



## **The Effect Of Perceived Quality And Customer Experience On Repurchase Intention Through Customer Satisfaction As An Intervening Variable At Sma Global Prima Medan**

Pati Gunawan Leonardo<sup>1</sup>, Syaifuddin<sup>2</sup>, Robert Tua Siregar<sup>2</sup>, Fenny Krisna Marpaung<sup>3</sup>,

<sup>1</sup> Student of Master Management, Faculty of Economics, Universitas Prima Indonesia,

<sup>2</sup> Center Of Excellence for Human Resource Management Research and Innovation Center,  
Universitas Prima Indonesia

<sup>3</sup> Center Of Excellence for Digital Business and SMEs, Universitas Prima Indonesia

Email: roberttuasiregar@unprimdn.ac.id

### **ABSTRACT**

This research investigates the impact of Perceived Quality and Customer Experience on Repurchase Intention, with Customer Satisfaction serving as an intervening variable at SMA Global Prima Medan. The study involved students of SMA Global Prima Medan as the research subjects, with a total population of 227 individuals. Using the Slovin formula, a representative sample of 145 respondents was determined. Data were collected through questionnaires as the primary source and documentation studies as supporting secondary data. The analysis applied a quantitative approach processed with SPSS version 25, employing t-tests, Sobel tests, and path analysis to validate the proposed hypotheses. The results demonstrate that Perceived Quality significantly and positively affects Customer Satisfaction. Likewise, Customer Experience shows a positive and significant relationship with Customer Satisfaction. In addition, Perceived Quality exerts a direct positive influence on Repurchase Intention, while Customer Experience also contributes significantly to Repurchase Intention. Customer Satisfaction itself is proven to have a positive effect on Repurchase Intention, emphasizing its crucial mediating role. Moreover, the findings confirm that Perceived Quality indirectly influences Repurchase Intention through Customer Satisfaction, and a similar mediating effect is observed between Customer Experience and Repurchase Intention. In conclusion, the study highlights that Perceived Quality and Customer Experience are fundamental determinants of Customer Satisfaction, which subsequently strengthens Repurchase Intention among students. These insights are valuable for educational institutions, suggesting the importance of improving service quality and overall student experience to enhance satisfaction, build loyalty, and encourage sustainable engagement.



**Keywords:** Customer Experience, Customer Satisfaction, Perceived Quality, and Repurchase Intention.

## INTRODUCTION

In the current era of globalization, the education sector has become increasingly competitive. Schools are no longer merely institutions for transferring knowledge, but also service providers that must ensure quality, satisfaction, and loyalty among students and parents. The presence of many educational institutions with diverse facilities and programs requires schools to maintain their reputation and continuously improve their services. One important factor that determines the sustainability of an educational institution is its ability to retain students and foster their willingness to continue using the institution's services, which is often conceptualized as repurchase interest. Although this concept is commonly discussed in the context of consumer behavior, it is also highly relevant in the educational setting, where students act as customers of the institution. Repurchase interest refers to the intention of customers—students in this case—to continue their relationship with the institution in the future. For schools, this can manifest in the decision of students to remain enrolled until graduation, to continue studies in affiliated programs, or to recommend the institution to peers and family members. High repurchase interest is an indicator of strong trust and loyalty, which are invaluable assets for any educational institution. One of the key determinants of repurchase interest is perceived quality. Perceived quality reflects the evaluation of students and parents toward the overall quality of educational services provided, including academic programs, teaching competence, supporting facilities, and administrative services. A high level of perceived quality often leads to greater satisfaction, which in turn fosters loyalty. In addition to perceived quality, customer experience also plays a crucial role in shaping repurchase interest. Customer experience encompasses every interaction between students and the institution, both inside and outside the classroom. This includes learning experiences, extracurricular activities, administrative processes, social interactions, and the overall school environment. A positive experience creates lasting impressions that encourage satisfaction and loyalty, while negative experiences can discourage students from continuing their educational journey at the same institution.

