

Analysis Of The Influence Of Customer Experience On Repurchase Intention

Analisis Pengaruh Pengalaman Pelanggan Terhadap Niat Pembelian Ulang

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ABSTRACT

In Indonesia, culinary businesses are very easy to find. Indonesia offers many local dishes and a variety of unique menus. One of them is Mie Gacoan. One of the factors that influences someone to make repeat purchases is the customer experience they get from themselves or others. However, the experience that Mie Gacoan Cikarang Branch provides to consumers is a bit slow due to the long queues and some consumers always make repeat purchases. This research will examine the influence of customer experience dimensions on consumers repurchase interest. There were 100 respondents in this research, namely consumers of Mie Gacoan Cikarang. This research is quantitative and uses SPSS analysis tools. From the data processing that has been carried out, it is known that customer experience partially has a positive and significant effect on repurchase interest in Mie Gacoan Cikarang

Keywords: Customer Experience, Repurchase Intention.

ABSTRAK

Di Indonesia, bisnis kuliner sangat mudah ditemukan. Indonesia menawarkan banyak makanan khas daerah dan beragam menu yang unik. Salah satunya adalah Mie Gacoan. Salah satu faktor yang mempengaruhi seseorang untuk melakukan pembelian ulang adalah customer experience yang mereka dapatkan dari diri mereka sendiri atau orang lain. Namun, pengalaman yang diberikan Mie Gacoan Cabang Cikarang kepada konsumen sedikit lambat karena antrian yang panjang dan beberapa konsumen selalu melakukan pembelian ulang. Penelitian ini akan menguji pengaruh dimensi customer experience terhadap minat beli ulang konsumen. Terdapat 100 responden dalam penelitian ini, yaitu konsumen Mie Gacoan Cikarang. Penelitian ini bersifat kuantitatif dan menggunakan alat analisis SPSS. Dari pengolahan data yang telah dilakukan, diketahui bahwa customer experience secara parsial berpengaruh positif dan signifikan terhadap minat beli ulang pada Mie Gacoan Cikarang

Kata Kunci: Pengalaman Pelanggan, Minat Beli Ulang

1. Introduction

Human needs are food, so the problem of food is divided into two basic needs. Referring to Maslow's hierarchy of needs, psychological needs are a person's first and most basic needs (Goble, 1985). The hierarchy of other people's needs is dominated by psychological needs, so they must be satisfied in order to think about fulfilling other needs, such as the need for social interaction, self-esteem (ego needs), and a sense of security for self-actualization. (Kurniawan, 2015). Business is an activity that provides goods or services that consumers need or want (Griffin and Ebert, 2008). Among the many existing business ventures, the culinary sector is one that is experiencing rapid growth and development in society. Culinary business is a type of business that operates in the food sector. Prof. Dr. Djoko Santoso, a culinary business expert from Pembangunan Jaya University, stated that the culinary business is a business that requires creativity and innovation to be able to compete in an increasingly tight market. In Prof.'s view. Dr. Djoko Santoso, the culinary business is not only about making delicious food, but also about creating added value that can impress and loyal consumers. Culinary activities include the preparation and sale of dishes and food products. Unique foods and different culinary trends have now become people's lifestyle and are a sign of the rapid growth of the culinary sector.

Currently culinary is a promising business. The increasing population in Indonesia can influence this situation, therefore people's consumption needs will become more diverse and result in changes in people's behavior in choosing products or services and being more selective, because of the high demand for food and drinks. many large SMEs (Small and Medium Enterprises) and UMB (Micro Enterprises) have been created with creative ideas. The development of SMEs and UMBs in Indonesia is very good, especially in the culinary sector, therefore food and beverage providers are required to continue to grow and develop in order to overcome competition. tight. This culinary business has interesting and quite promising opportunities, this can be an indication that competition between businesses operating in the culinary sector is very tight, this is due to the significant increase in business growth in the culinary sector (Safitri & Nani, 2021). Research on Repurchase Intention is very interesting to researchers, this is because researchers can find out the factors that can influence Customer Satisfaction which can create experiential marketing with act, sense, relate, think and feel as factors that can influence it. Information on a product or experiential marketing is a creative way of conveying messages or information used by various products, which can involve consumers both emotionally and physically, this aims to encourage consumers to take action, authenticity that can be connected, repeat purchases because they feel satisfied with transactions that have been carried out (Febrini, PA, & Anwar, 2019). Based on the journal (Natasha & Kristanti, 2013) states that, features and benefits are 2 things that are not only offered by experiential marketing of a product to get value from customers, but must be able to provide a good experience which can later become the basis for consumer satisfaction. The culinary business in Indonesia is very competitive and growing. Meeting customer satisfaction is a way for companies to be competitive and survive (Junior et al. 2019). According to (Audistiana et al. 2017) the satisfaction felt by a consumer when visiting a restaurant can be influenced by the characteristics of the restaurant, this uniqueness aims to impress consumers and can increase consumer satisfaction.

