

THE EFFECT OF SERVICE QUALITY, PRODUCT ATTRACTIVENESS, AND CUSTOMER EXPERIENCE ON REPURCHASE INTENTION

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Keyword

Service Quality, Product Attractiveness, Customer Experience, Repurchase Intention.

Abstract

This study aims to determine the effect of Service Quality Product Attractiveness and Customer Experience on Repurchase Intention at Toss Café in Pontianak. This study uses a form of causal associative research with data collection techniques in the form of questionnaire distribution. The sampling technique used the quota sampling method with a sample size of 170 respondents. The data analysis technique used is the Stastical Package for Social Science (SPSS) version 23 analysis tool. Variable data testing in this study was carried out through validity test and reliability test, classical assumption test, multiple linear regression analysis, coefficient of determination test and hypothesis testing in the form of F test and t test. the results obtained in this study are that there is a positive and significant influence between Service Quality (X1), Product Attractiveness (X2), and Customer Experience (X3) on Repurchase Intention (Y) at Toss Café in Pontianak

INTRODUCTION

Today's café has undergone many modifications. Entrepreneurs often combine the concept of a café together with an eatery, because the functions of the two are almost similar. The development of the cafe & eatery industry is currently not only limited to big cities, but has also reached small cities, especially in the city of Pontianak. The importance of understanding consumer behavior is a strategic foundation in facing increasingly fierce competition. By understanding consumer preferences, needs and expectations, businesses can design more targeted marketing strategies. Considering these factors is the key to success in running a café & eatery business in the midst of rampant competition. One of the businesses that stole the attention in the city of Pontianak is Toss Café.

Service quality is an effort to meet the needs and desires of consumers appropriately so that it matches their expectations. This quality is one of the important factors that influence consumer decisions to return to visit a place. Customer expectations for service are usually formed from previous experiences, so that if the service received does not meet expectations, customers tend to feel disappointed. Product attractiveness also has an important role in influencing customer repurchase intention. Products that are attractive in terms of quality, variety and innovation can increase customer satisfaction and create a positive experience that encourages them to buy the product again. Strong product attractiveness can attract new customers and retain old customers by encouraging them to buy again.

Customer experience is also a factor that can determine consumers to make a purchase intention. A positive customer experience plays an important role in increasing the intention to make a repeat purchase. Customer experience includes the overall customer experience when using a product or service, which produces a certain impression, both positive and negative. This

impression will influence the customer's decision to return to consume the product or service in the future.

Return visit intention is an impulse that arises within consumers to make a repeat visit as a form of satisfaction with the previous experience. This satisfaction plays an important role in creating loyalty, where consumers tend to return if their needs are well met. Thus, the match between the expectations and reality felt by consumers will encourage them to make a repeat visit in the future.

METHOD

This study uses causal associative research methods with a quantitative approach used to determine the extent of the causal relationship from the influence of service quality, product attractiveness, and customer experience on repurchase intention. Data collection techniques through questionnaires with the population used were all Toss Café visitors located in Pontianak with a sample of 170 respondents. This study sets Toss Café visitors or consumers who have purchased Toss Café products as the target population, to get a more accurate and even picture of consumer behavior. In this study, sampling used non-probability sampling with the quota sampling method, namely sampling was carried out by dividing respondents based on their area of residence. Pontianak City is divided into six administrative regions, namely Pontianak City, North Pontianak, West Pontianak, South Pontianak, Southeast Pontianak, and East Pontianak. Each region is allocated a proportional number of respondents, so that the distribution of data is more evenly distributed and reflects the distribution of consumers throughout the city. In this study, the authors used a rating scale, the data obtained from the rating scale in the form of numbers were then interpreted in a quantitative sense and the data were analyzed using the SPSS version 23 program.

Service Quality

Service quality is how far the difference is between the expectations and reality of the customers for the services they receive. Service quality can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy of their delivery in balancing their consumer expectations (Lupiyoadi 2019: 62). Service quality can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy of their delivery in balancing consumer expectations (Anim and Indiani 2020: 102).

