

## THE IMPACT OF CUSTOMER SATISFACTION ON REPURCHASE INTENTION (SURVEYS ON CUSTOMER OF BLOOMYTHINGS)

### *Dampak Kepuasan Pelanggan terhadap Niat Pembelian Ulang (Survei pada Pelanggan Bloomythings)*

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#### ABSTRACT

This study seeks to determine whether customer satisfaction influences repurchase intentions from Bloomythings' customers and to implement strategies to increase consumer satisfaction and repurchase intention of Bloomythings. The resources obtained are then analyzed using quantitative research methods by conducting validity and reliability tests, normality tests, heteroscedasticity tests, and simple linear regression analysis to determine the effect of customer satisfaction on repurchase intention. This kind of survey is a survey supported by the distribution of questionnaires as a data collection tool. The samples in this study are customers from Bloomything who have made purchases on Bloomythings products. The results showed that customer satisfaction had a positive and significant impact on repurchase intention.

**Keywords:** *Customer Satisfaction, Repurchase Intention*

#### ABSTRAK

Penelitian ini berusaha untuk mengetahui apakah kepuasan pelanggan mempengaruhi niat beli ulang dari pelanggan Bloomythings dan untuk mengimplementasikan strategi untuk meningkatkan kepuasan konsumen dan niat membeli kembali Bloomythings. Sumber daya yang diperoleh kemudian dianalisis menggunakan metode penelitian kuantitatif dengan melakukan uji validitas dan reliabilitas, uji normalitas, uji heteroskedastisitas, dan analisis regresi linier sederhana untuk mengetahui pengaruh kepuasan pelanggan terhadap niat beli ulang. Jenis survei ini adalah survei yang didukung dengan penyebaran kuesioner sebagai alat pengumpulan data. Sampel dalam penelitian ini adalah pelanggan dari Bloomything yang pernah melakukan pembelian pada produk Bloomythings. Hasil penelitian menunjukkan bahwa kepuasan pelanggan berpengaruh positif dan signifikan terhadap niat beli ulang.

**Kata kunci:** *Kepuasan Pelanggan, Niat Membeli Ulang*

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## INTRODUCTION

The fashion industry is one of the industries that continue to grow. This is supported by the fact that the fashion industry is part of fulfilling the needs of a fashion lifestyle in society. Along with the development of time, they were causing lifestyle changes to be more modern and fashionable, resulting in each individual, especially women, appearing more attractive. One of them is using accessories.

Accessories for women are an essential and inseparable part of the fashion industry. Accessories aim to support the appearance of women. In addition, accessories also have their values and benefits to help women's self-confidence. The flow of globalization has also caused the development of the fashion industry to be very rapid, with many people starting their business in the fashion industry and offering beautiful products with various existing innovations. One of the accessories businesses in Jakarta is Bloomythings. Bloomythings is an accessories business that sells different types of necklaces, rings, scrunchies, and headbands, which was founded in June 2020 by a student. For now, bloomythings sells approximately 60 products with a wide selection of necklaces, rings, scrunchies, and headbands via social media (Instagram) and e-commerce (Shopee).

According to CNBC Indonesia data in 2019, growth in the Fashion industry contributed around 18.01% or reached IDR 116 trillion. In addition, based on data in 2017, the Fashion industry in Indonesia was able to contribute to the national Gross Domestic Product of 3.76 percent by achieving an export value of 13.29 billion US dollars.

Entrepreneurs engaged in the fashion industry continue to innovate to develop products so that they are not less competitive with similar products on the market that can lead to competition. It's the same with entrepreneurs from the accessories sector. One way to maintain market share is to retain existing customers. Entrepreneurs must also attract attention to bring in new customers from their competitors.

