

WORD OF MOUTH, CUSTOMER EXPERIENCE AND INNOVATION ON REPURCHASE INTEREST (Study on Shopee Customers at Singosaren Plaza Surakarta)

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**WORD OF MOUTH, CUSTOMER EXPERIENCE AND INNOVATION ON
REPURCHASE INTEREST
(Study on Shopee Customers at Singosaren Plaza Surakarta)**

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Abstract: *The purpose of this study was to determine the effect of repurchase intention in terms of word of mouth, customer experience and innovation (a study on shopee customers at Singosaren Plaza Surakarta). Total population of this study 170 people, the number of samples of this study 118 respondents. A questionnaire with a Likert scale as a measuring tool is the data collection method used in this study. The analytical tools used are Multiple Linear Regression, F Test, t Test, and the Coefficient of Determination. Based on the results obtained in this study, the most dominant variable is the customer experience variable. Based on the results obtained in this study that there is a simultaneous and partial influence between word of mouth.*

Keywords: *Repurchase Intention, Word of Mouth, Customer Experience, and Innovation*

1. Introduction

In this developing era, the internet is not something that is taboo for all people. The internet connects many users and even billions of users, not only in one place but throughout the country. The internet is not only for utilizing information that can be accessed from a media, it can also be used as a trading tool that can bring up new online buying and selling applications and make it easier to expand business from various fields.

The problem that consumers can get when buying an item at an offline store is queuing up for a transaction and having to look directly at an offline store, whereas nowadays, during the Covid-19 pandemic, it is difficult for consumers to shop at offline stores. Meanwhile, if consumers buy at online stores, they will get many conveniences, namely the ease of transactions and the ease of finding the desired goods or services without leaving the house.

Out of the many conveniences that consumers get in shopping online, another factor that determines the success of implementing a business, especially online sales, is the interest of consumers to shop online starting from searching for information, comparing and ultimately decision making. Putra and Kusumadewi, (2019), stated repurchase intention, namely action, the customer's desire to re-shopping a product, because of the satisfaction received from a product according to what the customer wants. So it can be concluded that satisfied customers or consumers will make repeat visits at other times and will tell other people about the services they have experienced, (Saputra, et al, 2016)

When deciding to purchase at an online store, consumers must be vigilant. Therefore customers must have information about online stores, products or services, prices, delivery systems, and methods of payment. In this case word of mouth has an important role, according to

Sahrir, et al. (2019) word of mouth is defined as marketing efforts in the form of consumer trust that can encourage customers to tell, offer, give recommendations, and sell goods made by the company to other consumers in the form of praise. According to Saputra, et al. (2016) word of mouth has a positive influence on repurchase intention.

The next factor is customer experience which influences repurchase intention. In general, from an experience, customers will give shopping value based on memories of events that interest their minds and hearts, according to (Masyhuri and Magnadi, 2016). The large selection of online buying and selling applications makes consumers have many alternatives in making their choices. This situation requires Shopee to be able to compete with other online buying and selling applications. Customer experience has a positive influence on repurchase intention according to (Rahmawati, 2015).

Innovation has a positive and significant effect on repurchase intention, according to (Putra and Kusumadewi, 2019). Growing buying interest in consumers requires innovation and creativity from companies to make products that suit the needs and desires of customers (Afriyanti and Rahmidani, 2019). The ability to innovate is needed in companies that are prone to saturation and have many competitors. Innovations made by these companies can increase product attractiveness, because increased product attractiveness makes customers not hesitate to shop or make repeat purchases.

Based on this background, the researcher deems it appropriate to do research with the title "Word of Mouth, Customer Experience and Innovation Against Repurchase Interest in Studies on Shopee Customers at Singosaren Plaza Surakarta".

2. LiteraturReview

Repurchase Interest

Repurchase intention is an intention to purchase based on past shopping experiences, according to (Ali, 2018: 131).

Word of Mouth

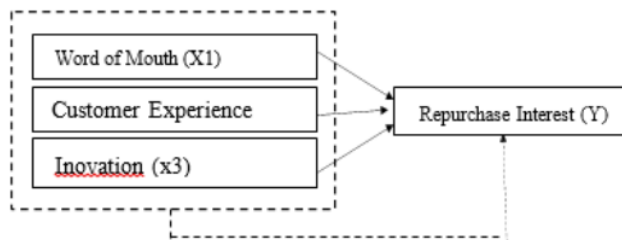
Wword of mouthindefine comments that other people except companies talk about to consumers, according to (Sunyoto, 2013: 42).

Customer Experience

Customer experience is defined as emotional and a rational sequence that occurs as a result of a response to a stimulus by making the best sense (sensory), feel (emotional), think (cognitive), act (action), and relate (relationship) in marketing efforts after and before buying, exchange of emotional ties and information, according to (Hasan, 2013: 8).

Innovation

Innovation is defined as a process of new combinations, including good quality new products, introducing new products or new production methods, creating new markets, obtaining new sources for the supply of semi-finished goods or raw materials, and then building a new organization, and that applies to any industry, according to (Dhouto, et al. 2015: 42).



Hipotesis:

1. There is a partial or simultaneous and significant influence of word of mouth, customer experience and innovation variables on repurchase interest in shopee customers at Singosaren Plaza.
2. There is a positive and significant influence of word of mouth variables on repurchase interest in shopee customers at Singoaren Plaza.
3. There is a positive and significant influence of customer experience variables on repurchase interest in shopee customers at Singosaren Plaza.
4. There is a positive and significant influence of innovation variables on repurchase interest in shopee customers at Singoaren Plaza.

