

The Influence of Customer Experience on Repurchase Intention to Shopee Application Users

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ABSTRACT

The development of the internet and information media create changes to the trading sector that generate a new trading style by benefiting the existence of the marketplace. Its fast growth tightens the competition among marketplaces, so there has to be identification of the variables that affect customer repurchase intention mainly related to customer experience. Thus, one of the companies could win the battle. Literature shows that customer experience is one of the variables that can affect repurchase intention. This research aims at finding how big is the influence of customer experience on customer repurchase intention on the Shopee app. The method used in this research is quantitative whereas the data are collected by distributing a questionnaire to sixty-eight respondents using the Shopee app. The result shows that customer experience influences 71.7% of repurchase intention where the rest 28.3% is affected by other factors.

Keywords: Experience, marketplace, application.

1. INTRODUCTION

The internet is not only used for information and communication media but also it can fulfill society's desire in shopping practically. Based on the data from Wearesocial (2020) and Hootsuite, it is stated that Indonesia is number three in the world after India and China in the growing population accessing the internet at the amount of 17% in the last year. The number equals 25.3 million new internet users in a year.

The increased number of internet users in Indonesia forces the growth of e-commerce in Indonesia. It is information technology used to boost sales and business efficiency and it provides a basis for new products and services (Išoraitė dan Miniotienė 2018). Merchant Machine (2019) shows the data that Indonesia is the leading country with the fastest e-commerce growth in the world which is 78% in 2018.

The existence of e-commerce makes many businessmen compete to be able to win the competition. It is evident from the data released by iPrice Group (iPrice, 2020) who acclaimed Shopee as the most web visitor monthly in the third quartal of 2020 with the total visitors more than ninety-six million, followed by Tokopedia, and Bukalapak. A product most of the time competes to obtain attention within other products or stimuli (Florack et al., 2019). This sort of getting-tight competition causes consumers thoroughly selective in choosing the most suitable and beneficial e-commerce.

E-commerce in Indonesia attempts to keep being innovated related to user engagement and emerging different experiences to boost the customers to keep shopping or to use other business services. The value of experience could be behaving interactive, relative, being liked, personalized, and changing dynamically along with more experiences (Holbrook, 2012). Experience is highly close to the perception of each individual where the perception then could recall someone's memory to remember an event or an event to be developed into something new (Chan et al., 2017). So, it is expected to force repurchase intention.

The writer is interested to find out the relationship between customer experience and repurchase intention. It is a company's goal to create a different experience which is one of the ways to manage customer relationship that is also a part of business strategy to maintain customer loyalty (Herawaty et al., 2019) because there is a positive effect between customer and loyalty (Tyrväinen et al., 2020). So it is important for a company to comprehend.

2. LITERATURE STUDY

Customer Experience

Hasan (2013) says that customer experience is a rational and emotional bound happening due to a response to a particular stimulus by optimizing sense (sensory), feel (emotional), think (cognitive), act (action), and relate (relationship) in marketing attempts before and after purchasing, information exchange, and emotional bound. According to Smilansky (2018), marketing experience is a process of identification to satisfy customer needs and beneficial aspirations that involve them in two-ways communication bringing them to one personal brand and adding value to the target market.

Cognitive experience in shopping refers to a conditioning flow that occurs during consumers do the shop (Hoffman and Novak, 2009). The flow is related to enjoyment, involvement, and concentration (Huang, 2006) that lead to a positive subjective experience (Hoffman and Novak, 2009). The result of cognitive customer experience has a strong relationship with the process of incoming internal stimulus, like incoming information review (Frow and Payne, 2007) or online interaction, like navigation (Novak et al., 2000) experienced by consumers.

Pine and Gilmore (in Tetanoe and Dharmayanti, 2014) elaborate on customer experience as the concept where a consumer pays for a service—a set of activities that cannot be stated clearly. However, when a consumer pays for an experience, the consumer is paying for time spent for a chance or an unforgettable experience and making a company known in a different way.