Thus, it is necessary to match the quality of the products offered to meet consumer expectations and make consumers

interested in repurchasing in the future (Hawkins, et al., 1998:78). According to (Arokiasamy, 2008), entrepreneurs are competing with competitors by increasing customer satisfaction and retaining customers. Customer satisfaction measurements show that this has a positive effect on customer loyalty and influences the intent of the switch. In order to make consumers consider separately the quality and experience of accessories before deciding to purchase accessories related to these issues, the purpose of this study is to determine whether customer satisfaction affects customer repurchase intention. Implement strategies to improve Bloomythings' customer satisfaction and purchase intentions from Bloomythings.

## LITERATURE REVIEW

### Customer satisfaction

According to Armstrong and Keller (2015), customer satisfaction is related to the buyers' expectations. If the product or service performance does not match what the customer expects, the customer will feel disappointed onversely, customers will be satisfied if the performance of a product or service meets and exceeds their expectations. Also, according to Mowen and Minor (2002), customer satisfaction is a picture of a customer's overall relationship with a product or service after they receive or use a product or service.

Peter and Olson (1996) also argue that customer satisfaction is an important concept in marketing and consumer behavior studies. If customers are satisfied with your product or brand, they will continue to buy, use and share it with others. In other words, it is a positive experience with a product or service. Based on the experts' definitions that have been described, it can be concluded that customer satisfaction is a response from customers to the results between the performance of a product or service with expectations following the evaluation after the customer consumes a product or service. Customers feel this satisfaction after they finish a product or service. If the customer feels that they have consumed is following and exceeding their expectations, the customer will be satisfied. Conversely, if the product consumed by customers does not

match their expectations, then the customer is not satisfied. So from the statement described above, customer satisfaction is one of the factors in determining the success of people in business and companies in fulfilling consumer needs. According to Elitan (1999), four factors make indicators of the success of customer satisfaction, namely feelings of pleasure with the specifications of the purchased product, customer expectations that match or exceed, and there are no complaints on products, services that match customer expectations.

### Drivers of Customer Satisfaction

According to Handi Irawan (2004), there are five driving factors in customer satisfaction, namely:

- a. Product Quality: Customers will feel satisfied if they consume these products that have product quality that meets expectations.
- b. Price: Customers will be satisfied if the price offered matches the quality of the product.
- c. Quality of Service: Customers are satisfied when they use excellent service and meet their expectations.
- d. Emotional factor: Customers will feel satisfied with the self-esteem or social value of a particular product brand.
- e. Ease of getting a product or service: Customers will feel satisfied if they get a product or service easily and have complete information.

### Various Methods in Measuring Customer Satisfaction

According to Kotler and Keller (2009), in terms of measurement, customer satisfaction can be measured by various methods and methods, namely:

- a. Complaints and suggestions system: In this method, the company has the main focus on customers (customer oriented) to provide suggestions and forms of complaints to the company. So that from suggestions and forms of complaints given by customers, they can improve and develop the company for a better direction.
- b. Ghost Shopping: in this method, the company designates one or more

people to be potential customers and then reports the results regarding the strengths and weaknesses of the company's products or services based on their experience. their experience after consuming the company's product or service.

- c. Analysis of Customer Lost : In this method, the company contacts customers who have stopped buying the company's products or switched to another company's products, then to the companies that are researching and investigating the cause.
- d. Customer Satisfaction Survey : In this method, the company conducted a survey aimed at obtaining feedback (*feedback*) and feedback directly from customers to improve the performance of products and companies.

### Repurchase Intention

Helier et al. (2014) defines the intention of redemption as an individual's decision to repurchase products or services from the same brand using customer experience based on current circumstances, and repurchase intention will increase consumer behavior to continue to make purchases in the future. According to Peter & Olson (2002), repurchase intention is an activity to buy a product or service that is carried out more than once. Novantiano (2007) also argues that repurchase intention is obtained from satisfied customers with the services provided, causing customers to make repeat purchases to become loyal to particular products or brands. So it can be concluded that repurchase intention is based on positive experiences carried out in the past.

