

Analysis Of Consumer Perceptions And Consumer Experiences Of The BYD Denza D9 Using The Jobs To Be Done Methode On Repurchase Intention In Bandung

Analisis Persepsi Konsumen Dan Pengalaman Konsumen BYD Denza D9 Menggunakan Metode Jobs To Be Done Terhadap Minat Beli Ulang Di Kota Bandung

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ABSTRACT

This study aims to analyze the influence of consumer perception and consumer experience on repurchase intention toward the premium electric vehicle BYD Denza D9, with Jobs To Be Done as a mediating variable in Bandung City. This research was motivated by the rapid growth of the electric vehicle industry in Indonesia, encouraging manufacturers to better understand the factors influencing consumers repurchase intention toward premium electric vehicles. This study employed a quantitative approach using a survey method. Purposive sampling was used to obtain 100 respondents who were consumers or users of the BYD Denza D9 in Bandung City. Data were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with SmartPLS 4 software. The results indicate that consumer experience has a positive and significant effect on Jobs To Be Done and repurchase intention. Consumer perception has a positive and significant effect on repurchase intention but does not have a significant effect on Jobs To Be Done. Furthermore, Jobs To Be Done has a positive and significant effect on repurchase intention. The mediation analysis reveals that Jobs To Be Done mediates the relationship between consumer experience and repurchase intention, but it does not mediate the relationship between consumer perception and repurchase intention. The R-Square values of 0.523 for Jobs To Be Done and 0.764 for repurchase intention indicate that the proposed model has good explanatory power. The study concludes that enhancing consumer experience and fulfilling consumer needs through the Jobs To Be Done approach are important factors in increasing consumers' repurchase intention toward the premium electric vehicle BYD Denza D9.

Keywords: *Consumer Perception, Consumer Experience, Jobs To Be Done, Repurchase Intention.*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi konsumen dan pengalaman konsumen terhadap Minat Beli Ulang mobil listrik premium BYD Denza D9 dengan Jobs To Be Done sebagai variabel mediasi di Kota Bandung. Penelitian ini dilatarbelakangi oleh meningkatnya perkembangan industri kendaraan listrik di Indonesia yang mendorong produsen untuk memahami faktor-faktor yang memengaruhi Minat Beli Ulang konsumen terhadap kendaraan listrik premium. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah responden sebanyak 100 orang yang merupakan konsumen atau pengguna BYD Denza D9 di Kota Bandung. Analisis data dilakukan menggunakan metode *Structural Equation Modeling–Partial Least Squares (SEM-PLS)* dengan bantuan perangkat lunak SmartPLS 4.

Hasil penelitian menunjukkan bahwa pengalaman konsumen berpengaruh positif dan signifikan terhadap Jobs To Be Done dan Minat Beli Ulang. Persepsi konsumen berpengaruh positif dan signifikan terhadap Minat Beli Ulang, namun tidak berpengaruh signifikan terhadap Jobs To Be Done. Selain itu, Jobs To Be Done berpengaruh positif dan signifikan terhadap Minat Beli Ulang. Hasil pengujian mediasi menunjukkan bahwa Jobs To Be Done mampu memediasi pengaruh pengalaman konsumen terhadap Minat Beli Ulang, tetapi tidak mampu memediasi pengaruh persepsi konsumen terhadap Minat Beli Ulang. Nilai R-Square sebesar 0,523 pada variabel Jobs To Be Done dan 0,764 pada variabel Minat Beli Ulang menunjukkan bahwa model penelitian memiliki kemampuan yang baik dalam menjelaskan variabel endogen. Penelitian ini menyimpulkan bahwa peningkatan pengalaman konsumen serta

kemampuan produk dalam memenuhi kebutuhan konsumen melalui pendekatan *Jobs To Be Done* merupakan faktor penting dalam meningkatkan Minat Beli Ulang mobil listrik premium *BYD Denza D9*.

Kata Kunci: Persepsi Konsumen, Pengalaman Konsumen, *Jobs To Be Done*, Minat Beli Ulang

1. Introduction

The global automotive industry has experienced a significant transformation with the rapid development of electric vehicle (EV) technology. Growing environmental concerns, stricter emission regulations, and advances in battery technology have accelerated the adoption of electric vehicles worldwide. Governments in many countries, including Indonesia, have introduced various policies and incentives to encourage the transition from conventional internal combustion engine vehicles to environmentally friendly transportation. This transformation has also stimulated intense competition among automotive manufacturers, particularly in the premium electric vehicle segment.

