

THE ROLE OF POST-PURCHASE CUSTOMER EXPERIENCE AND CORPORATE IMAGE ON REPURCHASE INTENTION IN IKANKU BOWL

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ABSTRACT

Background: The culinary business is a promising business and will never die, because food is a basic human need where humans need food every day to survive

Purpose: The aim of this research is to analyze the influence of delivery, benefits, product in hand, customer support, on repurchase intention through customer satisfaction and corporate image.

Design/methodology/approach: This research was conducted quantitatively. The population of this research is Ikanku Bowl customers. The sample of respondents obtained in this research was 87 respondents. Research data was analyzed using the Partial Least Square Method

Findings/Result: The findings confirm that according to direct tests, benefit, product in hand, customer support have an effect on customer satisfaction, while delivery has no effect on customer satisfaction

Conclusion: To increase consumer satisfaction and repurchase interest, Ikanku Bowl can take concrete steps by implementing an integrated customer feedback program

Originality/value (State of the art): This paper examines the influence of delivery, benefits, product in hand, and customer support on repurchase intention, offering a unique perspective within the culinary business context

Keywords: Delivery, Benefit, Product in Hand, Customer Support, Customer Satisfaction, Repurchase Intention, Corporate Image

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INTRODUCTION

The culinary business is a promising business and will never die, because food is a basic human need where humans need food every day to survive (Cha & Shin, 2021). Databoks (2022) BPS reports that "gross domestic product based on current prices, the national food and beverage industry reached IDR 1,23 quadrillion". The food and beverage industry is the largest contributor to the total GDP of the non-oil and gas processing industry, more than a third, namely 38.35%, with a total value of IDR 3,23 quadrillion. One of the new businesses that does not yet have the ability to survive over a long period of time. The increase in food sales is also driven by technological developments, where many e-Commerce platforms and social media have become a forum for entrepreneurs to sell and market their products (Chen & Chen, 2021). Selling food online is considered easier and more efficient for entrepreneurs because they don't need to provide a place to dine in. Apart from that, from the customer side, they prefer to buy food online because it is considered more practical and saves time, they don't need to leave the house to buy food (Rajendran & Wahab 2022). supported by the existence of online food delivery services which are being widely used by Indonesian people. People only need to open and explore the service provider's application to determine which food to order. According to the BSP in 2022, food and beverages are the largest type of business in Indonesian e-Commerce. As many as 43,02% of all e-commerce businesses sell food, drinks and groceries.

In online food sales, customer satisfaction is an important factor in business sustainability (Ghosh, 2020). Customer satisfaction can be a reference for repeat purchases and gaining customer loyalty. Customer satisfaction shows that consumer needs can be met through the products sold (Dsouza & Sharma, 2021). Ikanku Bowl is a business that operates in the food and beverage business. As a new business, it is important to understand how the business can increase its competitive advantage and survive over the long term. In order to maintain a business in the long term, it is important to pay attention to consumer satisfaction (Prasetyo et al., 2021). Customer experience is the fundamental basis for building long-term relationships between a business and consumers (Suharto & Yuliansyah, 2023). Customer experience covers the entire customer journey, starting from the initial point of contact to the interactions that occur after a purchase is made. This includes the cumulative results of all cognitive processes, emotional responses and interactions that shape a customer's perspective on a brand (Mainardes et al., 2023). All elements of the user experience, such as product or service quality, timeliness will influence the customer experience (Hidayat et al, 2020; Uzir et al, 2021). Consumer satisfaction and customer experience are closely related. Customers who have a positive experience with a brand will tend to feel happy, thereby increasing trust and loyalty to the brand (Rane et al., 2023). Customer satisfaction is a significant measure of customer experience. Based on the basic concept of customer relationships, the key for businesses to connect effectively with their consumers is to improve the customer experience (Cuong, 2022). This will help lead to higher levels of consumer satisfaction.