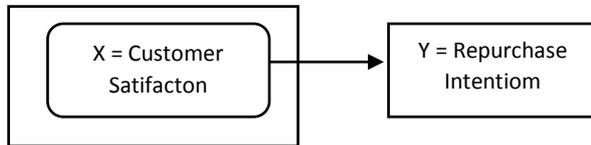
### Repurchase Intention Indicator

Ferdinand (2002) argues that there are 4 factors that can be indicators of repurchase interest, namely:

- Transactional Interest: The tendency of customers to buy products or services.
- Referral Interest: Customers tend to recommend products and services to others.
- Preferential Interest: The tendency of customers to have a primary alternative to the product or service.

- Exploratory Interest: The tendency of customer behavior to search for positive information about the product of interest.

### Framework



The hypotheses of this research are:

H1 = There is a positive relationship between customer satisfaction and repurchase intention.

H2 = There is no effect between customer satisfaction and repurchase intention.

### RESEARCH METHODS

The research method used in this study is quantitative research methods. The data collection technique used is to conduct a survey with the questionnaire provided. Sampling was carried out in this study using the purposive sampling method. Purposive sampling is a sampling technique based on particular criteria. The sample criteria contained in this study are customers who have made purchases at Bloomythings. Researchers determine the sample by generating a measure including:

1. Respondents are customers who have made purchases at Bloomythings.
2. Respondents have an age range of 15-25 years.
3. Respondents domiciled in the Greater Jakarta area.

In general, for a correlation study, the minimum number of samples to produce good results is 30 respondents. Therefore, the study identified a selection of 30 relevant respondents. The data sources used include 2 types of data sources: primary data and secondary data. Direct data collection technique using questionnaires from respondents as customers who have purchased at Bloomythings. For secondary data obtained through other sources such as Bloomythings owners, Bloomythings social media and e-commerce.

In this regard, the data obtained through the distributed questionnaire will then be analyzed using SPSS software. The following is the analytical method used in this study:

1. Validity and Reliability Test. The validity and Reliability Test. Validity test aims to find out whether the data is valid or not in a statement by comparing the correlation index between Pearson's product moment with a significance level of 5%. The reliability test in this study used Cronbach's Alpha. If the reliability coefficient of reliability is 0.6 or more, then the data instrument is reliable.
2. Classic assumption test Suppose the data can meet the classical assumption category, which consists of normality test and heteroscedasticity test In this case, the simple linear regression model can be said to be a good category.
3. Simple Linear Regression Analysis Test. The analysis is a statistical technique that aims to know the effect of the independent variable on the dependent variable. In this research, there are independent variables: customer satisfaction (X) and the dependent variable is repurchase intention (Y).
4. Hypothesis test. Hypothesis tests are used to test the effects of independent variables and are partially or commonly referred to as T-tests and F-tests. This is useful for knowing the linear relationship between X and Y, or the entire regression line.

In order to complete the evaluation scale in this study, a 5-step Likert scale should be used. The evaluation scale of this study is to use a 5-step Likert scale. According to Sutrisno Hadi (1991: 19), the Likert scale is a scale that includes a five-step response to respondents' validity to the statements listed before the given answer options. The measurement scale of this study consisted of the highest values: strongly agree (SS) 5, S (agree) 4, N (neutral) 3, and TS (disagree). 2 as the lowest value, i.e. STS with an estimate of 1 (very opposite).

## RESULTS AND DISCUSSION

This research was initiated by distributing online questionnaires to customers from Bloomythings who had made purchases at Bloomythings before and resulted in as many

as 30 respondents. From the questionnaires distributed, all of them met the criteria as respondents. The questionnaire aims to examine how the influence of customer satisfaction on repurchase intention.

**Table 1.** Age Percentage

Age	Amount	Percentage
18-19	6	20%
20-21	20	66,7%
22-23	4	13,3%

Based on research conducted on Bloomythings customers who are respondents in this study, data on the age range of respondents ranging from 18 years to 23 years. This is because Bloomythings is a business that has market coverage in

Generation Z. In addition, with a relatively similar age range, this study can produce valid data because it is seen from the perspective of one generation, namely Generation Z.

