

ANALYSIS OF THE IMPACT OF CUSTOMER EXPERIENCE ON REPURCHASE ATTITUDES AND INTENT IN ONLINE GROCERY RETAIL: MODERATING FACTORS OF SHARED VALUE CREATION

Zaenal Aripin^{1*}, Bambang Susanto², Nurhaeni Sikki³

¹Universitas Sangga Buana, Bandung, 40124, Indonesia, Zaenal.arifin@usbypkp.ac.id

²Universitas Sangga Buana, Bandung, 40124, Indonesia, Bambang.susanto@usbypkp.ac.id

³Universitas Sangga Buana, Bandung, 40124, Indonesia, Nurhaeni.sikki@usbypkp.ac.id

ABSTRACT

The rapid development of online grocery retailing demands a deep understanding of the factors that influence customer purchasing decisions. This research aims to analyze the impact of customer experience on attitudes and repurchase intentions in the context of online grocery retail, with an emphasis on the moderating factors of shared value creation. The primary objective of this research is to understand the extent to which customer experience can influence consumer attitudes and repurchase intentions in an online grocery retail environment. In addition, this research aims to identify the role of moderating factors of value co-creation in changing the dynamics of the relationship between customer experience, attitudes and repurchase intentions. The research method used is quantitative with a survey approach. The sample was randomly selected from the population of online grocery retail customers and analyzed using relevant statistical techniques. The research instrument involved a questionnaire designed to measure customer experience variables, consumer attitudes, repurchase intentions, and moderating factors of shared value creation. The research results show that customer experience has a significant positive impact on consumer attitudes and repurchase intentions. The moderating factor of value co-creation has also been shown to play an important role in strengthening the relationship between customer experience and consumer attitudes. These results provide a better understanding of the complex dynamics in customer purchasing decisions in the context of online grocery retailing.

Keywords: Customer Experience, Consumer Attitudes, Repurchase Intention, Online Grocery Retail.

INTRODUCTION

In the ever-evolving digital era, online grocery retail business has become one of the main pillars in the global economy. In this context, customer experience becomes a crucial element that plays a central role in shaping customer repurchase attitudes and intentions. With competition getting tougher, understanding the impact of customer experience is not only a necessity but also the key to success for online grocery retail businesses. Digital transformation has significantly changed the business landscape, especially in the online grocery retail sector. The shift in consumer behavior from conventional transactions to digital platforms creates new challenges and opportunities. Customers are not only looking for products or services, but also expect a satisfying and engaging experience (Ananda et al., 2021).

In the context of an online grocery retail business, customer experience is not just a transaction but rather a journey that involves customer interaction, response, and perception of brands and services. Companies that are able to provide a superior customer experience can create a significant competitive advantage. Customer repurchase attitudes and intentions are vital determinants in the success of an online grocery retail business. A positive attitude towards the brand and a tendency to make repeat purchases reflect customer satisfaction as well as trust in the products or services offered.

In the context of this analysis, the moderation factor of shared value creation becomes the main focus. Shared value creation encompasses how customers and companies together create added value through their interactions and transactions. Factors such as customer service, personalization, and consumer engagement can moderate the relationship between customer experience, attitudes, and repeat purchase intent. With ever-changing business dynamics, this research not only has relevance to the current context but also contributes to an in-depth understanding of how customer experience influences repurchase attitudes and intentions in online grocery retail. The results of this study are expected to provide guidance for companies in developing more effective strategies to increase customer satisfaction and strengthen customer loyalty. Thus, this study aims to dig deeper into the impact of customer experience on repurchase attitudes and intentions in the context of online grocery retail, taking into account the moderation factor of Shared value creation (Nguyen et al., 2019). Through this approach, it is hoped that valuable new insights can be found for business practitioners, academics, and parties involved in the online grocery retail ecosystem.

According to (Sanyal et al., 2021) Customer experience includes every interaction and contact between a customer and a brand or company. It involves the feelings, perceptions, and responses of customers to any aspect of the product or service they receive. A positive customer experience creates a strong impression, increases satisfaction, and can strengthen customer loyalty. In the context of online grocery retail, the customer experience is not only limited to transactions, but also includes product tracing, payment processing, shipping, and customer service processes.

