

# The Influence of Customer Experience on Repurchase Intention Through Customer Satisfaction

Yaman Suryaman<sup>1</sup>, Nayla Sifa<sup>2</sup>, Sukma Nugraha<sup>3</sup>, Alysa Nur Fauziah<sup>4</sup>

<sup>1,2,3,4</sup>Faculty of Entrepreneurship, Universitas Garut

\* Correspondence E-Mail: [yamansuryaman@uniga.ac.id](mailto:yamansuryaman@uniga.ac.id)

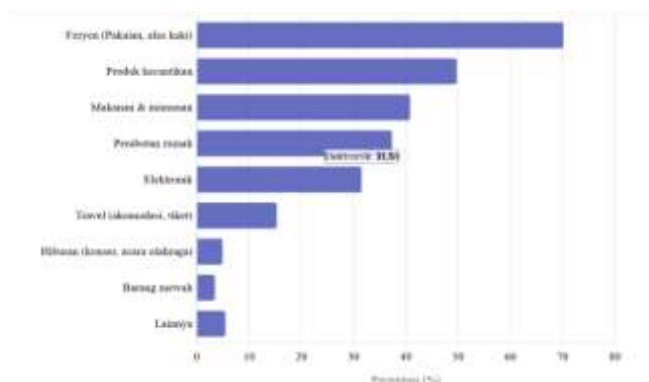
**Abstract**– This study aims to analyze the influence of Customer Experience on Repurchase Intention, with Customer Satisfaction as a mediating variable, specifically focusing on Eiger customers in Indonesia. A quantitative research approach was employed using a survey method, involving 385 respondents. The data were analyzed using Partial Least Squares (PLS) with the SmartPLS 4.0 software. The results show that Customer Experience has a significant positive effect on Customer Satisfaction, indicating that the overall customer experience is a key factor in shaping satisfaction. Furthermore, Customer Satisfaction has a positive impact on Repurchase Intention, suggesting that satisfied customers are more likely to repurchase. Additionally, the study reveals that Customer Experience influences Repurchase Intention both directly and indirectly through Customer Satisfaction, confirming the important mediating role of satisfaction. This finding underscores that providing a positive and memorable customer experience is crucial not only for enhancing customer satisfaction but also for fostering customer loyalty and repeat purchase behavior. These results suggest that companies like Eiger can strengthen repurchase intentions by focusing on improving customer experiences and ensuring satisfaction.

**Keywords:** Customer Experience, Repurchase Intention, Customer Satisfaction

## I. INTRODUCTION

Rapid technological advancements, coupled with increasingly accessible internet access, have provided a breath of fresh air for the growth of the clothing industry. This convenience allows businesses to optimize various digital platforms to introduce their products to a wider audience. Technology also enables more efficient production, marketing, and distribution processes, making it easier for businesses to manage their operations. Another factor that plays a significant role in promoting fashion is influencers and celebrities, which further encourages the public to adopt their styles [1].

The ever-increasing use of social media provides a huge opportunity for small to medium-sized businesses to expand their market reach. Platforms like Instagram, TikTok, and Facebook allow new brands to build their identity and engage consumers through creative content. Social media also provides a space for consumers to provide reviews and share experiences, helping build public trust in a brand. [2].



**Figure 1.** Percentage of Indonesian people's shopping preferences (%)

Source: [3]

Up to 70.13 % of consumers choose this particular product category as one of their most frequently purchased. Furthermore, 49.73 % of products are beauty and personal care items. Meanwhile, 40.8 % of consumers prefer to buy food and beverages online. The rise of the fashion industry along with the creation of several fashion styles that are in demand by consumers, an entrepreneur is said

to be capable when he can determine whether their business will grow or fail. In order for his company to continue operating, an entrepreneur must be able to see opportunities and act quickly. In addition, entrepreneurs must be able to handle money, resources, and business affairs [4] .

