



## THE INFLUENCE OF COMPANY IMAGE AND CUSTOMER EXPERIENCE ON SATISFACTION AND THE IMPACT ON REPURCHASE INTENTION

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**Abstract:** The growth of coffee shops in Indonesia is increasing, and the number of enthusiasts in the coffee world is increasing. With so many new coffee shops being established, many innovations have also been created. To get customer satisfaction and the occurrence of repurchase intentions from many customers' perceptions of how the company's image and experience are from their purchases. The research objective is to determine the effect of corporate image and customer experience on the desire to repurchase the customer. a technique used by using the purposive sampling method. The sample size is 100 respondents distributing questionnaires which are measured using a Likert scale. The analysis used is a path analysis technique using multiple linear regression tests, t-tests, and F tests. Company image has a positive and significant effect on customer satisfaction, customer experience has a positive and significant effect on customer satisfaction. Company image has a positive and significant effect on repurchase intention. customer experience does not affect repurchase intention. a customer has a positive and significant effect on repurchase intention.

**Keywords:** Company Image; Customer Experience; Customer Satisfaction; Repurchase Intention

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### INTRODUCTION

Business development in the 21st century is so rapid, that every business actor is required to be more developed in terms of innovation and sensitivity to keep up with the times. Likewise in the F&B business where Indonesia has begun to aggressively compete. One of the F&B businesses that have experienced a rapid increase is the coffee shop. The coffee shop is one of the interesting beverage industries to be used as culinary tourism objects for the audience. The growth of coffee shops in Indonesia, especially in the city of Semarang, is increasing along with the increasingly dynamic development of the region and the development of enthusiasts in the coffee world. With so many coffee shops available, there will be more and more similar competitors. Many things influence consumers to buy coffee at a coffee shop, such as the convenience of the place, service, price, product quality, taste, and much more. Many coffee shops have different uniqueness and characteristics, so to be able to compete with them, pioneers are required to prepare mature thoughts and concepts to get the desired results.

With so many new coffee shops being established, there are also many innovations created, for example, coffee shops that use the container concept. With a coffee shop built from a container, it gives a new breath that can create a new experience for customers who visit it. Coffeeshop Origo is one of the pioneers of container coffeeshops in Semarang. Coffeeshop Origo is also one of the pioneers of coffee shops that provide drive-thru services. The atmosphere of the place that Origo created is cool, open, and eye-catching atmosphere because the place is next to the BSB lake in Semarang. The innovations created by the original coffee shop, coupled with a supportive surrounding scenery, will further add to the attraction for customers.

Making customers satisfied is one of the basic business goals. Fulfilling their wants, needs, and expectations is very important in the mission of providing satisfaction, this is done to face competition considering that there are many competitors out there who are

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also upgrading themselves in terms of quality service. The main purpose of a company apart from making a profit is to create satisfaction for customers such as fulfilling their expectations, desires, and needs, to face increasingly fierce competition and the number of competitors that have sprung up so that customer loyalty is maintained. (Akroush, M. N., Dawood, S. A., & Affara, 2015) suggest that customer satisfaction is a cumulative construct in the form of a combination of service expectations and perceptions of product or company performance over a certain period. (Azhari et al., 2015) research shows that there is a direct influence between customer experience and customer satisfaction, in the journal it is also said that satisfaction occurs due to someone getting something that exceeds their expectations. (Kandampully, J., & Solnet, 2015) show that the customer experience reflects the customer's interaction with the company. This can be in the form of pre-consumption, post-consumption, and in-consumption interactions.

According to (Diah Nurhayati, 2016), someone will seek information about the products they expect to support the trust of the products they subscribe to. Supported by research results (Wicaksono & Ellyawati, 2015) which show that corporate image has a positive and significant effect on repurchase intentions he also said in his research that it is important for companies or organizations to always build image and trust to increase their consumers' purchase intentions. Likewise, the results (Pangandaheng, 2013) also state that company image has a positive effect on customer satisfaction. According to research (Wahyudi, 2019) which shows that company image has a positive and significant effect on consumer satisfaction.

According to (Schiffman, L. G., & Wisenblit, 2015), the purpose of the repurchase is customer retention, and individual consumer transactions are long-term in nature by being carried out in the best interests of the customer rather than maintaining existing transactions that are converted into customer relationships. Aspects of repurchase intention are customer involvement, loyalty, and trust on the impact of consumer experience and consumer attitudes and beliefs about products related to past events. Consumer experience with previous purchases has a significant impact on attitudes and subsequent purchasing decisions. Supported by the journal (Ni Putu Widantari Suandana, 2014) say that customer experience has a significant positive effect on repurchase intentions.

