

The Role of Customer Satisfaction in Mediating the Effect of Service Quality and Marketing Experience on Repurchase Intention (Study in PT Pos Indonesia Expedition Services)

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ABSTRACT: The development of the service industry plays a very important role in the world economy. One type of service company is a freight forwarding company that serves the needs of customers by shipping goods. Customer satisfaction becomes an important point in service companies because if customer satisfaction is obtained, customers will reuse the services. This study aims to determine the effect of service quality and marketing experience on repurchase intention through customer satisfaction as a mediating variable. The research sample was determined as many as 100 respondents using a sampling technique that is purposive sampling. Data collection was obtained from the distribution of questionnaires. Data analysis techniques used are path analysis and sobel test. The results showed that service quality and marketing experience had a positive and significant effect on customer satisfaction. Service quality, marketing experience, and customer satisfaction have a positive and significant effect on repurchase intentions. Customer satisfaction significantly mediates the effect of service quality and marketing experience on repurchase intentions.

KEYWORDS: *service quality, marketing experience, customer satisfaction, repurchase intention*

I. INTRODUCTION

In the current global era, the development of the service industry plays a very important role in the world economy. One type of service company is a freight forwarding company that serves the needs of customers by shipping goods from one location to the desired destination. PT Pos Indonesia is one of the freight forwarding companies in Indonesia. Different from other goods shipping services, PT Pos Indonesia is a State-Owned Enterprise (SOE) which is engaged in courier services, logistics, and financial transactions (Pos Indonesia, 2018).

PT Pos Indonesia in carrying out its activities, namely sending goods and delivering ordered products in accordance with the intended address. Therefore, companies must be able to fulfill orders in a timely manner in order to make customers feel satisfied and happy with the results of the services provided. However, in the development of its business, PT Pos Indonesia experienced obstacles such as the lack of community interest to use the services offered by the company due to competition between freight forwarders and other private courier services. The following is data on the interest of expedition service users in the past five years, namely from 2014-2018.

Table 1: Interest in Expedition Service Users in 2014-2018

No.	Freight Forwarding Services	2014	2015	2016	2017	2018
1	JNE Express	64 %	59 %	66 %	70 %	55 %
2	Pos Indonesia	8 %	6 %	7 %	5 %	5 %
3	TIKI	15 %	12 %	10 %	9 %	9 %
4	J&T Express	-	7 %	4 %	10 %	25 %
5	SiCepat	3 %	2 %	1 %	3 %	3 %
6	The Other	10 %	14 %	12 %	3 %	3 %

Source: *Google Trends, 2018.*

Based on Table 1, it can be seen that sequentially the percentage of interest of expedition service users in 2014-2018 are JNE Express, TIKI, J&T Express, Pos Indonesia, and SiCepat. This makes Pos Indonesia only able to occupy the number four position as an expedition service that is in demand by its users.

The things that cause this quite competitive competition are the differences in the services provided so as to cause customer dissatisfaction. Based on data obtained from the Online People's Aspirations and

Complaints Service in 2019 (www.lapor.go.id), PT Pos Indonesia's expedition service received various complaints from customers who used the services offered. Complaints-payment is a long delivery time, late delivery of goods due to the payment system of goods (tracking) that is not appropriate, service information that is less responsive, wrong delivery of goods, unclear information provided by the Indonesian post, and the required services are complicated convoluted.

However, not all customers of PT Pos Indonesia felt the quality of the services provided by the company were unsatisfactory. Some customers stated that Pos Indonesia services were in line with their expectations. Reporting from Kompasiana (2019), there are several customers who share their experiences after using Pos Indonesia services. They said that in terms of service, the arian ticket number system for customers who came to the post office, could improve order and the wait process was less than five minutes. PT Pos Indonesia is the only expedition that calculates postage (shipping costs) based on specific weights and interestingly again, shipping weight is never rounded up excessively, even if it is. In addition, IT tools used by Pos Indonesia have guaranteed transactions run smoothly because employees in the social media field such as Twitter and Facebook are very responsive in responding to customer questions.

Based on data from customer complaints about service quality that is not in line with expectations, it will certainly have a negative impact on the survival of the company in the future. In addition to causing customer dissatisfaction, poor service quality can also have an impact on declining company performance and the level of profitability obtained. Reported by PT Pos Indonesia's Annual Report, the decline in performance can be seen from the fluctuating revenue gains in the last five years (2014-2018), which can be seen in Table 2.

Table 2: PT Pos Indonesia's Net Profit Earnings

No.	Year	Amount (in billion rupiah)
1	2014	213
2	2015	29
3	2016	429
4	2017	355
5	2018	127

Source: *Pos Indonesia, 2018*.