Based on BPS data, the average monthly per capita expenditure for food consumption in March 2022 is IDR. 665,757 (Central Statistics Agency, 2022) (BPS quote). From Rp. 665,757, 31.19% of which was used to buy ready-made food and drinks. The proportion of finished food and beverage commodities is the largest compared to other food commodities such as grains (10.73%), vegetables (8.17%), and fruits (4.62) (Central Statistics Agency, 2022). This shows that the Food and Beverage industry is an industry with great potential.

Furthermore, the average investment in the food industry in Indonesia is 33.27% in 2021, meaning that the food industry sector has potential. Based on the data above, the food industry has a higher proportion than other sectors. This investment percentage results from several factors, one of which is the large number of people who create businesses in the food industry. Furthermore, this is due to the impact of work requirements, the amount of innovation and creativity in the food industry.

In Indonesia, culinary businesses are very easy to find. Indonesia offers many local dishes and a variety of unique menus. One of them is Mie Gacoan. Mie Gacoan is a subsidiary of PT Pesta Pora Abadi. Mie Gacoan is a noodle restaurant that serves a variety of unique menus. Mie Gacoan is the best place to eat noodles, especially for school and college students, where they can hang out, do assignments, chat casually, and have fun together. One of them is the Mie Gacoan branch in Cikarang which is almost never empty of visitors. Mie Gacoan is very busy being visited by various groups, especially spicy food lovers because Mie Gacoan is famous for its spicy food, namely noodles as the main menu or best seller. Apart from that, not only spicy food, Mie Gacoan also provides menus with different levels of spiciness according to customer wishes. So customers can determine the level of spiciness to enjoy the noodles they want. Apart from noodles, Mie Gacoan also provides several dim sum consisting of a variety of products including rambutan shrimp, dumplings, shrimp spring rolls, cheese shrimp, claws and fried

dumplings. The final beverage category consists of orange, iced tea, mineral, lemon tea, vanilla latte, Tarik tea and Milo.

The experience gained after consumers visit a cafe can also be a consideration for consumers to choose a comfortable cafe that will provide more value while at the location or after leaving the cafe location so that customer experience is an important thing that cafe managers need to pay attention to in order to satisfy consumers. and in order to survive in the business world with existing competition. In order to create memorable experiences for consumers directly, this can be done through five approaches such as Sense, Feel, Think, Act, and Relate (Schmitt in indrawan, 2017), both before and when consumers use a product.

In addition, repurchase intention is consumer purchasing behavior that occurs when products, such as company products and services, are compatible, and the desire that consumers want to obtain, from this a desire to use or repurchase the product can arise (Wijaya & Nurcaya, 2017). According to (Amelia, 2017) a customer's satisfaction can be related to their interest in repurchasing, because if customers feel it is not worth it or is not suitable and are not satisfied with the purchase, they will not make a repurchase. This is supported by a research gap in previous research. According to (Febrini et al., 2019), there is a correlation between experiential marketing, consumer contentment, and repurchase intent, and consumer satisfaction can indirectly influence the influence of experiential marketing on repurchase intention. However, there are inconsistencies in other research findings, one of which is by (Kurniyawati, Rahadhini, & Wibowo, 2018) who found experiential marketing had a direct impact on consumer satisfaction but had no effect on repeat purchases. For this reason, it is necessary to carry out research on the relationship between these three variables which are applied in UKM, UMB and Indonesian restaurants.

This research will be carried out at Mie Gacoan Cikarang Branch. Location Based on the initial findings made by the researcher, this study was selected. From the results of observations, it was found that the Cikarang Branch of Mie Gacoan was almost always crowded with consumers. Researchers are interested in finding the reason why Mie Gacoan Cikarang Branch is always busy, even though the queue at Mie Gacoan Cikarang Branch has a long queue. Not only is the menu unique and varied, the building concept promoted by Mie Gacoan is also its own attraction, namely by carrying a semi-outdoor building concept, which is equipped with various facilities, for example free wifi, providing lots of electrical sockets that can be used by consumers. . In Semarang itself, Mie Gacoan is one of the culinary places that is a favorite for students. By offering an attractive menu and building concept, also because the prices offered are very pocket friendly for students, with prices starting from IDR 10,000. Mie Gacoan itself has made many innovations so that Mie Gacoan can survive amidst the many similar businesses that are competitors to Mie Gacoan.