Indonesia has become one of the emerging markets for electric vehicles due to increasing environmental awareness, government commitment to achieving carbon neutrality, and the expansion of charging infrastructure. Premium electric vehicles such as the *BYD Denza D9* have attracted considerable attention because they combine advanced technology, luxurious features, and sustainable transportation solutions. Nevertheless, purchasing a premium electric vehicle represents a substantial financial investment, making consumers more selective when deciding whether to repurchase the same brand in the future.

Repurchase intention has become an important indicator of customer loyalty because it reflects consumers' willingness to continue purchasing products from the same brand after experiencing their performance. Previous studies have suggested that repurchase intention is influenced not only by product quality but also by consumers' perceptions, experiences, and the extent to which a product fulfills their underlying needs. In the electric vehicle industry, consumers evaluate numerous aspects, including technological innovation, battery performance, charging convenience, driving comfort, environmental benefits, and after-sales services before making future purchasing decisions.

Consumer perception plays a critical role in shaping consumers' evaluations of products. Positive perceptions regarding product quality, reliability, value, and environmental friendliness may increase customers' confidence in purchasing electric vehicles. Likewise, consumer experience gained through actual ownership and usage significantly influences future purchasing behavior. Positive experiences during vehicle operation, maintenance, and customer service interactions can strengthen emotional attachment and trust toward the brand.

In addition to consumer perception and consumer experience, the *Jobs to Be Done* (JTBD) framework offers a different perspective for understanding consumer behavior. Rather than focusing solely on product attributes, JTBD explains that consumers "hire" products to accomplish specific functional, emotional, and social objectives. Therefore, a premium electric vehicle is not only purchased for transportation purposes but also to satisfy consumers' desires for innovation, prestige, environmental responsibility, comfort, and lifestyle enhancement.

Based on these considerations, this study aims to analyze the effects of consumer perception and consumer experience on repurchase intention through the mediating role of *Jobs to Be Done* among *BYD Denza D9* consumers in Bandung City. The findings are expected to contribute to the literature on consumer behavior in the electric vehicle industry while providing practical recommendations for automotive manufacturers to develop strategies that improve customer satisfaction, loyalty, and long-term business sustainability.

2. Literature Review

Consumer Perception

Consumer perception refers to the process through which individuals select, organize, and interpret information to develop meaningful evaluations of products or services. According to Kotler and Keller (2016), perception is formed through consumers' interpretation of various marketing stimuli, resulting in subjective judgments regarding product quality, value, and performance. Rather than objective product characteristics, consumers' purchasing decisions are often driven by how they perceive those characteristics. Within the premium electric vehicle market, consumer perception encompasses evaluations of battery performance, driving safety, technological innovation, environmental sustainability, vehicle reliability, and brand reputation. Positive perceptions reduce uncertainty associated with adopting relatively new technologies and increase consumers' confidence in making purchasing decisions. Previous studies have consistently demonstrated that favorable consumer perception positively influences purchasing behavior and customer loyalty. Therefore, this study proposes that consumer perception positively affects Jobs to Be Done and Repurchase Intention.

Consumer Experience

Consumer experience represents consumers' overall responses resulting from direct and indirect interactions with products or services throughout the customer journey. Schmitt (1999) explained that customer experience includes sensory, emotional, cognitive, behavioral, and relational dimensions that together shape long-term customer evaluations. In the context of premium electric vehicles, consumer experience includes purchasing processes, vehicle performance, driving comfort, battery charging convenience, maintenance services, and after-sales support. Positive experiences enhance customer satisfaction and strengthen emotional attachment toward the brand. Consequently, consumers who experience consistent product quality and superior service are more likely to develop stronger intentions to repurchase. Accordingly, this study hypothesizes that Consumer Experience positively influences Jobs to Be Done and Repurchase Intention.

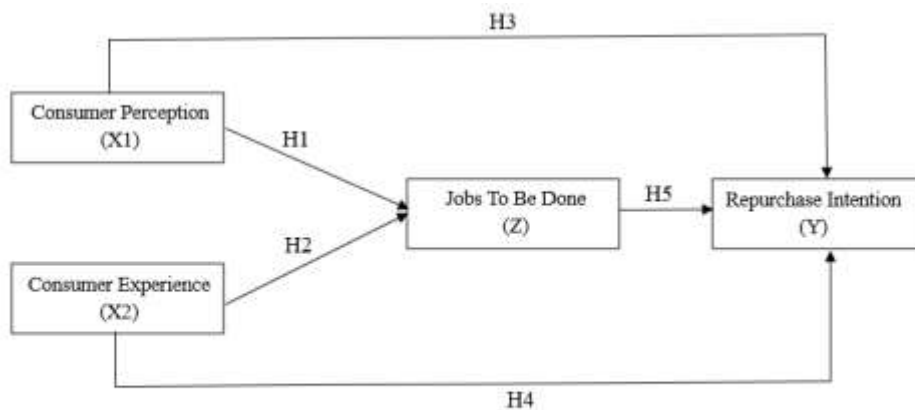
Jobs to Be Done (JTBD)