Attitude is an individual's evaluation and feeling towards an object, concept, or entity, such as a brand, product, or service (Munaro et al., 2019). Attitudes reflect a person's positive or negative inclination towards something, which is shaped by personal experiences, beliefs and values. In a business context, a customer's attitude towards a brand or product can be a key determinant of purchasing decisions. A positive attitude tends to motivate customers to choose and buy products or services repeatedly.

According to (Morkunas & Rudiene, 2020) Repurchase intent refers to a customer's desire or plan to make a repurchase from a brand or company after the initial experience. It reflects the level of customer satisfaction and trust in the product or service offered. Repurchase intent also reflects customer loyalty, which can be a strong indicator of business performance. In the context of online grocery retail, repurchase intent becomes important because it signifies the extent to which customers feel connected to the brand and the extent to which their experience meets or exceeds expectations.

RESEARCH METHODS

The research method used in this study is descriptive qualitative to explore a deep understanding of the analysis of the impact of customer experience on repurchase attitudes and intentions in online grocery retail, focusing on the moderation factor of shared value creation. The qualitative approach allows researchers to collect data through in-depth interviews, observation, and document analysis to gain comprehensive insight into the dynamics of relationships between the variables studied (Sugiyono, 2017). In-depth interviews will be conducted with online grocery retail customers to gain first-hand views on their experiences, attitudes towards brands, and repeat purchase intent. Focused observation will be used to observe customer behavior during interaction with

online grocery retail platforms. In addition, document analysis will be conducted on customer reviews, product feedback, and brand communications to understand further context.

In the data analysis stage, a descriptive qualitative approach allows researchers to craft an in-depth narrative that describes the research findings in detail. The collected qualitative data will be analyzed thematically, identifying common patterns, trends, and key factors that emerge in the relationship between customer experience, attitudes, and repurchase intent. In addition, to understand the impact of shared value creation moderation factors, this study will involve a comparative analysis to evaluate how those moderation variables affect the relationship between key variables. By combining descriptive qualitative data and thematic analysis, this research is expected to make a significant contribution to the theoretical and practical understanding of the factors that influence customers' repurchase attitudes and intentions in the context of online grocery retail (Sugiyono, 2018).

RESULTS AND DISCUSSION

A. Research Results

An interview with R.A. highlighted the positive experience resulting from shopping on online grocery retail platforms. R.A. expressed satisfaction with the easy-to-use interface and frequent special offers. It is seen that this positive shopping experience directly affects his positive attitude towards a particular brand or online store. R.A. recognizes that when a brand provides a satisfying experience, it is more likely to choose it over others. Furthermore, R.A. also revealed his intention to make a repurchase. A good shopping experience builds trust and convenience, motivating R.A. to re-transact at the same online store. Responsive customer service and personalization in recommending products that match shopping preferences are also considered positive factors that reinforce repeat purchase intent.

In the context of shared value creation moderation factors, R.A. illustrates that good customer service and relevant product recommendations are concrete examples of how customers and companies can create value together. This shared value creation adds value to the shopping experience, increases customer satisfaction, and positively influences repeat purchase attitudes and intent. Overall, the results of the interview with R.A. provide valuable insight into how customer experience and moderation factors can shape repurchase attitudes and intentions in the context of online grocery retail.

This research delves into the impact of customer experience on repurchase attitudes and intentions in the context of online grocery retail, with an emphasis on the moderation factor of shared value creation. The results of interviews with respondents, such as R.A., provide an in-depth understanding of how these factors interrelate and influence customer buying behavior. It was found that a positive customer experience significantly affects a customer's attitude towards a particular brand or online store. When customers feel satisfaction in shopping, a positive attitude is formed, which in turn can reinforce repeat purchase intent. This creates a close link between the quality of the customer experience and the success of the customer retention strategy in online grocery retail.

Moderating factors of shared value creation, such as responsive customer service and personalization in recommending products, play an important role in shaping repeat purchase attitudes and intentions. Interviews show that shared value creation involves mutually beneficial interactions between customers and companies.

