



UDC 332

## THE ROLE OF CUSTOMER SATISFACTION IN MEDIATING THE INFLUENCE OF SERVICE QUALITY AND CUSTOMER EXPERIENCE ON REPURCHASE INTENTION: A STUDY OF TOKOPEDIA APPLICATION USERS IN DENPASAR CITY

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### ABSTRACT

Repurchase intention is the desire to make a repurchase in the future. Looking at the phenomenon, this research examines the Influence of service quality and customer experience on repurchase intentions on the Tokopedia application, with customer satisfaction as a mediating variable. This research aims to explain the role of customer satisfaction in mediating the Influence of service quality and customer experience on repurchase intentions. The grand Theory used in this research explains that consumer behaviour, in this case, purchasing decisions, is influenced by purchasing intentions, namely the Theory of planned behaviour (TPB). The research was conducted on Tokopedia application users in Denpasar, with a sample size of 190 respondents. The data collection technique was completed by completing a questionnaire distributed online via Google Forms. The analysis technique in this research uses a Structural Equation Model (SEM) with a Partial Least Square (PLS) approach. Based on the results of the analysis, it was found that service quality has a positive and significant effect on customer satisfaction and repurchases intentions. Customer experience positively and significantly affects customer satisfaction and repurchases intentions. Customer satisfaction has a positive and significant effect on repurchase intentions. The role of customer satisfaction can mediate the Influence of the relationship between service quality and customer experience on repurchase intentions. Based on the research results, it is hoped that it will enrich the development of marketing management knowledge, especially related to repurchase intentions, and become a reference for companies in implementing policies to improve marketing performance.

### KEY WORDS

Customer satisfaction, service quality, customer experience, repurchase intention.

Communication, media, and information technology, which are rapidly developing, have influenced business activities in various industries. The internet's role is increasingly important, so it influences human life every year. This technology has rapidly changed world civilization (APJII, 2020). The very rapid development of information technology is changing people's lifestyle patterns to become increasingly dependent on the presence of information technology which makes everything easier to be more effective, efficient, and considered more economical compared to the lifestyle before the existence of information technology (Suwandi & Elvira, 2018). The increase in internet users can change people's mindset in using the trade industry via electronics or e-commerce (Rehatalanit, 2016). E-commerce is evidence of a cultural shift in business that is increasingly rapid and dynamic. E-commerce can encourage economic growth and provide direct and indirect benefits to trading activities (Rahmadani, 2017).

Tokopedia is an E-commerce that has become a business choice in the modern era, which is in accordance with market conditions and leads to increasingly competitive competition, resulting in changes in consumer behaviour. One of the main goals of e-commerce companies is to create repeat purchase intentions in their customers. It is essential to identify the factors that influence customer considerations when making repeat purchases because they have an impact on the sustainability of the e-commerce business itself (Wiradarma & Respati, 2020). This is in line with the research results of Hikmah and



Riptiono (2020) that customer statistics significantly affect repurchase intentions. This research explains that customer satisfaction is one of the considerations for customers to make repeat purchases at the same shop. Various factors can influence consumer satisfaction, including, according to research by Nia and Neti (2021), consumer satisfaction is positively influenced by service quality variables. Research by Tran and Quang (2019) in their article writes the definition of service quality as electronic service quality as the level of fulfillment of customer needs. Other factors, namely customer experience, can influence repurchase intention. Customer experience can function as the best factor for assessing future behavior (Suandana et al., 2016). The online buying experience consumers carry out can have a big impact on consumers in the future. Online purchasing experiences could have been better, so customers tend to be dissatisfied and will not have the intention to repurchase the product or service again.

The Theory of planned behavior is a development of the Theory of reasoned action put forward by Icek Ajzen and Martin Fishbein. The Theory of planned behaviour is based on the assumption that humans will usually behave following common sense considerations, that humans will take existing information about available behaviour and implicitly or explicitly consider the consequences of that behaviour. According to the Theory of planned behaviour, the intention is a function of three essential determinants: personal, social and control. The personal nature is called attitude, the social nature is called subjective norms, and the controlling nature is called perceived behavioural control (Saputra, 2017: 8).

