Interest. Positive influence It means that Customer Experience directly affects the Buyback Intent. A consistent and satisfying Customer Experience builds customer trust and loyalty. A satisfying customer experience will encourage them to return to make purchases.

The results of this study are in accordance with *the Theory of Planned Behavior* that a good experience will form a positive attitude towards a product or brand, thereby increasing the likelihood of repurchase intentions. On the contrary, bad experiences will create negative attitudes. When a customer has an excellent experience, they are more likely to recommend the product or brand to others. This will establish positive subjective norms in their social environment, encourage others to try the product and increase the likelihood of early customers buying again. An easy and enjoyable experience will increase customer perception of the ease of making a return purchase. Conversely, complicated or troublesome experiences will reduce this perception.

The findings of the study revealed that customer satisfaction significantly affects repurchase intentions. Results This is in line Setiawati & Susanti (2022) found that Customer Satisfaction positively and significantly affects Repeat Purchase Intent. Positive influence Means Customer Satisfaction directly affects the Buyback Intent. A high level of satisfaction increases customer trust. Satisfied customers believe that they get good value from the services or products provided, so they tend to create loyalty and tend to choose to buy back.

This research supports *the Theory of Planned Behavior* showing that if a customer gets satisfaction from the service or product received, then his attitude towards the brand or company tends to be positive. This positive attitude will encourage the intention to buy back. If a customer sees that people around him (friends, family, influencers) give positive recommendations regarding a service or product, then his subjective norm will support the purchase. If a customer finds it easy to get a product or service, either physically or online, then the perceived behavioral control is high. This convenience can increase customer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

Service Quality, Customer Experience and Customer Satisfaction positively and significantly affect Repurchase Intent, meaning that the higher the quality of services provided, the more Customer Satisfaction will increase, thus having an impact on Repurchase Intention which also increases. A consistent and satisfying customer experience builds customer trust and loyalty. When customers get satisfaction from the experience, they are more likely to make a repeat purchase. Satisfied customers believe that they get good value from the service or product provided, so they tend to create loyalty and choose to buy again.

ADVANCED RESEARCH

This research has been tried as much as possible for the expected results. However, there are still limitations in the study, such as researchers have not

been able to reveal in their entirety other factors that can affect the intention to buy back at FEBI *Mart*. In addition, the distribution of this research questionnaire on the sample criteria has not been able to explain in detail the description of the respondents which includes name, student identification number and type of study program. It is hoped that from the next research it can add other independent variables that affect the Intention to Repurchase and can provide updates in the research.

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