

BUILDING SERVICE EXPERIENCE TO ATTAIN CUSTOMER REPURCHASE INTENTION: A MODERATED-MEDIATION MODEL IN THE CONTEXT OF STUDENT CONSUMER IN INDONESIA

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ABSTRACT

This study aims to determine the effect of service experience on repurchase intention, by looking at the mediating role of customer satisfaction and moderation of perceived quality. This research was conducted on students at several universities who use online business applications, with a total of 250 respondents. Research data was collected online, and respondents were asked to fill out a questionnaire distributed through Google Forms. The results of this study indicate that service experience has an effect on customer satisfaction and repurchase intention. The findings of this study also indicate that customer satisfaction mediates the relationship between service experience and repurchase intention. Finally, this study looks at the moderating role of perceived quality, and finds that perceived quality can moderate the relationship between service experience and customer satisfaction, the relationship between customer satisfaction and repurchase intention, and the indirect relationship of service experience on repurchase intention through customer satisfaction.

Keywords: Service experience, customer satisfaction, repurchase intention, perceived quality.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh service experience terhadap repurchase intention, dengan melihat peran mediasi kepuasan pelanggan dan moderasi persepsi kualitas. Penelitian ini dilakukan pada mahasiswa di beberapa perguruan tinggi yang menggunakan aplikasi bisnis online, dengan jumlah responden sebanyak 250 orang. Data penelitian dikumpulkan secara online, dan responden diminta untuk mengisi kuesioner yang disebarakan melalui Google Forms. Hasil penelitian ini menunjukkan bahwa pengalaman layanan berpengaruh terhadap kepuasan pelanggan dan niat beli ulang. Temuan penelitian ini juga menunjukkan bahwa kepuasan pelanggan memediasi hubungan antara pengalaman layanan dan niat membeli kembali. Akhirnya, penelitian ini melihat peran moderasi persepsi kualitas, dan menemukan bahwa kualitas yang dirasakan dapat memoderasi hubungan antara pengalaman layanan dan kepuasan pelanggan, hubungan antara kepuasan pelanggan dan niat membeli kembali, dan hubungan tidak langsung dari pengalaman layanan pada niat pembelian kembali melalui kepuasan pelanggan.

Kata kunci: Pengalaman layanan, kepuasan pelanggan, repurchase intention, perceived quality

1. INTRODUCTION

In a highly competitive market, customer satisfaction has become one of the most important issues for companies in retaining customers and maximizing profits (Pappas et al., 2014). When online business is increasing, companies or organizations need to maintain positive relationships with their customers by providing good and memorable services (Mensah & Mensah, 2018). According to Kabadayi et al. (2019), the emphasis on creating a positive customer experience can maintain business continuity. In an

era where technology is developing, consumer shopping experience has changed from time, place, technology and behavior (Pappas et al., 2014). According to Daskalaki et al. (2020) this change is influenced by various locations and technologies such as the presence of websites or online shopping applications that can be accessed from smart phones. The increasing use of online-based services has become a trend, and this has become a concern for companies (Troise et al., 2022).

According to Ahmed et al. (2022), today's consumers can find it easier to find information about the products or services needed and it is easier to establish relationships with companies wherever and whenever. Although not all customers are the same for a company, it is found that they spend more time accessing online applications (Hassani and Mosconi, 2022). Previous studies have shown that increased customer retention can lead to higher profits for companies (Pahlevan Sharif et al., 2022). Therefore, it is important for companies to identify the factors that influence customer intention to repurchase (Alenazi, 2021).

Research by Sudarti and Rhemananda (2021; Zulganef, 2006; Zulganef & Yudhi, 2017) has identified several factors that influence purchase intention, such as consumer satisfaction. According to Rahayu, (2021) satisfied customers are more likely to return and influence an important factor of customer satisfaction. In addition, one important element, to influence repurchase intentions, especially in the context of online business is the perceived service experience. According to Mbango, (2018) the current online business trend must include the design of prerequisites for service experiences in order to create satisfaction. In order to be successful in the digital business and gain a competitive advantage, a service must make an impression on consumers so they don't switch to competitors. In general, the impression received in an online service includes the ease of using the application, a fast response, and the suitability of the product purchased with the one received Kabadayi et al. (2019), and this is the result of interactions between organizations, processes, employees, and systems to customers.

