

THE INFLUENCE OF CUSTOMER EXPERIENCE, PRODUCT QUALITY AND TRUST ON REPURCHASE INTENTIONS

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ABSTRACT

This study aims to determine the effect of customer experience on repurchase intention, product quality on repurchase intention, and trust on repurchase intention for PT Ikapharmindo Putramas consumers on Central Jakarta. Using non probability sampling technique with accidental sampling technique and using lemeshow formula. The population in this study is unknown in consumers PT Ikapharmindo Putramas on Central Jakarta. The sample in this study was 97 respondents and in this study was carried out using multiple linear regression methods assisted by SPSS version 25 and Microsoft Excel 2016 programs. The research results show that customer experience has a significant influence on repurchase intention, product quality has a significant influence on repurchase intention and trust has a significant influence on repurchase intention.

Keywords: Customer Experience, Product Quality, Trust, Repurchase Intention.

INTRODUCTION

The development of the beauty industry in Indonesia is currently one of the dynamic industries and continues to innovate every time. Like it or not, the industry players must always be ready to adapt to the changes that exist. Now the beauty industry in Indonesia is in the process of recovery and strengthening, as seen from the growth of the industry which is increasing significantly every year. Based on data from the Central Bureau of Statistics in 2021, the cosmetics industry in Indonesia experienced a growth of up to 9.61% and BPOM noted an increase in the number of companies in the cosmetics industry in Indonesia to 20.6% in 2022 [1].

The increase in cosmetic hair care today makes many companies open opportunities, opportunities that are engaged in selling cosmetic hair care and selling various cosmetic brands, such as Makarizo from PT Akashawira, NR from PT Ikapharmindo Putramas and Natur products from PT Gondowangi which compete in making consumers repurchase intention. Product repurchase intention or repurchase intention is the process of purchasing products from

the same company. Consumers who are willing to repurchase the same brand or product because they have a good experience or their expectations are met (Pitaloka and Gumanti in [2]). Based on the competition between PT Ikapharmindo Putramas in Central Jakarta and competitors, the researcher draws the conclusion that there is competition between 3 business actors to create repurchase intention or repurchase by consumers, but there are differences in ways to attract consumers in creating repurchase intention, so that researchers are interested in the problems or competition that occurs between PT Ikapharmindo Putramas in Central Jakarta and other competitors.

Based on the results of research conducted by Sukarno et al [3], it states that customer experience has a significant positive effect on purchase intention. Customer experience that can be applied in marketing and is different from traditional marketing concepts. This experience can play a key role in taking customer perception. In general, the customer shopping experience gives very positive results, for example, customers with pleasant experiences buy products repeatedly and recommend these products to friends and family. Based on the results of research conducted by Afifah and Abrian [4] customer experience has a significant positive effect on purchase intention. Based on the results of research conducted by Tawakal and Widodo [5] trust toward websites has a direct positive and significant effect on intention to purchase. Based on the results of research conducted by Jaya & Putri [6] trust has a significant and positive effect on consumer repurchase intention at Sono Coffee Selabintana coffee shop.

LITERATURE REVIEW

Repurchase Intention

According to Kotler and Keller [7] Repurchase intention is the process of purchasing products from the same company, explaining repurchase intention, namely the tendency of consumers to buy products from the same manufacturer over a long period of time. Repurchase intention is the intention of a customer to buy a product that has been purchased in the past. from consumers to want to buy or not to the product [7]. According to Kotler and Keller [7] in the buying process, this purchase intention or repurchase intention is closely related to the motives he has for using or buying certain products. This purchase motive is different for each customer. Customers will choose products that contain attributes that they believe are relevant to what they need.

Customer Experience

According to Zare and Mahmoudi [8] customer experience is the result of emotional or rational perceptions collected by customers during direct or indirect interactions in an organization. Customer experience that can be applied in marketing and is different from traditional marketing concepts. This experience can play a key role in taking customer perception. In general, the customer shopping experience gives very positive results, for example, customers with a pleasant experience buy products repeatedly and recommend them to friends and family.

Product Quality

According to Kotler & Armstrong [9], product quality is a characteristic of a product with high quality, consumers will buy according to their abilities. Meanwhile, according to Ehsani and Hashemi [10], product quality is the customer's perception of the overall quality or superiority of a product or service, in relation to its purpose, relative to other means. It is important for producers to continue to improve the quality of their products because today's consumers are getting smarter in determining products with good quality.

Trust

According to Kotler and Keller [7] trust is the company's willingness to rely on its partners. This business depends on many interpersonal and interorganizational factors such as the ability, honesty, and integrity perceived by the company. Personal interactions with company employees, opinions about the company in general, and recognition of trust develop with experience.