Repurchase intention is the interest or desire to make a repurchase in the future based on past purchasing experiences (Tjiptono, 2019). According to Kotler and Keller (2016; 164), consumers feel satisfied with a product that matches expectations and the expected performance, will create satisfaction that encourages repurchase of the same product or brand in the future, and will tell other people about good things about the product. Service quality is the basis for consumers when making transactions on online sites because when consumers experience problems in buying and selling, they will ask for help from the customer service of the online site. Service quality is an interaction process in doing something to someone, so it is said that service is something that can be exchanged through buying and selling but cannot be felt physically (Nawang Sari & Pramesti, 2017). Service quality is the quality of electronic services as the level of fulfillment of customer needs (Tran & Quang, 2019). Service quality indicators, according to research by Ricky and Panggang (2022), are as follows: (1) Consumers get what they order from online orders, (2) Online orders provide in-depth information about products/services, (3) Consumer orders are sent within a timely manner by online orders, (4) Transactions with online orders are free from errors, (5) Online orders have adequate service features, (6) Consumers feel that online orders answer questions quickly.

Customer experience is the total of feelings and impressions that consumers get through interactions with a company, such as buying and consuming company products and obtaining information about the company (Keni and Sandra, 2021). Consumer satisfaction is a person's feeling of joy or disappointment that arises after comparing the performance (results) of the product in question against the expected performance. A company's success in providing satisfaction to consumers can also be referred to as success in providing value (Kotler and Keller, 2016: 153). Satisfaction is a person's feeling of joy or disappointment that arises from comparing perceived product performance or results against someone's expectations; if performance is below expectations, customers are not satisfied; if it exceeds expectations, then customers will be satisfied or happy (Rahayu & Faulina, 2022). The value of customer satisfaction itself can be in the form of products, services, and emotional feelings. Customer satisfaction can be evaluated through indicators according to Chairunnisa (2019) as follows: (1) Cross-Selling in offering main products; (2) Commitment in a product or service to customers; (3) Recommendations for the best products or services provided.

Companies that act online and in e-commerce must instill a sense of customer satisfaction to increase customer buying interest (Mega & Telagawathi, 2022). Repurchase intention is an essential thing in a business. Then, from here, in generating repurchase intentions, you can assess the quality provided by customer service to resolve problems that



occur, as found in research (Fitri & Resista, 2022). Good customer experience leads to increased repurchase intentions and increased brand advocacy. Based on the Theory of Planned Behavior, customer experience that is built successfully digitally can reduce churn (unsubscribe) and make customers come again. If you build a customer journey correctly, you will continue subscribing or cancel purchasing the product (Banirestu, 2019).

Based on the background and literature review, the hypotheses that are formulated are:

- H1: Service quality has a positive and significant effect on repurchase intention;
- H2: Customer experience has a positive and significant effect on repurchase intention;
- H3: Service quality has a positive and significant effect on customer satisfaction;
- H4: Customer experience has a positive and significant effect on customer satisfaction;
- H5: Customer satisfaction has a positive and significant effect on repurchase intention;
- H6: Customer satisfaction mediates positively and significantly the Influence of service quality on repurchase intention;
- H7: Customer satisfaction mediates positively and significantly the Influence of customer experience on repurchase intention.