Based on Table 2, it can be seen that PT Pos Indonesia's revenue has decreased significantly continuously. If the income of PT Pos Indonesia tends to decrease, this will certainly have an impact on the company's operations which will also affect the quality of services provided to customers.

According to Nataniel et al. (2015) states that customer satisfaction is an important point in service companies because if customer satisfaction is obtained, customers will reuse services from the service company. One of the factors that can support the success of a business activity is the intention to buy back customers. Repurchase intention is the intention to repurchase a product twice or more (Izdhihar, 2018). One way to create customer repurchase intentions that can last long is to make customers feel satisfied with the products and services offered by the company. According to Naufaldy and Sukresna (2017), satisfied customers will visit again in the future and recommend to others the products or services they feel.

According to Cendriono and Ardiana (2018), satisfaction is a pleasant and unpleasant emotional state that is felt by customers by looking at the perceived service. Quality of service is one of the components that support customer satisfaction. According to Harjati and Venice (2015), states that service quality has a close relationship with customer satisfaction that enables companies to understand customer expectations and needs. In addition to service quality, marketing experience can also affect customer satisfaction. According to Olli and Nurcaya (2016), marketing experience is a part of marketing which is assessed from the point of view of the experience felt by customers in buying a product or service so that from that experience customers can feel satisfied.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Service quality can be interpreted as an effort to meet the needs and desires of customers and the accuracy of service delivery in balancing customer expectations (Yulisetiari et al., 2017). According to previous research, good service quality will affect customer satisfaction which will have a positive impact on customer repurchase intentions at the same seller (Santoso and Aprianingsih, 2017). Research results from Zhang and Prasongsukarn (2017), Adixio and Saleh (2013), Putri and Astuti (2017), stated that service quality has a significant positive effect on customer satisfaction. Based on the results of previous studies, the formulation of hypotheses that can be submitted are:

H₁: Service quality has a positive and significant effect on customer satisfaction.

Experience is events that occur in response to stimulation or stimulation created by businesses before and after purchase. Whereas marketing experience can be defined as a marketing approach that involves the emotions and feelings of customers by creating positive and unforgettable experiences so that customers consume and are

fanatical about certain products and services (Schmitt in Lamongi et al. 2018). Research conducted by Naufaldy and Sukresna (2017), Zena and Hadisumarto (2012), Izdhihar (2018), states that there is a positive and significant influence of marketing experience on customer satisfaction. Based on the results of previous studies, the formulation of hypotheses that can be submitted are:

H₂: Marketing experience has a positive and significant effect on customer satisfaction.

The intention to repurchase the customer becomes a management goal to achieve success in marketing the product and that can be achieved if the company can successfully provide satisfaction to customers by creating good quality service. Research conducted by Kitapci et al., (2014), Anderson and Marry in Izdhihar (2018), Oktaviani (2015), stated that service quality has a positive influence on repurchase intentions. Based on the results of previous studies, the formulation of hypotheses that can be submitted are:

H₃: Service quality has a positive and significant effect on repurchase intentions.

According to research conducted by Izdhihar (2018), it was found that there was a positive and significant influence of marketing experience on repurchase intentions. Research conducted by Nasermodeli et al., (2013), states that repurchase intention is influenced by the level of customer experience. The better experience gained by the customer, the greater the chance of interest in making a buyback. The results of this study support previous research conducted by Tetanoe and Dharmayanti (2014), which shows that marketing experience positively and significantly influences repurchase intention directly. Based on the results of previous studies, the formulation of hypotheses that can be submitted are:

H₄: Marketing experience has a positive and significant effect on repurchase intentions.

Satisfaction is a feeling of pleasure or disappointment someone who arises because of comparing the perceived performance of the customer's expectations themselves (Putri and Astuti, 2017). Repurchase intention can be described as a tendency to repurchase and obtain a positive response to past actions (Sartika, 2017). According to research conducted by Choi and Kim (2013), Adixio and Saleh (2013), Dharmayana and Rahanatha (2017), found the results that customer satisfaction has a positive and significant effect on repurchase intentions. Based on the results of previous studies, the formulation of hypotheses that can be submitted are:

H₅: Customer satisfaction has a positive and significant effect on repurchase intentions.