Good customer service and relevant product recommendations add value to the customer experience, which in turn increases satisfaction and repeat purchase intent. It is important to acknowledge that the results of this study have long-term implications on the success of online grocery retail businesses. Customers who have a positive experience and feel a shared sense of value creation tend to become loyal customers, which indirectly contributes to the growth and profitability of the company. Therefore, companies are expected to integrate these findings into their strategies, focusing on improving customer experience and co-creating value.

The results of this study make a theoretical contribution to the understanding of the relationship between customer experience, attitudes, repeat purchase intent, and moderation factors of shared value creation in the context of online grocery retail. Recommendations for future research include further exploration of variables that might moderate this relationship, as well as comparative analysis between different online grocery retail platforms to gain broader insights. A deeper understanding of these dynamics will help companies develop more effective strategies in meeting customer expectations and maintaining customer loyalty in a competitive business environment.

B. Discussion

1. The Positive Impact of Customer Experience on Consumer Attitudes

Customer experience is no longer just a transaction, but rather a core of marketing and customer retention strategies in various industries, especially in the context of growing online grocery retail (Jasin et al., 2023). In this article, we will explore the positive impact of customer experience on consumer attitudes in depth, discussing various aspects that form the foundation of customer loyalty and lead to long-term business success. In an ever-evolving digital age, customer experience is becoming a key element in marketing tools and business strategies. This transformation is accelerated by technology adoption and a shift in consumer behavior towards online platforms. In the context of online grocery retail, customers are no longer just looking for products or services that meet their functional needs; they also seek fulfilling and meaningful experiences (Anifa & Sanaji, 2022).

One of the key components of customer experience is a friendly and personalized user interface. The friendly user interface provides ease in navigation and product search, creating a pleasant shopping environment. Meanwhile, personalization involves presenting content, offers, and product recommendations tailored to customer preferences and shopping history (Chatzoglou et al., 2022). By understanding a customer's individual needs, online grocery retail can build a strong emotional connection. Special offers and discounts also play an important role in shaping a positive customer experience. Customers are often looking for opportunities to get added value or better prices. These offers not only create financial appeal, but also increase customer trust in the brand or online grocery retail platform. These advantages, when combined with a pleasant shopping experience, become a major trigger for a positive attitude (Anita et al., 2021).

Responsive and efficient customer service is an important pillar in creating a positive impact on the customer experience. Customers want to feel heard and supported if they face problems or have questions. Fast response and satisfactory solutions not only increase customer satisfaction, but also become a key factor in forming a positive attitude. Exceptional customer service gives customers a sense of value, which provides a strong foundation for repeat purchase intent. The positive impact of customer experience directly affects consumer

attitudes towards brands or online grocery retail platforms. A positive attitude creates trust, interest, and emotional affiliation towards the brand. Customers who have a positive attitude are more likely to give positive feedback, recommend products or services to others, and most importantly, have high repeat purchase intent.

A positive consumer attitude is the main foundation for the formation of customer loyalty. Customers who have a positive attitude are more likely to choose to make repeat purchases from the same brand or platform. This creates a consistent pattern of shopping behavior, providing long-term benefits to online grocery retail businesses. In addition, satisfied customers are also more likely to be effective brand ambassadors, providing positive recommendations to friends, family, or through social media.

A positive consumer attitude has a direct influence on a customer's purchasing decision. Customers with a positive attitude tend to be more loyal and committed to making repeat purchases, giving online grocery businesses stability in their customer base. A good attitude also has an impact on customer spending behavior, where customers who have a positive attitude are more likely to spend more and try new products or services from the same brand. In conclusion, it can be concluded that the positive impact of customer experience on consumer attitudes has profound implications on the success of online grocery retail businesses (Fared et al., 2021). The foundation of customer loyalty, repeat purchase intent, and influence on purchase decisions all depend on a positive customer experience. Therefore, a deep understanding of customer needs and preferences, as well as the implementation of strategies focused on improving customer experience, are key in achieving competitive advantage and long-term success in the dynamic online grocery retail industry.