Customer satisfaction serves as the mediating factor between perceived quality, customer experience, and repurchase interest. When students feel satisfied with the education and services they receive, they develop a stronger emotional bond with the institution. Satisfaction not only motivates them to continue their studies but also increases the likelihood of recommending the



school to others. This highlights the strategic importance of maintaining and improving satisfaction levels as a way to indirectly enhance repurchase interest.

SMA Global Prima Medan, as one of the reputable schools in Medan, faces the same challenges as other institutions in maintaining student trust and loyalty amid growing competition. The school is expected to deliver high-quality education and create meaningful experiences for students. However, with the increasing demands of students and parents for excellence in education, it is crucial for the school to continuously evaluate the factors that influence student satisfaction and loyalty. Understanding the roles of perceived quality and customer experience in shaping repurchase interest through customer satisfaction will provide valuable insights for the school's management. Therefore, this research seeks to analyze the effect of perceived quality and customer experience on repurchase interest with customer satisfaction as an intervening variable at SMA Global Prima Medan. The findings are expected to contribute both theoretically and practically: theoretically, by enriching the study of consumer behavior in the educational context, and practically, by providing recommendations for the school to enhance its service quality, student experience, and overall competitiveness.

## **LITERATURE REVIEW**

### **Repurchase Intention.**

Repurchase intention is generally defined as a customer's willingness or tendency to repurchase a product or service from the same provider based on prior experiences and perceived value. According to Hellier et al. (2003), repurchase intention refers to an individual's decision to buy a product or service again from the same company, taking into consideration past experiences and future expectations. Peter dan Olson (2014) describe it as a form of customer loyalty that emerges when consumers are satisfied with the quality of a product or service, thereby motivating them to repeat the purchase. Similarly, Keller (2012), defines repurchase intention as the consumer's willingness to repurchase the same product or service, which reflects a positive response to satisfaction. Priansa (2017) highlights that repurchase intention represents a consistent behavioral tendency to choose the same product or service provider, forming an essential part of loyalty. In addition, Hasan (2018) emphasize that repurchase intention is strongly influenced by service quality and customer satisfaction, where higher satisfaction increases the probability of repeat purchase.

To measure repurchase intention, several indicators are commonly used in prior studies. Ferdinand (2002) proposes four indicators: (1) transactional intention, which reflects the likelihood of making repeated purchases; (2) referential intention, which indicates the



willingness to recommend products or services to others; (3) preferential intention, which reflects a preference for a particular product or service over competitors; and (4) exploratory intention, which shows the interest in exploring or purchasing additional products or services from the same provider. Meanwhile, Hellier et al. (2003) suggest that repurchase intention can be measured through customer preferences, expectations of consistent quality, and willingness to repurchase in the future. These indicators provide a comprehensive understanding of repurchase intention, as they capture both the behavioral and attitudinal aspects of consumer loyalty.

In summary, repurchase intention can be understood as a multidimensional construct that involves the consumer's decision to repurchase, preference for the same provider, willingness to recommend, and openness to future engagement. It plays a crucial role in determining customer loyalty and long-term organizational sustainability.

### **Perceived Quality**

Perceived quality is one of the central concepts in consumer behavior, referring to a customer's subjective judgment regarding the overall excellence or superiority of a product or service. According to Aaker (1991), perceived quality is the consumer's perception of a product's overall quality or superiority compared to alternatives, which strongly influences brand choice and loyalty. Hellier dkk (2003) defines perceived quality as the customer's assessment of a product's overall excellence, which is not based on objective reality but rather on the consumer's personal perception. In line with this, Kotler and Keller (2016) explain that perceived quality represents how customers view the superiority of a product or service, influenced by their experiences, expectations, and comparisons with competing offerings. Meanwhile, Durianto dkk, (2011) emphasize that in the context of services, perceived quality is determined by the gap between customer expectations and the actual performance they experience.

From these perspectives, it can be concluded that perceived quality does not solely depend on the objective characteristics of a product or service, but rather on how customers interpret and evaluate their experiences. A high level of perceived quality is likely to lead to satisfaction, trust, and loyalty, whereas a low level may reduce repurchase intention and increase the likelihood of switching to competitors.