Not only that, the presence of various increasingly creative local brands has also enlivened competition in the fashion industry. Many of them have succeeded in attracting consumers' attention by offering unique, high-quality products at affordable prices. This phenomenon shows that local brands are now able to compete with international brands, and in some cases, even become the primary choice for consumers due to the value and character they offer [5] .

The percentage of consumers who choose the Eiger brand, which only reaches 4.6% , far below other local brands such as Erigo and 3Second, indicates that Eiger faces significant challenges in maintaining customer loyalty amidst increasingly intense competition in the local fashion industry [6] . Although this brand has a strong positioning as a provider of outdoor equipment and a relatively established brand identity, the low level of consumer preference may reflect a gap between the values offered by the company and current market expectations. This condition signals that Eiger needs to develop a more adaptive strategy in maintaining brand relevance amidst the emergence of new players who are more aggressive in marketing and product innovation [7] .

Another important factor is the significant influence of influencers and celebrities in promoting fashion. Through their posts on social media, fashion trends can spread rapidly and influence people's clothing styles . Support from public figures further encourages consumers to follow the trends they showcase, thus increasing demand for specific fashion products. Thus, collaboration between business actors and influencers has become a very effective marketing strategy in today's digital era.

Potential decline in customer trust and satisfaction. This action can be perceived negatively by the public, thus affecting the brand image and consumer perception of Eiger's service quality. This decrease in trust levels can have a direct impact on Repurchase Intention , because consumers who feel disadvantaged or unappreciated tend to reduce interaction and interest in repurchasing products from that brand. Thus, this phenomenon strengthens the finding that dissatisfaction and negative perceptions

of a brand can contribute to a decrease in repurchase intentions in the future [8] .

Customer experience is one of the keys to business success, especially in the fashion industry. When a customer experiences or acquires knowledge, it is automatically stored in their memory. This allows the experience to become a response in the future, as it encompasses all aspects of life and can be translated into products to attract new customers or retain existing ones [9] .

Customer satisfaction is also considered an important factor in influencing repurchase intentions. When consumers are satisfied with the purchasing experience, they are more likely to consider purchasing the product again in the future. [10] By maintaining loyal customers, it will be an effort to attract new customers, increasing loyal users to come back to the company.

According to the study, Customer Satisfaction is often used as a mediating or intervening variable because it can clarify the relationship between independent and dependent variables. [11] and [12] , both studies used the Customer Satisfaction variable as an intervening variable. When consumers feel satisfied with the purchasing experience, they will tend to consider purchasing the product again in the future [10] . By maintaining loyal customers, it will be an effort to attract new customers, increasing loyal users to come back to the company.

## II. LITERATURE REVIEW

### 2.1 Customer Experience

Customer experience can be understood as the result of a consumer's interaction with a product, company, or other element within an organization. This interaction triggers a variety of reactions that include cognitive, emotional, social, physical, and affective aspects. This reflects a deep relationship that involves customers on many dimensions in the process [13] .

Customer Experience is a response that arises internally and subjectively from consumers as a result of direct interaction with a product or service. This shows that Customer Experience is not only formed from direct transactions but also from various marketing elements that influence their perception [14] .

In addition, customer value also plays an important role in building customer loyalty to a brand or company [15] . Customer Experience refers to the



totality of interactions that occur between consumers and various elements within an organization, be it products, services, or other aspects that form the customer journey. This interaction not only involves direct responses that are visible in the form of actions or decisions, but also includes the feelings, thoughts, and reactions that consumers experience within themselves.

Therefore, customer experience involves multiple dimensions, from cognitive, emotional, social, physical, to affective, which interact and influence each other. Every experience a consumer has with a product or service forms a deeper and more personal connection, which in turn influences their perceptions and attitudes toward a particular brand or company.