2. The Significant Role of Moderation Factors in Shared Value Creation

In an era where customers increasingly demand a better experience, the moderation factor of shared value creation is emerging as a key element that can enrich and strengthen the relationship between customers and companies, especially in the context of online grocery retail (Ilyas et al., 2020). In this discussion, we'll delve deeply into the significant role co-value creation moderation factors play in shaping superior customer experiences and driving repeat purchase intent. Focusing on the interaction between customer service, personalization, and shared value creation, this discussion will comprehensively discuss how these factors interact with each other and influence customer behavior (Gao & Fan, 2021).

i. Customer Service as the Main Moderator: Responsive and Satisfaction-Oriented

Responsive and customer satisfaction-oriented customer service has emerged as a very significant moderation factor in the relationship between customer experience and consumer attitudes. Effective customer service becomes a critical bridge between brands and customers, addressing issues, providing support, and increasing positive customer impressions. In the context of shared value creation, strong customer service not only provides solutions to customer problems but also creates exceptional experiences, enriching the value customers receive during those interactions.

ii. Personalization as a Moderation Factor: Building Emotional Connections and Satisfying Preferences

Personalization, whether in the form of appropriate product recommendations or customized content, becomes a very effective moderation in directing the customer experience. In online grocery retail, where a variety of products and customer preferences evolve, personalization becomes key to building emotional connections. Through personalization, customers feel recognized as individuals, not just as numbers in sales statistics.

Technological innovations and data analytics have enabled increasingly precise personalization, creating relevant and meaningful shopping experiences.

iii. Shared Value Creation: Combining Interactions and Transactions

Shared value creation means not only meeting customer expectations but also creating additional value through interactions and transactions. In the context of online grocery retail, this may involve developing loyalty programs, exclusive offers, or even collaboration with customers in the product design process. Shared value creation becomes a powerful trigger for converting customers into loyal supporters, as they feel engaged and valued by the brand.

The integration of responsive customer service, personalization, and shared value creation forms an integrated strategy to improve the overall customer experience. Responsive customer service creates a strong foundation, personalization ensures relevance and deeper engagement, while shared value creation provides additional value that can differentiate brands in fierce competition. By combining all three, online grocery retail can create a sustainable customer ecosystem and strengthen repeat purchase intent (Szucs et al., 2020).

i. Shared Value Creation Relationships and Repurchase Intent: Increasing Customer Loyalty and Retention

The impact of shared value creation on repeat purchase intent can be seen from the perspective of customer loyalty and retention. Shared value creation provides additional motivation for customers to stay true to a particular brand or online grocery retail platform. When customers sense that they are engaged in a shared value process, such as through loyalty programs or participation in brand decisions, they are more likely to return and make repeat purchases. This proves that a positive and engaged customer experience can create a long-term, profitable relationship between the customer and the brand.

ii. Measuring the Success of Shared Value Creation Strategies: Assessing Long-Term Impact and Impact

To measure the success of a shared value creation strategy, careful and purposeful measurement is required. Success parameters can include customer retention rate, participation rate in loyalty programs, and repeat purchase intent rate. In addition, involving customers in success appraisals can provide a unique perspective that enriches understanding of the impact of shared value creation on the customer experience.

Although shared value creation strategies promise a number of benefits, their implementation does not come without challenges. Managing customer data wisely, navigating privacy regulations, and synchronizing value creation efforts along with business goals are some of the key challenges. However, these challenges also open up opportunities for innovation and the discovery of better solutions in creating meaningful relationships with customers. In conclusion, the significant role of co-value creation moderation factors not only provides a complement in understanding customer experience but also incarnates as a key pillar in the sustainability strategy of online grocery retail (Quoquab & Mohammad, 2022). By building a foundation of interaction complemented by responsive and personalized customer service, and enriching value through shared value creation, businesses can achieve competitive advantage and increase repeat customer purchase intent. Understanding the complexity of the interaction between these factors is essential to building a satisfying, sustainable, and successful online shopping environment in the long run.