Repurchase intention is a consumer's desire to repurchase a product that has been purchased in the past (Bhakuni et al., 2021). The desire to make repeat purchases indicates that consumers are satisfied with the products sold. This is because through the products consumed, consumers feel that the products can fulfill their desired needs (Putri & Yasa, 2022). Repurchase intention is very crucial for a business. This indicates that the consumer's desire to make purchases continuously will enable the business to develop and survive in the long term (Ma et al., 2022). Therefore, it is important for business people to first ensure that customer satisfaction is met so that consumers will be more likely to have an interest in buying again (Tufahati et al, 2021). Ikanku Bowl is a business formed by Ciputra University students. However, over time the Ikanku Bowl business has not been able to survive so it is necessary to conduct research regarding the factors that influence consumer satisfaction and repurchase interest. This is done to make the business able to survive and operate again. Based on the description of the existing background, the researcher wants to conduct research with the title "The Role of Post-Purchase Customer Experience and Corporate Image on Repurchase Intention in Ikanku Bowl"

METHODS

Research design functions as a comprehensive framework that describes the appropriate actions and processes that researchers must adhere to while conducting research (Barth & Blasius,

2021). Research design refers to the methodology and strategies used to collect, analyze, and interpret data to achieve research objectives. This sets the foundation for the methods and methodology the researcher will use during the investigation. The author will use a quantitative research approach for this research. Quantitative research is distinguished by its emphasis on numerical calculations. Quantitative research primarily centers on utilizing statistical approaches to analyze and understand real numerical data (Barth & Blasius, 2021). To carry out this study, the author will use SEM (Structural Equation Modeling). SEM is a statistical technique commonly used to build and evaluate causal models through mediating variables. Cash et al. (2022) states that population is a generalization consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this research is Ikanku Bowl customers. The total population in the study was 87 people. This sample will later be measured using statistical measurements or research estimates. This research uses a purposive sampling technique where each individual selected as a respondent has certain criteria. This research strategy uses descriptive statistics and the Partial Least Square (PLS) method to analyze data. The goal of descriptive statistics is to analyze data by providing a description or visual representation of it. PLS can be used by researchers to validate hypotheses and provide insight into the presence or absence of latent variables. Purwanto (2021) and Ghozali (2018) believe that the Partial Least Squares (PLS) approach is able to characterize variables that can be measured with indicators that cannot be measured directly. PLS testing involves several processes, with the main focus on evaluating the size model (Outer Model) and structural model (Inner Model).

THE RESULTS

The total number of participants in the research was 87. Of these, 44 were men, while the other 43 were women. Based on the data above, the majority of Ikanku Bowl consumers are men. A total of 86 respondents were students, while 1 other respondent was an employee. A total of 52 respondents had incomes of less than IDR 4.000.000, while 35 other respondents had incomes above IDR 4.000.000.