According to [16] There are various indicators that can describe customer experience, such as task-related performance, the capabilities displayed by the service provider, the efficiency of the service process, perceived economic benefits, aesthetic appeal, and elements of pleasure or *playfulness*. Customer experience itself is understood as an emotional and rational response that arises in response to stimuli provided by a product or service. This response then forms a deeper relationship between consumers and a brand. As a subjective form of internal reaction, customer experience is not only built through direct interactions when consumers use a product or transact with a company. This experience is also greatly influenced by various other marketing elements, such as the way the product is presented. the company conveys messages to customers, the brand image formed in the minds of consumers, the quality of interactions with customer service, and other supporting aspects that contribute to consumer perception.

As a subjective internal response, Customer Experience is not only shaped by direct transactions between consumers and product or service providers, but is also influenced by various other marketing elements. For example, how a company communicates with consumers, brand image, customer service quality, and other elements play a role in shaping consumers' perceptions of their experiences. This shows that consumer experience is complex and multidimensional, and can be influenced by factors that are often indirect but still relevant in

building long-term relationships between consumers and companies.

The complexity of the customer experience means that it is multidimensional and encompasses factors that aren't always directly related to the purchasing process. Indirect elements still play a significant role in shaping consumer perceptions, ultimately creating emotional and cognitive bonds between consumers and companies. Therefore, companies need to develop marketing strategies that not only focus on attracting attention but also create lasting, positive impressions and value. By designing enjoyable and meaningful experiences, companies can increase consumer engagement, making them feel more connected to the products and services they provide. [17].

Positive experiences experienced by customers have great potential to encourage repeat purchases, while strengthening brand loyalty [18]. In the long term, this is important capital for companies to maintain good relationships with consumers. Proper customer experience management enables companies to understand consumer needs and expectations, thereby influencing their future purchasing decisions. In other words, effectively managed customer experience not only adds value but also becomes a crucial strategy for building sustainable competitive advantage.

## 2.2 Customer Satisfaction

Customer satisfaction reflects the positive attitude shown by consumers after using a product or service, which can influence their desire to recommend the product or service to others. This shows that satisfaction not only impacts customers' personal feelings, but also has the potential to influence their behavior in spreading positive experiences to others. This positive experience can foster loyalty and have a significant impact on a company's reputation through *word of mouth* obtained from recommendations from satisfied consumers. Consumer satisfaction is often measured by comparing expectations held before using a product or service with the actual performance or results felt afterward [19].

Expectations are the hopes consumers have for the product or service they will receive. When a product or service meets predetermined expectations, customers feel satisfied, and this feeling has the potential to increase their desire to continue using the



product or service. Conversely, if the performance of a product or service does not meet expectations, customers will feel disappointed, and this can affect their perception of the brand or company in question. An experience that exceeds expectations, on the other hand, can create deep feelings of pleasure or satisfaction, encouraging consumers to build a stronger relationship with the company [20].

Customer satisfaction isn't limited to the transactional outcome of a single purchase. Rather, it reflects a broader evaluation process, where consumers assess their overall experience after using a product or service over a period of time. In this context, customer satisfaction can be viewed as the cumulative outcome of various experiences accumulated over a period of interaction with a brand or company. This encompasses how consumers perceive product quality, service, price, and other elements that contribute to their experience. [21]. Customer Satisfaction is an evaluation process carried out after a purchase, where customers compare the results obtained with their initial expectations.

More deeply, customer satisfaction can be described as an evaluation process that occurs after purchasing or using a product. In this process, customers compare their expectations before purchase with the results they experience after use. This evaluation then shapes their attitudes and decisions to continue or discontinue using the product. Therefore, consumer satisfaction is an important indicator that influences loyalty and future purchasing decisions. This evaluation process is dynamic and influenced by various factors that may change over time, so that customer satisfaction is not something static, but can develop according to experience [22].

In a broader sense, customer satisfaction reflects their perception of the quality of the product or service provided by a company. This quality is not only related to the physical features or performance of the product, but also to the quality of service received by consumers during the purchase and use process. Elements such as speed of service, staff skills, ease of access to information, and the company's ability to address consumer complaints all contribute to the formation of quality perceptions in the eyes of consumers. A company that is able to provide high-quality service with good consistency tends to have more satisfied and loyal customers [23].