3. Strategic Implications for Online Grocery Retail Business

In the ever-evolving context of online grocery retail, a deep understanding of the strategic implications is essential for businesses to remain relevant and competitive. This discussion will discuss in detail the strategic implications for the online grocery retail business, focusing on key aspects such as customer experience, technology, marketing strategy, and supply chain management (Laosuraphon et al., 2022). One of the most crucial strategic implications for online grocery retail businesses is the focus on improving the customer experience. In a competitive environment, providing a positive and superior experience is key to differentiating a brand or platform from competitors. This strategy not only creates customer loyalty but also triggers a domino effect through customer recommendations and repeat purchases. Businesses should invest in interm The use of the right technology is a key factor in the online grocery retail business strategy. Its strategic implications involve investments in automation systems, sophisticated data analytics, and artificial intelligence to improve operational efficiency and decision-making. In addition, the implementation of technology also allows businesses to continue to innovate in presenting products, optimizing logistics processes, and providing an increasingly stunning shopping experience. Integrated marketing is an essential strategic step to increase brand awareness and build emotional connections with consumers. In an online grocery retail business, this strategy can include utilizing social media, digital advertising campaigns, and collaborating with influencers to create maximum exposure. Developing a strong and authentic brand narrative is also key in differentiating yourself from competitors in crowded markets (Rantung et al., 2023).

Effective supply chain management is a strategic pillar for online grocery retail businesses. Ensuring product availability, optimizing inventory, and improving logistics efficiency are measures that not only increase customer satisfaction but also ensure business continuity. The integration of technologies such as AI-based supply chain management systems can help identify demand trends, speed up the delivery process, and reduce operational costs. In the online grocery retail business, where transactions and customer data are crucial, data security and protection are strategic implications that cannot be ignored. Improving platform security, involving data security certification, and providing transparent information regarding privacy policies will build customer trust. Enhanced security is a long-term investment to maintain business continuity and maintain brand reputation.

Online grocery retail businesses must also consider the strategic implications related to social and environmental responsibility. Developing sustainable business models, such as using eco-friendly packaging, prioritizing local products, and participating in social initiatives, can improve brand image and attract consumers who are increasingly concerned with the environmental and social impact of business activities. Changes in consumer behavior are strategic implications that need to be examined. In an era where consumer preferences can change rapidly, online grocery retail businesses must remain flexible and responsive. Monitoring consumer trends, collecting feedback regularly, and adapting quickly to market changes are strategies that ensure business sustainability and brand relevance (Mirza et al., 2021).

To achieve long-term sustainability, expansion and diversification strategies are essential. Online grocery retail businesses may consider entering new markets, expanding product categories, or partnering with strategic partners to increase coverage and competitiveness. These measures allow businesses to not only survive in existing markets but also open up new growth opportunities. In conclusion, the strategic implications for online grocery

retail businesses cover a wide range of interrelated aspects, from improving customer experience to efficiently managing supply chains, to adapting to changes in consumer behavior. Understanding the complexity of these factors and adopting a scalable and responsive strategy is an important step to building a strong foundation and achieving long-term sustainability in a dynamic and competitive business environment.

CONCLUSION

In concluding the analysis of the impact of customer experience on repurchase attitudes and intentions in online grocery retail with shared value creation moderation factors, we can conclude that the complex relationship between customer experience, consumer attitudes, and moderation factors creates dynamics that affect overall business performance. In an era dominated by fierce competition and rapid change, understanding the implications of these findings is becoming a must for online grocery retail companies looking to build a sustainable future. It is important to recognize that customer experience is no longer just a critical element of a business's success, but also a foundation of sustainability and growth. Customers who are satisfied with their shopping experience are not only more likely to become loyal customers, but also become effective brand ambassadors through positive recommendations and repeat purchases. Therefore, investing in improving customer experience is becoming a top priority for online grocery retail companies.

The analysis also highlights the key role of shared value creation moderation factors in enhancing the positive impact of customer experience. Responsive customer service, smart personalization, and a measurable shared value creation strategy are critical elements that can turn a simple transaction into an ongoing relationship. These factors not only moderate the customer experience but also provide significant added value. The results of this analysis provide a number of profound implications for future online grocery retail business strategies. First, companies must continuously improve the customer experience by focusing on aspects such as user interface, personalization, and customer service. Second, smart use of technology and integrated marketing strategies are key to winning the competition in an ever-changing market. Third, the integration of shared value creation as a key strategy can help strengthen customer relationships, extend retention, and increase repeat purchase intent.