Recently, Feng et al. (2018) and Chen and Yang (2021) found some

consumers who had negative service experiences with an application, such as late responses, frequent application interruptions and product mismatches that were listed with those received, thereby reducing consumer satisfaction on the application.

Neuhofer et al. (2015) stated that customers are now looking for experiences by consuming services rather than buying goods and products. Therefore Beltagui et al. (2015) recommends that every company creates a service experience to gain a competitive advantage. In general, literature describing service experience is often applied to the hospitality industry and transportation and restaurant services (Azhar, 2019). However, there is a limited discussion regarding how the service experience is applied to online shopping applications (Izogo & Jayawardhena, 2018; Rita et al., 2019). Therefore, to improve the service experience, it is very important for service providers to collect, evaluate, and respond to any complaints experienced by consumers.

In online shopping applications, consumer dissatisfaction is often raised through reviews of disappointment or giving a low rating. This of course can affect the performance of the business. According to Kim and Kim (2022) when consumers feel a positive experience on an online business service application, it is likely that consumers will make repurchase intentions. Meanwhile, most of the previous literature states that to increase consumer purchase intention, businesses should focus on factors that can increase satisfaction. In addition, this study follows the advice of Chen and Yang (2021); Kim and Kim (2022) to examine how service experience and its characteristics can affect consumers' repurchase intentions, especially in the online business sphere.

Kim and Kim (2022) identified the importance of online service experience and suggested to examine the effect of different levels of experience on the key factors influencing online shopping behavior in particular on repurchase intention. Kabadayi et al. (2019) argues that in the context of online business, a good service can reduce skepticism and increase satisfaction for consumers and can be a differentiator from other competitors and create value for service providers. Thus, the purpose of this study is to offer a conceptualization of service experience on repurchase intention with satisfaction as a moderating variable (Mensah & Mensah, 2018). In addition, the main contribution of this research is to emphasize the importance of intelligent service experiences and expand the literature on services in online business.

2. LITERATURE REVIEW

2.1 Service Experience and Customer Satisfaction

Service experience is an important factor in the context of digital marketing because it can increase company profitability Hoffman et al. (2000). Recently, the increasingly rapid development of technology has become a lot of concern for companies to improve digital services. According to Kar et al. (2021) service experience is defined as a bond or knowledge resulting from an interaction provided by a service provider.

According to Lian (2021) experience is a comprehensive construction that must include three classical stages of purchase, namely pre-purchase, purchase and post-purchase. Many factors can affect the service experience such as variety, category, and convenience when shopping (Kemppainen & Uusitalo, 2021).

The service experience has been conceptualized as an internal response to

direct contact with the company. This response can include cognitive, emotional, behavioral and social components that may be intentionally triggered by the company based on the characteristics of the product, brand or other elements such as a website or online business application so that the interaction is imprinted in the minds of consumers which ultimately affects the judgment. According to Pappas et al. (2014) Service experience can have an effect on customer satisfaction. In addition, Beltagui et al. (2015) also stated that experience has implications.

In the context of service, customer experience can be obtained through the results of interactions between service providers and consumers. According to Pappas et al. (2014) customer experience and service experience are different but complementary. Service experience is a consumer's reaction when getting results from a service or even arises from elements that are not controlled by the company such as customer reviews, access times, ratings given.

According to Gao et al. (2021) the memory that emerges from the service experience, especially in online applications can be influenced by the appearance of the website, convenience, security, ease and response given during interaction. This can also directly affect customer satisfaction. In online business applications, the perceived experience can be in the form of ease of use of the application, completeness of the product and the suitability of the product received with the one on the website as well as a fast response. Pappas et al. (2014) and Mensah and Mensah (2018) found that service experience can significantly increase consumer satisfaction when experiencing the convenience and benefits of online business applications.