2. Method

The type of research used in this research is quantitative research using a questionnaire as a data collection tool. In this research, the data needed is primary data. The respondents in this research were 100 consumers of Mie Gacoan Cikarang. Primary data was obtained through distributing questionnaires to get an overview of the independent and dependent variables. In this research, the data that will be collected is the respondent's perception, therefore the simplest measurement is to use a questionnaire or questionnaire technique which will be handed over to each respondent, functioning as an instrument or measuring tool that will be delivered directly. Questionnaires or questionnaires will be designed using closed questions, namely questions that provide alternative answers, so that respondents only have to choose one answer that is considered most appropriate to the respondent's condition. The measurement scale used in this research adopts a Likert scale with 5 interval levels. The assessment is given based on the scale chosen by the respondent, namely the lowest level is

given a value of 1 (one) and the highest level is given a value of 5 (five). The technique used to process data is statistical analysis techniques using SPSS.

3. Result And Discussion

Validity Test Result

Validity testing is carried out to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the statements in the questionnaire are able to express something that the questionnaire will measure. The method used to assess the validity of the questionnaire is product moment or bivariate Pearson correlation. The test results from the reliability test ($dk = n - 2 = 100 - 2 = 98$), with $(\alpha) = 0.05$ are obtained from the r table 0.196, meaning that to find out whether the score of each statement item is valid or not, it is applied if r is calculated $> r$ table and is positive then the variable is valid. Based on the validity test of all instruments, the calculated R results for all variables have a value greater than the r table so it can be concluded that the validity test results can be said to be valid in this research and it can be said that the respondents in filling out the questionnaire statement revealed that all the variables in this research were suitable for use.

T Test Result (Partial)

The hypothesized influence of partial sense experience, feel experience, think experience, act experience and relate experience on repurchase intention is calculated using the t test. The results of the t test using the SPSS program obtained the following results:

Table 1. T Test

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.541	3.314		1.068	.288
	Sense Experience	.264	.171	.132	1.546	.125
	Feel Experience	.264	.065	.431	4.066	.000
	Think Experience	.344	.083	.354	4.155	.000
	Act Experience	.326	.084	.455	3.801	.000
	Relate Experience	.397	.065	.438	3.185	.000

Effect of Sense Experience on Repurchase Intention

It is known that the sig value for the influence of This means that the Sense Experience variable has a negative and insignificant effect on Repurchase Intention for Mie Gacoan Cikarang.

Effect of Feel Experience on Repurchase Intention

It is known that the sig value for the influence of This means that the Feel Experience variable has a positive and significant influence on the Repurchase Intention of Mie Gacoan Cikarang. In this research it can be said that Feel Experience has a very strong influence on the Repurchase Intention of Mie Gacoan Cikarang.

Effect of Think Experience on Repurchase Intention

Giving a sig value for the influence of This means that the Think Experience variable has a positive and significant effect on the Repurchase Intention of Mie Gacoan Cikarang. In this

research it can be said that Think Experience has a very strong influence on the Repurchase Intention of Mie Gacoan Cikarang.

Effect of Act Experience on Repurchase Intention

Giving a sig value for the influence of This means that the Act Experience variable has a positive and significant effect on Repurchase Intention for Mie Gacoan Cikarang. In this research it can be said that Act Experience has a very strong influence on Repurchase Intention for Mie Gacoan Cikarang.

Effect of Relate Experience on Repurchase Intention

Giving a sig value for the influence of This means that the Relate Experience variable has a positive and significant effect on Repurchase Intention for Mie Gacoan Cikarang. In this research it can be said that Relate Experience has a very strong influence on Repurchase Intention for Mie Gacoan Cikarang.

Discussion

Based on all the tests above regarding the influence of K Sense Experience on Repurchase Intention, the sig result is greater than 0.05, namely 0.125 and the calculated t value is 1.546 with the t table being greater than 1.986, so that Sense Experience does not have a significant effect on Repurchase Intention for Mie Gacoan Cikarang. The data processed using SPSS and tested produced a calculated r value greater than the r table so that the validity test of the Sense Experience indicator was declared valid. Then in the reliability test all variables were able to produce values > 0.06 .

If the Sense Experience is higher, the consumer's Repurchase Intention to buy Cikarang Gacoan Noodles will be greater. The hypothesis in this study can be rejected because the results of the t statistical test for the Sense Experience variable obtained a calculated t value of 1.546 which is smaller than 1.986. In addition, the results of calculating the significant value are greater than the previously existing standard significant value. Thus, it can be seen that Sense Experience partially has no positive and insignificant effect on Repurchase Intention for Mie Gacoan Cikarang.