However, it cannot be ignored that the implementation of this strategy does not come without challenges. Challenges such as managing customer data wisely, maintaining information security, and managing changes in consumer behavior require a mature strategy. However, in challenges there are also opportunities. Innovation and flexibility are key in overcoming these hurdles and seizing them as opportunities to lead the market. The research also explores a small part of the complexity of online grocery retail dynamics. Therefore, there are calls for continued research that can provide deeper insights, especially in identifying additional moderating factors that might influence this relationship. Innovation in technology and business strategy has also become important to ensure that companies can remain relevant and effective in meeting customer needs in the future.

Thus, the analysis of the impact of customer experience on repurchase attitudes and intentions in online grocery retail, focusing on the moderation factor of shared value creation, confirms the importance of understanding, implementing, and continuously adapting to market dynamics. The future of a successful online grocery retail business depends not only on competitive product or service offerings, but also on a company's ability to build deep relationships with customers and innovate responsively. Thus, the sustainability of an online

grocery retail business is not only a result of customer satisfaction today, but also a smart investment to build the foundation of a sustainable and successful future.

The analysis also highlights the key role of shared value creation moderation factors in enhancing the positive impact of customer experience. Responsive customer service, smart personalization, and a measurable shared value creation strategy are critical elements that can turn a simple transaction into an ongoing relationship. These factors not only moderate the customer experience but also provide significant added value. The results of this analysis provide a number of profound implications for future online grocery retail business strategies. First, companies must continuously improve the customer experience by focusing on aspects such as user interface, personalization, and customer service. Second, smart use of technology and integrated marketing strategies are key to winning the competition in an ever-changing market. Third, the integration of shared value creation as a key strategy can help strengthen customer relationships, extend retention, and increase repeat purchase intent.

However, it cannot be ignored that the implementation of this strategy does not come without challenges. Challenges such as managing customer data wisely, maintaining information security, and managing changes in consumer behavior require a mature strategy. However, in challenges there are also opportunities. Innovation and flexibility are key in overcoming these hurdles and seizing them as opportunities to lead the market. The research also explores a small part of the complexity of online grocery retail dynamics. Therefore, there are calls for continued research that can provide deeper insights, especially in identifying additional moderating factors that might influence this relationship. Innovation in technology and business strategy has also become important to ensure that companies can remain relevant and effective in meeting customer needs in the future.

Thus, the analysis of the impact of customer experience on repurchase attitudes and intentions in online grocery retail, focusing on the moderation factor of shared value creation, confirms the importance of understanding, implementing, and continuously adapting to market dynamics. The future of a successful online grocery retail business depends not only on competitive product or service offerings, but also on a company's ability to build deep relationships with customers and innovate responsively. Thus, the sustainability of an online grocery retail business is not only a result of customer satisfaction today, but also a smart investment to build the foundation of a sustainable and successful future.