Service quality is the overall range of characteristics and characteristics of a product or service in terms of its ability to meet various predetermined or latent needs (Merentek, Lopian, and Soegoto 2017: 2841). Service quality is an effort to fulfill and customer desires and delivery provisions to balance customer expectations (Tjiptono 2014: 28). Service quality is an important aspect for a company's development. Currently, most consumers are starting to make quality the main parameter in making choices about a product/service.

There are several indicators used to support service quality (Mahira, M., Hadi, P., & Nastiti, H., 2021: 1280), namely: reliability, responsiveness, Assurance, empathy, and physical evidence. Based on research conducted by Rendhy Yosua Putra, S., (2019: 231-240) that service quality has a positive and significant influence on repurchase intention. Then in research conducted by Wulandari, S., & Marlana, N. (2020: 791-797) also shows that service quality has a positive and significant effect on repurchase intention. Based on the explanation above, the hypothesis proposed in this study is as follows:

H1: It is suspected that Service Quality has a positive and significant effect on repurchase intention at Tošs Café Pontianak.

Product Attractiveness

Contextually, a product is a producer's subjective knowledge about something that can be offered in an effort to obtain organizational dreams through fulfilling customer wishes and dreams, in accordance with the competence and capabilities of the organization in addition to market purchasing power (Tijptono, 2014: 78-96). Product attractiveness is like a magnet from a product that aims to attract potential customers to buy the product. The number of existing products makes consumers confused in choosing a product, but in the end the product chosen by consumers is a product that consumers think has attractiveness (Pratiwi, 2014: 92-95).

Product attractiveness is where the seller is asked to act constantly and innovatively A in producing products and providing recommendations for improvements needed to improve the product, product attractiveness is what makes goods or services look attractive to consumers (Maisirata, 2022: 78). Product attractiveness is like a magnet from a product that aims to attract potential consumers to buy the product. Because basically, to encourage consumers to buy a product, intention is needed first. Products that have attractiveness will provoke purchase intention from consumers (Naufal & Ferdinand, 2015: 2).

There are several indicators used to support product attractiveness (Darmawan, D., 2020: 25), namely: Product aesthetics, product flavor, and product uniqueness. Based on research conducted by Naufal & Ferdinand (2015: 1-11) that product attractiveness has a positive and significant influence on consumer buying intention. Then in research conducted by Kustini & Wardani (2019: 37-51) states that product attractiveness has a positive effect on buying intention. Based on the explanation above, the hypothesis proposed in this study is as follows:

H2: It is suspected that Product Attractiveness has a positive and significant effect on repurchase intention at Toss Café Pontianak.

Customer Experience

One of the ways companies create loyal customers is by providing a good experience to their customers. Customer experience is defined as a combination of experiences from every activity carried out by customers in consuming a product or service that creates a good impression or not, so that customers can determine whether to consume the product or service for the umpteenth time or not (Wiyata, M. T., Putri, E. P., & Gunawan, C, 2020: 11-21). A positive customer experience influences their intention to make repeat purchases. The likelihood that consumers will repurchase a product increases along with the quality of their usage experience (Ratnasari, 2018: 1-12).

Customer Experience itself is described as a combination of experiences so that every activity carried out by consumers in consuming or using a product or service is an experience, whether impressive or not, so that consumers can consume and use the product for the umpteenth time (Wiyata, M. T., Putri, E. P., & Gunawan, C, 2020: 11-21). The experience felt when using a product is also a current consideration in the business world, customer experience is the feeling after buying a product / service, creative consumer relationships about products / services and services provided by the company (Filiantari, M., Suharto, S., & Mazni, A., 2021: 88).

There are several indicators used to support customer experience (Keiningham et al., 2017: 148-160), namely: Cognitive, Emotional, Physical, Sensory, and Social. Based on research conducted by Pebrila et al., (2019: 341-354) states that customer experience has a positive and significant effect on repurchase intention. Then in research conducted by Chatzoglou et al. (2022: 4) states that customer experience has no effect on repurchase intention. Based on the explanation above, the hypothesis proposed in this study is as follows:

Ho: It is suspected that Customer Experience has no significant effect on repurchase intention at Toss Café Pontianak.