In summary, perceived quality is a multidimensional construct that reflects how customers interpret the superiority of a product or service. Its measurement can involve both tangible aspects, such as performance and reliability, and intangible aspects, such as trust, assurance, and empathy. A high level of perceived quality generally contributes to greater customer satisfaction, loyalty, and repurchase intention.



### **Customer Experience**

Customer experience refers to the overall impression and response formed by customers based on their direct and indirect interactions with a product, service, or organization. According to Ali dkk (2018), customer experience is the event that occurs when a company intentionally engages customers in a way that creates memorable and unique interactions. Hasan (2013) defines customer experience as the holistic perception a customer has when interacting with a company, which involves emotional, cognitive, sensory, and behavioral responses. Shaw dan Hamilton (2016) further explain that customer experience encompasses the internal and subjective response customers have to every direct or indirect contact with a company, including service delivery, communication, and brand image. Chen dan Lin (2014) emphasize that customer experience is dynamic, developing across multiple stages of the customer journey, influenced by touchpoints such as marketing, service encounters, and post-purchase interactions. From these perspectives, customer experience can be seen as a multidimensional construct that goes beyond product or service quality alone. It involves emotional engagement, sensory impressions, and social connections that shape customer satisfaction and loyalty. A positive customer experience is considered a key factor in building trust, strengthening long-term relationships, and encouraging repurchase intention.

### **Customer Satisfaction**

According to Djaslim (2003), customer satisfaction is a person's feeling of pleasure or disappointment that comes from comparing their impression of a product's performance (results) with their expectations.

From the several definitions above, it can be concluded that Customer Satisfaction is a consumer's feeling of pleasure, displeasure, satisfaction, and dissatisfaction with a product when receiving goods and services, comparing their impressions with their expectations. Customer satisfaction is a key concept in marketing and service management, referring to the customer's overall evaluation of a product or service after comparing their expectations with the actual performance they receive. Similarly, Fatihudin dan Firmansyah (2019), state that customer satisfaction reflects customers' overall evaluation of their experience with a product or service, influenced by perceptions of quality, price, and emotional factors.

In summary, customer satisfaction is a multidimensional construct that reflects how well a product or service meets or exceeds customer expectations. It not only influences customer loyalty and repurchase intention but also plays a critical role in shaping word-of-mouth recommendations and long-term organizational success.



## **METHODS**

The research employs an associative approach, which is designed to examine the relationship or influence between independent and dependent variables. In this study, the independent variables consist of X1, Perceived Quality, and X2, Customer Experience, while Customer Satisfaction (Z) serves as the intervening variable, and Repurchase Intention (Y) functions as the dependent variable.

### **Sampling**

According to Sugiyono (2012, p.115), a sample is defined as a subset of the population that reflects the characteristics of the entire population under study. Since it is often not possible for researchers to study the whole population due to limitations of time, cost, and resources, sampling becomes an essential step in the research process. To determine the appropriate number of respondents, this study employed Slovin's formula, which provides a simple yet effective method for calculating sample size when the total population is known. By applying this formula, the researcher ensured that the selected sample would adequately represent the larger population while maintaining statistical accuracy. Based on the calculation, the sample size determined for this study was 145 students from Global Prima Medan High School.

### **Data collection**

#### **Data Types and Sources**

This study utilized both primary and secondary data as sources of information. Sanusi (2011) classifies data into two types based on their origin. Primary data refers to information collected and recorded directly by the researcher for the first time. In this research, primary data were obtained through the distribution of questionnaires to respondents, which served as the main instrument for gathering first-hand information. Meanwhile, secondary data refers to information that has already been collected and documented by other parties. In this study, secondary data were obtained from various books, journals, and other literature relevant to the research variables, namely Perceived Quality, Customer Experience, Customer Satisfaction, and Repurchase Intention. The combination of these two data sources allowed the researcher to strengthen the analysis by comparing field findings with existing theories and prior studies.

### **Measures (Alternatively: Measurement)**

#### **t-test (Partial Test)**



Using the t-test (partial) to determine whether there is a partial influence between the independent variable and the dependent variable (Ghozali, 2018).