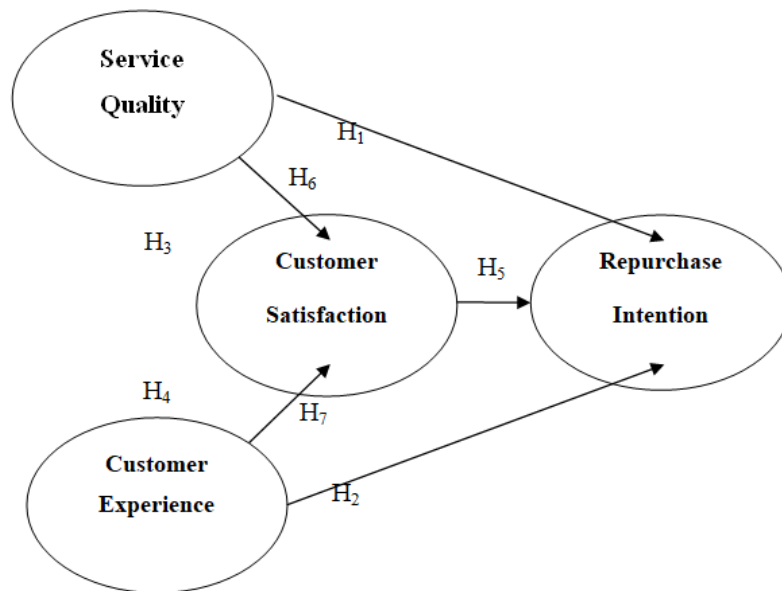


Figure 1 – Research Model

## METHODS OF RESEARCH

This research is a type of associative research which aims to explain the Influence between two or more variables (Sugiyono, 2018, p. 55). Associative research method that is causal (cause and effect) to determine the Influence of the variable role of customer satisfaction mediating the Influence of service quality and customer experience on repurchase intentions on the Tokopedia application in Denpasar City. This research uses an indicator approach - the indicators for each variable refer to several previous research sources, which have been modified to suit the subject of this research. This research was conducted in Denpasar City because of its dense and heterogeneous population, which had a population of around 962,900 people in 2022, according to the Bali Provincial Central Statistics Agency (bali.bps.go.id), with internet users reaching 84.51 per cent, and has product consumption power through various e-commerce, (Bali et al. Agency, 2023). The population in this study was all Tokopedia application users in the city of Denpasar. This research was analyzed using a multivariate method, so the number of sample members is recommended to be around 5 - 10 times the number of indicators studied (Sugiyono, 2014, p.



129). The data collection method in this research uses a survey method. Questionnaires are distributed online using the Google Form application. The questionnaire was distributed to 190 respondents who were at least 17 years old, lived in the city of Denpasar, and had used the Tokopedia application at least twice in the last 6 months as a screening question. The analysis technique in this research uses a Structural Equation Model (SEM) with a Partial Least Square (PLS) approach.

## RESULTS AND DISCUSSION

When filling out the questionnaire, the respondents used in this research had several different characteristics or identities. The characteristics of the respondents are presented in Table 1 as follows.

Table 1 – Respondent Characteristics

No	Characteristics	Classification	Amount Respondent (person)	Percentage Respondent (percent)
1	Gender	Man	121	63.68
		Woman	69	36.32
		Amount	190	100
2	Education	High School	41	21.58
		Diploma	26	13.68
		Bachelor	89	46.84
		Master	26	13.68
		Doctor	8	4.21
Amount	190	100		
3	Current job	Student	97	51.05
		Self-employed	31	16.32
		Private employees	29	15.26
		PNS/TNI/Polri	21	11.05
		More	12	6.32
		Amount	190	100
4	Income/money pocket per month (Rp.)	< 1. 000.000	25	13.16
		1.000.000-3.000.000	107	56.32
		> 3.000.000 - 6.000.000	45	23.68
		> 6. 000.000	13	6.84
		Amount	190	100
5	Frequency of use of the Tokopedia application in the last 3 months	2 - 5	98	51.58
		6 - 9	63	33.16
		10 - 13	29	15.26
		Amount	190	100

Source: Processed primary data, 2023.

Table 1 shows respondents' characteristics, including gender, education, current job, monthly income or pocket money, and frequency of use of the Tokopedia application in the last 3 months, which can be described as follows.

