

CUSTOMER VALUE ANALYSIS AND CUSTOMER EXPERIENCE OF REPURCHASE DECISIONS WITH SATISFACTION AS MEDIATION

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Abstract: The research aims to analyse customer's value influence and customer experience towards customer repurchase decisions of Sawasdee Thai Seafood Restaurant with satisfaction as a mediation variable. 140 customers of Sawasdee Thai Seafood Restaurant on Multatuli Street were made samples of research. This type of quantitative study using the 1-5 Likert scale questionnaire. The method of analysis used is a level structure with Structural Equation Modeling (SEM) using the AMOS-20 (Analysis of Moment Structure) device. The results show that customer value and customer experience have significant effect on satisfaction and repurchase decision at Sawasdee Thai Seafood Restaurant. Satisfaction has significant effect on the repurchase decision at Sawasdee Thai Seafood Restaurant. Satisfaction is a partial mediation of customer's value and customer experience of repurchase decisions at Sawasdee Thai Seafood Restaurant.

Key Words: Customer Value, Customer Experience, Satisfaction, Repurchase Decision.

1. INTRODUCTION:

Culinary business is a growing business nowadays, where many different restaurants or eateries that offer various kinds of local and foreign food, such as Japanese, Thai, Arabic, Chinese, India, and so forth. The rise of the culinary tourism movement adds a great culinary business activity that provides many culinary options for culinary hunters both inside and outside.

Every culinary business is competing to attract consumers to buy products on offer. This affects the behavior of human beings who tend to want to get everything quickly in fulfilling their needs and desires in a satisfactory capacity. The more fulfilled expectations from consumers would certainly be satisfied that the consumer can be maintained in the presence of a company must have a strategy in marketing their products. If consumers are satisfied, they will make repeated purchases of the same product.

Looking at these conditions, businesses also have to provide the value that consumers want to gain competitive advantage. Customer value is the customer's overall assessment of the utility of a product based on its perception of what it receives and what it is given. For customers a product or service purchased from the company is more satisfactory if the customer gets a high score. The value desired by the consumer changes, where not only choose the place and the cheap price, but also pay attention to the quality, atmosphere, even compare with the offers provided by other companies.

Along with expected customer value, the experience that is felt when visiting a shopping place is also the consideration of today's consumers in choosing the place. Experience is a strategic process in regulating or implementing customer experience with a product or company, so that the customer experience should be the concern of business people in fulfilling their customers to The company can be reminded of consumers and make consumers want to return.

One of the typical Thai restaurant in the city of Medan is Sawasdee Thai Seafood Restaurant Branch which has been quite famous as one of the quite large Thai restaurant in the city of Medan. In Multatuli complex, there are several Thai restaurants that operate, but the Sawasdee Thai Seafood Restaurant is superior to a competitor's restaurant that can be seen from a high number of customers, especially during Lunch and dinner. Although, Sawasdee Thai Seafood Restaurant Multatuli branch looks superior, but the management is not complacent and strives to continue to increase the number of customers currently owned by the restaurant.

Based on data collected by researchers, there has been a decline in the number of customers Sawasdee Thai Seafood Restaurant Multatuli in 2018 to 2019, although year 2017 the number of customers tends to increase as shown in the following table:

Table 1. Growing number of customers Sawasdee Thai Seafood Restaurant in 2017-2019

Month	Years		
	2017	2018	2019

January	5.423	6.233	5.782
February	5.587	6.408	5.692
March	6.121	6.116	5.466
April	6.432	6.312	5.378
May	6.127	5.943	5.643
June	6.312	5.898	5.234
July	5.983	5.671	5.167
August	6.034	5.893	5.044
September	5.743	6.012	5.212
October	5.523	5.567	4.987
November	5.376	5.875	4.875
December	5.987	5.905	4.632
Mean	5.887	5.986	5.259

Table 1 above shows the progress of the number of customers Sawasdee Thai Seafood Restaurant from 2017 to 2019. The average number of subscribers in 2017 was 5887 subscribers, in 2018 the average number of customers as many as 5986 subscribers. There was a slight increase from 2017 to 2018. In 2019 the average number of customers was 4632 as many as customers. There was a decline in the average number of customers from 2018 to 2019. The growth in the number of subscribers has fluctuation up and down, where such fluctuations can be seen in the following chart:

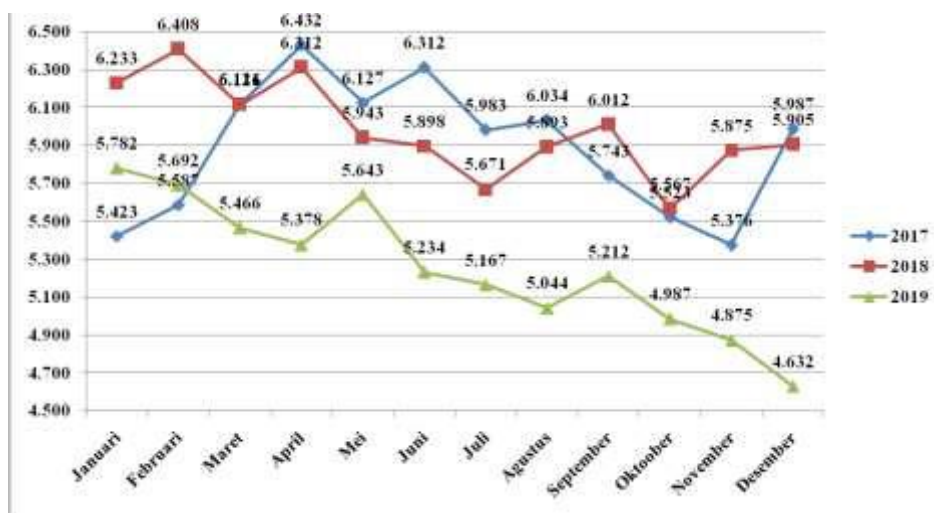


Figure 1. Graph of number of customers Sawasdee Thai Seafood Restaurant Year 2017-2019

In the graph image above can be seen in the year 2019 the chart shows a decline that is almost every month until the lowest point in December 2019. In fact, in 2017 there had been a sharp increase of the number of customers although there remained a decline in the end of the year 2017 unless the month of December 2017 increased. In 2018 the number of visitors also tends to decline even though there has been an increase several times.

A decrease in the number of subscribers indicates that there are many permanent customers who no longer or rarely visit, indicating the decline in customer repurchase decisions. This was reinforced with the answer from a short interview done to Sawasdee Thai Seafood Restaurant employees who revealed that a lot of regular customers who never again seemed to visit.

Customers' value over the Sawasdee Thai Seafood Restaurant can still be said to be good, given the many positive reviews about Sawasdee Thai Seafood Restaurant Multatuli on various social media and Google. These positive reviews show high customer value to the restaurant. But there are still found customers complaining with the taste of food served at Sawasdee Thai Seafood Restaurant.

Customer experience is also still good enough but still there are complaints from some customers. Among them are: the food ordered a little too late especially when crowded customers and waiters who do not immediately meet customers who just entered the restaurant. The complaints posed by this customer demonstrate the experience that the customer feels is still less optimal.

Based on the explanation above the researchers tried to examine the phenomenon and what caused the phenomenon to occur. Therefore, researchers are interested in researching the extent to which "customer value analysis and customer experience of repurchase decisions with satisfaction as mediation".

2. THEORETICAL BASIS:

2.1 Customer Value

Customer value is the difference between customer perception of the benefits they receive from buying and using a product or service, with a perception of the cost they have to bear. There are 3 indicators used in measuring customer value through product quality, service quality, and Price (Priansa, 2017:109). The indicators of this variable are:

- a. Product quality: Product quality is the customer's perception of overall product properties that affect its ability to meet the customer's satisfaction.
- b. Quality of Service: Quality/quality of service is a perception of consumers to the excellence of a service, then to evaluate the quality of service one of the criteria is whether the quality of service provided by the Company in accordance with
- c. Consumer perception then it can be said that the service is quality, so too.
- d. Price: Price is the amount of cost needed to get a number of combinations of goods and their services. This pricing is one of the most important decisions for management.