Schmitt (1999) argues that customer experience can be measured using these five factors:

1. **Sense experience**
It is defined as an attempt to create an experience related to senses through sight, hearing, touch, taste, and smell. These elements are used to differentiate business entities and their products in a market, to raise consumers' desire to buy the products.
2. **Feel experience**
It is a strategy and an implementation through communication (advertisement), products (package and its content), product identity (co-branding), environment, website, and salesperson. Each company has to have a clear understanding of the way to create feeling through consumption experience that can drive consumers' imagination. It is expected that consumers can make a decision to buy. Feel experience comes up as the result of contact and interaction which develop all the time, where it can be done through emerging feeling and emotion. Besides, it can also be shown through ideas and happiness as well as the reputation of consumer services. The goal of feel experience is to drive the emotional stimulus (event, agent, object) as a part of feel strategies. So it can affect consumers' emotions and mood.
3. **Think experience**
The goal of think experience is to encourage consumers to be attracted and think creatively so it becomes possible for them to reevaluate a particular company or product. Think experience tends to refer to the future, focused, value, quality, and growth and it can be shown through inspiration, high technology, and surprise.
4. **Act experience**
It is a marketing technique to create customer experience related to the physical body, attitude, and a long-term lifestyle as well as an experience that occurs from interaction with other people. The lifestyle itself is an individual attitude in real life reflected in act, interest, and opinion. The act experience in the form of lifestyle can be applied through a happening trend or force the

creation of a new trend. The goal is to give an impression to attitude and lifestyle as well as to enrich social interaction patterns through strategies engaged.

5. Relate experience

Generally, relate experience shows a relationship with other people, social group (such as work or lifestyle), or a broader and abstract social community (like nation, society, or culture). The goal is to connect consumers to the culture and social environment reflected by a brand of a product.

The aim of the research that refers to customer experience in the use of marketplace applications is highly related to technology innovation in which companies can develop. Innovation compatibility with previous ideas will speed up adoption, in this case, the use of the marketplace by customers. On the other hand, unpleasant innovation experience interferes adoption (Raharjam, Tresna, and Rivani, 2019). Quality control can be decided by seeing characteristics and standards set by a company fit with customer experience (Sophira et al., 2018).

Repurchase Intention

According to Hellier et al. (2003), repurchase intention is defined as an individual judgment about repurchasing services provided by the same company, by considering the current situation and future situation. The judgment itself means a series of factors which is one of which is a perceived value obtained when the purchase is done.

According to Ho and Chung (2020), repurchase intention is driven by a positive impact of the involvement of cellular app users on brand, value, and the relationship of accumulation equity. On contrary, Jen and Hu (2003) mention that repurchase intention is decided based on consumer perception towards the previous company services and the attraction offered by alternative companies. On the consumer side, both things will be evaluated and compared to one another. When the previous company can serve its customers satisfyingly and the customers are not attracted to any offer provided by the alternative companies, then there will be repurchase intention to the customers and vice versa. It is logical to state that customer repurchase intention will be way stronger in customer relation-based promotion than a discount-based promotion (Lee and Charles, 2021). Thus, the customers are not willing to choose products from other companies.

Repurchase intention is very important in the research of cellular apps because this sort of decision is the main parameter of any result yielded from cellular app users (Ho and Chung, 2020). In a highly competitive cellular app industry, a company cannot develop a sustainable operation only based on customers' single purchasing transactions. In fact, it relies on their purchasing repetition and eternal bond with the brand.

Hawkins et al. in Riptiono (2013) throw an opinion: ways that can be analyzed by companies to see repurchase intention in consumers' mind.