H₁: Service experience affects customer satisfaction

H₂: Service experience affects repurchase intention

2.2 Customer satisfaction and Repurchase Intention

Consumer satisfaction is a very important factor, especially in today's online service providers. This is because satisfaction is a factor that can affect business continuity Liao et al. (2017). Measuring customer satisfaction is a good way to find out whether consumers receive services according to their expectations or not. To bring success and profit to businesses, companies need to satisfy their customers (Mombeuil et al., 2019).

Zeithaml (2000) and Wilson, (2022) defines satisfaction as a consumer's assessment that a product or service provides a level of achievement associated with pleasurable consumption. According to Liao et al. (2017) customer satisfaction can be obtained when the quality of the service or product provided is very good, price, and situational factors. In the context of the service industry, customer satisfaction is explained by the expectancy-disconfirmation theory by Oh (1999) and Oliver (1981) in Feng et al. (2018) states that to explain satisfaction can be determined by comparing customer expectations and perceived performance or customer expectations and perceived performance. So, if the perceived performance exceeds expectations, the consumer will be satisfied.

Jang and Namkung (2009) mention that there are two general conceptualizations of satisfaction, namely transaction-specific satisfaction and cumulative satisfaction. Specific satisfaction describes the customer's evaluation of a product or service at a certain point in time, while cumulative satisfaction is the customer's evaluation of the total consumption experience with the

product or service over time. Both of these conceptualizations have a direct impact on repurchase intention or loyalty (Konuk, 2021). In addition, Mensah and Mensah (2018) state that perceived service quality can have a cognitive effect on consumers resulting in satisfaction or dissatisfaction. This shows that satisfaction itself is the result of service transactions provided both in the digital context of Goel et al. (2022) or directly with the meeting as a whole. Javed and Wu (2020) state that service quality is the overall impression felt by consumers, and this can lead to repurchase behavior (purchase intention).

A number of factors including physical environment, product and price have been found to influence consumer satisfaction, especially when the presence of digital technology makes it easy and comfortable to use online business applications or websites. Law et al. (2022) found that consumer satisfaction with online application services depends on the ease and convenience of using the application, product variety, and price fairness, where these factors can have an influence on purchase intention. A previous study conducted by Anshu et al. (2022) agree that consumer purchase intention is the result of overall perceived satisfaction.

H₃: Customer satisfaction has an effect on repurchase intention

H₄: Customer satisfaction mediates the relationship between service experience and repurchase intention

2.3 Perceived Quality as Moderating Variable

Perceived quality is the perception felt by customers of the overall quality or superiority of a product or service compared to a product or service and its relation to the expected goals (Iglesias and Guillén, 2012). According to the theory of Cue utilization from Olshavsky

(1985) perceived quality is a complex structure in which consumers take into account every attribute of products and services to evaluate quality. According to Konuk (2021) perceived quality is defined as a consumer's assessment of the superiority of a brand or service based on subjective perceptions.

Thus, perceived quality is what is felt in the minds of consumers. According to Zou et al. (2015) perceived quality is an

important predictor in the consumer decision-making process. A quality product or service can shape the perception of consumers so that they make consumers want to buy the product due to the subjective assessment of their perception (Gan & Wang, 2017). Service

strength and customer satisfaction are basically strengthened by consumer perceptions to build a purchase intention.

This is an important antecedent that stimulates or builds emotion in determining purchase intention. According to Konuk (2018), the perceived service experience can be a major determinant of consumer satisfaction. In the context of online business, perceptions of perceived quality are obtained during the service delivery process. On the other hand, the role of perceived quality allows consumers to feel purchase intentions due to the perceived service experience and satisfaction.