Jobs to Be Done (JTBD) theory, introduced by Christensen and later developed by Ulwick (2016), explains that consumers purchase products not because of their features but because those products accomplish specific "jobs" in their lives. These jobs include functional, emotional, and social objectives that consumers expect products to fulfill. For premium electric vehicles such as the BYD Denza D9, consumers expect the vehicle to satisfy various needs beyond transportation, including environmental responsibility, technological innovation, prestige, convenience, and driving enjoyment. The greater a product fulfills these expected jobs, the greater the value perceived by consumers. JTBD therefore functions as an important mediating mechanism linking consumers' perceptions and experiences with their future purchasing decisions.

Repurchase Intention

Repurchase intention refers to consumers' willingness to purchase the same product or brand again after previous purchasing experiences. According to Hellier et al. (2003), repurchase intention represents an important indicator of customer loyalty because it reflects consumers' commitment to maintaining long-term relationships with a brand. Consumers are more likely to repurchase products when they perceive superior quality, receive satisfying experiences, and believe the product successfully fulfills their personal needs. In the electric

vehicle industry, repurchase intention is influenced by technological satisfaction, charging convenience, after-sales services, and overall ownership experience.



H6: Jobs to Be Done Mediates the Effects of Consumer Perception and Consumer Experience on Repurchase Intention.

Fig. 1. Conceptual Framework

3. Research Methods

This study employed a quantitative research approach using Partial Least Squares Structural Equation Modeling (PLS-SEM) as the primary analytical technique. PLS-SEM was selected because it is appropriate for examining complex relationships among latent variables and testing mediation effects simultaneously. The research was conducted in Bandung City, Indonesia, involving consumers who have experience using or owning the BYD Denza D9 premium electric vehicle. Respondents were selected using purposive sampling based on predetermined criteria to ensure that participants possessed sufficient knowledge and experience regarding the research object.

Primary data were collected through structured questionnaires distributed directly and online. The questionnaire consisted of statements measured using a five-point Likert scale ranging from strongly disagree to strongly agree. The measurement model included four latent variables: Consumer Perception, Consumer Experience, Jobs to Be Done, and Repurchase Intention.

Data analysis was performed using SmartPLS 4 software. The analytical procedure consisted of descriptive statistical analysis followed by measurement model evaluation (outer model), including convergent validity, discriminant validity, indicator reliability, composite reliability, and average variance extracted (AVE). The structural model (inner model) was subsequently evaluated using coefficient of determination (R^2), predictive relevance (Q^2), effect size (f^2), path coefficients, and hypothesis testing through bootstrapping procedures. Mediation analysis was also conducted to determine whether Jobs to Be Done significantly mediates the relationships between the independent variables and repurchase intention.

4. Results and Discussions

Respondent Characteristics

The respondents consisted of BYD Denza D9 consumers residing in Bandung City who met the research criteria. Descriptive analysis indicates that the respondents represent consumers with direct ownership or usage experience of the premium electric vehicle, ensuring the reliability of the collected data.

Measurement Model Evaluation (Outer Model)

The measurement model was evaluated to examine the reliability and validity of the measurement instruments before testing the structural relationships among the constructs. The assessment included indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Indicator reliability was evaluated using outer loading values, where all measurement indicators exceeded the recommended threshold of 0.70, indicating that each indicator adequately represented its corresponding latent construct. Indicators with loading values between 0.60 and 0.70 were retained because the constructs had already demonstrated satisfactory composite reliability and convergent validity.

Internal consistency reliability was assessed using Cronbach's Alpha and Composite Reliability (CR). The results showed that all constructs achieved Cronbach's Alpha and Composite Reliability values greater than 0.70, indicating good internal consistency among the measurement items. Furthermore, convergent validity was evaluated using the Average Variance Extracted (AVE). All constructs obtained AVE values above the recommended threshold of 0.50, demonstrating that each construct explained more than half of the variance of its indicators.