2.2 Customer Experience

Customer experience is the customer's response internally and subjectively to any customer-related customers either directly or indirectly. There are 4 indicators used in Measurement of customer experience through physical experience, emotional experience, intellectual experience, and spritual experience (Kartajaya, 2004:165). The indicators of this variable are:

- a. Physical experience: experience gained from human physical interactions with the surrounding environment that can stimulate all the five human senses.
- b. Emotional experience: experiences arising from the presence of emotionally arousing interactions, whether the emotions that increase prestige and emotion demonstrate human identity and expression.
- c. Intellectual experience: experience because of the ability to explore potential and self-actualization.
- d. Spiritual Experience: The experience gained by man through the human religious side.

2.3. Customer Satisfaction

Customer satisfaction is a term that describes the level of satisfaction that is in natural customers when consuming products/services issued by the manufacturer. Furthermore Kottler and Keller (2012) proposed a 4 (four) Satisfaction gauge indicator namely:

- a. Fulfilment of consumer expectations is when consumers use the products offered, consumer expectations have been fulfilled.
- b. Feeling satisfied while using the services is a feeling of satisfied consumers of the products offered by the service provider.
- c. Satisfaction of the facilities offered is a feeling of satisfied consumers to the facilities that have been offered.
- d. Customer satisfaction thoroughly to the product offered.

2.4. Repurchase Decision

The repurchase decision is a purchase decision made by the consumer on the same brand as the previous purchase with the quantity and intensity of the purchase that tends to be higher. There are 5 indicators used in measuring repurchase decision through identification of needs, information search, alternative evaluation, purchase decision and post purchase behaviour (Kotler and Amstrong, 2008:179). The indicators used in this variable are:

- a. Introduction needs: The introduction of needs is where the consumer realizes a problem or need.
- b. Information search: Information search, where consumers want to find more information.
- c. Alternative evaluation: Alternative evaluation is processed information to obtain a brand choice.
- d. Purchase decision: The purchase decision in the evaluation phase, the consumer determines the brand rankings and establishes the purchase intent.
- e. Post-purchase behaviour: Post-purchase behavior, where consumers take subsequent actions after purchase, based on their satisfaction or dissatisfaction.

2.5 Kerangka Konseptual

According to Hawkins, Mothersbaugh and Best (2007) re-purchase as a re-purchase activity made by consumers of a product of the same brand without being followed by meaningful feelings toward the product. There are two possibilities that can cause someone to re-purchase a product. First, consumers feel satisfied with the purchase they

make. Secondly, customers feel dissatisfied, but they still make a purchase again. This is because they consider the cost they should spend on finding, evaluating, and adopting products with other brands too high.

According to Rangkuti (2002) says that the factors affecting customer satisfaction include:

- Value. Value is defined as a thorough review of the benefits of a product, based on the customer's perception of what the customer has received and which has been given by the product. Customers are increasingly loyal when the product is more valuable to him. Companies that have a reputation for high-value products can apply higher prices than competitors' prices.
- Competitiveness. A service product or item must have competitiveness in order to attract customers, because the business cannot be held without the customer. A product only has the competitiveness when the product excellence is required by the customer. The excellence of a service product lies in the uniqueness and quality service of the service products to customers. In order to compete, a product must be unique compared to other similar products.
- Customer perception. Perception is defined as the process by which individuals choose, organize, and interpret the stimulus received through their senses into meaning. However, the meaning of the perception process is also influenced by the individual's past experiences.