The customer satisfaction variable is a mediating variable between service quality and repurchase intention. This means that when someone gets good service and through customer satisfaction it will encourage the intention to buy back. Research conducted by Cendriono and Ardiana (2018), Adixio and Saleh (2013), Izdhihar (2018), states that there is a positive and significant effect on service quality on repurchase intentions through customer satisfaction. Based on the results of previous studies, the formulation of hypotheses that can be submitted are:

H₆: Customer satisfaction significantly mediates the effect of service quality on repurchase intentions.

The customer satisfaction variable is a mediating variable between marketing experience and repurchase intention. This means that when someone gets good marketing experience and customer satisfaction is created, then it can trigger the intention to buy back. Research conducted by Izdhihar (2018), Malahayati and Utami (2016), Olli and Nurcaya (2016), states that customer satisfaction significantly mediates the effect of marketing experience on repurchase intentions. Based on the results of previous studies, the formulation of hypotheses that can be submitted are:

H₇: Customer satisfaction significantly mediates the effect of marketing experience on repurchase intentions.

III. METHODS

This research is a quantitative approach using causal associative research methods. The location of this research was conducted in the city of Denpasar. The object of research in this study is the intention to repurchase users of the Pos Indonesia expedition service that is reviewed based on the influence of service quality, marketing experience, and satisfaction felt by customers. Exogenous variables in this study are service quality and marketing experience. Endogenous variables in this study are repurchase intention. The mediating variable in this study is customer satisfaction. The types of data used in this study are: 1) Quantitative data in this study is the assessment (scoring) of respondents' responses from the results of the questionnaire, 2) Qualitative data in this study are the theoretical basis, general description of the company, customer complaint data, and information about current condition of Pos Indonesia expedition services. Data sources used in this study are: 1) Primary data sources used in this study are respondents who directly provide responses to the research variables listed in the questionnaire, 2) Secondary data sources in this study are sales data of Pos Indonesia expedition services in the previous year obtained from the Pos Indonesia official website as well as information from books and journals relating to the discussion of the problem. This study uses data collection tools in the form of a questionnaire that is measured using 5 points Likert Scale namely "Strongly Disagree", "Disagree", "Fairly Agree", "Agree", and "Strongly Agree" to respondents. The population of this study is customers who have used Pos Indonesia expedition services at least twice or more in the last three months in Denpasar City. The research sample was determined by 100 respondents. The sampling technique in this study is to use non probability sampling, namely by purposive sampling. The data analysis technique used in this study uses descriptive statistical analysis and inferential statistical analysis in the form of path analysis and sobeltest, with the testing of research instruments namely:

validity test and reliability test. Followed by testing classic assumptions include: normality test, heteroscedasticity test, and linearity test.

IV. RESULT AND DISCUSSION

Respondent Characteristic

When viewed from the sex, male gender dominates in this study with a percentage of 64 percent. If seen from the age, those who have 22-26 years of age dominate with a percentage of 53 percent. When viewed from the level of education, which has the last undergraduate education level that dominates with a percentage of 54 percent. Based on the dominant occupation, 50 percent of respondents have an entrepreneurial job.

Research Instrument Testing Results

Table 3: Validity Test Result

No.	Variable	Instrument	Pearson Correlation	Information
1.	Service quality (X ₁)	X _{1.1}	0,859	Valid
		X _{1.2}	0,919	Valid
		X _{1.3}	0,919	Valid
		X _{1.4}	0,882	Valid
		X _{1.5}	0,809	Valid
2.	Marketing experience (X ₂)	X _{2.1}	0,956	Valid
		X _{2.2}	0,955	Valid
		X _{2.3}	0,920	Valid
		X _{2.4}	0,966	Valid
		X _{2.5}	0,959	Valid
3.	Customer satisfaction (M)	M ₁	0,936	Valid
		M ₂	0,954	Valid
		M ₃	0,969	Valid
		M ₄	0,911	Valid
		M ₅	0,939	Valid
4.	Repurchase intention (Y)	Y ₁	0,975	Valid
		Y ₂	0,965	Valid
		Y ₃	0,950	Valid
		Y ₄	0,920	Valid

Table 4: Reliability Test Result

No.	Variable	Cronbach's Alpha	Information
1.	Service quality (X ₁)	0,924	Reliable
2.	Marketing experience (X ₂)	0,971	Reliable
3.	Customer satisfaction (M)	0,967	Reliable
4.	Repurchase intention(Y)	0,966	Reliable

The results of the validity test showed that all instruments of the research variables had met the validity test requirements which obtained the total Pearson Correlation score for each instrument above 0.30. The reliability test results on each variable are at a point above 0.60 which is shown on the results of Cronbach's Alpha, so it can be said that all instruments meet the reliability requirements.

Classical Assumption Test

The classic assumption tests used in this study are: normality test, heteroscedasticity test, and linearity test.