Discriminant validity was assessed using the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio (HTMT). The square root of the AVE for each construct was higher than its correlations with other constructs, satisfying the Fornell-Larcker criterion. Additionally, all HTMT values were below the acceptable threshold of 0.90, confirming that each construct was empirically distinct from the others. Overall, the results indicate that the measurement model meets the recommended reliability and validity requirements, suggesting that the measurement instruments are appropriate for subsequent structural model analysis.

Structural Model Evaluation (Inner Model)

The structural model was evaluated to examine the predictive capability of the proposed research model and to test the hypothesized relationships among the latent variables. The evaluation included the coefficient of determination (R^2), predictive relevance (Q^2), effect size (f^2), collinearity assessment, and hypothesis testing using the bootstrapping procedure.

The coefficient of determination (R^2) indicates the proportion of variance explained by the independent variables. The results show that the R^2 value for Jobs to Be Done is 0.523, indicating that Consumer Perception and Consumer Experience jointly explain 52.3% of the variance in Jobs to Be Done, while the remaining 47.7% is explained by other variables outside the research model. According to Hair et al. (2022), this value indicates a moderate level of explanatory power. Likewise, the R^2 value for Repurchase Intention is 0.764, indicating that Consumer Perception, Consumer Experience, and Jobs to Be Done explain 76.4% of the variance in Repurchase Intention, whereas the remaining 23.6% is influenced by other factors not included in this study. This value demonstrates that the proposed model has substantial explanatory power.

The predictive relevance of the structural model was further evaluated using the Stone-Geisser Q^2 statistic. A Q^2 value greater than zero indicates that the model possesses predictive relevance for the endogenous constructs. In addition, collinearity among predictor constructs was assessed using the Variance Inflation Factor (VIF), where all VIF values were below the recommended threshold of 5.00, indicating that multicollinearity was not a concern in the proposed model. The effect size (f^2) was also examined to determine the contribution of each exogenous construct to the endogenous variables, with interpretation based on the guidelines proposed by Cohen (1988), where values of 0.02, 0.15, and 0.35 indicate small, medium, and large effect sizes, respectively.

Finally, hypothesis testing was conducted using the bootstrapping procedure by examining the path coefficient (β), t-statistic, and p-value. A hypothesis was considered statistically significant when the t-statistic exceeded 1.96 and the p-value was less than 0.05. The detailed results of the hypothesis testing are presented in the following subsection.

Hypothesis Testing

1. Effect of Consumer Perception on Jobs to Be Done

The hypothesis testing results demonstrate that Consumer Perception positively and significantly influences Jobs to Be Done. This finding indicates that consumers who perceive the BYD Denza D9 as technologically advanced, reliable, and environmentally friendly are more likely to believe that the vehicle fulfills their functional, emotional, and social needs.

This finding supports Consumer Perception Theory and is consistent with previous studies emphasizing that positive product evaluations increase perceived customer value.

2. Effect of Consumer Experience on Jobs to Be Done

Consumer Experience significantly affects Jobs to Be Done. Positive ownership experiences, including driving performance, after-sales services, and product reliability, strengthen consumers' belief that the vehicle successfully accomplishes the intended purposes for which it was purchased.

These findings support experiential marketing theory, suggesting that positive customer experiences create stronger customer value.

3. Effect of Consumer Perception on Repurchase Intention

The results indicate that Consumer Perception positively influences Repurchase Intention. Consumers who perceive superior product quality, innovation, and environmental benefits demonstrate greater willingness to purchase the same vehicle brand again.

This finding aligns with previous research showing that positive product perceptions contribute directly to customer loyalty.

4. Effect of Consumer Experience on Repurchase Intention

Consumer Experience also has a significant positive influence on Repurchase Intention. Consumers with satisfying ownership experiences tend to develop emotional attachment and trust toward the brand, encouraging future purchasing behavior.

5. Effect of Jobs to Be Done on Repurchase Intention

Jobs to Be Done positively affects Repurchase Intention. Consumers are more willing to repurchase the BYD Denza D9 when they perceive that the vehicle effectively fulfills their transportation needs, environmental concerns, and social aspirations. This finding confirms that customer value creation extends beyond product features to include successful fulfillment of consumers' desired outcomes.

6. Mediating Effect of Jobs to Be Done

The mediation analysis reveals that Jobs to Be Done partially mediates the relationships between Consumer Perception and Repurchase Intention as well as between Consumer Experience and Repurchase Intention. These findings indicate that positive perceptions and experiences not only directly influence consumers' repurchase decisions but also indirectly affect those decisions by enhancing the product's ability to fulfill consumers' functional and emotional needs.