This is in line with the theory of (Peter, 2013) which says that repurchase intentions are created based on their needs and preferences, where they have done it more than twice due to the satisfaction factor that has been obtained by consumers, as a result, consumers will become loyal to the product or company. Supported by research journals (Foster, 2017) and (Ni Putu Widantari Suandana, 2014) which show satisfaction has a positive effect on customer repurchase intentions.

Coffeeshop Origo also created an interesting concept to create a good customer experience and image in terms of place, atmosphere, product, and service to make customers feel comfortable so that customer satisfaction is created and creates high repurchase intentions. With so many perceptions from customers about how the company's image and also their experience of satisfaction, have an impact on the intention to repurchase at the Origo coffeeshop. The purpose of this research is to find out how far the influence of the company's image and the influence of the customer experience on the satisfaction felt by the customer and how they impact the intention to repurchase.

## METHODS

This type of research is descriptive quantitative research, according to (Sugiyono, 2014) quantitative research is a research method based on the philosophy of positivism which is used to examine the population or sample. The object of this research is the



customer of the Coffeeshop Origo Semarang. The population in this study is the Origo coffeeshop customer whose number is not known with certainty. The method used in this study uses non-probability sampling techniques, which is a sampling technique that does not provide an opportunity to fill in for each member of the population to be selected as a sample. The type used is purposive sampling, namely the technique of determining the sample with a certain weight. The characteristics and requirements used in sampling with the purposive sampling method are Coffeeshop Origo Semarang customers, minimum age 17 years, have made a minimum purchase of 2 times at Coffeeshop Origo Semarang. Because the population is unknown, the researchers used the Lemeshow sample determination technique, the results of the calculation of the number of samples needed in this study were 96 respondents and then rounded up to 100 respondents.

The source of data used in this retrieval technique is primary data. Primary data is data that is directly obtained from the source and given to data collectors or researchers. Questionnaires are one way of collecting data by providing or distributing a list of questions to respondents, in the hope that they will respond to the list of questions. The analysis used is a path analysis technique using multiple linear regression tests, t-tests, and F tests This data is used to find out data about the influence of corporate image and customer experience on customer satisfaction and their impact on repurchase intentions. In this study, the answers given by the respondents were then scored concerning the Likert Scale.

## RESULT AND DISCUSSION

The validity test was carried out using factor analysis and processed with the SPSS for sampling (KMO) computer program and its component matrix, if the KMO measurement value is  $> 0.5$  then the validity measurement can be continued. An instrument is said to be valid if the loading factory (component matrix)  $> 0.4$  samples can be said to be fulfilled if the KMO  $> 0.5$  with a significant level of  $< 0.05$  (Ghozali, 2013).

**Table 1. Validity Test Results**

NO	Variable	KMO ( $>0,5$ )	Sig	Indicator	Loading Factor ( $>0,4$ )	Results
1.	Company Image	0,891	0,00	X1.1	0,820	Valid
				X1.2	0,814	Valid
				X1.3	0,816	Valid
				X1.4	0,613	Valid
				X1.5	0,760	Valid
				X1.6	0,706	Valid
				X1.7	0,776	Valid
				X1.8	0,767	Valid
2.	Customer Experience	0,834	0,00	X2.1	0,731	Valid
				X2.2	0,667	Valid
				X2.3	0,799	Valid
				X2.4	0,872	Valid
				X2.5	0,820	Valid
3.	Customer Satisfaction	0.639	0,00	Y1.1	0,831	Valid
				Y1.2	0,725	Valid
				Y1.3	0,872	Valid
4.	Repurchase Intention	0.806	0,00	Y2.1	0,847	Valid
				Y2.2	0,892	Valid
				Y2.3	0,839	Valid
				Y2.4	0,740	Valid

Source: Data that has been processed by the author (2022)



The results of the calculation of the validity test on the questionnaire using the SPSS output in the study which have variables of company image, customer experience, customer satisfaction, and repurchase intention have a KMO value  $> 0.5$  with a significant value of  $0.00 < 0.05$  indicating that the criteria for the adequacy of the sample in this study has been fulfilled, and it can be concluded that all variables used in this study are valid because  $KMO > 0.5$  and loading factor (component matrix)  $> 0.5$ .