Table 5: Normality Test Result

Equation	Kolmogorov-Smirnov Z
Substructure 1	0,077
Substructure 2	0,088

Based on the results of the normality test showed that the value of Kolmogorov-Smirnov was 0.077 and 0.088. The Kolmogorov-Smirnov value is greater than the Kolmogorov-Smirnov table value of 0.05, indicating that the data used in this study are normally distributed.

Table 6: Heteroscedasticity Test Result

Model	Independent Variable	t Count	Sig.
Substructure 1	Service quality	0,696	0,308
	Marketing experience	-0,802	0,106
Substructure 2	Service quality	0,630	0,454
	Marketing experience	-0,729	0,234
	Customer satisfaction	0,113	0,910

Based on the results of heteroscedasticity test shows that each model has a significance value greater than 0.05, therefore this study is free from the symptoms of heteroscedasticity.

Table 7: Linearity Test Result

No	Relationship Between Variables		Testing Criteria	Test Result		
				F	Sig	Information
1.	Service quality (X ₁) Customer satisfaction (M)	→	Linearity	59,102	0,000	Linear
2.	Marketing experience (X ₂) Customer satisfaction (M)	→	Linearity	43,067	0,000	Linear
3.	Service quality (X ₁) Repurchase intention(Y)	→	Linearity	61,679	0,000	Linear
4.	Marketing experience (X ₂) Repurchase intention(Y)	→	Linearity	59,081	0,000	Linear
5.	Customer satisfaction (M) Repurchase intention(Y)	→	Linearity	76,596	0,000	Linear

Linearity test results indicate that the relationship of each variable is said to be linear because the significance level is less than 5 percent ($p < 0.05$), thus it is evident that the data used meets the linearity requirements.

Path Analysis Results

The basis for calculating path coefficients is correlation and regression analysis, in calculations using software with the SPSS program.

Table 8: Direct Effects, Indirect Effects, and Effects Total Service Quality (X₁), Marketing Experience (X₂), Towards Customer Satisfaction (M) and Repurchase Intention (Y)

Variable effect	Direct effect	Indirect effect through M	Total effect
X ₁ →M	0,443		0,443
X ₂ →M	0,304		0,304
M→Y	0,358		0,358
X ₁ →Y	0,246	0,159	0,405
X ₂ →Y	0,277	0,109	0,386

The results of the path analysis show that service quality has a direct effect on repurchase intention of 24.6 percent, with mediated customer satisfaction an indirect effect of 15.9 percent and a total effect of 40.5 percent. These results indicate that customer satisfaction mediates the effect of service quality on repurchase intentions and also partially. The marketing experience variable directly affected the repurchase intention of 27.7 percent, with mediated customer satisfaction the indirect effect was obtained by 10.9 percent, and the total effect was 38.6 percent. These results indicate that customer satisfaction mediates the effect of marketing experience on partial repurchase intentions.

The coefficient of determination is used to find out how much the variation of the dependent variable will be able to be explained by the variation of the independent variable while the rest is explained by other

variables outside the model used. The value of the total determination coefficient is 0.753, it can be said that 75.3 percent of the variable intention to repurchase the PT Pos Indonesia expedition services is influenced by service quality, marketing experience and customer satisfaction. The remaining 24.7 percent is influenced by other factors not included in the research model.

4.5 Sobel Test Result

a) The effect of service quality on repurchase intentions by mediating customer satisfaction

The sobel test is calculated by the following equation:

$$Z = \frac{ab}{\sqrt{b^2S^2 + a^2S^2 + S^2S^2}}$$

$$Z = \frac{0,466 \cdot 0,378}{\sqrt{(0,378^2 \cdot 0,097^2) + (0,466^2 \cdot 0,095^2) + (0,097^2 \cdot 0,095^2)}}$$

$$Z = \frac{0,176}{0,058}$$

$$Z = 3,026$$

Based on the results of the sobel test shows that the results of tabulation $Z = 3.026 > 1.96$ which means customer satisfaction is a mediating variable influence between service quality on repurchase intention on PT Pos Indonesia's expedition services.

b) The effect of marketing experience on repurchase intentions by mediating customer satisfaction

The sobel test is calculated by the following equation:

$$Z = \frac{ab}{\sqrt{b^2S^2 + a^2S^2 + S^2S^2}}$$

$$Z = \frac{0,303 \cdot 0,378}{\sqrt{(0,378^2 \cdot 0,092^2) + (0,303^2 \cdot 0,095^2) + (0,092^2 \cdot 0,095^2)}}$$

$$Z = \frac{0,115}{0,046}$$

$$Z = 2,491$$

Based on the sobel test results show that the tabulated results $Z = 2.491 > 1.96$, which means customer satisfaction is a mediating variable influence between marketing experience on repurchase intention to PT Pos Indonesia's expedition services.

