



# The influence of customer experience on repurchase intention at tekun.id beverage outlets

Yusuf Tojiri<sup>1</sup>, Jajang Sugiat<sup>2</sup>

<sup>1</sup>Department of Management, STIE Yasa Anggana Garut, Indonesia

<sup>2</sup>Department of Management, STIE Yasa Anggana Garut, Indonesia

## Article Info

### Article history:

Received: Jan 19, 2024

Revised: Feb 20, 2024

Accepted: Feb 28, 2024

### Keywords:

customer experience;  
repurchase intention;  
tekun.id beverage outlet.

## ABSTRACT

This research aims to determine the influence of customer experience on repurchase intention at Tekun.Id beverage outlets. The research method used is descriptive and associative methods with data collection through surveys using questionnaires. Research respondents are Tekun.Id customers who have made previous purchases. The results of data analysis using SPSS software show that customer experience has a positive and significant influence on repurchase intention. These findings highlight the importance of service quality, positive interactions, and visual elements such as drink color in creating a positive customer experience. Strategic implications involve expanding loyalty programs, improving service quality, and focusing on visual innovation to increase customer retention. The conclusions of this research provide an in-depth understanding of the relationship between customer experience and repeat purchase decisions, which can be a valuable guide for companies in optimizing their marketing strategies.

*This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.*



## Corresponding Author:

Yusuf Tojiri,  
Department of Management,  
Yasa Anggana Garut College of Economics, Indonesia  
Road Otto Iskandardinata number 278a Tarogong Garut, West Java, Indonesia.  
Email: hayus3.indonesia@gmail.com

## 1. INTRODUCTION

In the current era of globalization, business competition is increasingly fierce, and to achieve success, innovation and creativity are the main keys. Business people need to constantly look for new ideas to differentiate themselves from competitors and meet changing market demands (Pranoto & Subagio, 2016). In addition, the ability to see business opportunities that have potential for future growth is an important skill for business people (Naninsih et al., 2022). Along with that, it is important to continue to follow technological developments and develop skills that are in line with the demands of the Society 5.0 era (Pranatika, 2022). The high level of competition in today's business world places more challenges for business people to promote their services and products. Retaining customers is crucial, and for this reason, an effective strategy needs to be designed (Yoon, 2014). By understanding the

importance of customer experience and by providing a positive experience, businesses can build strong relationships with customers, increase loyalty, and gain a good reputation in a competitive business environment (Aqewno et al., 2023). The effect of positive reviews given by customers who have had positive experiences can be very significant in influencing repeat purchase decisions and can influence other customers who have not tried shopping (Yolandari & Kusumadewi, 2018).

Repurchase decisions are often based on consumers' experience, satisfaction and positive perceptions of a product or brand when they first purchase (Nurahman, 2021). Purchase experience plays a key role in shaping consumers' feelings of like or dislike towards a product. The decision to use or reject a product often arises after consumers try the product. High repurchase interest can then be considered an indicator of consumer satisfaction with the quality of the product or service they receive (Rozi & Hidayat, 2024). Therefore, building a good customer experience is a very important investment for the company. A positive customer experience can shape and strengthen consumer trust in a brand or product (Melia, 2023). The results of research (Pranatika, 2022) which state that shopping experience has a significant influence on the decision to repurchase are in line with general understanding in the field of marketing and consumer behavior. Good consumer experiences tend to increase interest and desire to make repeat purchases.

PT Tekun Karya Indonesia which operates in the beverage industry with a "grab and go" concept in Garut is quite interesting. The "grab and go" concept usually emphasizes the ease and speed of obtaining products, which suits people's dynamic and busy lifestyles. The approach taken by the Tekun outlet by providing a variety of unique and different flavors is a smart strategy to attract the attention of consumers. By providing different and interesting experiences, these outlets can create a strong attraction and increase consumers' chances of making repeat purchases.

**2. RESEARCH METHOD**

In this research, the methods used are descriptive and associative methods. The population in this research is all Tekun.Id consumers who do not have a fixed number. Thus, in determining the number of samples, it is done using the Leme Show formula, so the sample size used is 68 respondents.