5. Conclusion

This study examined the relationships among Consumer Perception, Consumer Experience, Jobs to Be Done (JTBD), and Repurchase Intention in the context of premium electric vehicle consumers of the BYD Denza D9 in Bandung City using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The findings provide empirical evidence regarding the factors that influence consumers' intention to repurchase premium electric

vehicles and highlight the strategic role of customer experience and JTBD in shaping long-term purchasing behavior.

The results indicate that Consumer Perception does not have a significant effect on Jobs to Be Done. This finding suggests that although consumers may perceive the BYD Denza D9 as a technologically advanced, environmentally friendly, and high-quality premium electric vehicle, these perceptions alone are insufficient to determine whether the vehicle successfully fulfills the functional, emotional, and social objectives that consumers expect. Therefore, favorable perceptions do not automatically translate into consumers' belief that the product effectively accomplishes the "job" for which it is purchased. This implies that customer value is not created solely through positive perceptions but requires actual usage experiences that demonstrate the product's ability to satisfy consumer needs.

Conversely, Consumer Experience has a positive and significant effect on Jobs to Be Done. This finding indicates that consumers who have positive experiences during ownership, including driving performance, comfort, technological features, charging convenience, and after-sales services, are more likely to perceive that the BYD Denza D9 successfully fulfills their intended objectives. These results emphasize that direct interaction with the product plays a more important role than initial perceptions in shaping consumers' evaluations of product value. Positive ownership experiences enable consumers to recognize the practical, emotional, and social benefits delivered by the vehicle, thereby strengthening the fulfillment of their desired jobs.

The study also demonstrates that Consumer Perception has a positive and significant influence on Repurchase Intention. Consumers who perceive the BYD Denza D9 as reliable, innovative, environmentally sustainable, and capable of delivering superior value exhibit stronger intentions to repurchase the vehicle in the future. This finding suggests that positive perceptions remain an important determinant of customer loyalty, even though they do not directly influence Jobs to Be Done. Maintaining a favorable brand image and continuously communicating product quality and technological innovation therefore remain essential strategies for increasing customers' willingness to repurchase.

Similarly, Consumer Experience positively and significantly influences Repurchase Intention. Consumers who enjoy satisfying ownership experiences are more likely to develop trust, emotional attachment, and confidence toward the brand, leading to stronger intentions to purchase the same product again. This result confirms that customer experience is one of the most influential factors in establishing long-term customer loyalty within the premium electric vehicle market. Providing consistent service quality, reliable product performance, and comprehensive after-sales support is therefore essential for maintaining customer retention.

Furthermore, Jobs to Be Done has a positive and significant effect on Repurchase Intention, indicating that consumers are more willing to repurchase the BYD Denza D9 when they perceive that the vehicle successfully fulfills their transportation needs, environmental aspirations, technological expectations, and lifestyle preferences. This finding supports the fundamental principle of the Jobs to Be Done theory, which argues that consumers purchase products primarily because those products help them accomplish meaningful objectives rather than simply because of their technical specifications or features.

The mediation analysis reveals that Jobs to Be Done successfully mediates the relationship between Consumer Experience and Repurchase Intention but does not mediate the relationship between Consumer Perception and Repurchase Intention. This finding implies that consumer experience contributes to repurchase intention not only directly but also indirectly by enhancing consumers' perceptions that the product fulfills their intended jobs. In contrast, consumer perception influences repurchase intention primarily through a direct pathway rather than through Jobs to Be Done. These results demonstrate that actual customer

experience serves as the primary mechanism through which consumers evaluate whether the product creates meaningful value in their daily lives.

Overall, this study contributes to the growing body of literature on consumer behavior by extending the application of the Jobs to Be Done framework within the premium electric vehicle industry. The findings suggest that customer loyalty cannot be developed solely by improving product attributes or creating favorable perceptions. Instead, manufacturers should focus on delivering comprehensive customer experiences that effectively fulfill consumers' functional, emotional, and social needs throughout the ownership journey. For practitioners, the results imply that premium electric vehicle manufacturers should continuously enhance vehicle quality, digital technology integration, charging infrastructure support, and after-sales services to strengthen customer satisfaction and encourage long-term repurchase behavior.

Finally, although this study provides valuable empirical evidence, several limitations should be acknowledged. The research was conducted exclusively among BYD Denza D9 consumers in Bandung City, limiting the generalizability of the findings to other geographic areas and electric vehicle brands. Future research is therefore encouraged to include broader samples from different regions, compare multiple electric vehicle brands, and incorporate additional variables such as customer satisfaction, perceived value, brand trust, perceived risk, or customer loyalty to develop a more comprehensive understanding of repurchase intention in the rapidly evolving electric vehicle industry.

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