H3: It is suspected that Customer Experience has a positive and significant effect on repurchase intention at Toss Café Pontianak.

Repurchase Intention

Repurchase intention is a purchasing activity that is carried out more than once or several times. The satisfaction obtained by a customer can encourage someone to make repeat purchases, become loyal to the product or loyal to the store where he bought the item so that consumers can tell good things to others. Repurchase intention can be defined as the tendency of consumers to purchase a product from the same manufacturer in the long term. In other words, repurchase intention is a repurchase of a similar product taking into account previous experience (Peter and Olson 2014: 289). Repurchase intention is a desire from the minds of consumers who want to repurchase certain products or services in the future (Wijaya & Sanusi, 2021: 207-217).

Repurchase intention is a decision to be willing to use the same product or service as before which indicates that the product or service meets consumer expectations (Asmarina et al, 2022: 19). Thus, repurchase intention arises after receiving stimulation from something that is seen accompanied by a feeling of pleasure towards the product, then the individual's intention creates

a desire to buy so that there is a convincing feeling that the product has benefits so that individuals want to own the item by paying or exchanging it for money (Budi & Yasa, 2023: 8-15). There are several indicators used to support repurchase intention (Kustini & Wardani, 2019: 42-46), namely: Transactional intention, Referential intention, Preferential Intention, and Exploratory Intention.

RESULTS

Results consists of data or finding of the research, table of data, and results of data analysis. Figure captions should be centered below the figure; table captions should be located at the top left of the tables. Avoid placing figures and tables before their first mention in the text.

Table 1 Results of Respondent Answer Analysis

Indicator	Weight Value	Index Answer (%)	Average
Service Quality (X₁)			
1. <i>Realibility</i>	1295	76,18	75,89
2. <i>Responsiveness</i>	1288	75,77	
3. <i>Assurance</i>	1278	75,18	
4. <i>Emphatty</i>	1295	76,18	
5. <i>Tangible</i>	1290	75,88	
Conclusion: On average, respondents give high perception scores to service quality variabels.			
Product Attractiveness (X₂)			
1. Product Aesthetic	1185	69,71	66,88
2. Product Taste	1180	69,41	
3. Product Uniqueness	1187	66,88	
Conclusion: On average, respondents gave a medium perception value to the product attractiveness variable.			
Customer Experience (X₃)			
1. <i>Cognitive</i>	1354	79,65	79,59
2. <i>Emotional</i>	1349	79,35	
3. <i>Physical</i>	1355	79,71	
4. <i>Sensory</i>	1357	79,82	
5. <i>Social</i>	1350	79,41	
Conclusion: On average, respondents give high perception scores to customer experience variabels.			
Repurchase Intention (Y)			
1. Transactional Interested	1304	76,71	76,38
2. Reference Interested	1297	76,29	
3. Preference Interested	1289	75,82	
4. Explorative Interested	1304	76,71	
Conclusion: On average, respondents give high perception scores to repurchase intention variabels.			

Based on the data results in table 1, it can be seen that the research findings obtained for the service quality variable are the inability of Toss Cafe to provide consistent and accurate service, especially regarding the timeliness of serving, due to staff shortages resulting in high workloads, inefficient work processes, and less than optimal team coordination between the kitchen and waiters. In addition, the discovery of unclean food such as the presence of plastic on dishes indicates weak quality control and hygiene procedures in the kitchen, which may have occurred due to the rushed preparation of ingredients and the absence of final inspection before serving. To overcome these problems, Toss Cafe needs to increase the number of staff, especially part-time staff during peak hours to reduce workload while minimizing operational costs, provide training related to speed, coordination, and food safety, and establish a final check stage before food is served to ensure quality and cleanliness are maintained.