1. Repurchase products in the future
2. Not willing to shift to other brands
3. Information reduction prior to repurchase

Customers whose repurchase intention, according to Hawkins, most likely repurchase the same product in the future. It is influenced by a smooth experience as well as the satisfaction felt by the customers when using the product. In addition, they tend to not willing to shift to other brands. One of the factors that causes this matter is the experience in purchasing the product so the customers know and experience the product/service as well as the weaknesses and features when the customers use the product. Repurchase intention gets customers easy in purchasing a product. It is due to less time in searching information of a product done prior to purchasing the product so the customers tend to skip some stages in the decision-making process when purchasing the second or the next product/service. When making a decision to purchase or repurchase in the context of online, mainly with online stores with no reputation, customers should look for information prior to deciding whether the stores are safe or not (Cai, Chen, and Fang, 2009; Wan and Nakayama, 2014). The previous research shows that consumers tend to repurchase from a website where the risks they think about are related to safety, privacy, fraud, and lack of reliability (Lee and Charless, 2021). Therefore, the stores need to understand

how different promotion strategies can interact with consumer perception and cause an impact on their repurchase attitude.

From the strategy side, Shopee provides a mobile app to facilitate the process of buying and selling. An empirical finding from Ho and Chung (2020) shows that the involvement of cellular app users influences customer equity positively in which furthermore enhancing the existing customer repurchase. Additionally, the finding elaborates that customer equity is an important mediator in explaining how repurchase intention is driven by a positive impact from the involvement of cellular app users to a brand, value, and the relationship of accumulation equity.

3. RESEARCH METHOD

Research Method

The method used in this research is quantitative. It means a set of processes to collect, analyze, interpret, and document the research result (Williams, 2007). Quantitative is a broad terminology used to show research design and method that generate numerical data (Lacey in Quick and Hall, 2015).

Data, Data Collection Technique, and Data Source

The data come from a questionnaire spread to sixty-eight respondents involved in this research. The sample is chosen using accidental sampling technique based on the suitability of the respondent criteria needed, which is Shopee app users. The respondents fill the questionnaire with likert scale providing five items of answer used to measure the variables. They are asked to show their opinion about a set of questions related to the variables. Moreover, this research is strengthened by secondary data gained from literature studies like textbooks, journals, and other digital sources.

Data Validity, Process, and Analysis

The variables in this research covers: independent variable, which is customer experience (X) and dependent variable, which is repurchase intention (Y). The analysis is conducted using IBM SPSS Statistics Viewer software by simple regression analysis test through steps as follow:

1. Validity test to measure whether the questionnaire is valid or not to be spread to sixty-eight samples.
2. Reliability test to measure the reliability of questionnaire spreading. The data used in this research is a recap data of the questionnaire filled by Shopee app users.
3. Normality test to show that the sample data come from the population that is normally distributed. The writer uses Kolmogorov Smirnov test.
4. Simple linear regression test to find out any influence between customer experience (X) and repurchase intention (Y) on Shoppee app users with the following equation

$$Y = a + bX$$

- Y = subject prediction of dependent variable (repurchase intention)
 X = subject of independent variable has a certain value (customer experience)
 a = value of regression constant for X = 0 (score y when x is null)
 b = regression direction coefficient shows the amount of increase or decrease on the variable Y if there is one unit is increasing or decreasing

4. FINDINGS AND DISCUSSION

Validity Test

This research engages sixty-eight respondents, with $\alpha = 95\%$. Along with the data, it is obtained the r_{table} score 0.2387. The item of the questions in this research can be stated valid if the $r_{count} > 0.2387$. The result of validity test processing using SPSS can be seen in the following table:

Table 1. Questionnaire Validity Test

No	Question	r _{count}	r _{table}	Conclusion	No	Question	r _{count}	r _{table}	Conclusion
1	Item_1	0,741	0,2387	Valid	16	item_16	0,709	0,2387	Valid
2	Item_2	0,648	0,2387	Valid	17	item_17	0,755	0,2387	Valid
3	Item_3	0,785	0,2387	Valid	18	item_18	0,767	0,2387	Valid
4	Item_4	0,748	0,2387	Valid	19	item_19	0,686	0,2387	Valid
5	Item_5	0,703	0,2387	Valid	20	item_20	0,609	0,2387	Valid
6	item_6	0,696	0,2387	Valid	21	item_21	0,810	0,2387	Valid
7	item_7	0,750	0,2387	Valid	22	item_22	0,834	0,2387	Valid
8	item_8	0,780	0,2387	Valid	23	item_23	0,866	0,2387	Valid
9	item_9	0,668	0,2387	Valid	24	item_24	0,578	0,2387	Valid
10	item_10	0,671	0,2387	Valid	25	item_25	0,783	0,2387	Valid
11	item_11	0,682	0,2387	Valid	26	item_26	0,767	0,2387	Valid
12	item_12	0,643	0,2387	Valid	27	item_27	0,747	0,2387	Valid
13	item_13	0,678	0,2387	Valid	28	item_28	0,504	0,2387	Valid
14	item_14	0,626	0,2387	Valid	29	item_29	0,602	0,2387	Valid
15	item_15	0,507	0,2387	Valid					

Source: Data processing result

The result of the questionnaire of Shoppe users shows that all variables have had score of r above critical r (> 0.2387). Thus, all variables in the questionnaire are valid.

Reliability Test

The reliability test is meant to measure the reliability of questionnaire spreading. It means the result does not have a range of significant differentiation even though the attributes of the questionnaire are given a couple of times to different respondents. The reliability test is conducted using SPSS software. The data is considered reliable if the Cronbach's Alpha score > 0.70 (sufficient reliability). The result of data processing shows reliability data as follow:

Reliability Statistics

Cronbach's Alpha	N of Items
.962	29

Source: Data processing result

The result of Cronbach's Alpha for the questionnaire shows the score of 0.962 where it is bigger than 0.70 as the limitation of sufficient reliability. So it can be concluded that the questionnaire is very reliable to become a tool for data collection and the whole tests consistently have strong reliability because the result of Cronbach's Alpha is more than 90%.

Normality Test

The normality test is to measure whether the sample data come from a population that distributes normally or not because a good regression model is the one that has a normally-distributed residual score. The following is the result of the normality test done using the data of Shopee users:

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		68
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.90671186
Most Extreme Differences	Absolute	.084
	Positive	.084
	Negative	-.072
Test Statistic		.084
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. This is a lower bound of the true significance.

Source: Data processing result

The above output shows that the significance score is 0.200 which means more than 0.05. In other words, the residual score in this research is distributed normally.

Regression Test

The model of the double linear regression of customer experience (X) to repurchase intention (Y) is as follow:

Model Summary^b

Model	R	R square	Adjusted R square	Std. Error of the Estimate
1	.843 ^a	.711	.707	2.929

- a. Predictors: (Constant), Customer Experience
 b. Dependent Variable: Repurchase Intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1395.728	1	1395.728	162.729	.000 ^b
	Residual	566.081	66	8.577		
	Total	1961.809	67			

- a. Dependent Variable: Repurchase Intention
 b. Predictors: (Constant), Customer Experience

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.689	2.568		.658	.513
	Customer Experience	.427	.034	.843	12.757	.000

- a. Dependent Variable: Repurchase Intention

R score (symbol of correlation coefficient score) in this research is 0.843. This score can be interpreted that the relationship of two variables is in the strong category. The determination coefficient score obtained is 71.7% which can be seen that Customer Experience as the independent variable has an influence that contributes 71.7% to Repurchase Intention (variable Y) and the rest 28.3% is affected

by other factors outside Customer Experience variable. It shows that the regression model made interacts with independent variable and bound quite related.