### III. RESEARCH METHOD

Research design refers to the framework or plan used by researchers to systematically collect, analyze, and interpret data to answer research questions. This design serves to ensure that data collection is carried out in an appropriate, comprehensive manner, and in accordance with the research objectives. In this context, research design includes the approach used for measurement, data analysis techniques, and data collection procedures designed to provide valid answers to the proposed research problems [24].

A population in research refers to the entire group or unit that is the subject of observation and that possesses certain attributes relevant to the variables being studied. This population includes all elements or objects that share the same characteristics that the researcher wishes to examine. Quantitative measurements and calculations are conducted to describe and obtain complete and representative data from the population. However, because it is difficult or impossible to access the entire population, researchers use samples to represent that population. [24].

A sample is a small part of a population selected to represent a larger group. Selecting the right sample is crucial for accurate generalization of research results to the wider population. Therefore, sample selection must be carried out carefully and using appropriate techniques, so that the sample truly reflects the characteristics of the population as a whole [24].

Research instruments are tools used to collect data in research. In this study, the instrument used was a questionnaire, which was designed to obtain information from respondents regarding the variables studied. This questionnaire can be a series of questions measured using a certain scale to assess various aspects relevant to the research objectives.

The data collection approach used in this study is quantitative with a correlational method, which aims to determine the relationship between the variables studied. This research is descriptive in nature, where the collected data is analyzed to provide a clear picture of the phenomenon being studied. To analyze the data, researchers used a structural





modeling tool, Structural Equation Modeling (SEM), which is a sophisticated statistical technique for examining the relationships between variables in a research model. SEM was operated using SmartPLS version 4 software, which supports Partial Least Squares (PLS) methodology, allowing researchers to conduct a more in-depth analysis of the relationships between variables.

#### IV. RESULTS AND DISCUSSION

##### Results

The type of data used in this study is quantitative data, which is presented in the form of numbers and analyzed using statistical techniques. Data processing was carried out by researchers with the help of SmartPLS software version 3.2.9. The data used in this study was collected from the results of respondents' answers to the questionnaire that the author distributed directly to Eiger customers in Indonesia.

Based on the results of the analysis of this research data through the test inner model there is three stages evaluation Which done with look at the criteria for the R-square value, the f-square value and the t-test (hypothesis test). The R-square value can be used For determine whether variables latent endogen (variable Y) have influence substantive or For measure level variation change between independent variables And variables dependent. These values can be obtained from bootstrapping results. The following are the findings from the r-square values, namely:

**Table 1. Average Variance Extracted Value (AVE)**

Variables	Average Variance Extracted (AVE)	Information
Customer Experience	0.756	Valid
Brand Trust	0.768	Valid
Experiential Value	1,000	Valid
Customer Satisfaction	0.761	Valid
Repurchase Intention	0.813	Valid

Source: [25]

The analysis of the table above indicates that all variables have good discriminant validity in their composition and can be considered valid because all

values are greater than the construct values in other latent variables. This indicates that all variable indicators have met the requirements for use in research and are ready for further analysis.

**Table 2. R-square value**

	R- Square	R-Square Adjustments
Repurchase Intention	0.638	0.635

Source: [26]

Based on the output results, the R-Square value obtained was 0.638 or 63.5%, indicating that variability construct mark Repurchase Intention can explained by Customer Experience, Brand Trust, Experiential Value, and Customer Satisfaction account for 63.5%, while the remaining 36.5% is explained or influenced by variables outside the research. Furthermore, the inner model can be measured by evaluating the f-square value, including:

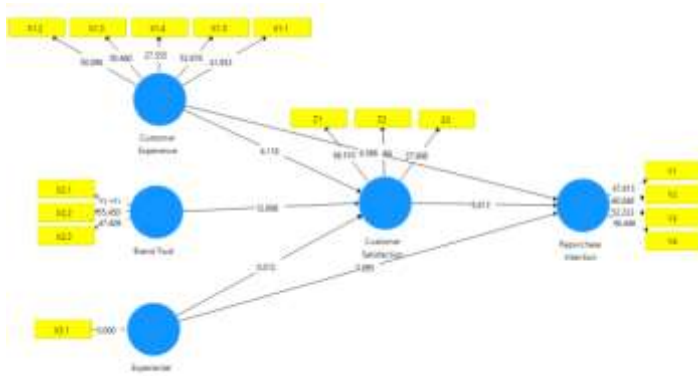
**Table 3. F - square values**

Customer Experience	Brand Trust	Experiential Value	Customer Satisfaction	Repurchase Intention
Customer Experience			0.072	0.273
Brand Trust			0.575	
Experiential Value			0,000	0.003
Customer Satisfaction				0.263
Repurchase Intention				

Source: [26]

Based on the f-square value, the f-square value of Customer Experience towards Customer Satisfaction is 0.072. Furthermore, the f-square value of Brand Trust towards Customer Satisfaction is 0.575. The f-square value of Experiential Value on Customer Satisfaction is 0.000. Furthermore , the f-square value of Customer Experience on

Repurchase Intention is 0.273. Experiential Value on Repurchase Intention is 0.003 and Customer Satisfaction on Repurchase Intention is 0.263.



**Figure 2. Bootstrap Model**

Source : [27]

Acceptance or rejection of a hypothesis, factors such as significance value between construct, t-statistic, And mark p-value become consideration. Hypothesis testing in this study was conducted using SmartPLS (Partial Least Square) software and these values were revealed through bootstrapping results. general Which used in study This is if mark t-statistic exceeds 1.96 with level significance p-value as big as 0.05 (5%), And beta coefficient shows a positive value.

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**Table 4. Path Coefficient**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Customer Experience → Customer Satisfaction	0.226	0.226	0.055	4.118	0.000

Source: (SmartPLS, 2025)

The test results show that Customer Experience has a significant effect on Customer Satisfaction of

the Eiger brand in Indonesia. The statistical analysis is greater than 1.96 ( $4.118 > 1.96$ ) with a P-value smaller than 0.05 ( $0.000 < 0.05$ ).

**Table 5. Path Coefficient**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Customer Satisfaction → Repurchase Intention	0.429	0.433	0.063	6.813	0.000

Source: (SmartPLS, 2025)

The results of the t-statistic analysis on the influence of Customer Satisfaction on Repurchase Intention show a t-statistic value of 6.813 , with a very small P-value, namely 0.000 . Based on the applicable statistical criteria, where the t-statistic value is greater than 1.96 and the P-value is smaller than 0.05 , it can be concluded that the influence between the two variables is positively significant . This indicates that Customer Satisfaction has a strong impact on Repurchase Intention , which means that the higher the level of customer satisfaction, the greater their tendency to make repeat purchases.

Based on the results of the hypothesis testing shown in Table 6, the Original Sample (O) value for the influence of Customer Experience on Repurchase Intention was 0.437. This value indicates a positive relationship between Customer Experience and Repurchase Intention, which means the better the customer experience, the higher their tendency to make repeat purchases. This positive relationship indicates that attention to the quality of customer experience can increase loyalty and repurchase intention , which are important indicators in customer retention efforts.

Thus, Customer Experience plays a key role in shaping Repurchase Intention. Positive experiences felt by customers, whether in terms of ease of access, service, or product or service quality, have been proven to have a significant impact on customer intentions to make repeat purchases in the future. These results underscore the importance of companies to continuously optimize their customer experience to

increase satisfaction and loyalty, which ultimately drives higher Repurchase Intention.

