

The Influence of Customer Experience and Price Perception on Repurchase Intention on Mixue's Products

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ABSTRACT

This study aims to determine the impact of customer experience and price perceptions partially and simultaneously on repurchasing intention for Mixue products. The research method used in this research is quantitative explanatory design with accidental sampling. The number of samples in this study were 371 people. The data collected using Likert scale that consist of scale of repurchase intention, scale of customer experience, and scale of price perceptions. Multiple linear regression analysis technique is used to test the proposed hypothesis. The result showed that: (1) Customer Experience has a positive impact on repurchasing intention in Mixue. (2) Price perception has a positive effect on repurchase intention on Mixue. (3) Customer experience and price perception simultaneously influence the repurchasing intention on Mixue up to 66,7% and the rest the 33,3% impacted by other factors that unable to be researched by this experiment.

Keywords: *Customer Experience, Price Perception, Repurchasing Intention, Mixue.*

INTRODUCTION

Developments in the business sector are currently increasing rapidly. One type of company is a food and beverage (F&B) company. Food and beverage (F&B) companies are companies engaged in the food and beverage sector, which is one of the industrial sectors on the Indonesia Stock Exchange (IDX). Data from the Central

Bureau of Statistics in 2022, shows that the growth rate of the F&B industry in the first and second quarters of 2022 grew at a positive stable rate of 3.75% and 3.71%. (Landx, 2022). Meanwhile, the third quarter of 2022 showed a figure of 3.57, higher than the same period in 2021 of 3.49% (Kemenperin, 2022).

The increasing growth of F&B has led to fierce business competition. Companies must finally strive to learn and understand the needs and desires of their customers. Nowadays, we can find various types of fast food and beverage products. In recent times, ice cream products have become much loved by the public. Based on Euromonitor data, sales of ice cream and frozen desserts in Indonesia reached US\$425 million in 2021, which recorded an increase of 0.24% from the previous year, namely US\$424 million. (Euromonitor, 2023). This significant increase in ice cream sales opens up business opportunities in the development of the ice cream processing industry.

In the increasing sales of ice cream and frozen desserts in Indonesia, there is one brand that is quite popular in the wider community, namely Mixue. Mixue is ranked fifth in the list of seven F&B stores with the highest number of stores in the world in 2021 with a total of 21,582 stores. (CNBC Indonesia, 2023). Based on the latest data in March 2022, the company, which was present in 2020, has 317 stores and is

expected to continue to grow. Its massive spread in Indonesia has caused the company to be trending in Indonesia. (IDX, 2022).

The company will try to understand the needs, wants, and demands of its customers. This is done so that the company can design marketing strategies that can create satisfaction for customers. (Shandra & Murwatiningsih, 2016). Companies need to prioritize customer satisfaction to encourage repurchase intention. (Tandon, Kiran, & Sah, 2017).. Repurchase intention is a consumer commitment that is formed after consumers buy a product or service. This commitment arises because of a positive impression of a brand and consumers are satisfied with the purchase (Hicks et al., 2005). Reporting from the Netray page, many customers say in a week they can buy Mixue at least four times. (Netray, 2022). The store manager of Mixue, Srengseng branch, West Jakarta also said that the average person visits Mixue three times a week. (Tirto.id, 2023). Repurchase by consumers is an important goal for the success of the company because generating new customers costs more than maintaining existing customers and getting them to repurchase rather than focusing on getting new customers (Kitchathorn, 2009). (Kitchathorn, 2009).

Repurchase intention that occurs continuously means that these consumers have become loyal customers of a product or service (Priansa, 2017; Monica & Widaningsih, 2020). According to Ahmad (2011) building customer loyalty requires a strategy that not only focuses on the quality of the products presented but also the experience of enjoying a product. This strategy is called customer experience.

Customer Experience *is* defined as an experience that focuses on the behavioral, cognitive, emotional, sensory, and social reactions of customers to company offerings through purchases that include pre-purchase, during-purchase, and post-purchase stages (Grewal & Roggeveen, 2020; Lemon & Verhoef, 2016; Shavitt & Barnes, 2020). Schmitt (Schmitt,

Experiential Marketing: How To Get Customers to Sense, Feel, Think, Act, Relate, 1999). categorizes the components of Customer Experience into five dimensions including: sense, feel, think, act, and relate. Reporting from the Tribun Travel page through a search conducted, one of the branches in Bandar Lampung has a mainstay menu for consumers, namely Boba Sundae, Strawberry Mi Shake, and Fresh Squeezed Lemonade. According to the owner of the Bandar Lampung branch, Mixue ice cream is loved by consumers because of its light taste and made from real sugar. (Travel, 2022).

Another factor that consumers consider before buying a product or service is price perception, which is part of the psychological factor. Perception is the process by which consumers select, organize, and interpret incoming information. Consumers perceive various types of information through sight, sound, smell, and taste (Kotler & Keller, 2016). Price is the sum of all values that customers provide to benefit from owning or using a good or service. (Kotler & Armstrong, 2018). Price perception relates to how price information is fully understood by consumers and provides deep meaning for them (Peter & Olson, 2009). (Peter & Olson, 2009).

Reporting from CNN Indonesia states that this ice cream product attracts the attention of many people because the price of the products offered by Mixue is fairly cheap. The price offered by this ice cream and beverage product starts from Rp. 8,000 and the most expensive is Rp. 22,000. (CNN Indonesia, 2022). Reporting from the Netray page, Mixue consumers gave a positive impression on Twitter, stating that some customers recognized that the price of Mixue was fairly cheap and had good taste. (Netray, 2022).