Theoretical Framework

This study seeks to examine the relationship of customer experience, product quality and trust on repurchase intention. The proposed theoretical framework is:

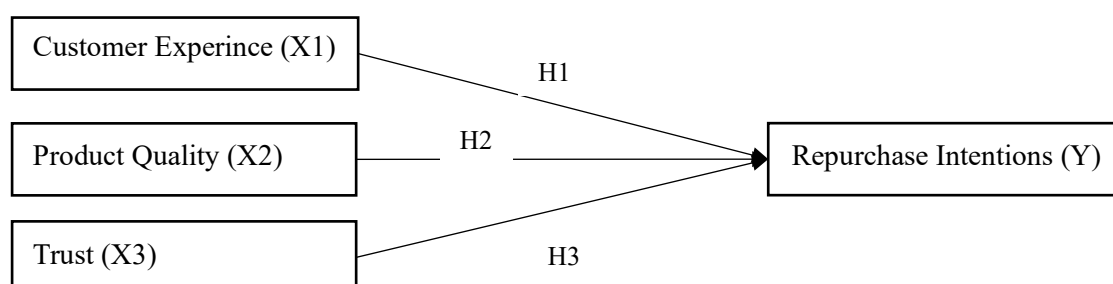


Figure 1. Theoretical Framework

Research Hypothesis

Customer Experience towards Repurchase Intention

Sukarno et al. [3] state that customer experience has a significant positive effect on purchase intention. Customer experience that can be applied in marketing and is different from traditional marketing concepts. Afifah and Abrian [4] customer experience has a significant positive effect on repurchase intention. Customer experience from the predetermined indicators shows that overall with a percentage value of 86% it is ≥ 52.95 , including in the very good category.

Based on the results of previous research, a hypothesis is proposed:

H1: Customer experience has a significant effect on repurchase intention.

Product Quality towards Repurchase Intention

Ahmada et al. [11] from the results of this study indicate that product quality has no effect on repurchase intention on the Erigo brand in Malang City. Brand Erigo must improve product quality in terms of materials so that it can increase consumer purchase intention. Purnapardi and Indarwati [2] product quality has a positive and significant effect on repurchase intention. Where the higher the quality of Wardah products in accordance with consumer expectations, the higher the intention to repurchase Wardah products in the future.

Based on the results of previous research, a hypothesis is proposed:

H2: Product quality has a significant effect on repurchase intention.

Trust towards Repurchase Intention

Tawakal and Widodo [5] trust toward websites has a direct positive and significant effect on Intention to purchase. Jaya and Putri [6] trust has a significant and positive effect on consumer repurchase intention at Sono Coffe Selabintana coffee shop. The Sono Coffee Selabintana coffee shop shows the results that customers feel happy and their wishes are fulfilled because Sono Coffee has very good quality. In addition, customers also feel that Sono Coffee is trusted, so that consumers want to make repeat purchases at Sono Coffee.

Based on the results of previous research, a hypothesis is proposed:

H3: Trust has a significant effect on repurchase intention.

RESEARCH METHODS

Population and Sample

The population is consumers who make purchases at PT Ikapharmindo Putramas in Central Jakarta. Data obtained from PT Ikapharmindo Putramas in Central Jakarta The minimum sample size is 96 people. However, the respondents who participated in this study totaled 97 respondents.

Research Model

This study uses multiple linear regression analysis because it has more than one independent variable. The independent variables in this study are customer experience, product quality, and trust while the dependent variable in this study is repurchase intention.

Data Analysis Tools

This study uses primary data using a questionnaire, the data obtained from the respondents needs to be tested for validity. For this reason, to test the seriousness of the respondents' answers, two types of tests were carried out, namely the test of validity and the test of reliability.

RESULTS AND DISCUSSION

Normality Test

Data normality can be seen in several ways, including by looking at the normal p-plot curve. A variable is said to be normal if the distribution image with data points spreads around the diagonal line and the spread of data points is in the direction of following the diagonal line.



Figure 2. Normal P-Plot Graph

In the figure above, the results of the SPSS Normal P-P plot output show that the distribution of data points spreads around the diagonal line and the distribution of data points is in line with

the diagonal line. However, the researcher reinforces the Normal P-P plot graph image using the One-Sample Kolmogorov-Smirnov Test to ensure that the data on the repurchase intention variable is normally distributed.

Heteroscedasticity Test

Detection is done by looking at the presence or absence of certain patterns on the graph. Basis for decision making: 1. If there is a certain pattern such as the existing points forming a certain regular pattern (wavy, widening then pinching), then heteroscedasticity occurs. 2. If there is no clear pattern, such as dots spreading above and below the number 0 on the Y axis, then there is no heteroscedasticity.

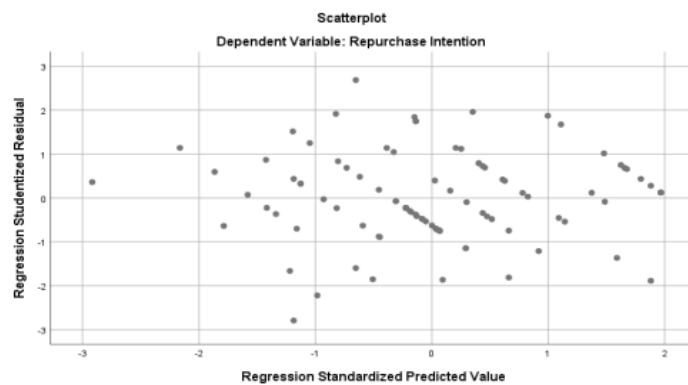


Figure 3. Scatterplot Chart

Based on the figure above, it shows the distribution of data points as follows: 1. The data points spread above and below or around the number 0. 2. The data points do not collect only above or below. 3. The distribution of data points should not form a wavy pattern widening then narrowing and widening again. 4. The spread of data points should not be patterned. So it can be concluded that the independent variables are free from assumptions.