## Discussion

This is in line with research conducted by [13] which shows that Customer Experience has a positive and significant influence on Customer Satisfaction in online product consumers. The study explains that the better the experience felt by consumers in interacting with the brand, the higher the level of satisfaction felt. This result is reinforced by research [29] which also confirms these findings by showing that

Customer Experience has a direct influence on increasing Customer Satisfaction among Spotify Premium service users. The experience that customers feel in using this service has proven to be an important factor in determining their level of satisfaction. When every customer interaction, whether accessing the application, subscribing, or using premium features, runs smoothly, customers tend to feel positive value that strengthens their impression of the service.

Furthermore, a good customer experience relies not only on ease of access but also includes responsive service, a pleasant app experience, and consistent product quality. Spotify Premium, which delivers intuitive navigation, a quality music collection, and features tailored to user needs, creates a holistic experience. This, in turn, leads to increased overall customer satisfaction because they feel their needs and expectations are truly addressed.

This result is in line with research by [30] This result aligns with previous research indicating that customer satisfaction plays a crucial role in shaping repurchase intention. Customer satisfaction is generally understood as the emotional response a customer experiences after comparing their initial expectations with the actual performance of a product or service. When customers' expectations are met or exceeded, the resulting sense of satisfaction not only reinforces their positive perception of the brand but also fosters a stronger inclination toward future purchases. In this sense, customer satisfaction is not just a passive outcome, but an active motivator that drives customers back to the same brand or service provider [31]. In other words, the satisfaction achieved acts as a major driver for customers to return to using the same product or service in the future, which increases the likelihood of repurchase intention.

The relationship between customer satisfaction and repurchase intention can be seen as a cyclical

process: as customers experience satisfaction, they are more likely to return for repeat purchases, which in turn leads to continued satisfaction. This cycle strengthens customer loyalty and increases the likelihood of sustained business. In the context of repurchase intention, satisfaction acts as a psychological trigger, reinforcing the positive behavior of returning to a product or service that has fulfilled or exceeded the customer's expectations. This creates a foundation of trust and reliability, which are critical factors in driving long-term customer retention.

Moreover, the influence of satisfaction on repurchase intention highlights the importance of consistently meeting or surpassing customer expectations. Companies that prioritize delivering high-quality products or services and ensuring positive customer experiences are more likely to cultivate a loyal customer base. This, in turn enhances the probability of repeat purchases. As customer satisfaction increases, businesses can expect not only higher repurchase intentions but also greater advocacy, as satisfied customers often recommend products or services to others. Therefore, companies must focus on maintaining high standards of customer satisfaction to secure future sales and foster enduring customer relationships.

In addition, this finding is also supported by other research conducted by [13] which shows that Customer Satisfaction not only influences customer loyalty, but also forms Repurchase Intention in both physical and e-commerce contexts. They emphasize that customers who are satisfied with a product or service tend to develop a desire to make a repeat purchase, regardless of the type of platform used, whether in-person in-store or through online channels [32]. Therefore, it is important for companies to ensure that every aspect of the customer experience contributes to achieving high satisfaction, in order to increase the chances of future repurchases.

This trust not only creates a sense of security and comfort during transactions, but also strengthens consumer loyalty to the brand in the long term [33]. Consumers who trust the brand will feel confident that the product they purchased is of high quality, meets expectations, and is worth repurchasing. This finding is consistent with previous research by [34] which stated that Brand Trust has a positive and significant effect on Repurchase Intention. This confirms that trust in a brand is one of the key factors that drives consumer repurchase intentions.



This finding is in line with [35] which suggests that experiential value has a positive influence on repurchase intention through customer satisfaction , especially in the context of implementing effective experiential marketing . This study emphasizes that when a company successfully creates a valuable experience for customers, this experience can increase customer satisfaction, which in turn encourages repeat purchase intentions. [36] . This shows that companies that can integrate emotional elements into their marketing tend to achieve higher customer retention rates, because customers feel more connected and valued through the experiences offered.

