

THE EFFECT OF CUSTOMER SATISFACTION ON REPURCHASE INTENTION (STUDY OF WEDDING ORGANIZER'S CUSTOMER)

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Abstract

A wedding organizer is a service that provides services to help brides-to-be in planning and supervising the implementation of wedding parties professionally and by a predetermined schedule. Wedding parties require careful concept-making to realize the wedding party as desired. The role of a wedding organizer is a service that organizes all wedding preparation activities related to the wedding party's needs, and the implementation of the wedding runs smoothly. The wedding organizer business can be an opportunity that can continue to be developed all the time. This study was conducted to determine customer satisfaction with repurchase intention of wedding organizer's customer.

Keywords Customer Satisfaction; Repurchase Intention

Paper Type Research Paper

Introduction

Marriage is the most memorable thing for every couple; various cultures certainly affect the change in the marriage culture that exists in society. The existence of social changes that make the increase in demand for impressive wedding parties in urban areas has affected management and creativity. Wedding celebrations are the most important part of weddings in some cultures in the 21st century (Kim et al., 2009). Marriage takes on the most important role in human life as one of the unforgettable moments. Islam views marriage as something noble and sacred, meaning worship to Allah, following the Sunnah of the Prophet, and carrying out based on sincerity, responsibility, and following the provisions of the law that must be heeded (Wibisana, 2016). From the perspective of marriage management, this is a huge opportunity in terms of economic benefits and various productions. Wedding parties are widely seen as a reflection of community culture, the demands of lavish weddings that are opportunities for business people. The development of the wedding organizer service business is currently experiencing a very progressive growth judging from the number of weddings that occur every year and the number of companies that have been established by offering wedding party management services.

Currently, the government supports and promotes events as part of its strategy for the nation's economy's growth, development, and marketing. The enthusiasm of the community and individuals of a community for their interests and passions gave rise to the magic and ideas of various events in almost every subject and theme that can be realized. Business competition for wedding organizer providers has a high level of competition. Therefore, customer satisfaction is an important thing for companies to pay attention to, and the existence of marketing wedding exhibitions through digital media opens up a broader consumer market. This increases the competition in the wedding industry as services are increasingly selective in choosing the service providers they will use, including wedding planning services. Choosing a wedding organizer also can't be careless because it is likened to leaving the second choice of brides-to-be to them.

Literature Review

1. Customer Satisfaction

Customer satisfaction is critical in creating customer loyalty. The company receives many benefits by achieving a high level of customer satisfaction, which in addition to being able to increase customer loyalty but also can prevent customer turnover, reduce customer sensitivity to prices, reduce customer failure costs, reduce operating costs caused by increasing the number of customers, increase advertising effectiveness and improve business reputation (Hamdani & Permana, 2021). According to academics, customer satisfaction is a stand-alone construct and is influenced by the quality of service (Cao, 2020). The quality of service can also affect the customer's quality directly and affect customer loyalty indirectly through satisfaction (Singh & Jang, 2020). Service quality encourages customers to commit to the products and services of a company so that it has an impact on increasing the market share of a product. Service quality is crucial in retaining customers for a long time. Companies with superior services will be able to maximize the company's financial performance.

Customer satisfaction is an evaluation of buyers where the alternative chosen is at least equal to or exceeds customer expectations, while uncertainty arises if the results do not meet expectations. There are six core concepts that have similarities between the various ways to measure consumer satisfaction are: 1) product or service with specific, 2) confirmation of expectations, 3) repurchase intention, 4) willingness to recommend, and 5) consumer dissatisfaction (Galbreath & Shum, 2012). Confirmation of expectations is conformity or mismatch between consumer expectations and the actual performance of the company's products. Consumer satisfaction is measured behaviorally by asking if consumers will use the company's services again. The willingness to recommend production to friends or family becomes an important measure to analyze. Examining the aspects used to determine customer dissatisfaction, including Complaints, returns, warranty costs, recalls, word-of-mouth negatives, and defections. With a good quality of service in the company, it will create customer satisfaction. After consumers are satisfied with the products or services they receive, consumers will compare the services provided, then consumers will repurchase and recommend it to others if they feel delighted.

2. Repurchase Intention

Services are economic activities that are produced, not products in physical or construction form that are usually consumed at the same time as the time produced and provide value add or solve consumer-facing. Customer loyalty is one of the keys to the company's success. The purpose of business is to create consumer satisfaction (Permana, 2020). There are four aspects of loyalty measurement, namely: 1) Make regular repurchases; that is, customers who are satisfied with the products or services they buy will repurchase, 2) Buying between product and service lines, that is, in addition to purchasing the main products and services, customers also buy products from other product lines, 3) Recommend to others, that is, provide recommendations to others regarding purchasing products and services at the company, and 4) Demonstrate immunity to the pull of competitors. Customers do not easily switch to other companies that offer similar products or services (Heizer et al., 2020).