**Sobel test (criteria of mediation)**

Ghozali (2018) explains that the Sobel test is used to examine the indirect effect of an independent variable (X) on a dependent variable (Y) through a mediating variable (M). The calculation of the Sobel test is performed using the following formula:

$$\sqrt{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2}$$

**Path Analysis**

According to Imam Ghozali (2005), path analysis is essentially an extension of multiple linear regression analysis. It applies regression techniques to estimate both direct and indirect relationships among variables that have been predetermined based on theoretical frameworks. Path analysis is particularly useful in studies where researchers aim to test causal models involving mediating variables, as it allows them to understand not only the strength of direct effects but also how certain variables influence others through intermediaries. By decomposing the total effect into direct and indirect components, path analysis provides a more comprehensive understanding of the structural relationships among variables within a research model.

**RESULTS**

**Path Analysis Sub Model II**

The value of R2 or R-square is shown in the following table.

**Model Summary**

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.408a	.166	.148	.746

a. Predictors: (Constant), Customer Satisfaction, Perceived Quality, Customer Experience

The model summary shows that the regression analysis produced a correlation coefficient (R) of 0.408, indicating a moderate relationship between the independent variables—Customer Satisfaction, Perceived Quality, and Customer Experience—and the dependent variable,



Repurchase Intention. The R Square value of 0.166 suggests that approximately 16.6% of the variation in Repurchase Intention can be explained by these predictors, while the remaining 83.4% is influenced by other factors not included in the model. After adjusting for the number of predictors, the Adjusted R Square of 0.148 indicates that about 14.8% of the variance is reliably explained by the model, reflecting a modest but meaningful effect. The Standard Error of the Estimate, 0.746, represents the average distance of the observed data points from the predicted values, showing the level of accuracy of the regression model. Overall, these results suggest that while Customer Satisfaction, Perceived Quality, and Customer Experience contribute to explaining Repurchase Intention, there are additional variables outside this model that also play a significant role in shaping students' or parents' decisions to continue their engagement with the school.

**Sobel test**

**Sobel Test**

Variables	Unstandardized	Std. Error	Test Statistics	Std. Error	P-Value
Perceived Quality on Customer Satisfaction	0.059 (a)	0.020 (Sa)	2,062	0.013	0.039
Customer Satisfaction on Repurchase Intention	0.473 (b)	0.164 (Sb)			
Customer Experience on Customer Satisfaction	0.084 (a)	0.022 (Sa)	2,301	0.017	0.021
Customer Satisfaction on Repurchase Intention	0.473 (b)	0.164 (Sb)			

Source: Data Processed With Calculation for the Sobel Test, 2025

The Sobel test was conducted in this study to evaluate the indirect effects of Perceived Quality and Customer Experience on Repurchase Intention through the mediating role of Customer Satisfaction. The results show that Perceived Quality has a significant positive effect on



Customer Satisfaction, with an unstandardized coefficient of 0.059, a standard error of 0.020, a test statistic of 2.062, and a p-value of 0.039. This indicates that improvements in the perceived quality of the school's services contribute to higher levels of satisfaction among students and parents. Likewise, Customer Experience also demonstrates a significant positive effect on Customer Satisfaction, with a coefficient of 0.084, a standard error of 0.022, a test statistic of 2.301, and a p-value of 0.021. This finding highlights that positive and meaningful interactions with the school enhance customer satisfaction.

Furthermore, Customer Satisfaction exerts a strong positive influence on Repurchase Intention, with a coefficient of 0.473 and a standard error of 0.164, indicating that higher satisfaction levels increase the likelihood of students and parents continuing their engagement with the school. Taken together, these results confirm that Customer Satisfaction effectively mediates the relationship between both Perceived Quality and Customer Experience with Repurchase Intention. This suggests that schools aiming to foster loyalty and repeated enrollment should focus not only on improving service quality and experiences but also on ensuring that these factors translate into meaningful satisfaction for students and parents.