H₅: *Perceived quality moderates the relationship between service experience and customer satisfaction*

H₆: *Perceived quality moderates the relationship between customer satisfaction and repurchase intention*

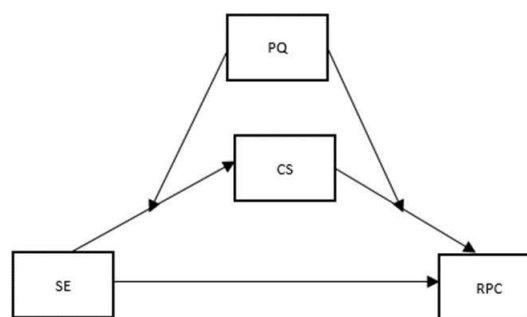


Figure 1. Conceptual Framework

CE: Service experience, CS: Customer satisfaction, PQ: Perceived Quality, RPC: Repurchase intention

3. RESEARCH METHODS

The approach used in this study is a quantitative approach with the aim of measuring and understanding causal relationships between variables. The population in this study are students at several universities who use online business applications. Then the sample selection was carried out using a purposive sampling technique with criteria, active in social media and often using online business applications in making purchases. Data was collected using a survey method by distributing questionnaires to respondents using Google Form.

The final number of questionnaires returned and used for data processing was 280 questionnaires. The data was then analyzed using the conditional process analysis method (Hayes, 2018) with the help of the SPSS macro-PROCESS software, with SPSS 25.

3.1 Variable Measurement

To measure the research variables, each questionnaire item was measured using a 5-point Likert scale, ranging from 1-5, where point 1 indicates that the respondent strongly disagrees, while point 5 indicates that the respondent strongly agrees with the statement. The

measurement of this research variable is explained as follows:

Service experience is measured by 3 dimensions adopted from Kahn et al. (2020), customer satisfaction is measured by 3 items adopted from El-Adly and Eid (2016), perceived quality is measured by 3 dimensions adopted from Yan et al. (2019), while repurchase intention is measured by 4 items adopted from (Pappas et al., 2014; Hsu et al., 2006).

3.2 Data Collection Procedure

This research was conducted at a university located in the city of Bandung, West Java, Indonesia by selecting 3 private universities in the category of private universities in the city of Bandung and following a cross-sectional design. To collect data from active online shoppers, only those who have made at least one purchase in the last three months are targeted. So given that students often use online business applications, questionnaires were distributed to students to determine the extent to which service experience, satisfaction, and perceived value variables influence purchase intentions.

A pre-test of 35 questionnaires was conducted at a university prior to actual data collection to assess the survey instrument (Cooper and Schindler, 2006). Of them, 35 respondents had not made a purchase in the last three months and were excluded from the sample. The remaining 250 questionnaires were used for analysis. According to Hair, Black, Babin, and Anderson (2010) that a minimum sample size of 100 is suitable for conducting Exploration Factor Analysis (EFA). Thus the sample size of 250 was considered suitable for the study. This gives the researcher the opportunity to obtain feedback from respondents regarding the clarity of the questions and to determine the reliability of the scale used.

The entire data collection process was carried out in three months from January to April 2022. Overall, 56% of the respondents were women, and 47% of them were unmarried. The majority (78%) of consumers are aged 26 to 32 years. Almost, 69% of them have monthly income between 3 million to 5 million.

Table 1. Respondent profile

Demographic profile	No	Percentage
Gender		
Male	107	44%
Female	143	56%
Marital status		
Single	243	97%
Married	7	3%
Age		
26-32	210	78
25-34	23	12
35-44	17	10
Income / month		
3 sd 5 Million	227	69
5 sd 8 Million	17	23
>8 Million	6	8

4. RESULT

From the results of the research observed, it shows that all of the variable scales have a strong reliability value, with the Service Experience variable of 0.840, Customer Satisfaction of 0.826, Perceived Quality of 0.795 and the Repurchase Intention variable of 0.810. The indicators for measuring research variables show valid results to be used as measuring tools in this study with the value of all indicators having a value of more than r table.