Repurchase Intention is a post-purchase or use action caused by customer-perceived satisfaction with the product that has been purchased or consumed. Reusable intent (RI) is defined as how far the desire to re-use the product is related to the level of consumption equal to or more than before. Purchase or reuse usually signifies that the product meets the customer's consent and that the offender is willing to reuse it (Schiffman & Kanuk, 2007). Two things affect the quality of service if the service is received or expected, then the quality of service is perceived as an ideal quality, and vice versa (Nai & Shu, 2008). Customer loyalty is the customer's willingness to continue to subscribe to a company in the long term by buying and using its goods and services repeatedly and, better, repeatedly and voluntarily recommending it to the other party (White et al., 2019). The hypothesis in this study are:

Ha: Customer satisfaction has a significant effect to repurchase intention

Ho: Customer satisfaction has not a significant effect to repurchase intention

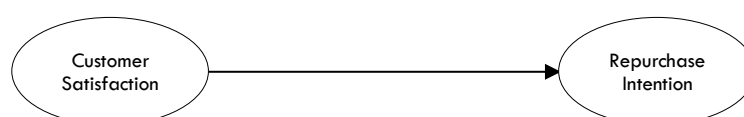


Figure 1. Research Framework
Source: (Herjanto & Amin, 2020)

Methodology/Materials

This research uses quantitative research by looking for associative and causal relationships. Associative research is a study that aims to determine the relationship between two or more variables. While causal is a causal relationship in this study, the population is a Balbil Wedding Organizer customer. The sampling technique used in this study was chosen by Probability sampling, and the technique chosen was Simple Random Sampling; simple Random Sampling is a sampling technique from the population carried out randomly without paying attention to the strata in that position. The data used in this study are primary data obtained from consumers or respondents in the form of interview results and respondents' answers to questions asked through a list of questions (questionnaires) and secondary data, namely those sourced from various reference materials as well as reports and other sources related to the research. According to Cohen, the larger the size of the existing population, the better, but there is a minimum number of limits that must be taken by the study, which is as many as 30 samples. Baley stated that for research using statistical data analysis, the minimum sample size is 30 (Lestari, 2014). If the subject is less than a hundred, it is better to take all so that the study is a population. But if the number of issues is large, it can be taken between 10-15% or 15- 25% or more. According to Roscoe in Sugiyono, this study's feasible sample size was between 30 and 500 (Sugiyono, 2016). A simple linear regression analysis model can be used to determine whether or not the dependents of an independent variable (X) influence the dependent variable (Y). This data is processed using the Statistical Product and Service Solution (SPSS) version 20. The data determines the magnitude of service quality's influence on customer satisfaction (Imansyah & Irawan, 2017). The measurement scale used by the study is the interval. The Interval scale is a scale that allows researchers to perform arithmetic calculations on data collected from respondents. The measurement has no real zero value. A commonly used measure of consumer attitudes in marketing tool research is the Likert scale. The Likert scale is a scale that asks respondents to respond to the extent to which they agree or disagree about an object being prepared, i.e., strongly agree, agree, neutral, disagree, and strongly disagree.

Result and Findings

Based on the table above, the coefficient of the relationship between variable X and variable Y is expressed with an R-value of 0.533. This shows that the interest rate between variables X and Y is moderate. While the value of R² of 0.284 is defined as the coefficient of determination between variable X and variable Y. That is, variable X affects variable Y by 53.3%. At the same time, the rest are other variables beyond this research.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.533 ^a	.284	.272	2.569

Table 1. Model Summary
Source: Author

a. Predictors: (Constant), Var X

Based on the table above, a signification value of 0.00 (< 0.05) is obtained, then Ha is accepted. That is, variable X significantly affects variable Y.

Model		Sum of Squares	df	Mean Square	F	P-Value
1	Regression	152.186	1	152.186	23.059	.000 ^b
	Residual	382.797	58	6.600		
	Total	534.983	59			

a. Dependent Variable: Var Y

b. Predictors: (Constant), Var X

Table 2. ANOVA
Source: Author

As a result of the previous research, the author gets the following conclusions: 1) The test results prove that consumer satisfaction does not significantly influence consumer loyalty, 2) The quality of service services can affect the satisfaction of wedding organizer consumers, and 3) Customer satisfaction significantly affects the reuse of wedding organizer services.

Model		Unstandardized Coefficients		Standardized Coefficients	Beta	P-Value
		B	Std. Error			
1	(Constant)	8.446	2.116			3.991
	Var X	.543	.113	.533	4.802	.000

a. Dependent Variable: Var Y

Table 3. Coefficients
Source: Author

Conclusion

Wedding organizers should provide excellent service by preparing a team that can work well together and the team adjusts to what consumers need. Wedding organizers should provide a sense of satisfaction to consumers by improving the quality of existing services, creating reuse of services, and causing consumer loyalty.

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