**Table 2.** Domicile Percentage

Domicile	Amount	Percentage
Jakarta	17	56,67%
Bekasi	9	30%
Bogor	2	6,67%
Depok	1	3,33%
Tangerang	1	3,33%

Based on the table above, it can be seen that the customer's residence or domicile at Bloomythings is located in various areas, namely: DKI Jakarta, Bekasi, Bogor, Depok, and Tangerang. Data collection has been carried out by distributing questionnaires to obtain respondent data, where the most domicile customers are customers who are

domiciled in DKI Jakarta, namely 17 people or 56.67%.

### 1. Validity Test

The Validity Test results below illustrate that all statements given by the researcher to the respondents are valid because, in Table 1, the probability of the correlation result is <5% (0.05), which means it is valid.

**Table 3.** Validity Test

Variable	Indicator	R.Count	R.Table	
Customer Satisfaction	CS.1	0,533	0,361	Valid
	CS.2	0,513	0,361	Valid
	CS.3	0,674	0,361	Valid
	CS.4	0,747	0,361	Valid
	CS.5	0,365	0,361	Valid
	CS.6	0,401	0,361	Valid
	CS.7	0,414	0,361	Valid
	CS.8	0,443	0,361	Valid
Repurchase Intention	CS.1	0,448	0,361	Valid
	CS.2	0,536	0,361	Valid
	CS.3	0,587	0,361	Valid
	CS.4	0,653	0,361	Valid

## 2. Reliability Test

The reliability test results below show that all of the respondents' statements are reliable or trustworthy. This test is carried out to find out all reports from respondents will lead to the

same results in each test carried out. By looking at the table, the value of Cronbach Alpha exceeds 0.6, so it can be concluded that the respondent's statement is reliable.

**Table 4.** Reliability Test

Variable	Cronbach Alpha Value	Critical Value	Description
Customer Satisfaction (X)	0,711	0,6	Reliable
Repurchase Intention (Y)	0,819	0,6	Reliable

## 3. Normality Test

Asymp values based on the table above using Kolmogorov-Smirnov tests and normality tests using OneSample. Since sig is worth

0.200 and the number is more important than 0.05 or 5%, we can say that the regression model fits the assumption of normality.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		30
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.72305821
Most Extreme Differences	Absolute	.105
	Positive	.102
	Negative	-.105
Test Statistic		.105
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction. d. This is a lower bound of the true significance.		

**Figure 1.** One-Sample Kolmogorov-Smirnov Test

## 4. Heteroscedasticity Test

In the table above, it is known that the significance value of customer satisfaction (X) is 0.139, which is greater than 0.05, so it

can be concluded that there is no heteroscedasticity and meets the requirements of the classical assumption test.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.754	1.419		1.941	.063
	Customer Satisfaction	-.058	.038	-.282	-1.527	.139

a. Dependent Variable: RES2

**Figure 2.** Dependent Variable

## 5. Simple Linear Regression Analysis

The data above describes the correlation / relationship values that are 0.782. The result shows a coefficient of determination (R-square) of 0.611. Based on the

aforementioned output, we can infer that the effect of the independent variable (customer satisfaction) on the dependent variable (repurchase intent) is 61.1%.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782 <sup>a</sup>	.611	.597	.736

a. Predictors: (Constant), Customer Satisfaction

**Figure 3.** Model Summary

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.805	1	23.805	43.963	.000 <sup>b</sup>
	Residual	15.162	28	.541		
	Total	38.967	29			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Customer Satisfaction

**Figure 4.** Dependent Variable, Predictors

From the table above, the calculated F value is 43,963 with a significance level of  $0.000 < 0.05$ . Thus, the regression model can be employed to predict the participation variable.