Based on gender, 63.68 per cent of respondents were male, and 36.32 per cent of respondents were female. This shows that most Tokopedia application customers are male, meaning men are more likely to use the Tokopedia application than women. Based on education, it can be seen in Table 5.2 that respondents with high school or vocational education were 21.58 percent, Diploma was 13.68 percent, Bachelor (S1) was 46.84 percent, Postgraduate (S2) was 13.68 percent, and Doctoral Program (S3) 4.21 percent. Looking at this data, bachelor's (S1) education is the largest customer for the Tokopedia application. Based on occupation, it can be seen in Table 5.2 that respondents who are students are the largest number of respondents, namely 51.05 percent of the total respondents. This shows that students currently use the Tokopedia application the most, followed by entrepreneurs at 16.32 percent, private employees at 15.26 percent, civil servants or TNI or Polri 11.05 percent and other professions not mentioned as much as 6.32 percent. Based on the monthly income or pocket money that respondents get, the income is IDR. 1,000,000 to Rp. 3,000,000, amounting to 56.32 per cent, is the highest income criterion;



this shows that in this research, respondents with this income are dominant in using the Tokopedia application, followed by the income of Rp. ,000 as much as 12.16 percent and income of more than Rp. 6,000,000 as much as 6.84 percent.

Based on the frequency of using the Tokopedia application in the last 3 months, in Table 5.2, respondents use the Tokopedia application very often, it is proven that the frequency of 2 to 5 times in the last 3 months gets a percentage of 51.58 percent, followed by 6 to 9 times as much as 33.16 percent and 10 to 13 times as much as 15.26 percent. These frequency variations indicate that respondents actively use the Tokopedia application.

Table 2 – Recapitulation of Research Instrument Validity Test Results

Variable	Indicator	Correlation coefficient	Sig. (2-tailed)	Information
Service Quality (X <sub>1</sub> )	X1.1	0,985	0,000	Valid
	X1.2	0,981	0,000	Valid
	X1.3	0,940	0,000	Valid
	X1.4	0,984	0,000	Valid
	X1.5	0,957	0,000	Valid
	X1.6	0,966	0,000	Valid
Customer experience (X <sub>2</sub> )	X2.1	0,917	0,000	Valid
	X2.2	0,938	0,000	Valid
	X2.3	0,928	0,000	Valid
	X2.4	0,967	0,000	Valid
	X2.5	0,947	0,000	Valid
Customer satisfaction (M <sub>1</sub> )	M.1	0,982	0,000	Valid
	M.2	0,982	0,000	Valid
	M.3	0,984	0,000	Valid
	M.4	0,985	0,000	Valid
Repurchase intention (Y <sub>1</sub> )	Y.1	0,978	0,000	Valid
	Y.2	0,948	0,000	Valid
	Y.3	0,974	0,000	Valid
	Y.4	0,977	0,000	Valid

Source: Processed primary data, 2023.

The validity test results in Table 4.3 show that all research instruments used to measure the variables service quality, customer experience, customer satisfaction and repurchase intention have a correlation coefficient value with the total score of all statement items greater than 0.30 with a significance of less than 0. 05. This shows that the statement items in the research instrument are valid and suitable for use as a research instrument.

Table 3 – Recapitulation of Research Instrument Reliability Test Results

No	Variable	Cronbach's Alpha	information
1	Service quality (X <sub>1</sub> )	0,987	Reliable
2	Customer experience (X <sub>2</sub> )	0,966	Reliable
3	Customer satisfaction (M <sub>1</sub> )	0,988	Reliable
4	Repurchase intention (Y <sub>1</sub> )	0,978	Reliable

Source: Processed primary data, 2023.

The reliability test results presented in Table 3 show that all research instruments have a Cronbach's Alpha coefficient of more than 0.70. So, all variables have met the reliability or reliability requirements so that they can be used to conduct research.

Table 4 – Descriptive statistics

Variable	N	Min	Max	Mean
Repurchase intention (Y <sub>1</sub> )	190	1.0	5.0	4.32
Service quality (X <sub>1</sub> )	190	1.0	5.0	4.34
Customer experience (X <sub>2</sub> )	190	1.0	5.0	4.28
Customer satisfaction (M <sub>1</sub> )	190	1.0	5.0	4.34

Source: Processed primary data, 2023.