The data analysis techniques used were validity tests, reliability tests, table analysis, rating scales, correlation tests, coefficient of determination tests and hypothesis tests.

**3. RESULTS AND DISCUSSIONS**

**3.1 Results**

Correlation Coefficient Test

Table 1  
Correlation Coefficient of Customer Experience on Repurchase Intention  
Correlations

		Customer Experience	Repurchase Intention
Customer Experience	Correlation Coefficient	1	.697**
	Sig. (2-tailed)	.	.000
	N	68	68
Repurchase Intention	Correlation Coefficient	.697**	1
	Sig. (2-tailed)	.000	.
	N	68	68

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processing Results, 2023

From the results of the correlation coefficient calculation above, a result of 0.697 can be obtained. The correlation coefficient is in the interval 0.600-0.799. So it can be interpreted that the relationship between customer experience and repurchase intention at Tekun.Id has a "strong" correlation. This means that if customer experience is improved, repurchase intention will also increase, likewise if customer experience decreases, repurchase intention will also decrease.

## Coefficient of Determination Test

$$\begin{aligned}
 Kd &= r^2 \times 100\% \\
 &= 0,697^2 \times 100\% \\
 &= 0,485 \times 100\% \\
 &= 48\%
 \end{aligned}$$

From these calculations, it can be said that the contribution of customer experience to repurchase intention at Tekun.Id is 48%. Thus, customer experience has an influence on repurchase intention of 48%, this shows that each dimension of customer experience contributes greatly to the repurchase intention variable, while the remaining 52% is a contribution from other factors not examined in this research such as consumer satisfaction, brand preference, price.

## Hypothesis testing

Table 2  
T Test Calculation Results

Coefficients <sup>a</sup>		Unstandardized		Standardized	T	Sig.
Model		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-1.518	5.177		-.293	.770
	customer experience	.704	.089	.697	7.898	.000

a. Dependent Variable: repurchase intention

Source: Primary Data Processing Results, 2022

The results of statistical testing using SPSS Version 25 software show that there is a tcount value of 7.898 > ttable 1.668 and for a sig value of 0.000 < 0.05 then Ho is rejected and H<sub>1</sub> is accepted. This means that customer experience has a positive and significant effect on repurchase intention on Tekun.Id.

### 3.2 Discussions

#### The Influence of Customer Experience on Repurchase Intention at Tekun.Id

Customer experience plays a key role in shaping repurchase interest, especially at beverage outlets such as Tekun.Id. The experience of consuming goods or services creates memories that can influence consumers' decisions to make repeat purchases in the future. By understanding the important role of customer experience, outlets like Tekun.Id can focus on efforts to improve service quality, provide a positive experience, and respond well to customer feedback. This not only creates opportunities for repeat purchases but can also build a positive reputation in the eyes of customers.

Based on the results of the correlation coefficient analysis, it shows that the relationship between customer experience and repurchase intention has a strong correlation. In this context, the correlation coefficient of 0.697 which is in the interval 0.600-0.799 indicates a significant positive relationship between the two variables. The determination test results of 48% show that customer experience contributes 48% to repurchase intention at Tekun.Id beverage outlets. Meanwhile, the t test results show that there is a positive and significant influence between customer experience and repurchase intention on Tekun.Id.

For the indicator of the customer experience variable with the highest statement score, namely (the color of the Tekun.Id drink is very attractive to the eye) and the indicator variable for repurchase intention with the highest statement score is (after making a purchase, interested in buying the Tekun.Id drink again). This shows that the color of the drinks served by Tekun.Id changes consumer

behavior patterns to make repeat purchases after the first purchase, by providing experiences related to the five senses such as color, which will influence consumers and color plays an important role not only in arousing appetite, but attracts consumers' eyesight and attention, because color can attract consumers' attention in a matter of seconds which has the potential for consumers to make a purchase. Based on this understanding, Tekun.Id can continue to consider and improve visual aspects, such as drink color, as part of their strategy to improve customer experience and encourage repurchase intention. This confirms that the consumer experience involves many interrelated aspects and creating a positive overall can be key in building customer loyalty.