## **DISCUSSION**

### **The Influence of Perceived Quality on Customer Satisfaction**

The results of this study indicate that Perceived Quality has a significant positive effect on Customer Satisfaction among students and parents at SMA Global Prima Medan. This finding aligns with the theoretical perspective that the perceived excellence of a product or service directly shapes the satisfaction of its users. Perceived Quality, in this context, refers to students' and parents' evaluation of various aspects of the school, including academic performance, teaching quality, facilities, and support services. When these aspects are perceived as high-quality, they meet or exceed the expectations of students and parents, leading to increased satisfaction.

The positive relationship between Perceived Quality and Customer Satisfaction is supported by Marini Permata Andina (2021), who emphasizes that satisfaction is largely influenced by the subjective evaluation of service quality. Similarly, Sundari Safriani (2024) argue that the better the quality of a product or service as perceived by customers, the higher the likelihood of achieving satisfaction. In this study, the Sobel test results further indicate that Perceived Quality indirectly contributes to Repurchase Intention through Customer Satisfaction, highlighting the mediating role of satisfaction in translating quality perceptions into loyalty behaviors.



These findings suggest that SMA Global Prima Medan should focus on consistently enhancing service quality across academic and non-academic dimensions. Strategies such as improving teaching methods, upgrading facilities, and providing responsive support can strengthen perceptions of quality, thereby increasing overall satisfaction and encouraging continued enrollment.

### **The Influence of Customer Experience on Customer Satisfaction**

The findings of this study show that Customer Experience has a significant positive effect on Customer Satisfaction at SMA Global Prima Medan. Customer Experience refers to the overall impressions, feelings, and responses of students and parents resulting from their interactions with the school. Positive experiences, such as engaging classroom activities, supportive teacher interactions, effective communication, and enjoyable extracurricular programs, enhance the perception of the school's value and contribute to greater satisfaction.

This result is consistent with Dinaristya Rizdwi Ajininggar, Lina Budiarti (2023), who emphasizes that customer experience encompasses emotional, cognitive, sensory, and behavioral responses that shape the overall perception of a service. Amelia Fahtafat (2024) also highlight that well-managed experiences at different touchpoints in the customer journey significantly influence satisfaction levels. In this study, the Sobel test further confirms that Customer Experience indirectly impacts Repurchase Intention through Customer Satisfaction, indicating that satisfaction acts as a mediator that translates positive experiences into loyalty behaviors.

The implications of these findings suggest that SMA Global Prima Medan should focus on creating meaningful and memorable experiences for students and parents. By designing engaging learning environments, fostering supportive interactions, and enhancing overall service encounters, the school can strengthen Customer Satisfaction, which in turn increases the likelihood of repeated enrollment and long-term loyalty.

### **The Influence of Perceived Quality on Repurchase Intention through Customer Satisfaction**

The findings of this study indicate that Customer Experience indirectly influences Repurchase Intention through the mediating role of Customer Satisfaction at SMA Global Prima Medan. While positive experiences—such as engaging classroom interactions, effective communication, and enjoyable school activities—directly affect students' and parents' perceptions, their impact on the intention to continue enrollment is significantly enhanced when satisfaction is considered as an intervening factor. The Sobel test results confirm that Customer Satisfaction plays a



significant mediating role, highlighting that meaningful experiences alone are insufficient to drive repurchase unless they lead to a high level of satisfaction.

This outcome is consistent with Schmitt (2003), who emphasizes that customer experience shapes cognitive, emotional, and behavioral responses that contribute to overall satisfaction. Meyer and Schwager (2016) also point out that satisfaction serves as a critical bridge between experience and behavioral intentions, including loyalty and repurchase.

Practically, these findings suggest that SMA Global Prima Medan should focus on creating holistic and memorable experiences for students and parents, ensuring that every touchpoint—from academic learning to extracurricular interactions—enhances satisfaction. By strategically managing experiences that translate into meaningful satisfaction, the school can foster loyalty and increase the likelihood of repeated enrollment.