V. HYPOTHESIS AND RESULT

The effect of service quality on customer satisfaction

The results of the hypothesis in this study indicate that service quality has a positive and significant effect on customer satisfaction. In other words, the more the quality of service increases, the higher the level of customer satisfaction with PT Pos Indonesia's expedition services, so that the first hypothesis is accepted. This is in line with the results of research conducted by Adixio and Saleh (2013), Putri and Astuti (2017), who stated that service quality has a significant positive effect on customer satisfaction.

The effect of marketing experience on customer satisfaction

The results of the hypothesis in this study indicate that marketing experience has a positive and significant effect on customer satisfaction. In other words, the more marketing experience is increased, the higher the level of customer satisfaction with PT Pos Indonesia's expedition services, so that the second hypothesis is accepted. This is in line with the results of research conducted by Naufaldy and Sukresna (2017), Izdhihar (2018), Zena and Hadisumarto (2012), which states that there is a positive influence and significant marketing experience on customer satisfaction.

The effect of service quality on repurchase intentions

The results of the hypothesis in this study indicate that service quality has a positive and significant effect on repurchase intentions. In other words, the more the quality of the service increases, the intention to buy back on PT Pos Indonesia's expedition services will increase, so that the third hypothesis is accepted. This is in line with the

results of research conducted by Anderson and Marry in Izdhihar (2018), Oktaviani (2015), showing that service quality has a simultaneous effect on repurchase intention.

The effect of marketing experience on repurchase intentions

The results of the hypothesis in this study indicate that marketing experience has a positive and significant effect on repurchase intentions. In other words, the increasing marketing experience, the intention to buy back on PT Pos Indonesia's expedition services will increase, so that the fourth hypothesis is accepted. This is in line with the results of research conducted by Nasermodeli et al., (2013), Tetanoe and Dharmayanti (2014), which shows that marketing experience positively and significantly influences repurchase intentions.

The effect of customer satisfaction on repurchase intentions

The results of the hypothesis in this study indicate that customer satisfaction has a positive and significant effect on repurchase intentions. If customer satisfaction increases, the intention to buy back on PT Pos Indonesia's expedition services will increase, so that the fifth hypothesis is accepted. The results of this study are consistent with research conducted by Choi and Kim (2013), Adixio and Saleh (2013), Dharmayana and Rahanatha (2017), finding results that customer satisfaction has a positive and significant effect on repurchase intentions.

The effect of service quality on repurchase intentions by mediating customer satisfaction

The results of the hypothesis in this study indicate that service quality has a positive and significant effect on repurchase intentions on PT Pos Indonesia's expedition services by mediating customer satisfaction, so that the sixth hypothesis is accepted. The results of this study are in line with the results of research conducted by Cendriano and Ardiana (2018), Adixio and Saleh (2013), Izdhihar (2018), which states that there is a positive and significant influence on service quality on repurchase intentions through customer satisfaction.

The effect of marketing experience on repurchase intentions by mediating customer satisfaction

The results of the hypothesis in this study indicate that marketing experience has a positive and significant effect on repurchase intentions on PT Pos Indonesia's expedition services by mediating customer satisfaction, so that the seventh hypothesis is accepted. The results of this study are in line with the results of research conducted by Izdhihar (2018), Malahayati and Utami (2016), Olli and Nurcaya (2016), who state that customer satisfaction significantly mediates the effect of marketing experience on repurchase intentions.

VI. CONCLUSION

Based on the discussion of research results obtained, several conclusions can be drawn, namely as follows: 1) service quality has a positive and significant effect on customer satisfaction, 2) marketing experience has a positive and significant effect on customer satisfaction, 3) service quality has a positive and significant effect on purchase intentions return, 4) marketing experience has a positive and significant effect on repurchase intention, 5) customer satisfaction has a positive and significant effect on repurchase intention, 6) customer satisfaction significantly mediates the effect of service quality on repurchase intention, 7) customer satisfaction significantly mediates the effect of marketing experience on repurchase intentions. This shows that the higher the quality of service, marketing experience, and customer satisfaction, the intention to repurchase customers on PT Pos Indonesia's expedition services will increase. Customer satisfaction is a mediating variable of the influence between service quality and marketing experience on the intention to repurchase PT Pos Indonesia's expedition services.

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