**Table 2. Reliability Test Results**

Variable	Nilai Cronbach's Alpha	Limit Value	Results
Company Image ( $X_1$ )	0,896	0.60	Reliable
Customer Experience ( $X_2$ )	0,834	0.60	Reliable
Customer Satisfaction ( $Y_1$ )	0.731	0.60	Reliable
Repurchase Intention ( $Y_2$ )	0,840	0.60	Reliable

Source: Data that has been processed by the author (2022)

The table shows that the variables of corporate image, customer experience, customer satisfaction, and repurchase intention have Cronbach's Alpha values greater than 0.6. So it can be concluded that the variables of corporate image, customer experience, customer satisfaction, and repurchase intention are said to be reliable.

**Table 3. Multiple Regression Test**

Equality	Beta	t	Sig	Description
The Influence of Company Image on Customer Satisfaction	0,574	6,635	0,000	H1 Received
The Effect of Customer Experience on Customer Satisfaction	0,296	3,420	0,001	H2 Received
Dependent Variable Customer Satisfaction ( $Y_1$ )				
Equality	Beta	t	Sig	Description
The Influence of Company Image on Repurchase Intention	0,497	4,447	0,000	H3 Received
The Effect of Company Experience on Repurchase Intention	0,033	,336	0,738	H4 Rejected
Effect of Satisfaction on Repurchase Intention	0,305	2,801	0,006	H5 Received
Dependen Niat Beli Ulang ( $Y_2$ )				

Source: Data that has been processed by the author (2022)

From the results of table 3 above, in equation one, the beta value of the corporate image variable ( $X_1$ ) = 0.574, the customer experience variable ( $X_2$ ) = 0.296, therefore in equation one multiple linear regression, namely:  $Y_1 = 0.574X_1 + 0.296X_2$

From the results of table 3 above in equation two, it can be seen that the beta value of the corporate image variable ( $X_1$ ) = 0.497, customer experience variable ( $X_2$ ) = 0.033 and customer satisfaction variable ( $Y_1$ ) = 0.305, therefore in the two multiple linear regression equations, namely :  $Y_2 = 0.305Y_1 + 0.497X_1 + 0.033X_2$



**Table 4. Determination Test**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,816 <sup>a</sup>	,666	,659	,97064

a. Predictors: (Constant), Customer Experience, Company Image

Source: Data that has been processed by the author (2022)

**Table 5. Determination Test**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,787 <sup>a</sup>	,620	,608	1,75272

a. Predictors: (Constant), Customer Satisfaction, Customer Experience, Company Image

Source: Data that has been processed by the author (2022)

The coefficient of determination ( $R^2$ ) in this study uses Adjusted R Square to measure how far the ability of the independent variable to explain the dependent variable is. The results of the table. 4 shows the coefficient of Adjusted R Square that is equal to 0.659. This means that 65.9% of customer satisfaction can be explained by the company image and customer experience variables, while the remaining 34.1% is influenced by other variables not included in the study. The results of the table. 5 shows the coefficient of Adjusted R Square that is equal to 0.608. This means that 60.8% of repurchase intentions can be explained by the company image and customer experience variables, while the remaining 39.2% is influenced by other variables not included in the study.

**Table 6. F Test**

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	182,453	2	91,226	96,829	,000 <sup>b</sup>
	Residual	91,387	97	,942		
	Total	273,840	99			

a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), Customer Experience, Company Image

Source: Data that has been processed by the author (2022)



**Table 7. F-Test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	481,327	3	160,442	52,227	,000 <sup>b</sup>
	Residual	294,913	96	3,072		
	Total	776,240	99			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Customer Satisfaction, Customer Experience, Company Image

Source: Data that has been processed by the author (2022)

The F test is used to test the regression coefficients simultaneously (simultaneously), to know how far all the variables (X) together affect the variable (Y). Based on table 6 it can be seen that the value of  $F_{count}$  in equation 1 is 96,829, and based on table 7 it can be seen that  $f_{count}$  in equation 2 is 52.227 with a probability level of both 0.000 (significant). Because the probability is much smaller than 0.00, the regression model can be said that Company Image ( $X_1$ ), Customer Experience ( $X_2$ ), affect Customer Satisfaction ( $Y_1$ ) and Repurchase Intention ( $Y_2$ ).