### **The Influence of Customer Experience on Repurchase Intention through Customer Satisfaction**

Based The results of this study indicate that Customer Experience indirectly affects Repurchase Intention through the mediating role of Customer Satisfaction at SMA Global Prima Medan. Positive interactions and meaningful experiences—such as engaging classroom activities, effective communication with teachers, and supportive school programs—directly enhance students' and parents' perceptions of the school. However, the Sobel test results demonstrate that these experiences have a stronger impact on Repurchase Intention when they lead to increased Customer Satisfaction. This confirms that satisfaction functions as a key mediator, translating positive experiences into loyalty behaviors such as continued enrollment.

This finding aligns with Schmitt (2003), who highlights that customer experience encompasses emotional, cognitive, and behavioral responses that contribute to overall satisfaction. Meyer and Schwager (2016) also assert that satisfaction serves as a bridge between experience and behavioral intentions, indicating that positive experiences alone may not guarantee repurchase unless they result in a high level of satisfaction.

Practically, this suggests that SMA Global Prima Medan should focus on designing comprehensive experiences for students and parents that enhance both emotional and cognitive engagement. By ensuring that positive experiences translate into meaningful satisfaction, the school can strengthen loyalty and increase the likelihood of students continuing their education within the institution.



## **CONCLUSION**

This study examined the influence of Perceived Quality and Customer Experience on Repurchase Intention, with Customer Satisfaction serving as an intervening variable at SMA Global Prima Medan. The results indicate that both Perceived Quality and Customer Experience have a significant positive effect on Customer Satisfaction, suggesting that students and parents are more likely to feel satisfied when the school provides high-quality services and meaningful interactions.

Furthermore, Customer Satisfaction has a strong positive impact on Repurchase Intention, demonstrating that satisfaction plays a critical role in encouraging students and parents to continue their engagement with the school. The Sobel test results confirm that Customer Satisfaction effectively mediates the relationship between Perceived Quality and Repurchase Intention, as well as between Customer Experience and Repurchase Intention. This indicates that improvements in quality and experience alone are not sufficient to drive loyalty unless they enhance overall satisfaction.

In practical terms, the findings suggest that SMA Global Prima Medan should focus on continuously enhancing the perceived quality of educational services and providing engaging, positive experiences. By ensuring that these factors translate into high levels of satisfaction, the school can strengthen customer loyalty and increase the likelihood of repeated enrollment, thereby supporting long-term institutional success.

## **LIMITATION**

Despite providing valuable insights, this study has several limitations that should be considered. First, the research was conducted only at SMA Global Prima Medan, which limits the generalizability of the findings to other schools or educational institutions with different characteristics. Second, the study relied on self-reported questionnaires to measure variables such as Perceived Quality, Customer Experience, Customer Satisfaction, and Repurchase Intention. This method may introduce response bias, as participants might overestimate or underestimate their perceptions. Third, the study focused on only a limited number of variables. Other factors, such as price perception, school reputation, peer influence, and parental involvement, may also affect Customer Satisfaction and Repurchase Intention but were not included in this research. Finally, the cross-sectional research design captures data at a single point in time, which may not fully reflect changes in perceptions or intentions over longer periods. Acknowledging these limitations, future research can expand the scope by including



multiple schools, additional variables, and longitudinal designs to provide a more comprehensive understanding of the factors influencing repurchase intention in educational settings.