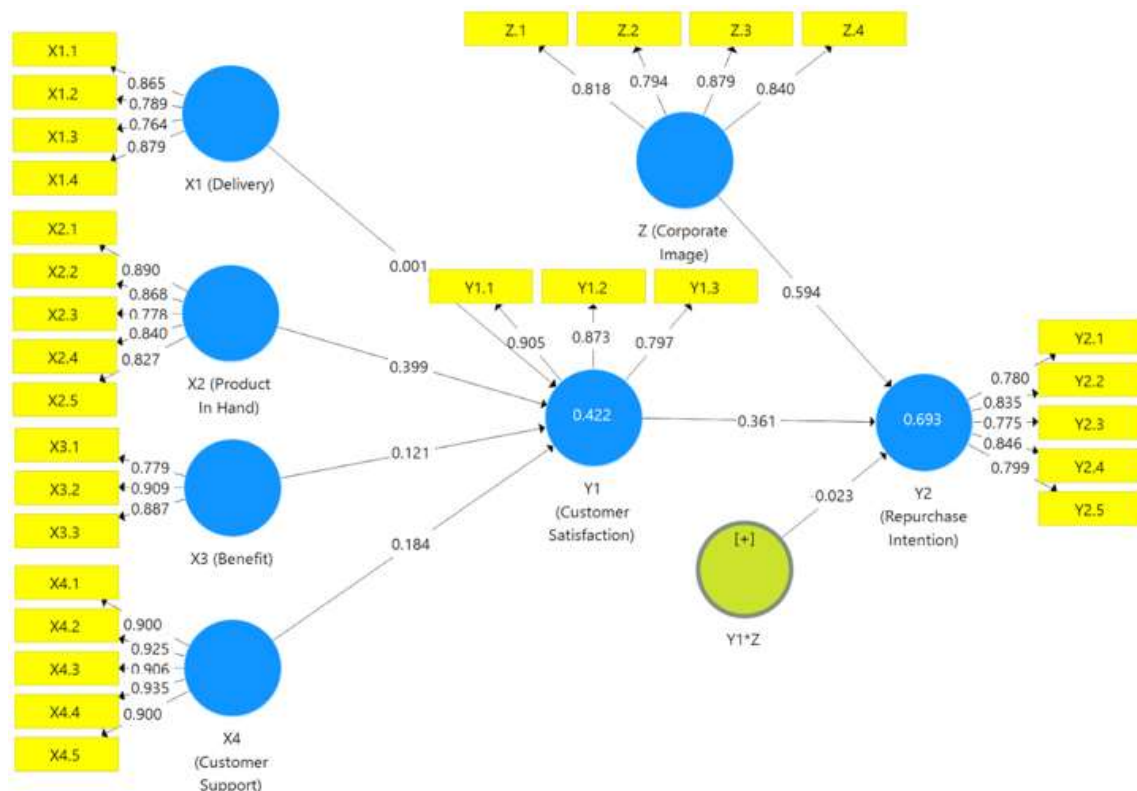


Figure 1. Graphical Output

Table 1. Cross Loadings

	X1 (Delivery)	X2 (Product In Hand)	X3 (Benefit)	X4 (Customer Support)	Y1 (Customer Satisfaction)	Y2 (Repurchase Intention)	Z (Corporate Image)
X1.1	0.865						
X1.2	0.789						
X1.3	0.764						
X1.4	0.879						
X2.1		0.890					
X2.2		0.868					
X2.3		0.778					
X2.4		0.840					
X2.5		0.827					
X3.1			0.779				
X3.2			0.909				
X3.3			0.887				
X4.1				0.900			
X4.2				0.925			
X4.3				0.906			
X4.4				0.935			
X4.5				0.900			
Y1.1					0.905		
Y1.2					0.873		
Y1.3					0.797		
Y2.1						0.780	
Y2.2						0.835	
Y2.3						0.775	
Y2.4						0.846	
Y2.5						0.799	
Z.1							0.818
Z.2							0.794
Z.3							0.879
Z.4							0.840

The data in this study is valid because it is based on cross loading data greater than 0.7. This shows that the indicators used in this research have a good capacity in assessing research variables.

Table 2. Average Variance Extract

	Average Variance Extracted (AVE)
X1 (Delivery)	0.682
X2 (Product In Hand)	0.708
X3 (Benefit)	0.740
X4 (Customer Support)	0.834
Y1 (Customer Satisfaction)	0.739
Y2 (Repurchase Intention)	0.652
Z (Corporate Image)	0.694

One method for assessing a construct's discriminant validity is to compare the Average Variance Extracted (AVE) with the correlation between that construct and other constructs in the

model (Purwanto, 2021). The table above shows that the Average Variance Extracted (AVE) value is more than 0.5, so the data is valid.

Table 3. Fornell-Lacker

	X1 (Delivery)	X2 (Product In Hand)	X3 (Benefit)	X4 (Customer Support)	Y1 (Customer Satisfaction)	Y2 (Repurchase Intention)	Z (Corporate Image)
X1 (Delivery)	0.826						
X2 (Product In Hand)	-0.770	0.842					
X3 (Benefit)	-0.757	0.728	0.860				
X4 (Customer Support)	-0.753	0.730	0.845	0.913			
Y1 (Customer Satisfaction)	-0.536	0.621	0.566	0.577	0.859		
Y2 (Repurchase Intention)	-0.807	0.722	0.702	0.667	0.650	0.808	
Z (Corporate Image)	-0.834	0.727	0.770	0.781	0.473	0.765	0.833

The results of the Fornell-Larcker test have been fulfilled from the table above, showing that the root AVE value of each variable is greater than the correlation value with other factors, which shows that all variables are valid for use in research.