This research uses data collection techniques by distributing questionnaires to Tokopedia application customers. The questionnaire distributed contains statements related to the variables studied in the research, namely repurchase intention, service quality, customer experience and customer satisfaction. This aims to determine the perceptions of Tokopedia application customers regarding the variables in the research.

Table 5 – R-square Value of Dependent Variable

Variable	R-square	R-square Adjusted
Customer satisfaction ( $M_1$ )	0.959	0.959
Repurchase intention ( $Y_1$ )	0.968	0.967

Source: Processed primary data, 2023.

Based on Table 5, the model of the Influence of service quality and customer experience on customer satisfaction gives an R-square value of 0.959 which can be interpreted that the variability of the customer satisfaction variable can be explained by the variability of the service quality and customer experience variables of 95.9 percent, while 4.1 percent explained by other variables outside those studied. Furthermore, the model of the Influence of service quality, customer experience, and customer satisfaction on repurchase intention gives an R-square value of 0.968, which can be interpreted that the variability of the repurchase intention variable can be explained by the variability of the service quality, customer experience, and customer satisfaction variables of 96.8 percent, while other variables outside those studied explain 3.2 percent. The  $Q^2$  value has a value in the range  $0 < Q^2 < 1$ , where the closer to 1 means the model is better. The results of these calculations show that the  $Q^2$  value is 0.9987, so it can be concluded that the model has very good predictive relevance. Thus, 99.87 percent of the variation in repurchase intention is influenced by service quality, customer experience, and customer satisfaction, while the remaining 0.13 percent is influenced by other variables not examined in this research.

Table 6 – Recapitulation of Test Results Between Variables

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Information
$X_1 > Y$	0.288	0.285	0.124	2.331	0.020	Positive and significant
$X_2 > Y$	0.417	0.418	0.116	3.603	0.000	Positive and significant
$X_1 > M$	0.685	0.688	0.096	7.126	0.000	Positive and significant
$X_2 > M$	0.303	0.300	0.097	3.127	0.002	Positive and significant
$M > Y$	0.291	0.293	0.137	2.118	0.035	Positive and significant

Source: Processed primary data, 2023.

Testing the first hypothesis (H1) states that the Influence of service quality on repurchase intention produces a correlation coefficient value of 0.288, so service quality positively affects repurchase intention. The t statistics value was obtained at 2.331 (<t-critical 1.96) with a p value of 0.020 (<0.050), so the Influence of service quality on repurchase intention is significant. Thus, hypothesis 2 (H2), which states that service quality has a positive and significant effect on repurchase intention, is accepted.

Testing the second hypothesis (H2) states that the Influence of customer experience on repurchase intention produces a correlation coefficient value of 0.417, so customer experience positively affects repurchase intention. The t statistics value is 3.603 (> t-critical 1.96) with a p value of 0.000 (<0.050), so the Influence of customer experience on repurchase intention is significant. Thus, hypothesis 4 (H4), which states that customer experience has a positive and significant effect on repurchase intention, is accepted.

Testing the third hypothesis (H3) states that the Influence of service quality on customer satisfaction produces a correlation coefficient value of 0.685, so service quality positively affects customer satisfaction. The t statistics value was obtained at 7.126 (> t-critical 1.96) with a p value of 0.000 (<0.050), so the Influence of service quality on customer



satisfaction is significant. Thus, hypothesis 1 (H1), which states that service quality has a positive and significant effect on customer satisfaction, is accepted.

Testing the fourth hypothesis (H4) states that the Influence of customer experience on customer satisfaction produces a correlation coefficient value of 0.303, so customer experience positively affects customer satisfaction. The t statistics value was obtained at 3.127 (> t-critical 1.96) with a p value of 0.002 (<0.050), so the Influence of customer experience on customer satisfaction is significant. Thus, hypothesis 3 (H3), which states that customer experience has a positive and significant effect on customer satisfaction, is accepted.