Likewise, the value of skewness and kurtosis is in the range of numbers 0.663 - 1.781, meaning that all research variables have a relatively normal distribution because these numbers are in the range of numbers -2 to 2 (Ghozali, 2016). Furthermore, the correlation results from each variable all show a positive correlation, with the correlation between Service Experience and Customer Satisfaction ($r = 0.540$; $p < 0.01$), Service Experience correlation with Perceived

Quality ($r = 0.462$; $p < 0.01$) and Service Experience correlation with Repurchase

Intention ($r = 0.462$; $p < 0.01$). As shown in Table 2.

Tabel 2. Descriptive Statistics

Variable	Descriptive Statistics							Correlation Coefficients (r)			
	α	Min	Max	M	SD	$Skew$	$Kurt$	1	2	3	4
1 Service Experience	,840	5	15	11,34	1,80	1,290	1,597	-	,540	,462	,462
2 Customer Satisfaction	,826	6	15	10,46	2,13	0,663	1,186		-	,488	,474
3 Perceived Quality	,795	7	15	11,32	1,65	1,781	1,109			-	,605
4 Repurchase Intention	,810	9	20	15,98	2,27	1,171	1,532				-

Tabel 3. Research Indicator Validity Test

Variable	Indicator	Validity Requirement Result		
		Value	Requirement	Result
Service Experience	SE1	0,879	0,500	Valid
	SE2	0,913	0,500	Valid
	SE3	0,702	0,500	Valid
Customer Satisfaction	CS1	0,774	0,500	Valid
	CS2	0,783	0,500	Valid
	CS3	0,850	0,500	Valid
Perceived Quality	PQ1	0,657	0,500	Valid
	PQ2	0,828	0,500	Valid
	PQ3	0,715	0,500	Valid
Repurchase Intention	RI1	0,747	0,500	Valid
	RI2	0,722	0,500	Valid
	RPC3	0,856	0,500	Valid

4.1 The Influence of Service Experience and Perceived Quality as Moderator Variables on Customer Satisfaction.

Furthermore, the data can be seen in the summary output for the Customer Satisfaction variable which has a causal relationship with Service Experience. From the results of the study, the value of t arithmetic was 2.7303, the value of b

was 0.8471 with p value < 0.05 . In the causal relationship between Customer Satisfaction and Perceived Quality, the t -count value is 2.3410, the b -value is 0.8114 with p value < 0.05 .

In the interaction of the Service Experience variable with Perceived Quality as a moderator variable on Customer Satisfaction, the t -count value is 3.3780, the b -value is 0.4361 with a p -value of 0.0134.

From the data, it is known that the Service Experience and Perceived Quality variables as well as the Perceived Quality function as moderator variables have a positive significant effect on Customer Satisfaction. The data can be seen in Table 4 below.

Tabel 4. Model Summary Customer Satisfaction

Model Summary						
R	R-Sq	MSE	F	Df1	Df2	p
,6064	,3677	2,9045	47,6940	3,000	246,000	0,000
Model						
	b	se	t	p	LLCI	ULCI
Constant	3,6512	1,5857	2,3026	0,0203	0,7179	3,4155
Service Experience	,8471	,3103	2,7303	0,0068	,2360	1,4582
Perceived Quality	,8114	,3466	2,3410	0,0200	,1287	1,4941
Moderator (Interaction)	,4361	,1291	3,3780	0,0134	,4935	,6213

Based on the data obtained, it is known that Hypothesis 1 and Hypothesis 5 can be accepted.