Based on the descriptions, the skeletal thought in this study can be described as follows:

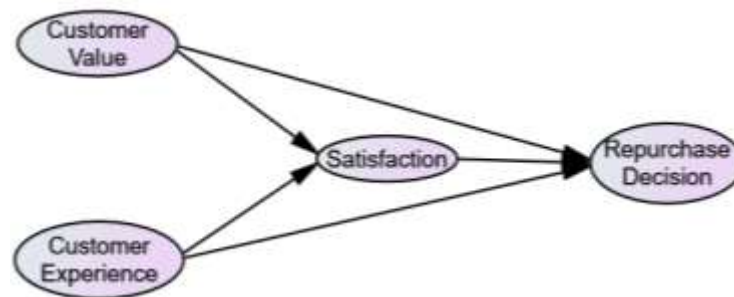


Figure 1. Conceptual framework
 Source: Developed in this research

Based on the conceptual outline image above, the hypothesis in this study can be outlined as follows:

- 1) H1: Customer value has a positive and significant effect on the customer satisfaction of Sawasdee Thai Seafood Restaurant.
- 2) H2: Customer experience has a positive and significant effect on the customer satisfaction of Sawasdee Thai Seafood Restaurant.
- 3) H3: Customer value has positive and significant effect on customer repurchase decision of Sawasdee Thai Seafood Restaurant.
- 4) H4: Customer experience has positive and significant effect on customer repurchase decision of Sawasdee Thai Seafood Restaurant.
- 5) H5: The satisfaction positively and significantly affect the customer repurchase decision of Sawasdee Thai Seafood Restaurant.
- 6) H6: Satisfaction of partial mediation of customer value to purchase decision of Sawasdee Thai Seafood Restaurant.
- 7) H7: Satisfaction of partial mediation of the influence of customer experience on customer purchase decision Sawasdee Thai Seafood Restaurant.

3. RESEARCH METHODOLOGY:

The type of research used is quantitative with an associative approach. The research object is all customers at Sawasdee Thai Seafood Restaurant in Multatuli Street. The research model used in this study is a Structural Equation Modelling (SEM) model, wherein in SEM the ideal number of samples between 100-200 (Hair et al, 2009) and should also consider the number of indicators that exist in the model. Hair et al (2009) further says for the determination of the number of samples can amount to 5-10 from the number of indicators. The sample count is determined by multiplying the number of indicators by 10, resulting in a total sample of $17 \times 8 = 136$ respondents. In case of outlier data, it is added again with 4 respondents. So the number of respondents became 140 people. Where sampling techniques are performed using nonprobability sampling techniques with a purposive sampling approach. Where only visitors have visited Sawasdee Thai Seafood Restaurant Multatuli which can be used as a respondent.

Subsequent full models in this study can be described as follows:

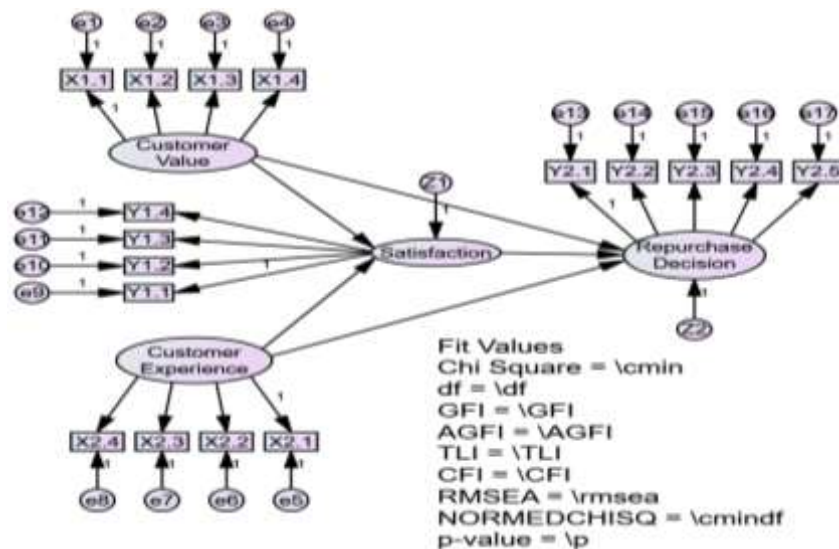


Figure 2. Research Full Model

The equation in this study can be formulated as follows:

$$Y_1 = b_1X_1 + b_2X_2 + Z_1 \dots\dots\dots (1)$$

$$Y_2 = b_1X_1 + b_2X_2 + b_3Y_1 + Z_2 \dots\dots\dots (2)$$

Dimana:

- X_1 = Customer Value
- X_2 = Customer Experience
- Y_1 = Satisfaction
- Y_2 = Repurchase Decision
- b_1 - b_3 = Koefisien Estimasi
- Z_1 - Z_2 = error term (nilai residual)

Statistical tests were conducted by observing the significance level of inter-variable relationships indicated by the C.R (Critical Ratio) value identical to the t test in regression and the probability (P) value. Significant relationships are marked with a C. R value greater than 2.58 and a value of P is smaller than 0.05 (Ferdinand, 2014). Next to see the influence of moderation variables using the theory of Sobel Test from Baron and Kenny (1986).

