

The Effect of Online Customer Experience towards Repurchase Intention

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Abstract— Internet users develop rapidly in a developing country, such as Indonesia. Therefore, it will change the consumer behavior, mainly the way of transaction, which is from conventionally to electronically that called as e-commerce. Moreover, one of the objectives that all business either conventional or online want is to achieve the loyal consumer. The indicator of the loyal consumer mainly determines through repurchase intention that can be chasing while they can give their customers a positive experience. This study aimed to observe the effect of customer experience toward repurchase intention in one of a favourite e-commerce site in Indonesia, called as Tokopedia. A quantitative method with 200 respondents conducted in this research. Thus the data were analysed using multiple linear regressions technique. The findings of this study showed that customer experience variables, including sense, feel, act and relate positively influenced to repurchase intention, whereas, variable think had no affected to the repurchase intention.

Keywords— *E-Commerce, Customer Experience, Repurchase Intention*

1. Introduction

Internet users develop rapidly in developing country, such as Indonesia. Based on data from Indonesian Internet Service Provider Association (APJII), an Internet user in Indonesia in 2016 consists of 132,7 million people (51.7% out of the total population in Indonesia). The biggest number of users (65%) are in Java Island [1]. Moreover, APJII also found that 84.2 million Internet user confess that they ever did an online transaction, even 46,1 million users do online transaction more than once per month [1]. The growth of Internet user in Indonesia then change the consumer behavior and creates new opportunity things, especially to do online business that commonly called as e-commerce.

E-commerce as an online business has objective to achieve the loyal consumer as well as the conventional business. The indicators of the loyal consumer can be seen through repurchase intention, which could be chasing through give consumer a positive customer experience. This statement is supported by Schmitt [2] who defined that customer experience that formed from sense, feel, think, act, and relate which then affects consumers to repurchase intention on a particular product. In line with that statement, previous research conducted by Kusumawati [3] found that customer experience significantly influenced repurchase intention particularly in one of the restaurants in Yogyakarta, Indonesia. Furthermore, Pangihutan and Hariwan [4] also found that customer experience that consists of sense (sensory experience), feel (emotional experience), think (cognitive experience), act (physical experience), and relate (social experience) in one café in Bandung, Indonesia have a significant positive effect on consumer repurchase intention. Both of those previous researchers used the same variables that were customer experience and repurchase intention, likewise, those researcher also have the same object, which was studied in conventional stores. One more research result also indicates that online shopping experience considered as a critical driver for customer satisfaction, which then is a vital driver in online repurchase intention [5].

In this study, researchers research by adopting the variables used in previous researches, which are customer experience and repurchase intention, but by using a different object that is in an online-based store. This study sought to prove whether the results of this study determine similar result to the previous study since the research object has been changed, which is from conventional to the online store. The online store used as an object in this research is Tokopedia, which has the first rank position and declared as one of the most developed

online trading sites in Indonesia among other online buying and selling sites in this recent time [6]. Based on those explanations, it can be concluded that this research objective will test the customer experience variable consisting of sense, feel, relate, think and act, whether it affects repurchase intention in Tokopedia as one of Indonesian online store.

2. Literature Review

2.1 Electronics Commerce (e-Commerce)

E-commerce can be defined as the process of buying, selling, and exchanging of products and services through the Internet as an electronic medium by businesses, consumers, and other parties without any physical contact [7]. This form of business transaction strategy offers many opportunities for growth in business and marketing services in various aspects [8]. This transaction that have grown considerably in the way organizations conduct their trade and global negotiations nowadays also described as digital channels, which in many cases include data exchange for transactions between businesses and consumers [9]. Moreover, e-commerce also described as an interaction between communication systems, data management systems, and security, which because of them exchange commercial information about the sale of products or services [10]. E-commerce activities mainly as selling online scope can be divided on the online sales of goods, services, and provision of information directly to consumers [11].