4.2 The Influence of Service Experience, Customer Satisfaction and Perceived Quality as Moderator Variables on Repurchase Intention

To see whether there is a moderating effect of the Perceived Quality variable, it can be seen in the summary model for the Repurchase Intention variable. From the research results obtained information that Service Experience on Repurchase Intention has a b value of 0.5388, a t value of 7.3909 and a p value of <0.05, the variable Customer

Satisfaction on Repurchase Intention has a b value of 1.5092, a t value count of 5.4152 and p value < 0.05, the variable Perceived Quality on Repurchase Intention has a b value of 1.8536, the calculated t value is 7.0306 and p value < 0.05, and the moderating variable which is the interaction of the customer. Satisfaction and Perceived Quality on Repurchase Intention have a b value of 0.2180, a t-count value of 9.0456 and a p value of <0.05.

From all these data, it can be seen that all variables including moderating variables have a significant positive effect on the Repurchase Intention variable. This data can be seen in Table 5 below.

Tabel 5. Model Summary Repurchase Intention

Model Summary						
R	R-Sq	MSE	F	Df1	Df2	p
,6911	,4776	2,7246	56,0035	4,000	245,000	,000
Model						
	b	se	t	p	LLCI	ULCI
Constant	8,1944	2,7735	2,9546	0,0034	,6573	2,7315
Service Experience	,5388	,0729	7,3909	0,0000	,8049	2,2825
Customer Satisfaction	1,5092	,2787	5,4152	0,0000	,9602	2,0581
Perceived Quality	1,8536	,2636	7,0306	0,0000	1,3343	2,3729
Moderator (Interaction)	,2180	,0241	9,0456	0,0000	,1654	,9706

Based on the data obtained, it is known that Hypothesis 2, Hypothesis 3, and Hypothesis 6 can be accepted.

4.3 Direct dan Indirect Effects Antara variabel Service Experience, Customer Satisfaction dan Repurchase Intention.

From the research results, it is known that the direct influence of the Service Experience variable on Repurchase Intention is 0.3388, with a p value of <0.05. The

influence can be said to be significant. The Conditional Indirect Effects shows that the indirect effect is at a low effect when the mediating variable Customer Satisfaction is also low and increases as the mediating variable increases. When the condition of the Customer Satisfaction mediation variable is at a low level, the effect is 0.3830, in normal conditions the effect is 0.5758, while in high conditions the effect is 0.8082.

Tabel 6. Conditionan Indirect Effects of X on Y

Direct Effect of X on Y					
	Effect	se	t	p	
	0,3388	0,0729	4,6475	0,0000	
Indirect Effect					
	Customer Satisfaction	Effects	BootSE	BootLLCI	BootULCI
<i>M - ISD</i>	9,6754	,3830	,0492	,0931	,2892
<i>M</i>	11,3240	,5758	,0300	,0206	,1386
<i>M + ISD</i>	12,9726	,8082	,0239	,0568	,1401

Based on the data obtained, it is known that Hypothesis 4 can be accepted

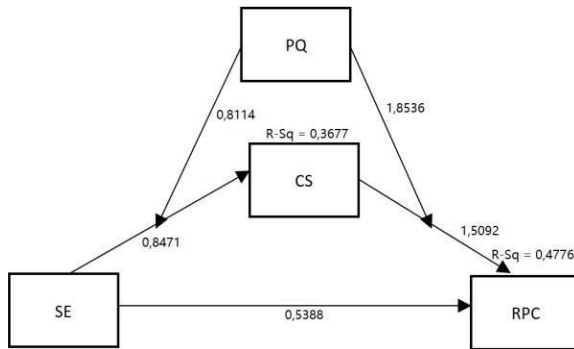


Figure 2. Measurement model

Discussion

Based on the results of hypothesis testing, it can be seen that all hypotheses proposed in this study are accepted. First of all, the researcher found that there was a significant direct effect of service experience on customer satisfaction and repurchase intention. From these findings, it can be seen that when customers get a service experience when using applications or accessing certain sales websites, they will be satisfied and have the intention to shop again on the website or application platform. The results of this study support previous research conducted by Kempainen and Uusitalo, (2021; Pappas et al., 2-14; Beltagui et al., 2015; Gao et al., 2021; Mensah and Mensah, 2018).

The better the service experience perceived by consumers, this will further increase their satisfaction and intention to repurchase a product or service from the website or application.