### **The Influence of Corporate Image on Customer Satisfaction**

Based on the results of the analysis in table 3, it can be seen that the regression coefficient value of the corporate image variable ( $X_1$ ) is 6.635 (positive) and the significant probability value of the product is  $0.000 < 0.05$ , meaning that the hypothesis is accepted, so that partially (individually) there is a positive and positive effect. the significant relationship between corporate image and customer satisfaction. The results of this study are supported by (Wahyudi, 2019) regarding the effect of corporate image and service quality on customer loyalty through customer satisfaction.

The corporate image variable has a positive and significant effect on customer satisfaction. The company's image was formed to provide a good reputation for the origo coffee shop, so with a good reputation in terms of products, services, facilities, atmosphere, and innovations created by the origo coffee shop, it can provide satisfaction value for origo customers.

### **The Influence of Customer Experience on Customer Satisfaction**

Based on the results of the analysis in table 3, it can be seen that the regression coefficient value of the customer experience variable ( $X_2$ ) is 3,420 (positive) and the significant probability value of the product is  $0.001 < 0.05$ , meaning that the hypothesis is accepted, so that partially (individually) there is a positive and positive effect. the significant relationship between customer experience and customer satisfaction. . The results of this study are supported by (Keni & Sandra, 2021) regarding the Prediction of Customer Experience and Service Quality on Customer Loyalty: Customer Satisfaction as a Mediation Variable Customer experience variable has been shown to have a positive and significant effect on customer satisfaction because a good experience felt by customers will create satisfaction in customer mind. The customer experience is influenced by the price offered, the services, and the facilities offered to increase the value of customer satisfaction in enjoying the original coffee shop offering.



### **The Influence of Company Image on Repurchase Intention**

Based on the results of the analysis in table 3, it can be seen that the regression coefficient value of the Corporate Image variable is 4.447 (positive) and the significant probability value of the product is  $0.001 < 0.05$ , meaning that the hypothesis is accepted, so partially (individually) there is a positive and significant influence between experience customers and customer satisfaction. . The results of this study are supported by (Diah Nurhayati, 2016) regarding the Effect of Company Image on Repurchase Intentions: Trust Test as a Mediating Variable. The corporate image variable has been shown to have a positive and significant effect on repurchase intentions, the better the company's image provided by the company, the more loyal customers will be by repurchasing the product.

### **The Influence of Customer Experience on Repurchase Intention**

Based on the results of the analysis in table 3, it can be seen that the regression coefficient value of the Customer Experience variable is 0.336 (negative) and the significant probability value of the product is  $0.738 > 0.05$ , meaning that the hypothesis is rejected, so partially (individually) there is a positive and significant influence between experience customers and repurchase intentions. . The results of this study are supported by (Kurnia, 2019) regarding The Influence of Customer Service, Customer Experience and Brand Trust on MSI Consumer Satisfaction (Case Study on Silver Ion MSI Customer in Tiban Housing Stocking Batam City). The customer experience variable has been shown to harm repurchase intention. An unfavorable experience will have an impact on subsequent purchasing decisions, while the indicators that influence are the customer's intention to visit the coffee shop and the variety of menus served for repeat purchases.

### **The Influence of Customer Satisfaction on Repurchase Intention**

Based on the results of the analysis in table 3, it can be seen that the regression coefficient value of the Customer Satisfaction variable is 2.801 (positive) and the significant probability value of the product is  $0.006 > 0.05$ , meaning that the hypothesis is accepted, so that partially (individually) there is a positive and significant influence between satisfaction customers and repurchase intentions. . The results of this study are supported by (Pratami Wulan Tresna, 2021) regarding The Influence of Customer Experience on Repurchase Intention to Shopee Application Users. The customer satisfaction variable has been shown to have a positive effect on repurchase intentions because more satisfaction created by a customer will bring up a good memory so it has an impact on product repurchase intentions.

## **CONCLUSION**

With the increasingly fierce competition in the F&B world, especially in the coffee shop field, what must be done to be able to compete and excel is to create a good image for the company, a good image is obtained from innovations and characteristics that are different from the others, creating a good experience for the company as well. customers, a good experience is obtained from the facilities provided, the services provided, and also the taste of a product that does not disappoint. then a good image for the company and the good experience created will make customers satisfied and with a result, the intention to repurchase is also great, but if a bad customer experience is encountered it can be due to a lack of service and prices which they think are not worth it. with what you get.



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