From the explanation above, it is clear that customer experience has a positive and significant effect on repurchase intention at Tekun.Id, meaning this is in line with research results (Hasniati et al., 2021) that customer satisfaction has a positive and significant effect on repurchase intention. So the contribution and implications of research on Tekun.id beverage outlets, Tekun.Id can maximize the positive contribution of customer experience to repurchase intention, create loyal customers, and build a strong brand image in the market

#### 4. CONCLUSION

From the results of this research, it can be concluded that customer experience has a positive and significant influence on repurchase intention at Tekun.Id beverage outlets. These findings indicate that the efforts and investments made in creating positive customer experiences can have a direct impact on consumers' decisions to make repeat purchases. Factors such as service quality, positive interactions, and visual elements, especially drink color, play an important role in shaping repurchase intention. This conclusion provides a clear understanding that improving the quality and holistic customer experience can be an effective strategy to maintain customer loyalty, increase retention, and strengthen Tekun.Id's position in the market. Therefore, companies can continue to focus on developing customer experience-oriented marketing strategies to create a positive impact on repeat purchase decisions and their long-term success in the beverage industry.

#### REFERENCES

- Agovino, M., Matricano, D., & Garofalo, A. (2020). Waste management and competitiveness of firms in Europe: A stochastic frontier approach. *Waste Management*, 102, 528–540.
- Aldriyanti, P. F., & Tjajaningsih, E. (2022). The Influence of Company Image and Customer Experience on Satisfaction and the Impact on Repurchase Intention. *Almana: Journal of Management and Business*, 6(2), 232–239. <https://doi.org/10.36555/almana.v6i2.1786>
- Amirah Kamila Safitri, Mohamad Rizan, & Rahmi. (2023). The Role of E-Service Quality, Rates and Customer Trust for Repurchase Intention for Courier Services. *Journal of Economics*, 28(2), 234–254. <https://doi.org/10.24912/je.v28i2.1646>
- Aqewno, C., Arwin, A., & Utama, T. (2023). The Influence of Customer Experience on Purchasing Decisions at Teko Healthy Resto, Medan. 1(1), 509–521.
- Assaf, A. G., Atkinson, S. E., & Tsionas, M. G. (2020). Endogeneity in multiple output production: Evidence from the US hotel industry. *Tourism Management*, 80, 104124.
- Ezici, B., Eğilmez, G., & Gedik, R. (2020). Assessing the eco-efficiency of US manufacturing industries with a focus on renewable vs. non-renewable energy use: An integrated time series MRIO and DEA approach. *Journal of Cleaner Production*, 253, 119630.
- Fitria, D. N. T., Yohana, C., & Basrah Saidani. (2020). The Influence of Customer Experience on Repurchase Intentions with Customer Satisfaction as an Intervening Variable: Study of E-Commerce X Users in DKI Jakarta Dafara. *Angewandte Chemie International Edition*, 6(11), 951–952., 2(2), 592–610.
- Foster, B. (2017). The Influence of the Online Shopping Experience for Fashion Products on the Satisfaction and Repurchase Intention of Zalora and Berrybenka Customers. *Contingencies: The Scientific Journal of Management*, 5(1), 68–76. <https://doi.org/10.56457/jimk.v5i1.40>
- Hasniati, H., Indriasar, D. P., & Sirajuddin, A. (2021). The Influence of Customer Experience on Repurchase Intention for Online Products with Customer Satisfaction as an Intervening Variable. *Management and Accounting Research Statistics*, 1(2), 11–23. <https://doi.org/10.59583/mars.vii2.10>
- Jovanović, M., Nedeljković, S., Randelović, M., Savić, G., Stojanović, V., Stojanović, V., & Randelović, D. (2020). A Multicriteria Decision Aid-Based Model for Measuring the Efficiency of Business-Friendly Cities. *Symmetry*,