Furthermore, this study also confirmed the direct influence of customer satisfaction on repurchase intention. Satisfied customers will have the intention to repurchase a product or service. Conversely, when they feel dissatisfied, they will be reluctant to shop again. The results of this study strengthen the findings of previous studies (Liao et al., 2017; Feng et al., 2018; Law et al.,

2022) that repurchase intention is influenced by customer satisfaction.

Then, in the fourth hypothesis, this study finds that when customers are satisfied because of a good service experience when buying a product, they will have the intention to repurchase the product or service. Satisfaction can be determined by comparing customer expectations and perceived performance or customer expectations and perceived performance. Thus, when the perceived performance exceeds expectations, the consumer will be satisfied. This study also confirms the findings of Mensah and Mensah (2018) Goel et al., 2022; Javed and Wu., 2020; Anshu et al., 2022) that customer satisfaction can mediate the relationship between service experience and repurchase intention.

Finally, this study considers the role of perceived quality as moderating the relationship between service experience, customer satisfaction, and repurchase intention. The results of hypothesis testing prove that perceived quality is able to moderate the relationship between service experience and customer satisfaction, and customer satisfaction with repurchase intention. This shows that when customers perceive that the purchase process from the application or website that they use has good quality, this will further strengthen the influence of service experience, customer satisfaction, and ultimately lead to repurchase intention.

5. CONCLUSION

Previous studies have examined the role of customer experience in predicting various customer outcomes such as satisfaction, loyalty, and purchase intention. This study focuses on analyzing the direct influence of service experience on customer repurchase intention through the mediating role of customer satisfaction. Furthermore, the author also

considers the moderating role of perceived quality in strengthening the influence of the variables itself. In this regard, we specifically focused customer experience on the service side in using online business application, thus using the term of service experience rather than customer experience. The results of the study indicate that all hypotheses proposed are accepted and have a significant positive influence. Therefore, considering the confirmed relationship in this study, our findings show that service experience becomes the predecessor for customer satisfaction and their intention to repurchase a product or service from certain online business application.

5.1 Implication and Limitation

This research provides several implications and contributions, both in theory and practice. The theoretical contribution of this research is to expand the literature in terms of customer behavior in the online business context, especially service experience, perceived quality, customer satisfaction, and repurchase intention. In addition, this study also emphasize the importance of intelligent service experiences and expand the literature on services in online business.

Although this study has been carried out using appropriate scientific

rules, there are several limitations that needs to be considered by future researchers. First, this study is using cross-sectional data, thus there is a need to examine the relationship between variables using longitudinal approach in order to confirm the causality of the variables. Furthermore, the respondents of this study are students from different universities in Bandung. For future studies, it is recommended to widen the geographical area to ensure the generalizability of the result.

5.2 Managerial Implication

This study advises business people to pay attention to the services they provide, even if they are online. This is because good service will lead to customer satisfaction, which also increases repurchase intention, and is able to increase the profits received by the company. In addition, companies also need to pay attention to the importance of the quality of the services they provide, so as to increase customer satisfaction and their intention to repurchase. This is because in the context of online business, a good service can reduce skepticism and increase satisfaction for consumers and can be a differentiator from other competitors and create value for service providers.

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Appendix

Service Experience

1. The service of the online shopping application induces my feelings and sentiments
2. The service of the online shopping application reminds me of actions and behaviors when I use this application
3. The service of the online shopping appeals to my senses

Customer Satisfaction

1. I am satisfied with the online shopping application experience
2. I am pleased with the online shopping application experience
3. My feeling with using online shopping application was good

Perceived Quality

1. I believe in the good quality of using online shopping application
2. I think that the purchase using online shopping application is guaranteed
3. I believe that the product/service I purchase using online shopping application is trustworthy

Repurchase Intention

1. I intend to continue online shopping application in the future
2. I will continue to use online shopping application in the future
3. I will regularly use online shopping application in the future