Research conducted by Kusumawati and Sutopo (2013) related to the Analysis of the Influence of Customer Experience on Repurchase Intention (Case Study on Restaurant Consumers The House of

Raminten Yogyakarta) using quantitative methods obtained the results that there is a positive and significant influence in Customer Experience on repurchase intention. Research related to the effect of price perceptions on repurchase intention conducted by (Achmad & Supriono, 2017) shows that there is a significant positive effect on the price perception variable on repurchase intention.

METHODS

This research uses quantitative methods. This study uses quantitative research methods that are explanatory research. Explanatory research is research that explains the influence between two or more variables in testing hypotheses. The sample used in this study were all customers who had purchased Mixue products. Sampling was carried out using a non-probability sampling method with an accidental sampling method. The number of samples was taken from the sample withdrawal table by Isaac & Michael (Sugiyono, 2013). The total sample amounted to 349 participants.

The data collection technique used by researchers uses a scale method which is a method that aims to measure psychological concept data that is shown indirectly using

behavioral indicators that are translated into statement items. The scale method used in this study uses a Likert scale. On this scale, each item consists of five answer choices, namely Strongly Agree (SS), Agree (S), Neutral (N), Disagree (TS), and Strongly Disagree (STS). The data analysis method uses the help of SPSS 26.0 for Windows software. The modified measuring tool was subjected to an assessment of its validity and reliability, and a scale that maintains an index value close to 1.00 is regarded as dependable and suitable for utilization (Azwar, 2020).

RESULT

Based on the results of the F-test in the table above, it is known that the significance value in the ANOVA table (0.000) is less than 0.05. The f-value must exceed the F-table. The result reveals that the calculated F-value (368.122) is greater than F-table (3.00), which means that *customer experience* and price perceptions together (simultaneously) affect repurchase intention. This suggests that Mixue has successfully implemented customer experience and price perception, which are associated with repurchase intention.

Simultaneous Test Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30105.790	2	15052.895	368.122	.000 ^b
	Residuals	15047.924	368	40.891		
	Total	45153.714	370			
a. Dependent Variable: Repurchase Intention						
b. Predictors: (Constant), <i>Customer Experience</i> , Price Perception						

DISCUSSION

The Effect of *Customer Experience* on Repurchase Intention

The first hypothesis proposed in this study is to prove that there is a positive influence of customer experience on repurchase intention in Mixue products. Based on the results of the tests carried out, it is found that the regression coefficient value on the customer experience variable is obtained at

0.452, which is positive. Then it is known that the significance value of the customer experience variable is 0.000 with a t-value of 19.242. Because the significance value of customer experience is $0.000 < 0.05$ and $t\text{-value} > t\text{-table}$ ($19.242 > 1.64900$), it can be concluded that customer experience has a positive and significant effect on repurchase intention in Mixue products. This can be interpreted that the better the experience felt

by consumers, the better the desire of consumers to make repeated purchases of Mixue products. Conversely, if the worse the experience felt by consumers, consumer's desire to make repeat purchases of Mixue products.

The results of this study are in line with research conducted by (Afifah & Abrian, 2021) which shows that there is a significant positive effect of customer experience on repurchase intention. It can be explained that repurchase intention is customer behavior where customers respond positively to the quality of service of a company and intend to make a return visit or re-consume products at that company. Lack of satisfaction will result in consumers being reluctant to make repeat purchases at a particular company or brand (Hasan, 2013).

The Effect of Price Perception on Repurchase Intention

The second hypothesis proposed in this study aims to prove that price perception has a positive effect on price perception on repurchase intention in Mixue products. Based on the results of the tests carried out, it is found that the regression coefficient value on the price perception variable is obtained at 0.339 which is positive. Then it is known that the significance value of the price perception variable is 0.000 with a t-value of 4.593. Because the significance value of price perception is $0.000 < 0.05$ and $t\text{-value} > t\text{-table}$ ($4.593 > 1.64900$), it can be concluded that price perception positively and significantly affects repurchase intention in Mixue products. This can be interpreted that if the better the price of Mixue products is perceived by consumers, the better consumer interest in buying Mixue products repeatedly. Conversely, the worse the price of Mixue products is perceived by consumers, the worse the consumer interest in buying Mixue products repeatedly. These results are in accordance with the results of research by Achmad & Supriono (2017), and Soelistio (2016) there

is a significant effect on price perception on repurchase intention.

The Effect of Customer Experience and Price Perception on Repurchase Intention

The third alternative hypothesis proposed in this study aims to prove that the customer experience variable and the price perception variable simultaneously affect repurchase interest in Mixue products. Based on the results of the F test, it is known that the significance value in the ANOVA table is $0.000 < 0.05$. Then for other conditions, the calculated $F\text{-value} > F\text{-table}$. Based on the test results, it is known that the calculated $F\text{-value}$ is $368.122 > F\text{-table}$ of 3.02. This shows that the third alternative hypothesis in this study, namely that there is a simultaneous influence between customer experience and price perceptions on repurchase intention in Mixue's.

When viewed from the results of stepwise regression analysis, it can be seen through the R Square Change value. The R Square Change value of the customer experience variable is 0.648, which means that the effect of the customer experience variable on repurchase intention is 64.8%. Meanwhile, the R Square Change value of the price perception variable is 0.019, which means that the effect of the price perception variable on repurchase intention is 1.9%. Based on these results, it can be concluded that customer experience is a more dominant predictor than price perception.

CONCLUSION

Based on the research results presented above, the conclusions that can be summarized are that customer experience has a positive and significant effect on repurchase interest in Mixue products, and price perceptions have a positive and significant effect on repurchase interest in Mixue products. The results of the stepwise analysis show that the customer experience variable on repurchase interest is 64.8%. The R Square Change value of price perception is as much as which means that the effect of the price perception variable on

repurchase interest is 1.9% so the conclusion that can be drawn is that customer experience is a more dominant predictor than price perception.

Declaration by Authors

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