It can be seen that the research findings obtained for the product attractiveness variable food and drinks look ordinary and do not give a special impression when served, and the menus offered at Toss Cafe still seem common and do not have their own distinctiveness, this can occur due to a lack of innovation in visual presentation and the absence of a strong concept in creating a unique identity from each menu offered. In the midst of increasingly fierce competition in the culinary industry, product visuals play an important role in shaping the first impression and attraction of customers. Therefore, Toss Cafe is advised to start innovating in terms of presentation both from the arrangement of plates, selection of containers, to attractive decorations. In addition, developing a special menu that is only available at Toss Cafe can be a strategy to increase the uniqueness and exclusivity value of the product. With these improvements the attractiveness of the product will increase, and can indirectly encourage customer repurchase intention and strengthen the café image in the eyes of consumers.

It can be seen that the research findings obtained for the customer experience variable, namely the absence of live music, makes Toss Cafe feel less attractive as a place to socialize or gather with friends and limited seating space or close table positions make customers feel less free, this is due to limited space or not optimal interior layout arrangements that pay attention to visitor comfort. To overcome this, Toss Cafe can start considering rearranging the room so that the atmosphere feels more spacious and private, as well as adding events as a form of entertainment such as halloween celebrations and Indonesian independence day by making challenges and various attractive prizes, this is done at certain times in order to improve the social and emotional experience of customers. Improving this aspect of the experience is very important because a pleasant experience emotionally and socially will give a lasting impression, so that customers are encouraged to come back and recommend the place to others.

Some respondents said that they felt less eager to return to buy at Toss Café because the service received was quite slow, especially when the café was busy. They also considered that the taste of the food served tended to be ordinary and nothing too special, so it did not leave a deep impression. In addition, there are respondents who say that Toss Café is not their first choice when they want to hang out or eat out. They prefer other places that are considered to have a more comfortable atmosphere, faster service, or a more interesting menu. These things make them feel that Toss Café is not prominent enough compared to other cafes available. It can be seen that the research findings obtained for the repurchase intention variable are that they are not too eager to buy again because of slow service and mediocre food taste, and some customers say that Toss Cafe is not their first choice when they want to hang out or eat at a café, this shows that even though customers have transacted at Toss Cafe, not all of them have strong loyalty or preference for this café, this is due to the lack of product differentiation and experiences that are not very memorable, thus making customers tend to try other places. To increase repurchase intention, Toss Cafe needs to focus on improving service quality, especially in terms of speed and friendliness and creating a more special taste and appearance of food. In addition, building emotional relationships with customers through personalized service, loyalty programs, or regular events that involve customers directly can also be a strategy to strengthen repurchase intention.

Table 2. Statistical Test Results

Statistics Test	The Result			
Validity Test	X _{1.1} = 0,898	X _{2.1} = 0,907	X _{3.1} = 0,886	Y _{1.1} = 0,866
	X _{1.2} = 0,903	X _{2.2} = 0,939	X _{3.2} = 0,881	Y _{1.2} = 0,917
	X _{1.3} = 0,891	X _{2.3} = 0,894	X _{3.3} = 0,894	Y _{1.3} = 0,879
	X _{1.4} = 0,907		X _{3.4} = 0,892	Y _{1.4} = 0,904
	X _{1.5} = 0,912		X _{3.5} = 0,891	
Reliability Test	X _{1.1} = 0,931	X _{2.1} = 0,864	X _{3.1} = 0,919	Y _{1.1} = 0,904
	X _{1.2} = 0,929	X _{2.2} = 0,814	X _{3.2} = 0,920	Y _{1.2} = 0,873
	X _{1.3} = 0,932	X _{2.3} = 0,892	X _{3.3} = 0,917	Y _{1.3} = 0,895
	X _{1.4} = 0,928		X _{3.4} = 0,917	Y _{1.4} = 0,879