Table 4. Reliability Test

	Cronbach's Alpha	Average Variance Extracted (AVE)
X1 (Delivery)	0.846	0.682
X2 (Product In Hand)	0.897	0.708
X3 (Benefit)	0.823	0.740
X4 (Customer Support)	0.950	0.834
Y1 (Customer Satisfaction)	0.821	0.739
Y2 (Repurchase Intention)	0.866	0.652
Z (Corporate Image)	0.854	0.694

The indicator passes the reliability test if the Cronbach Alpha value is more than 0.6. Apart from that, the Composite Reliability value must also exceed 0.60 (Purwanto, 2021). Based on the data above, it can be seen that the Cronbach Alpha value is more than 0.6. and Composite Reliability has exceeded 0.60, then the data can be concluded to be reliable.

Table 5. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 (Delivery) -> Y1 (Customer Satisfaction)	0.001	0.000	0.051	0.024	0.981
X2 (Product In Hand) -> Y1 (Customer Satisfaction)	0.399	0.400	0.037	10.924	0.000
X3 (Benefit) -> Y1 (Customer Satisfaction)	0.121	0.119	0.047	2.562	0.011
X4 (Customer Support) -> Y1 (Customer Satisfaction)	0.184	0.186	0.061	2.994	0.003

Based on direct test results, the research findings are as follows:

1. Delivery does not have a significant influence on consumer satisfaction at Ikanku Bowl because the significance value is more than 0,05 and the statistical t value is less than 1,96
2. Product in hand has a significant influence on consumer satisfaction with Ikanku Bowl because the significance value is less than 0,05 and the statistical t value is more than 1,96
3. Benefits have a significant influence on consumer satisfaction with Ikanku Bowl because the significance value is less than 0,05 and the statistical t value is more than 1,96

Customer Support has a significant influence on consumer satisfaction at Ikanku Bowl because the significance value is less than 0,05 and the statistical t value is more than 1,96.

Table 6. Mediation Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 (Delivery) -> Y1 (Customer Satisfaction*Corporate Image) -> Y2 (Repurchase Intention)	0.000	-0.001	0.018	0.024	0.981
X2 (Product In Hand) -> Y1 (Customer Satisfaction *Corporate Image) -> Y2 (Repurchase Intention)	0.144	0.143	0.015	9.494	0.000
X3 (Benefit) -> Y1 (Customer Satisfaction *Corporate Image) -> Y2 (Repurchase Intention)	0.044	0.043	0.018	2.481	0.013
X4 (Customer Support) -> Y1 (Customer Satisfaction *Corporate Image) -> Y2 (Repurchase Intention)	0.066	0.066	0.021	3.179	0.002

The mediation test results reveal several key findings regarding the relationship between delivery, product in hand, benefits, and customer support with repurchase intention through the mediating effects of corporate image and customer satisfaction at Ikanku Bowl.

The findings indicate that delivery does not have a significant influence on repurchase intention through corporate image and customer satisfaction, as the significance value exceeds 0.05 and the statistical t-value is below 1.96. However, product in hand, benefits, and customer support show a significant influence on repurchase intention, as their significance values are below 0.05 and their statistical t-values exceed 1.96. These results suggest that while certain factors play a crucial role in shaping consumer repurchase behavior, delivery alone is not a determining factor in influencing customer retention when mediated by corporate image and satisfaction.

The test results show that delivery does not significantly impact consumer satisfaction as the p-value exceeds 0.05 and the t-statistic is below 1.96, leading to the rejection of the first hypothesis. In contrast, benefits, product-in-hand, and customer support positively influence consumer satisfaction, as their p-values are below 0.05 and their t-statistics exceed 1.96, confirming the acceptance of the respective hypotheses. Consumers tend to feel satisfied when they perceive clear benefits, receive products that meet expectations, and experience strong customer support. Satisfaction is further enhanced when businesses offer higher quality, convenience, and personalized services (Ma et al., 2022; Loh & Hassan, 2022).