4. RESEARCH RESULTS AND DISCUSSION:

Research Result

The model conformance test is done through a flowchart in the full model equation, which is the test conducted against the overall variables of either exogenous or endogenous that have been combined into a single diagram (path) intact through variant matrix or covariant And the full model was referred to as the research model. Full model test is done in two stages, full model SEM before modification and full model SEM after modification. The full model SEM test before modification aims to see the extent to which the basic model established in this study meets the criteria of goodness of fit so that the model can describe the research phenomenon without any modification.

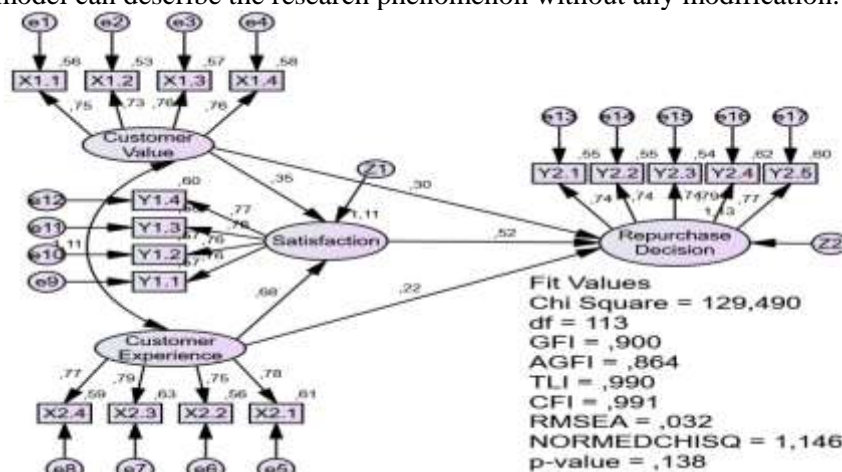


Figure 3. Full Model Research Before Modified

The Data in Figure 3 is detailed into table 1 of the following goodness of Fit index criteria:

Tabel 1. Kriteria Goodness of Fit Full Model

Goodness Of Fit Index	Expected value	Result value	Conclusion
χ^2 C-square Statistics	Expected small	129,490	Good
GFI	$\geq 0,90$	0,900	Good
AGFI	$\geq 0,90$	0,864	Marginal
TLI	$\geq 0,95$	0,990	Good
CFI	$\geq 0,95$	0,991	Good
RMSEA	$\leq 0,08$	0,032	Good
CMIN/DF	$\leq 2,00$	1,146	Good
P-Value	$\geq 0,05$	0,138	Good

From table 1 look the construct used to form the research model has fulfilled the criteria of the goodness of fit indices that have been set such as the value of Chi-square, RMSEA, GFI value, TLI, CFI, and CMIN/DF, except the AGFI value is still marginal ($0.864 < 0.900$) but is approaching well. The significance of the model seen from a significant P-value value of 0.138 is greater than 0.05.