This also implies that there is an influence of the customer satisfaction variable (X) on the repurchase intention variable (Y).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.015	2.510		.803	.429
	Customer Satisfaction	.449	.068	.782	6.630	.000

a. Dependent Variable: Repurchase Intention

**Figure 5.** Dependent Variable: Repurchase Intention

In the table presented above, it is known that the value of Constant (a) is 2.015, while the value of customer satisfaction (b/regression coefficient) is 0.449. From this information, the regression equation can be generated as follows :

$$Y = a + bX$$

$$Y = 2.015 + 0.449X$$

The equation can be translated:

- The constant is 2.015, meaning that the consistent value of the Repurchase Intention variable is 2.015.
- The regression coefficient of X is 0.449 which represents that for every 1% addition to the value of customer satisfaction, the value of repurchase intention increases by 0.449. The regression coefficient is positive, therefore, the direction of the influence of variable X on variable Y is positive.

## 6. Hypothesis Test

- Based on the significance value: since the significance value obtained is much less than 0.05, we can conclude that the customer satisfaction variable (X) has an effect on the variable of purchase intention (Y).
- Based on the t value: the calculated t count is  $6.630 > t$  table 2.048, thus we can infer that the customer satisfaction variable (X) has an effect on the repurchase intention variable (Y), therefore, the alternative hypothesis is valid since there is a relationship between the customer satisfaction variable and repurchase intention.

- Based on the t-test table of 0.000 which is highly insignificant compared to 0.05, so the results of the t-test answer the hypothesis that Repurchase Intention is positively and significantly influenced by Customer Satisfaction.

From analysis of data that has been carried out, the results obtained are used to affirm the hypothesis in this study. The research hypothesis is valid and acceptable if the t-statistic value is  $<0.05$ . From the data in the table above, the alternative hypothesis can be obtained. There is a positive correlation between the customer satisfaction variable and repurchase intention. The effect shows the t-statistic value  $<0.05$ , which states that the independent and dependent variables have a significant influence.

This study describes the impact of customer satisfaction on repurchase intention on Bloomythings products. When a customer from Bloomythings is satisfied with Bloomythings, it is likely for the customer to repeat the orders, to seek information about the latest products, to prioritize Bloomythings products the first choice, and to recommend Bloomythings products to others. This research is in line with Aulia Pungki Rahmawati, Rahmawati Prihastuty, and Abdul Azis (2018) regarding that customer satisfaction has a positive relationship to repurchase intention. In addition, research conducted by Eliasaph Izbaz, Farida Balarabe, and Balarabe Jakada (2016) shows a positive alignment between customer satisfaction and repurchase intention because satisfied consumers tend to have more trust with the company compared to the companies that is mediocre in terms of service and products.

Thus, the strategies that Bloomythings should implement in maintaining and increasing customer satisfaction are:

- Maintain and improve the quality of Bloomythings products.
- Conduct product inspections on a regular basis in order to minimize any problems or problems with the product.
- Innovate related to the availability of product choices in accordance with developments from time to time.

- Make attractive offers to new customers and those who have made repeat purchases.
- Presenting a customer service system to respond quickly to Bloomythings customers.
- Increase payment methods to make it easier for customers to make transactions.

## CONCLUSION

This study aims to analyze the effect of customer satisfaction on repurchase intention by conducting a survey on customers from Bloomythings. The resources obtained are then analyzed using quantitative research methods by conducting validity and reliability tests, normality tests, heteroscedasticity tests, and simple linear regression analysis to determine the effect of customer satisfaction on repurchase intention. This type of research is survey research supported by the distribution of questionnaires as a data collection tool. Based on the results of testing using SPSS software and analysis of data obtained through a questionnaire where customer satisfaction in this study is an independent variable or not bound, while repurchase intention is the dependent variable or wrapped in the survey. It can be concluded from the results of the tests conducted that customer satisfaction has a significant positive effect on repurchase intention.

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