REFERENCE

- Ananda, A., Mugiono, M., & Hussein, A. S. (2021). The influence of store image on repurchase intention: the mediation role of perceived value and customer satisfaction. *International Journal of Research in Business and Social Science (2147- 4478)*, 10(4), 17–27. <https://doi.org/10.20525/ijrbs.v10i4.1209>
- Anifa, N., & Sanaji, S. (2022). Augmented Reality Users: The Effect of Perceived Ease of Use, Perceived Usefulness, and Customer Experience on Repurchase Intention. *Journal of Business and Management Review*, 3(3), 252–274. <https://doi.org/10.47153/jbmr33.3462022>
- Anita, M., Maria, K., & Endro, S. (2021). Customer Experience and Repurchase Intention in Multi-Channel: Customer Satisfaction as Mediating Variable. *Journal of Industrial Distribution & Business*, 12(3), 7–19.
- Chatzoglou, P., Chatzoudes, D., Savvidou, A., Fotiadis, T., & Delias, P. (2022). Factors affecting repurchase intentions in retail shopping: An empirical study. *Heliyon*, 8(9), e10619. <https://doi.org/10.1016/j.heliyon.2022.e10619>
- Chen, Y., Lu, F., & Zheng, S. (2020). A Study on the Influence of E-Commerce Live Streaming on Consumer Repurchase Intentions. *International Journal of Marketing Studies*, 12(4), 48. <https://doi.org/10.5539/ijms.v12n4p48>
- Dikson Silitonga, Siti Alfia Ayu Rohmayanti, Zaenal Aripin, Dadi Kuswandi, Arif Budi Sulistyو.(2023). Edge Computing in E-commerce Business: Economic Impacts and Advantages of Scalable Information Systems.EAI Endorsed Transactions on Scalable Information Systems.V.1.11.
- Fared, A., Darmawan, D., & Khairi, M. (2021). Contribution of E-Service Quality to Repurchase Intention with Mediation of Customer Satisfaction: Study of Online Shopping Through Marketplace. *Journal of Marketing and Business Research*, 1(2), 93–106. <https://doi.org/10.56348/mark.v1i2.37>
- Gao, W., & Fan, H. (2021). Omni-channel customer experience (In)consistency and service success: A study based on polynomial regression analysis. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(6), 1997–2013. <https://doi.org/10.3390/jtaer16060112>
- Ilyas, G. B., Rahmi, S., Tamsah, H., Munir, A. R., & Putra, A. H. P. K. (2020). Reflective model of brand awareness on repurchase intention and customer satisfaction. *Journal of Asian Finance, Economics and Business*, 7(9), 427–438. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO9.427>
- Jasin, M., Sesunan, Y. S., Aisyah, M., Fatimah, C. E. A., & Azra, F. E. A. (2023). SMEs repurchase intention and customer satisfaction: Investigating the role of utilitarian value and service quality. *Uncertain Supply Chain Management*, 11(2), 673–682. <https://doi.org/10.5267/j.uscm.2023.1.013>
- Kristanti, F. T., Salim, D. F., Indrasari, A., & Aripin, Z. (2022). a Stock Portfolio Strategy in the Midst of the Covid-19: Case of Indonesia. *Journal of Eastern European and Central Asian Research*, 9(3), 422–433. <https://doi.org/10.15549/jeecar.v9i3.822>
- Laosuraphon, N., Nuangjamnong, C., & Au-Hiu E, /. (2022). Factors affecting customer satisfaction, trust, and repurchase intention towards online streaming shopping in Bangkok, Thailand A Case Study of Facebook

- Streaming Platform. *AU-HIUe-Journal*, 2(2), 21–32. <http://creativecommons.org/licenses/by-nc/4.0/>
- Mirza, F., Younus, S., Waheed, N., & Javaid, A. (2021). Investigating the impact of product-related and service quality attributes on re-purchase intention. *International Journal of Research in Business and Social Science* (2147- 4478), 10(3), 24–35. <https://doi.org/10.20525/ijrbs.v10i3.1107>
- Morkunas, M., & Rudiene, E. (2020). The impact of social servicescape factors on customers' satisfaction and repurchase intentions in mid-range restaurants in Baltic states. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(3). <https://doi.org/10.3390/JOITMC6030077>
- Munaro, A. C., Martins, E., & Kato, H. T. (2019). The effect of consumption motivation on the perception of gift store attributes in jewelry retail stores and its influence on repurchase intention. *Revista Brasileira de Gestao de Negocios*, 21(5), 788–812. <https://doi.org/10.7819/rbgn.v21i5.4029>
- Nguyen, P. N. D., Nguyen, V. T., & Vo, N. N. T. (2019). Key determinants of repurchase intention toward organic cosmetics. *Journal of Asian Finance, Economics and Business*, 6(3), 205–214. <https://doi.org/10.13106/jafeb.2019.vol6.no3.205>
- Quoquab, F., & Mohammad, J. (2022). the Salient Role of Media Richness, Host-Guest Relationship, and Guest Satisfaction in Fostering Airbnb Guests' Repurchase Intention. *Journal of Electronic Commerce Research*, 23(2), 59–76.
- Rantung, D. I., Mandagi, D. W., Wuryaningrat, N. F., & Lelengboto, A. L. P. (2023). Small Medium Enterprises Brand Gestalt: A Key Driver of Customer Satisfaction and Repurchase Intention. *International Journal of Professional Business Review*, 8(6), e01463. <https://doi.org/10.26668/businessreview/2023.v8i6.1463>
- Sanyal, S., Hisam, M. W., & Baawain, A. M. S. (2021). the Impact of Individual and Technological Factors on Online Customer Satisfaction and Repurchase Intention: the Moderating Role of Ewom and Personality. *International Journal of Economics*, 29(1), 23–44.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Alfabeta.
- Szucs, K., Nagy, A., Kemény, I., & ... (2020). Relationship between customer satisfaction and the recommendation and repurchase intention in online shopping environment. *Proceedings of the ...* <http://proceedings.emac-online.org/pdfs/A2020-64118.pdf>
- Aripin, V Paramarta, Kosasih. (2023) . Utilizing Internet of Things (IOT)-based Design for Consumer Loyalty: A Digital System Integration. *Jurnal Penelitian Pendidikan IPA* 9 (10), 8650-8655, 2023.