Discussion

To see how large the destination image variables are affected and the tourist attraction to the satisfaction variable and the interest of the revisit is shown in the following Table 2:

Table 2. The Effect of Dependent Variable on Independent Variables

Latent Variable			Estimate	Std. Estimate	S.E.	C.R.	P
Satisfaction	<---	CustomerValue	,346	,357	,090	3,945	***
Satisfaction	<---	CustomerExperience	,684	,621	,090	6,925	***
RepurchaseDecision	<---	Satisfaction	,515	,504	,127	3,971	***
RepurchaseDecision	<---	CustomerExperience	,221	,197	,076	2,602	,045
RepurchaseDecision	<---	CustomerValue	,295	,298	,064	4,638	***

Based on the data analysis results as shown in table 2, the results of structural equations are as follows:

Structural Equation I : $Y_1 = b_1X_1 + b_2X_2 + Z_1$

$Y_1 = 0,346 X_1 + 0,684 X_2$

Structural Equation II : $Y_2 = b_1X_1 + b_2X_2 + b_3Y_3 + Z_2$

$Y_2 = 0,295 X_1 + 0,221 X_2 + 0,515 Y_3$

According to table 2, researchers can describe the conclusion to answer the hypotheses that exist in this study, as follows:

- Effect of Customer Value on Satisfaction**

The effect of customer value on satisfaction is positive and significant with the value of Koefesien estimate standardized regression weight of 0.346 (34.6%), probability or significance value of 0.0001 (significant) and C. R Value of 3.945 (Receive H1). In other words that the customer's value has a positive and significant effect on the customer satisfaction of Sawasdee Thai Seafood Restaurant.

- Effect of Customer Experience on Satisfaction**

The impact of customer experience on satisfaction is positive and significant with the value of Koefesien estimate standardized regression weight of 0.684 (68.4%), probability or significance value of 0.0001 (significant) and C. R Value amounting to 6.925 (Accept H2). In other words that the customer experience has a positive and significant effect on the customer satisfaction of Sawasdee Thai Seafood Restaurant.

- Effect of Customer Value on Repurchase Decision**

The effect of customer value on repurchase decision is positive and significant with the value of Koefesien estimate standardized regression weight of 0.295 (29.5%), probability or significance value of 0.0001 (significant) and C. R value of 4.638 (Received H3). In other words that the customer's value is positive and significant to the customer's re-purchase decision Sawasdee Thai Seafood Restaurant.

- Effect of Customer Experience on Repurchase Decisions**

The influence of customer experience on repurchase decision is positive and significant with the value of estimate standardized regression weight of 0.221 (22.1%), probability value or significance of 0.045 (significant) and

value C. R amounted to 2.602 (accept H4). In other words that the customer experience has a positive and significant effect on the customer repurchase decision of Sawasdee Thai Seafood Restaurant.

• Effect of Satisfaction On Repurchase Decisions

The effect of satisfaction on the customer repurchase decision is positive and significant with the value of Koefesien estimate standardized regression weight of 0.515 (51.5%), probability or significance value of 0.0001 (significant) and value C . R of 3.971 (accept H5). In other words that the satisfaction has a positive and significant effect on the customer repurchase decision of Sawasdee Thai Seafood Restaurant.

• Mediation of Satisfaction Towards the Influence of Customer Value with Repurchase Decision

To answer the 6 hypotheses that exist in this study conducted first calculation of the significance value of C-path by using Sobel Software as in Figure 4. Here are the results of significance value calculations using Sobel software:

Input:	Test statistic:	Std. Error:	p-value:
a 0.346	Sobel test: 2.78993872	0.06386879	0.0052718
b 0.515	Aroian test: 2.74630743	0.06488349	0.00602703
s _a 0.090	Goodman test: 2.8357179	0.0628377	0.00457228
s _b 0.127	Reset all	Calculate	

Figure 4 . Sobel Test Results

The test result of a variable mediation effect of a customer value to a repurchase decision mediated by the satisfaction is displayed in the form of an image such as Figure 5:

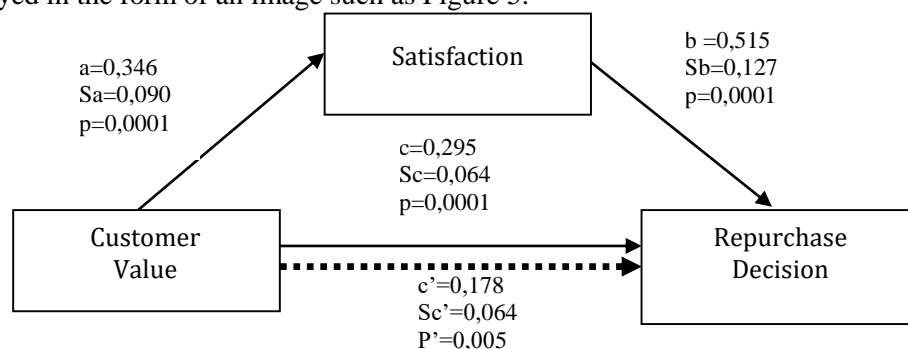


Figure 5. Satisfaction mediation among customer Value against Repurchase Decision