Coefficient of Determination (R²)

Table 1. Coefficient of Determination (R²)

<i>Model Summary^b</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.874 ^a	.764	.757	.23660

a. Predictors: (Constant), Trust, Product Quality, Experience Customer

b. Dependent Variable: Repurchase Intention

Source: SPSS 25 Data Processing Results.

Based on the table, it can be seen that the Adjusted R Square number is 0.757. This figure shows that customer experience, product quality and trust are able to influence repurchase intention by 0.757 or 75.7%, while the remaining 24.3% (100% - 75.7%) is influenced by other causal factors that come from outside this regression model.

Coefficient Hypothesis Test (t test)

Table 2. Coefficient Hypothesis Test (t test)

		<i>Coefficients^a</i>			<i>t</i>	<i>Sig.</i>
		<i>Unstandardized Coefficients</i>		<i>Standardize d Coefficients</i>		
<i>Model</i>		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
<i>1</i>	<i>(Constant)</i>	.379	.236		1.606	.112
	<i>Experience Customer</i>	.470	.079	.482	5.969	.000
	<i>Product Quality</i>	.305	.068	.357	4.469	.000
	<i>Trust</i>	.144	.058	.145	2.475	.015

a. Dependent Variable: Repurchase Intention

Source: SPSS 25 Data Processing Results.

Based on the table above, the t count for customer experience is 5.969, product quality is 4.469 and trust is 2.475. To determine the t table using $\alpha = 5\%$ with $df = n - k - 1$ where n (amount of data), k (number of independent variables). Or the degree of freedom is $97 - 3 - 1 = 93$. Then the t table value is 1.661.

1. The t test for the increase in the customer experience variable on the repurchase intention variable, it can be seen that the t count for customer experience is $5.969 > t$ table 1.661 and the sig value is $0.000 < 0.05$. So that the hypothesis which reads that there is a significant effect of customer experience on repurchase intention (H_0 is rejected) or (H_a is accepted), then customer experience has a significant positive effect on repurchase intention.
2. The t test for the increase in the product quality variable on the repurchase intention variable, it can be seen that the t count for product quality is $4.469 > t$ table 1.661 and the sig value is $0.000 < 0.05$. So that the hypothesis that reads there is a significant effect of product quality on repurchase intention (H_0 is rejected) or (H_a is accepted) then product quality has a significant positive effect on repurchase intention.
3. The t test for the increase in the trust variable on the repurchase intention variable, it can be seen that the t count for trust is $2.475 > t$ table 1.661 and the sig value is $0.015 < 0.05$. So that the hypothesis that reads there is a significant effect of trust on repurchase

intention (H_0 is rejected) or (H_a is accepted) then trust has a significant positive effect on repurchase intention.

Interpretation of Research Results

The Effect of Customer Experience on Repurchase Intention

The results of testing the first hypothesis, in this study indicate that customer experience has a significant and significant influence on repurchase Intention. This shows that PT Ikapharmindo Putramas in Central Jakarta can further improve customer experience by making product innovations that follow the new trends of the products offered in order to increase repurchase intention. The results of this study support previous research conducted by Afifah and Abrian [4] which states that customer experience has an effect on repurchase intention.

The Effect of Product Quality on Repurchase Intention

The results of testing the second hypothesis, in this study indicate that product quality has a significant effect on repurchase intention. This shows that the product quality of PT Ikapharmindo Putramas in Central Jakarta can further improve product quality in accordance with consumer expectations, the higher the interest in repurchasing products. The results of this study support previous research conducted by Purnapardi and Indarwati [2] that product quality shows significant results and has a partial influence on the repurchase intention variable.

The Effect of Trust on Repurchase Intention

The results of testing the third hypothesis, the results of testing the third hypothesis, in this study show that trust has a significant and significant effect on the repurchase intention variable. This shows that PT Ikapharmindo Putramas in Central Jakarta can further increase consumers' view that trust is very important to determine the forward direction of PT Ikapharmindo Putramas in Central Jakarta. The results of this study support previous research conducted by Jaya and Putri [6] in their research showing that the trust variable has a positive significant level, which means that trust has an effect on repurchase intention.

CONCLUSIONS

Based on the research results and discussion, the answers to the problem formulation can be concluded that customer experience has a significant effect on repurchase intention at PT Ikapharmindo Putramas, Central Jakarta; Product quality has a significant effect on repurchase intention at PT Ikapharmindo Putramas, Central Jakarta; Trust has a significant effect on repurchase intention at PT Ikapharmindo Putramas, Central Jakarta.

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