Regarding repurchase intention, the test results indicate that delivery does not significantly impact repurchase interest through consumer satisfaction and corporate image, leading to the rejection of the fifth hypothesis. However, benefits, product-in-hand, and customer support significantly contribute to repurchase interest via consumer satisfaction and corporate image, with p-values below 0.05 and t-statistics above 1.96. Satisfied customers develop a stronger perception of the brand, increasing the likelihood of repeat purchases (Doeim et al., 2022; Ma et al., 2022). Conversely, dissatisfaction—whether due to unmet product expectations or poor customer service—can negatively impact brand perception and repurchase intention (Surianto et al., 2020; Ginting et al., 2023).

To foster consumer loyalty and repeat purchases, businesses must ensure that product quality aligns with customer expectations, customer service remains responsive, and the perceived benefits of products enhance customer experience. Strengthening these factors not only improves consumer satisfaction but also enhances corporate image and long-term business sustainability (Alkhaibari et al., 2023).

Managerial Implications

The findings of this study highlight several important managerial implications for businesses, particularly in the online food industry, to improve customer satisfaction, corporate image, and repurchase intention. One key takeaway is the need to enhance product-in-hand quality, as it significantly influences consumer satisfaction and repeat purchases. Businesses must ensure that the actual product matches customer expectations, maintaining high food quality, proper packaging, and consistency with promotional images. Regular quality control checks and customer feedback mechanisms can help uphold these standards and foster trust.

Additionally, businesses should focus on maximizing perceived benefits, as this factor plays a crucial role in customer satisfaction. Offering unique selling points, such as premium ingredients, affordability, or added convenience, can make a product more appealing. Providing bundled deals, exclusive promotions, or personalized recommendations can further enhance the perceived value. At the same time, customer support must be strengthened, as efficient and responsive service significantly impacts both satisfaction and repurchase intention. Investing in multi-channel customer support (live chat, email, and social media) and ensuring quick issue resolution can improve customer trust and loyalty.

While delivery service does not directly affect customer satisfaction or repurchase intention, it remains an important aspect of the overall experience. Businesses should collaborate with reliable logistics providers, offer real-time tracking, and compensate for delays to maintain a positive customer experience. Moreover, a strong corporate image is essential, as it mediates repurchase intention. Companies should focus on building brand credibility, maintaining transparency, and engaging with customers through social media and online reviews. A positive reputation reinforces consumer trust and encourages long-term loyalty.

Finally, businesses should leverage customer feedback for continuous improvement. Implementing structured feedback systems, such as post-purchase surveys and review monitoring, allows companies to adapt to consumer needs. Using data-driven insights to refine operations and rewarding customers for their feedback through loyalty programs can further enhance engagement and retention. By implementing these strategies, businesses can strengthen their position in the market, improve consumer satisfaction, and drive long-term sustainability in the online food industry.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research conducted, several key conclusions were found. Delivery does not have a significant influence on consumer satisfaction with Ikanku Bowl, while product in hand, benefits, and customer support all have a significant impact on consumer satisfaction. Furthermore, delivery does not significantly influence repurchase intention when mediated by corporate image and customer satisfaction. However, product in hand, benefits, and customer support significantly influence repurchase intention through these mediating factors.

To enhance consumer satisfaction and repurchase intention, Ikanku Bowl can implement an integrated customer feedback program. After each purchase, consumers could receive a short survey via email or app, allowing them to evaluate product quality, perceived benefits, and customer support (Bhowmick & Seetharaman, 2023). This feedback would not only provide insights for improvement but also enable the company to proactively address customer concerns.

Additionally, introducing a loyalty program with incentives such as discounts or special offers for frequent customers can encourage repeat purchases. Holding staff training sessions would also ensure employees are well-equipped to handle customer inquiries and complaints efficiently. By implementing these strategies, Ikanku Bowl can strengthen its corporate image and increase customer loyalty, ultimately driving higher repurchase intentions.

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