- 12(6), 1025.
- Melia, C. (2023). The Influence of Digital Marketing, Customer Experience and Customer Trust on Online Repurchase Intention for Wardah Cosmetic Products. *Simki Economic Journal*, 6(2), 242–254. <https://doi.org/10.29407/jse.v6i2.244>
- Naninsih, N., Syukur, A., Fatma, N., Misi, H. L., Makkira, & Fajriah, Y. (2022). New Business Opportunities for Business Actors in Sibatua Village, Pangkajene District, Pangkep Regency. *Journal of Training and Community Service Admissions (JTCSA)*, 3(1).
- Nguyen, T. T. T., Prior, D., & Van Hemmen, S. (2020). Stochastic semi-nonparametric frontier approach for tax administration efficiency measure: Evidence from a cross-country study. *Economic Analysis and Policy*, 66, 137–153.
- Nurahman, I. (2021). THE EFFECT OF CUSTOMER VALUE AND CUSTOMER EXPERIENCE ON REPURCHASE DECISIONS THROUGH CUSTOMER SATISFACTION ON GRAB ONLINE TRANSPORTATION (Survey of Grab Customers in Sleman Regency). *JMBI UNSRAT (Scientific Journal of Business Management and Innovation, Sam Ratulangi University)*, 8(1). <https://doi.org/10.35794/jmbi.v8i2.35039>
- Nurhasan, S., & Hendaryan, D. (2021). The Influence of Service Quality and Social Media on Consumer Satisfaction. *Almana: Journal of Management and Business*, 5(3), 460–473. <https://doi.org/10.36555/almana.v5i3.1721>
- Oh, D.-H., Ahn, J., Lee, S., & Choi, H. (2020). Measuring technical inefficiency and CO<sub>2</sub> shadow price of Korean fossil-fuel generation companies using deterministic and stochastic approaches. *Energy & Environment*, 0958305X20932547.
- Pranatika, D. (2022). The Influence of Customer Experience and Hedonic Motivation on Repurchase Intention. *Selekta Management: Journal of Business & Management Students*, 01(02), 92–105.
- Pranoto, R. G., & Subagio, H. (2016). Analysis of the Influence of Customer Experience on Customer Satisfaction. *Petra Marketing Management Journal*, 2(3), 1–9. <http://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/3370>
- Rozi, F., & Hidayat, R. (2024). Bandung In 2023 The Influence of Experience Value on Repurchase Intention of Shoope Customers in Bandung in 2023. 5(1), 2628–2638.
- SOEDIONON, W., WEDANAJI PRASASTYO, K., & ADELIN, M. (2020). The Influence of Brand Experience, Brand Image-Congruence, Brand Affect and Brandtrust on Repurchase Intention on Berrybenka Fashion Products Online in Jakarta. *Business Media*, 12(1), 57–66. <https://doi.org/10.34208/mb.v12i1.881>
- Wanke, P., Tan, Y., Antunes, J., & Hadi-Vencheh, A. (2020). Business environment drivers and technical efficiency in the Chinese energy industry: A robust Bayesian stochastic frontier analysis. *Computers & Industrial Engineering*, 144, 106487.
- Yanti Febrini, I., Widowati PA, R., & Anwar, M. (2019). The Influence of Experiential Marketing on Consumer Satisfaction and Repurchase Intention at Klotok Coffee Shop, Kaliurang, Yogyakarta. *Journal of Business Management*, 10(1), 35–54. <https://doi.org/10.18196/mb.10167>
- Yolandari, N. L. D., & Kusumadewi, N. M. W. (2018). THE INFLUENCE OF CUSTOMER EXPERIENCE AND TRUST ON ONLINE REPURCHASE INTENTIONS THROUGH CUSTOMER SATISFACTION (Study on the Online Site Berrybenka.com). *Udayana University Management E-Journal*, 7(10), 5343. <https://doi.org/10.24843/ejmunud.2018.v07.i10.p06>
- Yoon, C. (2014). THE INFLUENCE OF PRICE, QUALITY OF SERVICE, AND CONSUMER EXPERIENCE ON REPURCHASING MIXUE PRODUCTS. *Paper Knowledge . Toward a Media History of Documents*.