Based on ANOVA table, it is obtained score Sig. = 0.000 which is smaller than the significance criteria 0.05. It shows that the model of regression equation based on the data in this research is significant. Moreover, the linear regression model meets the linearity criteria. Based on the table above, the model of linear regression obtained by a constant coefficient and variable coefficient is regression equation: $Y = 1.689 + 0.427X$. It means the higher Customer Experience (X) is, the higher Repurchase Intention (Y) increases. In other words, the interpretation of the regression equation goes like this:

a. Constant (a)

If the independent variable, Customer Experience (X), has a score of zero then the dependent variable, Repurchase Intention (Y), has a score of 1.689.

b. Customer Experience (X) to Repurchase Intention (Y)

The coefficient score of Customer Experience for variable X is at the amount of 0.427 and is considered positive. The score shows that Customer Experience and Repurchase Intention have a unidirectional relationship. Thus, every increase in one unit of Customer Experience (X) causes an increase at the amount of 0.427 of Repurchase Intention (Y) variable. It goes with an assumption that other dependent variables from the regression model are still.

Discussion

Shopping satisfaction is an important determiner of repurchase intention (Yi and La, 2004). However, the relationship between shopping satisfaction and repurchase intention is quite complex (Balabanis et al., 2006 and Leuschner et al., 2013 in Jain, et al., 2020). In contrast, Liao et al. (2017) state that satisfaction is the strongest predictor of repurchase intention.

Shopping satisfaction can be gained from the experience that is beyond expectation felt by consumers. So, the way to raise repurchase intention will depend on the experience felt by consumers. Shopping satisfaction measures customer satisfaction based on the previous purchase experience with online retailers, including pre-purchase, during purchase, and post-purchase experiences (Khalifa and Liu, 2007 and Yin and La, 2004). Meanwhile, repurchase intention represents the attitude of customer loyalty aspect. Specially, because repurchase intention is related to repetitive purchase and recommendation, both things are an important decider of customer loyalty (Mittal and Kamakura, 2001).

Dissatisfaction cases in online shopping usually are caused by the high level of a product return. It is due to different product displays on the online page and the real one. One of the reasons a higher return is a broken logistic infrastructure in which causing to bring out unpleasant experience. However, one of the online retailers, which is Shopee, can have an opportunity to fix such services to increase shopping satisfaction and enhance repurchase intention by offering a return experience or a better product exchange (Jain et al., 2020). Return experience or product exchange is not expected in online shopping and able to affect customer expectation. But somehow the facilities provided by retailers for return give a different experience that becomes a solution for the unpleasant experience.

For Shopee consumers' experience, if it is viewed from various dimensions customer experience which is sense experience, feel experience, think experience, act experience, and relate experience, generally, they will show a satisfying result. It is just the hearing experience that is less felt by consumers. It is because, in the Shopee app, the audio feature is only given on in-app games whereas, in the business (buying and selling) feature, the audio is heard when a notification shows up. The result shows that advertisements on Shopee are not quite maximum to drive consumers to purchase decision. Consumers on Shopee tend to open the app when they are about to look for a product they want. In other words, the consumers are not driven by the ads. The element of surprise is also lacking. It can be positive if the element is fun but it can also be negative when it appears to be not fun at all. For instance, the product quality and services do not meet the expectation. From the relate experience side, the shopping experience on Shopee is not proven to bring consumers into a new community. Thus, the marketing stream through the community can be ignored.

From the repurchase intention side, generally, respondents give positive feedback. It means consumers agree to repurchase in the future, not willing to shift to other brands, and feel any information reduction prior to repurchase. However, the result of the questionnaire shows that some consumers do not feel that the Shopee app is better than other applications. It implies that even though the quality

generally is not so good, but other things drive repurchase intention. One of them is a different experience.

5. CONCLUSION

From the research above, it can be concluded that based on the questionnaire data tested validly, it is known that customer experience has a unidirectional relationship to repurchase intention and has a contributed influence to decide at the amount of 71.7%, while the rest 23.8% is affected by other factors outside customer experience variable. Therefore, it is important for Shopee to pay attention to sub-variables on customer experience which are sense experience, feel experience, think experience, act experience, and relate experience. The five of them should be performed to maintain the highest position compared to experiences given by competitors.

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