Industrial context of Eiger , the findings may indicate significant differences. Eiger, as a company that places greater emphasis on product function and performance, especially in the outdoor product category that prioritizes quality and usability, may not rely entirely on emotional experiences alone. As a brand that focuses on fulfilling customers' functional needs in outdoor activities, Eiger places greater emphasis on rational aspects such as product durability, performance, and comfort [37] . Therefore, although experiential value remains important, differences in product and market characteristics may influence the extent to which experiential value can influence satisfaction and repurchase intentions in this industry.

Therefore, businesses in the service or product sectors, like Eiger, should focus on delivering differentiated products that align with the functional needs and expectations of their customers. Strengthening product features, ensuring superior quality, and developing services that complement the functionality of the products are crucial to building brand loyalty and encouraging repeat purchases. This approach, focusing on product excellence rather than solely on the experiential aspect, can be a more effective strategy for firms whose consumers prioritize tangible benefits over experiential value.

This finding differs from the research results by [38] which indicated that experiential value plays a significant role in shaping repurchase intentions, particularly within the context of experiential marketing. According to their study, consumers' perception of higher experiential value directly correlates with an increased likelihood of repeat purchases. This suggests that, when customers derive greater satisfaction from the overall experience, including both product and service elements, they are more inclined to engage in repurchasing behavior. The experiential aspect, therefore, plays a pivotal role

in driving customer loyalty and fostering long-term relationships between businesses and their clientele.

However, the current research does not fully align with this perspective, particularly in industries where the emphasis is not solely on customer experience but rather on the functional aspects of the products or services. This difference in findings may be attributed to varying market dynamics and consumer behaviors across different sectors. For example, in industries where functional benefits and tangible product features hold more value than the overall experience, the influence of experiential value on repurchase intentions may be less pronounced. As such, businesses in these sectors may need to focus more on meeting basic customer needs and enhancing the product's utility rather than investing heavily in the experiential marketing approach.

In the context of companies like Eiger, which operates in the outdoor apparel and equipment industry, it is crucial to recognize the importance of product and service differentiation strategies. Eiger's target market is likely driven by specific functional requirements, such as durability, performance, and reliability of products, particularly in challenging outdoor environments. While a positive experience with the brand is important, it is the functional quality of the product that predominantly influences consumer loyalty and repeat purchases. Hence, Eiger would benefit from refining its strategies to better meet these needs, ensuring that its offerings stand out in terms of performance, innovation, and practicality.

## V. CONCLUSION

Based on research results regarding Customer Experience and Brand Trust which are strong, but not yet fully supported by deep experience value. Repurchase Intention still depends on aspects of trust and satisfaction, not on unique or different experiences. Therefore, an integrated approach is needed that includes improving the quality of service emotionally, creating more personalized experiential value, and a communication strategy that can build long-term engagement with customers.

Customer Experience has a positive and significant effect on Customer Satisfaction of Eiger customers. This shows that the better the customer experience in interacting with Eiger products and services, the higher the level of satisfaction felt. The most dominant indicator is the feel aspect, which reflects that the feeling of comfort and emotional impression during using Eiger products play an





important role in shaping overall customer satisfaction. Thus, this finding confirms that to increase Repurchase Intention, Eiger needs to focus more on functional aspects and direct satisfaction rather than relying solely on the value of emotional experience.

Based on the findings showing that Customer Experience has a positive effect on Customer Satisfaction, but Repurchase Intention still relies on trust and satisfaction that are more functional in nature, it is recommended that further research examine strategies that can deepen the customer's emotional experience, not only focusing on the functional aspects of products and services. Future research can develop a more holistic approach by paying attention to the emotional elements in the customer experience, such as creating a more personalized and relevant experience, and improving the quality of service that can build long-term relationships with consumers. In addition, a deeper analysis of the role of effective brand communication in creating emotional attachment is also important for developing more effective marketing strategies to increase Repurchase Intention in the future.

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