3. Research Methods

This research method uses survey research by collecting information and data to obtain information and facts regarding repurchase intentions from respondents using a questionnaire. This research is classified as a descriptive quantitative research because it uses data analysis techniques, namely statistical analysis and gives or explains a picture of the object under study through the sample data that has been collected. The total population of this study was 170 employees at Singosaren Plaza, the sample used in this study was 118 people.

4. Results and Discussion

1) Test Instruments

Validity Test

Based on the validity test results, it was concluded that all question items, variable repurchase interest, word of mouth, customer experience, and innovation were valid. Because the value of r is calculated > 0.176 (R table)

Reliability Test

Based on the results of reliability tests, it can be concluded that questions on all variables are reliable, this is because Cronchbach's alpha > 0.60

2) Classical Assumption Test

Normality test

Based on the calculation results get the value of Asymp. Sig (2-tailed) of 0.108 or > 0.005 shows that the residual of this regression equation is normal.

Test Multicollinearity

Based on the results of the multicollinearity test that each variable has a VIF value <10, it can be concluded that the data in this study did not experience multicollinearity.

Test Heteroscedasticity

Based on the heteroscedasticity test using the scatterplot graph that has been carried out, the results show that there is no clear pattern, and the dots spread over and below the number 0 on the Y axis, then heteroscedasticity in the output under study.

3) Hypothesis Test

Table 1
Multiple Linier Regression

Model	Unstandardized Coefficients	
	B	Std. Error
(constant)	1.381	1.100
Word of Mouth	.509	.081
Pengalaman Pelanggan	.172	.076
Inovasi	.257	.076

Sumber : Data SPSS yang diolah peneliti, 2021

The multiple regression equation shows all variables consisting of word of mouth (X1), customer experience (X2) and innovation (X3) has a positive coefficient on interest buy again.

Test F

Sourced from the results of calculating $F_{count} > F_{table}(93,534 > 2.70)$ and the significant value of the F test of $0.000 < 0.05$, meaning that H_0 is rejected, meaning word of mouth, customer experience and innovation have a simultaneous and significant influence on repurchase intention.

T test

Based on the calculation results of $t_{calculate} > t_{table}(6.322 > 1.982)$ and significant of $0.000 < 0.05$, it means that H_0 is rejected and accepts H_a , meaning that there is a significant influence of word of mouth on interest in repurchase p in shopee customers at singorsaren plaza. Based on the calculation results of $t_{calculate} > t_{table}(2.267 > 1.982)$ and significant of $0.025 < 0.05$, meaning H_0 rejected and accepted H_a , meaning that there is a significant influence of customer experience on repurchase interest in Shopee customers at Singorsaren Plaza.

Based on the calculation results of $t_{\text{calculate}} > t_{\text{table}}$ ($3.368 > 1.982$) and significant of $0.001 < 0.05$, it means that H_0 is rejected and accepts H_a , meaning that there is a significant influence of innovation on repurchase interest in shopee customers at Singosaren Plaza.

Test Coefficient of Determination

Based on the results of the coefficient of determination test, the R^2 value of this study is 0.704. So it can be concluded that the variation of independent variables consisting of word of mouth (x_1), customer experience x_2 , and innovation x_3 has an influence on the dependent variable, namely repurchase interest in shopee customers at Singoaren Plaza by 70.4% and the remaining 29.6% is influenced by several other factors. These factors include quality, promotion and so on.

5. Conclusion

- Based on the results of the analysis of the discussion, it can be concluded as follows:
1. The results of the F test show that word of mouth, customer experience and innovation have a simultaneous and significant effect on repurchase intentions for shopee customers at Singosaren Plaza.
 2. The results of the t test show that
 - a. There is a partial or simultaneous and significant influence of word of mouth, customer experience and innovation variables on repurchase interest in shopee customers at Singosaren Plaza.
 - b. There is a positive and significant influence of word of mouth variables on repurchase interest in shopee customers at Singoaren Plaza.
 - c. There is a positive and significant influence of customer experience variables on repurchase interest in shopee customers at Singosaren Plaza.
 - d. There is a positive and significant influence of innovation variables on repurchase interest in shopee customers at Singoaren Plaza.
 3. Based on the regression analysis, an interpretation of $Y = 1,381 + 0.059X_1 + 0.172X_2 + 0.257X_3$
 4. The results of the calculation of R^2

Based on the results of the coefficient of determination test, the R^2 value of this study is 0.704. So it can be concluded that the variation of independent variables consisting of word of mouth (x_1), customer experience x_2 , and innovation x_3 has an influence on the dependent variable, namely repurchase interest in shopee customers at Singoaren Plaza by 70.4% and the remaining 29.6% is influenced by several other factors. These factors include quality, promotion and so on.

Suggestion

1. We recommend that companies need to prioritize service, by providing better service it will increase a positive impression in the customer experience and word of mouth that is discussed by customers who have shopped at shopee and it also gives customer satisfaction, interest in buying again at shopee will also increase.

2. For innovation, it is suggested to the shopee company even more create thoughts, new ideas in the form of innovative products and provide more satisfying services for consumers to increase consumer repurchasing interest.
3. Given the limitations of the authors in conducting this research, the researcher hopes that further research will improve this research, such as adding variables or other factors in analyzing repurchase intention.

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