Based on all the tests above regarding the influence of Feel Experience on Repurchase Intention, the sig result is smaller than 0.05, namely 0.000 and the calculated t value is 4.066 with the t table being greater than 1.986, so that Feel Experience has a significant effect on Repurchase Intention for Mie Gacoan Cikarang. Data processed using SPSS and tested produced a calculated r value greater than the r table so that the validity test of the Feel Experience indicator was declared valid. Then in the reliability test all variables were able to produce values > 0.06 .

If the Feel Experience is higher, the consumer's Repurchase Intention to buy Cikarang Gacoan Noodles will be greater. The hypothesis in this study was accepted because the results of the t statistical test for the Feel Experience variable obtained a calculated t value of 4.066 which was greater than 1.986. In addition, the results of calculating the significant value were greater than the previously existing standard significant value ($0.000 < 0.05$). . Thus it can be seen that Feel Experience partially has a positive and significant effect on Repurchase Intention Mie Gacoan Cikarang.

Based on all the tests above regarding the influence of Think Experience on Repurchase Intention, the sig result is smaller than 0.05, namely 0.000 and the calculated t value is 4.155 with the t table being greater than 1.986, so that Think Experience has a significant effect on Repurchase Intention for Mie Gacoan Cikarang. The data processed using SPSS and tested produced a calculated r value greater than the r table so that the validity test of the Think

Experience indicator was declared valid. Then in the reliability test all variables were able to produce values > 0.06 .

If the Think Experience is higher, the consumer's Repurchase Intention to buy Cikarang Gacoan Noodles will be greater. The hypothesis in this study was accepted because the results of the t statistical test for the Think Experience variable obtained a calculated t value of 4.155 which was greater than 1.986. In addition, the results of calculating the significant value were greater than the previously existing standard significant value ($0.000 < 0.05$). Thus, it can be seen that Think Experience partially has a positive and significant effect on Repurchase Intention for Mie Gacoan Cikarang.

Based on all the tests above regarding the influence of Act Experience on Repurchase Intention, the sig result is smaller than 0.05, namely 0.000 and the calculated t value is 3.801 with the t table being greater than 1.986, so that Act Experience has a significant effect on Repurchase Intention for Mie Gacoan Cikarang. The data processed using SPSS and tested produced a calculated r value greater than the r table so that the validity test of the Act Experience indicator was declared valid. Then in the reliability test all variables were able to produce values > 0.06 .

If the Act Experience is higher, the consumer's Repurchase Intention to buy Cikarang Gacoan Noodles will be greater. The hypothesis in this study was accepted because the results of the t statistical test for the Act Experience variable obtained a calculated t value of 3.801 which was greater than 1.986. Apart from that, the results of the calculation of significant values are greater than the previously existing standard significant values ($0.000 < 0.05$). Thus it can be seen that Act Experience partially has a positive and significant effect on Repurchase Intention Mie Gacoan Cikarang.

Based on all the tests above regarding the influence of Relate Experience on Repurchase Intention, the sig result is smaller than 0.05, namely 0.000 and the calculated t value is 3.185 with the t table being greater than 1.986, so that Relate Experience has a significant effect on Repurchase Intention for Mie Gacoan Cikarang. Data processed using SPSS and tested produced a calculated r value greater than the r table so that the validity test of the Relate Experience indicator was declared valid. Then in the reliability test all variables were able to produce values > 0.06 .

If the Relate Experience is higher, the Repurchase Intention of consumers to buy Cikarang Gacoan Noodles will be greater. The hypothesis in this study was accepted because the results of the t statistical test for the Relate Experience variable obtained a calculated t value of 3.185 which was greater than 1.986. Apart from that, the results of the calculation of significant values are greater than the previously existing standard significant values ($0.000 < 0.05$). Thus it can be seen that Relate Experience partially has a positive and significant effect on Repurchase Intention Mie Gacoan Cikarang.

4. Conclusion

There is a correlation between experiential marketing, consumer contentment, and repurchase intent, and consumer satisfaction can indirectly influence the influence of experiential marketing on repurchase intention. If the Sense Experience is higher, the consumer's Repurchase Intention to buy Cikarang Gacoan Noodles will be greater. If the Feel Experience is higher, the consumer's Repurchase Intention to buy Cikarang Gacoan Noodles will be greater. If the Think Experience is higher, the consumer's Repurchase Intention to buy Cikarang Gacoan Noodles will be greater. If the Act Experience is higher, the consumer's Repurchase Intention to buy Cikarang Gacoan Noodles will be greater. If the Relate Experience is higher, the Repurchase Intention of consumers to buy Cikarang Gacoan Noodles will be greater.

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