## REFERENCES

- A, Morissan M. (2014). *Metode Penelitian Survei. Cetakan ke-2*. Jakarta: Kencana.
- Aaker, D. A. (1996). *Building Strong Brands*. New York: The Free Press.
- Adi Pratama, M. K. (2022). Pengaruh Persepsi Kualitas Dan Kepercayaan Terhadap Niat Untuk Loyal Dengan Kepuasan Sebagai Mediasi Pada Pelanggan Shopee Di Surabaya (Doctoral dissertation, Universitas Hayam Wuruk Perbanas Surabaya).
- Ajininggar, D. R., & Budiarti, L. (2023). Pengaruh Pengalaman Pelanggan dan Kualitas Pelayanan terhadap Kepuasan Pelanggan pada Maxpress Coin Laundry Malang. *Jurnal Aplikasi Bisnis*, 9(1), 186-192.
- Akbar, M. K. (2025). Pengaruh Content Marketing, Persepsi Harga, Persepsi Kualitas Terhadap Minat Beli Ulang Konsumen Pada Aplikasi Tiktok (Studi Kasus Pada Generasi Z Di Industri Fashion Online Di Kawasan ITC Mangga Dua) (Doctoral dissertation, Universitas Bakrie).
- Alfikri, Danial Syifa. (2023). Pengaruh *Customer Experience*, *Complaint Handling* Dan *E-Trust* Terhadap Keputusan Bertransaksi Ulang.
- Ali, F., Kim, W. G., Li, J., & Jeon, H. M. (2018). Make it delightful: Customers' experience, satisfaction and loyalty in Malaysian theme parks. *Journal of Destination Marketing and Management*.
- Baskara, R. F., Mardiatmi, B. D. A., & Argo, J. G. (2021). Analisis pengaruh kualitas pelayanan terhadap pembelian ulang melalui kepuasan pelanggan pada aplikasi traveloka. *Konferensi Riset Nasional Ekonomi Manajemen Dan Akuntansi*, 2(1), 1645-1659.
- Chen, S. C and Lin, C. P. (2014). The impact of *Customer Experience* and perceived value on sustainable social relationship in blog: An empirical study. *Technological Forecasting & Social Change*, Vol. 96.
- Djaslim, Saladin. (2003). *Perilaku Konsumen dan Pemasaran Strategik*. Bandung: CV. Linda Karya.
- Durianto, Darmadi dkk. (2011). *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: PT. Gramedia Pustaka Utama.
- Fahtafat, A. (2024). Pengaruh Kualitas Produk dan *Customer Experience* Terhadap Kepuasan Pelanggan (Studi kasus pada pelanggan di Pajajaran Toserba Ciamis).



- Fatihudin, D., & Firmansyah, A. (2019). *Pemasaran Jasa (Strategi, Mengukur Kepuasan Dan Loyalitas Pelanggan)*. Yogyakarta: Deepublish.
- Ghozali, I. (2005). *Aplikasi Analisis Multivariate dengan SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23 (Edisi 8). Cetakan ke VIII*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hasan, A. (2013). *Marketing dan Kasus-Kasus Pilihan*. Yogyakarta: CAPS (Center for Academic Publishing Service).
- Hellier, dkk. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11/12).
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*. Surabaya: Unitomo Press.
- Julia, I. P. (2024). Faktor-Faktor Determinan yang Mempengaruhi Repurchase Intention pada Pasien Rumah Sakit Bhayangkara Tk II Mas Kadiran Medan.
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity (4th ed.)*.
- Koharyanto, F. F. (2020). Analisa pengaruh *perceived quality* dalam pembentukan repurchase intention melalui brand trust pada aplikasi Shopee. *Jurnal Strategi Pemasaran*, 7(1), 7-7.
- Kotler, P., dan Keller, K., L. (2007). *Manajemen Pemasaran, Jilid I, Edisi Ke-12*. Jakarta: PT. Indeks.
- Kotler, P., dan Keller, K. L. (2009). *Manajemen Pemasaran. Edisi ke-13*. Jakarta: Erlangga.
- Kurnia, R. (2022). Pengaruh Kualitas Layanan, Pengalaman Konsumen, Dan Kepercayaan Merek Terhadap Kepuasan Konsumen (Studi Kasus Pada Restoran Kfc Harapan Indah) (Doctoral dissertation, Sekolah Tinggi Ilmu Ekonomi Indonesia).
- Marini Permata Andina, M. (2021). Pengaruh Experiential Marketing, Service Excellence Dan *Perceived quality* Terhadap Kepuasan Konsumen (Studi Kasus Pada Konsumen RR Cafe Pekanbaru) (Doctoral dissertation, Universitas Islam Negeri Sultan Syarif Kasim Riau).
- Meyer, Christopher and Andre Schwager (2007), *Understanding Customer Experience*, *Harvard Business Review*, 85 (2), 117–26.
- Monica, T., & Widaningsih, S. (2020). Pengaruh Customer Experience terhadap Minat Beli Ulang (Studi Kasus Pada Taman Kardus Bandung). *EProceedings of Applied Science*, 6(1).