Testing the fifth hypothesis (H5) states that the Influence of customer satisfaction on repurchase intention produces a correlation coefficient value of 0.291, so customer satisfaction positively affects repurchase intention. The t statistics value was 2.118 (> t-critical 1.96) with a p value of 0.035 (<0.050), so the Influence of customer satisfaction on repurchase intention is significant. Thus, hypothesis 5 (H5), which states that customer satisfaction has a positive and significant effect on repurchase intention, is accepted.

Table 7 – Recapitulation of Mediation Variable Test Results

	Original Sample (O)	P Values	Result
Direct Influence:			
Service quality > repurchase intentions (a)	0.288	0.020	Significant
Service quality > customer satisfaction (b)	0.685	0.000	Significant
Customer satisfaction > repurchase intentions (c)	0.291	0.035	Significant
Indirect Influence: (b*c)	0.199	0.000	Significant
Total influence: {a + (b*c)}	0.487	0.000	Significant
Mediation nature: <i>Variance Accounted For</i> (VAF) = 40,9% (20% ≤ VAF ≥ 80%)	0,409		Partial mediation
Direct Influence:			
Customer experience > repurchase intentions (a)	0,417	0.020	Significant
Customer experience > customer satisfaction (b)	0,303	0.000	Significant
customer satisfaction > repurchase intentions (c)	0.291	0.035	Significant
Indirect Influence: (b*c)	0,088	0.000	Significant
Total influence: {a + (b*c)}	0,376	0.000	Significant
Mediation nature: <i>Variance Accounted For</i> (VAF) = 23,4% (20% ≤ VAF ≥ 80%)	0,234		Partial mediation

Source: Processed primary data, 2023.

The sixth hypothesis (H6) states that customer satisfaction is able to positively mediate the indirect Influence of service quality on repurchase intentions. This result is shown from the mediation test carried out, namely 0.409 which shows the nature of partial mediation because it is between Variance Accounted For (VAF) = 40.9% (20% ≤ VAF ≥ 80%). In this way, customer satisfaction is able to mediate the Influence of service quality on repurchase intentions partially. Based on these results, it can be interpreted that repurchase intentions can increase if service quality is better and customers have a high sense of satisfaction, ultimately increasing repurchase intentions.

The seventh hypothesis (H7) states that customer satisfaction is able to positively mediate the indirect Influence of customer experience on repurchase intention. This result is shown from the mediation test carried out, namely 0.234 which shows the nature of partial mediation because it is between Variance Accounted For (VAF) = 23.4% (20% ≤ VAF ≥ 80%). In this way, customer satisfaction is able to mediate the Influence of customer experience on repurchase intentions partially. Based on these results, it can be interpreted that repurchase intentions can increase if customer experience conditions improve and customers have a high sense of satisfaction, so ultimately, repurchase intentions will increase.

## DISCUSSION OF RESULTS

*The Influence of service quality on repurchase intentions.* Based on hypothesis testing, it shows that service quality has a positive and significant effect on repurchase intentions.



Based on this data, it can be interpreted that the better the quality of service provided by the Tokopedia application, the greater the intention created by customers to repurchase. The results of this research are supported by research by Yolanda (2019), which explains that service quality has a positive and significant influence on repurchase intentions. Precia et al. (2022) obtained results that showed that the service quality variable had a significant positive effect on repurchase intentions. The Planned Behavior theory receives support from discussions on service quality and repurchase intentions on Tokopedia. Customers tend to make decisions based on common sense considerations, gather information about service quality, and consider positive consequences, which is in line with the finding that service quality has a positive and significant effect on repurchase intention. This creates consistency between Theory and empirical results in the context of the relationship between service quality and repurchase intention.