From Figure 5 found the line of lines – A, path-B, line-C and Path – c ' significant. It was concluded that the satisfaction of partial mediation the influence between customer value on customer purchase decision Sawasdee Thai Seafood Restaurant (thank H6), meaning: In addition to directly affect the decision Customer purchase, satisfaction can also be as a mediation of influence between customer value to customer purchase decision Sawasdee Thai Seafood Restaurant.

• Mediation of Satisfaction Towards the Influence of Customer Experience with Repurchase Decision

To answer the 7 hypotheses that exist in this research conducted first calculation of the significance value of C-path by using Sobel Software as in Figure 6. Here are the results of significance value calculations using Sobel software:

Input:	Test statistic:	Std. Error:	p-value:
a 0.684	Sobel test: 3.57769647	0.09846	0.00034664
b 0.515	Aroian test: 3.55383025	0.09912122	0.00037966
s _a 0.090	Goodman test: 3.60205007	0.09779431	0.00031572
s _b 0.127	Reset all	Calculate	

Figure 6 . Sobel Test Results

The test result of a variable mediation effect of a customer value to a repurchase decision mediated by the satisfaction is displayed in the form of an image such as Figure 7:

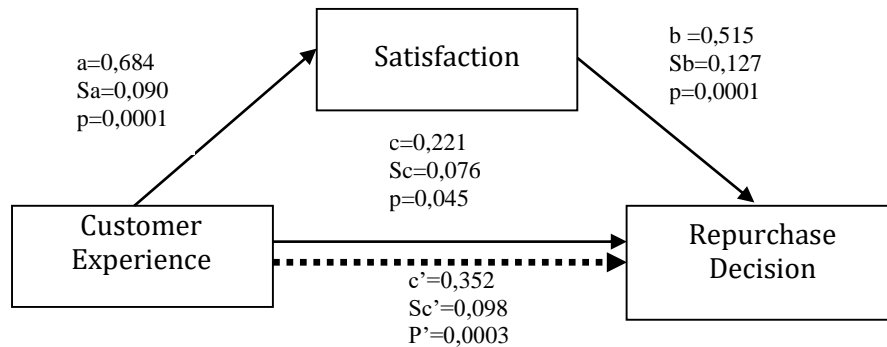


Figure 7. Satisfaction mediation among customer Value against Repurchase Decision

From Figure 7 found the line of lines – A, path-B, line-C and Path – c ' significant. It was concluded that the satisfaction of partial mediation of the influence of customer experience towards customer purchase decision Sawasdee Thai Seafood Restaurant (thank H7), meaning: In addition to directly affect the decision Customer purchases, satisfaction can also be as a mediation of influence between customer experience towards customer purchase decisions Sawasdee Thai Seafood Restaurant.

6. CONCLUSION:

The conclusions obtained from the results of the study : 1) Customer value has a positive and significant effect on the customer satisfaction of Sawasdee Thai Seafood Restaurant. 2) Customer experience has a positive and significant effect on the customer satisfaction of Sawasdee Thai Seafood Restaurant. 3) Customer value has positive and significant effect on customer repurchase decision of Sawasdee Thai Seafood Restaurant. 4) Customer experience has positive and significant effect on customer repurchase decision of Sawasdee Thai Seafood Restaurant. 5) Satisfaction has positive and significant effect on customer repurchase decision of Sawasdee Thai Seafood Restaurant. 6) Contentment of partial mediation the influence of customer value on customer purchase decision Sawasdee Thai Seafood Restaurant. 7) Satisfaction of partial mediation of the influence of customer experience on customer purchase decision Sawasdee Thai Seafood Restaurant.

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