ZAENAL ARIPIIN, KOSASIH, VIP PARAMARTA (2023). ANALYSIS OF MOTIVATION AND PERCEPTION OF BECOMING A BANK CUSTOMER BETWEEN PARENTS (MOTHERS AND FATHERS) AND THEIR TEENAGE CHILDREN. VOL. 1 NO. 1 (2023): KISA INSTITUTE - DECEMBER.

ZAENAL ARIPIIN, KOSASIH, VIP PARAMARTA (2023). THE INFLUENCE OF INTERNAL ENVIRONMENTAL UNCERTAINTY ON LOYALTY IN BANKING. VOL. 1 NO. 1 (2023): JESOCIN - DECEMBER.

ZAENAL ARIPIIN, KOSASIH, VIP PARAMARTA (2023). A THE INFLUENCE OF CUSTOMER EXPECTATIONS ON BANK SERVICE PERFORMANCE AND BANK CUSTOMER SATISFACTION AND ITS EFFECT ON CUSTOMER TRUST. VOL. 1 NO. 1 (2023): JESOCIN - DECEMBER.

ZAENAL ARIPIIN, VIP PARAMARTA, KOSASIH (2023). Post Covid-19 Pandemic New Marketing Theories and Practices Emerging from Innovations in the Tourism Sector. VOL. 1 NO. 1 (2023): JESOCIN - DECEMBER.

Zaenal Aripin, kosasih, vip Paramarta (2023). THE INFLUENCE OF CUSTOMER EXPECTATIONS ON BANK SERVICE PERFORMANCE AND BANK CUSTOMER SATISFACTION AND ITS EFFECT ON CUSTOMER TRUST. VOL. 1 NO. 1 (2023): KRIEZACADEMY - DECEMBER.

Zaenal Aripin, Farida Yulianty, Fitriana (2023). A QUANTITATIVE PERFORMANCE MANAGEMENT FRAMEWORK TO IMPROVE COMMUNITY ECONOMY THROUGH OMNICHANNEL SUPPLY CHAIN: A CASE STUDY IN THE BANKING AND MARKETING INDUSTRY. VOL. 1 NO. 1 (2023): KRIEZACADEMY - DECEMBER

Zaenal Aripin, Eko Arisianto, Ngurah Made Novianha Pynatih(2023). WILL DOING A LOT OF PROMOTIONS HELP INCREASE IMAGE AND CONSUMER APPEAL? VOL. 1 NO. 1 (2023): KISA INSTITUTE - DECEMBER

Zaenal Aripin, Ricky Agusiady, Didin Saepudin (2023). POST COVID: WHAT LESSONS CAN BE LEARNED FOR THE BANKING AND MSME INDUSTRY, VOL. 1 NO. 1 (2023): KISA INSTITUTE - DECEMBER