*The Influence of customer experience on repurchase intentions.* Based on hypothesis testing, it shows that customer experience has a positive and significant effect on repurchase intention. Based on this data, it can be interpreted that they are used to it because they have good experience in using the Tokopedia application for online shopping, so customers always choose it when buying products online so they intend to buy again on the Tokopedia application. The results of this research are supported by Monica's (2020) research, which concludes that if customer experience is considered good, it will increase repurchase intentions, and Calvin's (2021) research states that customer experience has a positive effect on repurchase intentions, which means that improving consumer experience will increase intentions. consumer repurchase. The connection between the Planned Behavior theory and the results of the discussion lies in the confirmation that common sense considerations, information retrieval, and consideration of behavioral consequences play an important role in forming customers' repurchase intentions based on their positive experiences with Tokopedia.

*The Influence of service quality on customer satisfaction.* Based on hypothesis testing, it shows that service quality has a positive and significant effect on customer satisfaction. Based on this data, the better the quality of service provided by the Tokopedia application, the greater customer satisfaction. The results of this research are supported by research by Sari (2020), which states that it is partially concluded that service quality has a positive and significant influence on customer satisfaction, and research by Nia and Neti (2021) concludes that there is a positive relationship between service quality and customer satisfaction. The connection between the Planned Behavior theory and the results of the discussion lies in the confirmation that common sense considerations, taking information about behaviour, and considering the consequences of behaviour play a role in the Influence of service quality on customer satisfaction at Tokopedia.

*The Influence of customer experience on customer satisfaction.* Based on hypothesis testing, it shows that customer experience has a positive and significant effect on customer satisfaction. The results of this research are supported by research by Theresia (2022), which explains that customer experience has a positive and significant effect on customer satisfaction. This means that the higher the customer experience, the greater the increase in consumer satisfaction. The connection between the Planned Behavior theory and the results of the discussion lies in the confirmation that common sense considerations, retrieval of behavioural information, and consideration of the consequences of behaviour play an important role in understanding how customer experience contributes to customer satisfaction.

*The Influence of customer satisfaction on repurchase intentions.* Based on hypothesis testing, it shows that customer satisfaction has a positive and significant effect on repurchase intentions. Based on this data, it can be interpreted that the level of customer satisfaction in using the Tokopedia application for online shopping is a good thing to achieve customers' repurchase intentions in the Tokopedia application so that customers feel that Tokopedia is the right choice for online shopping activities so that they will always support the existence of the Tokopedia application. The results of this research are supported by research by Silvanda (2022) concluding that consumer satisfaction has a positive influence on repurchase intention and similar research by Pitaloka et al. (2022) found that satisfaction





positively affects repurchase intention. This means that the higher consumer satisfaction with e-commerce products and services, the higher the intention to repurchase. The link between the Planned Behavior theory and the results of the discussion lies in the confirmation that common sense considerations, information retrieval, and consideration of the consequences of behavior play an important role in the relationship between customer satisfaction and intention to repurchase.

*Customer satisfaction mediates positively and significantly the Influence of service quality on repurchase intentions.* Based on hypothesis testing, it shows that service quality has a positive and significant effect on customer satisfaction, which is partially mediated by the Influence of service quality on repurchase intentions. Based on these results, repurchase intentions can increase if service quality improves and customers have a high sense of satisfaction, so repurchase intentions will ultimately increase. The results of this research are supported by research by Nellvian (2022) and Kusumo & Vidyana (2022), which states that there is an indirect influence between service quality and repurchase intentions through consumer satisfaction. When the service quality is very good, this can increase consumer satisfaction in a more positive direction, influencing consumers' repurchase intentions. The relationship between theory and discussion results underscores the important role of rational consideration, information retrieval, and consideration of consequences in understanding the relationship between service quality, customer satisfaction, and repurchase intention. The importance of customer satisfaction is also reflected in the fact that satisfaction partially mediates the Influence of service quality on repurchase intention.