- Muthi, L. H. (2023). Pengaruh Harga, Citra Merek Dan Promosi Terhadap Minat Pembelian Ulang Pelanggan Easy Shopping Yang Dimediasi Oleh Kepuasan Pelanggan (Doctoral dissertation, Universitas Mercu Buana Jakarta-Menteng).
- Novriyansa, R. (2017). Pengaruh Kesadaran Merek Dan Citra Merek Terhadap Minat Beli Ulang Konsumen Pada Merek Eiger (Dengan Persepsi Kualitas Dan Loyalitas Merek Sebagai Pemediasi).
- Priyatno, D. (2014). *Mandiri Belajar Analisis Data dengan SPSS*. Yogyakarta: Mediakom. *Kausal Loyalitas Pelanggan Toserba 'X'*. Skripsi UPI: Universitas Pendidikan Indonesia.
- Rahayu, Suci. (2013). Aplikasi Metode Trimming Pada Analisis Jalur Dalam Penentuan Model Kausal Loyalitas Pelanggan Toserba X. Skripsi UPI: tidak diterbitkan. [www.repository.upi.edu](http://www.repository.upi.edu).
- Safriani, S. (2024). Pengaruh *Social Media Marketing*, *Perceived quality* dan *Perceived Price* terhadap Kepuasan Pelanggan pada UKM Jasa Jahit Baju Handayani.
- Sanusi, A. (2011). *Metodologi Penelitian Bisnis*. Jakarta: Salemba Empat.
- Saputri, D. A. N. (2021). Pengaruh *Customer Experience* Dan E-wom Terhadap Repurchase Intention Pada Produk Skincare Nature Republic Aloe Vera 92% Shooting Gel (Studi Kasus Pada Mahasiswi Manajemen Universitas Islam Riau) (Doctoral dissertation, Universitas Islam Riau).
- Schiffman dan Kanuk. (2004). *Perilaku Konsumen (edisi 7)*. Jakarta: Prentice Hall.
- Schmitt, B. H., dan Zarantonello, L. (2014). *Experience Marketing: Concepts, Frameworks and Consumer Insights*. now publishers inc.
- Septiana, A. (2019). Pengaruh Kualitas Produk, Harga, dan Kepercayaan Terhadap Minat Beli Ulang Melalui Kepuasan Konsumen Sebagai Variabel Intervening (Studi Pembeli Online Lazada. co. id di MG Group) (Doctoral dissertation, Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI) Jakarta).
- Shaw, C., dan Hamilton, R. (2016). *The Intuitive Customer*. Palgrave Macmillan.
- Soedarmo, Hartoto. (2006). *Menjadi Kaya Dengan UKM Otomatif Roda Dua*. Tangerang: PT Agro Media Pustaka.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, R & D*. Bandung: CV Alfabeta.
- Tjiptono, F. dan Chandra, G. (2015). *Pemasaran Strategik*. Yogyakarta: Andi Offset.
- Tjiptono, F. dan Chandra, G. (2016). *Pemasaran Jasa – Prinsip, Penerapan, dan Penelitian*. Yogyakarta: Andi Offset.



- Ulfa, M. (2024). Pengaruh *Brand Personality* Dan *Perceived quality* Terhadap Keputusan Pembelian Dan Dampaknya Pada *Repurchase Intention* Produk Natasha Skincare (Doctoral dissertation, Universitas Yudharta).
- Widjajanta, B., Rahayu, A., & Salsabila, A. (2020). Pengaruh *perceived quality* dan brand reputation terhadap repurchase intention pada reviewers Sepatu Bata aplikasi Shopee. *Strategic: Jurnal Pendidikan Manajemen Bisnis*, 20(1).
- Yolanda, R., Hardilawati, W. L., & Hinggo, H. T. (2021). Pengaruh *Perceived quality* , Customer Relationship Marketing Dan Store Atmosphere Terhadap Loyalitas Konsumen. *ECOUNTBIS: Economics, Accounting and Business Journal*, 1(1), 146-156.