	$X_{1,5} = 0,926$ A = 0,943	$A = 0,901$	$X_{3,5} = 0,918$ A = 0,934	A = 0,914
Normality Test <i>One Sample Kolmogrov-Smirnov Test</i>	The test result of the significance value (test statistic) is $0.060 > 0.05$.			
Multicolineartitas Test	Tollerance Value	$X_1 = 0,923$	$X_2 = 0,998$	$X_3 = 0,924$
	VIF Value	$X_1 = 1,084$	$X_2 = 1,002$	$X_3 = 1,082$
Heteroscedasticity Test	There is no heteroscedasticity indicated by the points forming an unclear pattern, so it can be concluded that there is no similarity in the residual variance so that the regression model used is good.			
Autocorrelation Test	$Du < d < 4-du$		$1,7851 < 2,040 < 2,2149$	
Multiple Linear Regression Test	$X_1 = 0,223$	$X_2 = 0,202$	$X_3 = 0,393$	
Determination Coefficient Test (R^2)	$R Square (\%) = 0,536$ atau $53,6 \%$			
F test	$F_{count} = 22,330$ Sig $< 0,05 = 0,000$			
t Test	$t_{count} = X_1 = 3,268$	$X_2 = 3,083$	$X_3 = 5,766$	
Sig	$t_{table} = X_1 = 1,974$	$X_3 = 1,974$	$X_3 = 1,974$	
	Sig $= X_1 = 0,001$	$X_2 = 0,002$	$X_3 = 0,000$	

Based on Table 2, it can be seen that the test results on the service quality variable show that the t count value is greater than t table, namely $3.268 > 1.974$ which indicates that it can have a positive effect and at a significant level of $0.001 < 0.05$ so it can be said that H1 is accepted and Ho is rejected. This means that the service quality variable has a positive and significant effect on repurchase intention.

The test results on the product attractiveness variable show that the t count value is greater than t table, namely $3.083 > 1.974$ which indicates that it can have a positive effect and at a significant level of $0.002 < 0.05$ so it can be said that H1 is accepted and Ho is rejected. This means that the product attractiveness variable has a positive and significant effect on repurchase intention.

The test results on the customer experience variable show that the t count value is greater than t table, namely $5.766 > 1.974$ which indicates that it can have a positive effect and at a significant level of $0.000 < 0.05$ so it can be said that H1 is accepted and Ho is rejected.

DISCUSSION

Service Quality on Repurchase Intention

The results of this study are in line with research conducted by Rendhy Yosua Putra, S., (2019) which states that service quality has a positive and significant effect on repurchase intention, and the results of research by Anwar, R. N, Wardani, F. A, (2021) state that service quality has an effect on intention in buying money, and is supported by Wulandari, S., & Marlina, N. (2020) which shows that service quality has a positive and significant effect on repurchase intention. These results indicate that the higher the quality of service provided by Toss Cafe, the higher the consumers who will make repeat purchases. Consistent, friendly, and empathetic service makes customers feel valued and comfortable, thus encouraging them to return because they feel they have a positive and personalized experience at Toss Cafe.

Product Attractiveness on Repurchase intention

The results of this study are in line with research conducted by Naufal & Ferdinand (2015) which states that product attractiveness has a positive and significant effect on consumer buying intention, and research by Fahmi, S. (2023) states that product attractiveness has a significant effect on consumer intention in buying, and is supported by Kustini & Wardani (2019) which states that product attractiveness has a positive effect on buying intention. These results indicate that the higher the attractiveness of Toss Cafe products, the greater the consumer's repurchase

intention. An aesthetic and appetizing product display not only satisfies taste, but also provides visual satisfaction. This makes customers feel that what they get is not just food or drink, but also a pleasant experience that they want to repeat.

Customer Experience on Repurchase Intention

The results of this study are not in line with research conducted by Chatzoglou et al. (2022) states that customer experience has no effect on repurchase intention, but is in line with previous research conducted by Pebrila et al., (2019) which shows that consumer experience has a positive and significant effect on repurchase intention, and is supported by Putri and Amilia (2022) which states that customer experience has a significant effect on intention repurchase. This shows that the better the experience provided by Toss Café, the greater the influence on repurchase intention. Positive experiences such as a comfortable atmosphere, clean seating, good music, and friendly service form a pleasant impression for customers. This impression encourages the desire to return, because customers believe every visit will provide a satisfying experience.

CONCLUSION

Based on the results of research and discussion that has been carried out previously, regarding the variables of Service Quality, Product Attractiveness, and Customer Experience on Repurchase Intention at Toss Cafe in Pontianak, it can be concluded that the variables of Service Quality, Product Attractiveness, and Customer Experience have a positive and significant effect on Repurchase Intention at Toss Cafe in Pontianak.

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