*Customer experience positively and significantly mediates the Influence of service quality on repurchase intention.* Based on hypothesis testing, it shows that customer satisfaction can positively mediate the indirect Influence of customer experience on repurchase intentions. In this way, customer satisfaction can partially mediate the influence of customer experience on repurchase intentions. Based on these results, repurchase intentions can increase if customer experience conditions improve and customers have a high sense of satisfaction, so repurchase intentions will ultimately increase. The results of this research are supported by research by Shidqi (2022), which states that the customer satisfaction variable can mediate the customer experience variable on repurchase intention; this indicates that the experience provided must be able to increase consumer satisfaction and research by Erik (2022) also confirms that customer satisfaction is able to mediate customer experience on repurchase intention. The relationship between Theory and the results of the discussion reflects that rational considerations, taking information, and considering the consequences of behavior have an impact on customer satisfaction, which in turn influences repurchase intentions.

## IMPLICATION OF RESULTS

The theoretical implication of this research is that what has been done can support several previous studies theoretically and is in line with the theory of planned behavior. This research is expected to provide an empirical contribution regarding the relationship between customer satisfaction, service quality, customer experience, and repurchase intention variables. Based on research results that show that service quality and customer experience influence satisfaction and repurchase intention, customer satisfaction is able to mediate the influence between service quality and customer experience on repurchase intentions. Based on these findings, the results of this research are able to enrich the development of marketing management science, especially regarding repurchase intentions using the Tokopedia application and support other empirical studies related to the Influence of service quality and customer experience on repurchase intentions which are mediated by customer satisfaction.

The practical implications of this research have implications for the Tokopedia application. Based on the research results, it can be used as input for users to provide the latest learning, especially related to how to implement the role of customer satisfaction in mediating the Influence of service quality and customer experience on repurchase intentions



in online shopping. And for companies, this research is expected to provide relevant and useful input for related companies in efforts to improve company performance through service quality and customer experience, seeking to hold discussions about online shopping services and innovate other things that impacts repurchase intentions through customer satisfaction.

### **RESEARCH LIMITATIONS**

This research only examines the repurchase intention variable using service quality and customer experience variables mediated by customer satisfaction. The limitations of measuring variables mean that it needs to fully show the factors influencing repurchase intentions.

This research only used 190 respondents who were shared online via Google Form who had made purchases at Tokopedia in the Denpasar city area, who met the criteria so that conclusions can be drawn only based on data and areas collected through questionnaires so the results of this research cannot be generalized in other company environments.

### **CONCLUSION**

The sixth section contains two main things, namely conclusions and suggestions. The conclusion consists of the essence of the research results which is the answer to the problem formulation and research objectives. Suggestions consist of further development of research results for related parties such as the Tokopedia application, related institutions, and future researchers:

- Service quality positively and significantly affects customer satisfaction with the Tokopedia application. This means that the better the quality of the service provided, the greater customer satisfaction will be in using the Tokopedia application for online shopping;
- Service quality has a positive and significant effect on repurchase intentions on the Tokopedia application. This means that the better the quality of the service provided, the greater the intention to repurchase when using the Tokopedia application for online shopping;
- Customer experience positively and significantly affects customer satisfaction with the Tokopedia application. This is meaningful. The better the experience felt by customers, the greater customer satisfaction in using the Tokopedia application for online shopping;
- Customer experience positively and significantly affects repurchase intentions on the Tokopedia application. This means that the better the customer's experience, the greater the intention to repurchase when using the Tokopedia application for online shopping;
- Customer satisfaction positively and significantly affects repurchase intentions on the Tokopedia application. This means that the higher the level of satisfaction felt by customers, the higher the intention to repurchase when using the Tokopedia application for online shopping;
- Customer satisfaction is able to fully mediate the Influence of service quality on repurchase intentions. Based on these results, repurchase intentions can increase if service quality improves and customers have a high sense of satisfaction, so repurchase intentions will ultimately increase;
- Customer satisfaction can partially mediate the Influence of customer experience on repurchase intentions. Based on these results, repurchase intentions can increase if customer experience conditions improve and customers have a high sense of satisfaction, ultimately increasing repurchase intention.



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