The changing market, especially digital consumer-based market represents a vast opportunity for businesses to improve their relevance, even some researchers predict the U.S. will spend about \$460 billion online in 2017 and will continue to climb both in the U.S. and in developing markets around the world [12]. In Indonesia itself, an Internet user in Indonesia consists of 132,7 million people or 51.7 percent out of 256.2 million total population of Indonesian. Additionally, there is 84.2 million Internet user confess that they ever did the online transaction, even 46,1 million users do online purchase more than once per month [1]. The vast numbers of this Internet user in Indonesia then change the consumer behavior, mainly how they transact some products from conventionally become electronically. Furthermore, about the online store in Indonesia, Tokopedia had the first

rank position and declared as one of the most developed online trading sites in Indonesia among other online buying and selling websites in this recent time [6].

2.2 Customer Experience

One way that company does to create loyal consumer can be chasing through give their consumer a positive experience, particularly in online business. Since customers increasingly dictate the rules, especially that they not only expect providers of products and services to do business on digital platforms but also insist on a social (customer) experience [13]. Customer Experience itself described as a combination of experience so that every activity undertaken by consumers in consuming or using a product or service is a good experience memorable or not, so consumers consume and use the product for the umpteenth time [14]. Furthermore, customer experience also described as a customer's internal and subjective response either to direct contact including at the time of purchase, use, and service, or indirect communications such as unplanned meetings with representations of company products, services, or brands [15]. Creating superior customer experience seems to be one of the central objectives in today's retailing environments [16]. This experience is entirely personal and implies customer engagement at different levels (whether rational, emotional, sensory, physical, and spiritual).

According to [2], there are five dimensions of customer experience, namely: (1) Sense (sensory experience) that can be described as a marketing approach in feeling, particularly by creating a feeling-related experience that related to the five human senses; (2) Feel (emotional experience), that defined as a feeling of emotion that arises from the heart in a positive and happy feeling, which occurs when consuming a particular product; and then, (3) Think (cognitive experience) as a creative thinking that appears in the minds of consumers of a brand or company where consumers are invited to engage creative thinking of the product, afterward, this experience can be a good way to make a successful think campaign; (4) Act (physical experience) is designed to create a physically-related customer experience, on long-term behavior and lifestyle and experiences that occur as a result of interaction with others. This experience deals with the real

action and lifestyle of a person; (5) Relate (social experience), which is an attempt to connect with others, connect itself with brands or companies, and connect with the culture. This experience is directly up to the identification of the group that refers to others, in this case, the consumer considers the brand as the center of a social organization that has a role in marketing.

Additional information about the first sensory experiences that is sense, Schmitt [2] stated that there are three goals of a sense-sense objective, namely: (1a) The senses as a differentiator, which means an organization can use a marketing sense to differentiate an organization's product from a competitor's product within the market, motivate customers to buy their products, and distribute value to consumers; (1b) The senses as the motivator, that can be described as the application of the sensing element can motivate customers to try the product and buy it; (1c) The five senses as a value provider that can also provide a unique value to the consumer, then it can be concluded that sense encompasses the experience consumers perceive around the web design, product, and features available in it. Furthermore, about the third experience, which is thought as cognitive experience, there are several goals, include: (3a) Surprises as an essential thing in building customers to engage in creative thinking, this feelings are generated when marketers start from a hope and must be positive, which means customers get more than they ask for, more fun than they expect, or something entirely different than what they expect that can ultimately make customers feel good, and even can provide an in-depth emotional impression to imprint on the minds of consumers in a long time; (3.b) Enchanting or intrigue, which departs from a hope to arouse consumer curiosity (anything that lures consumers), eventhough, this allure depends on the reference that every consumer has; (3c) Provocation that can lead to a discussion, or create a debate, which can be risky if poorly done and aggressively [2]. Finally, based on the research's result from Liu, et al. [17], this variable has a significant effect on repurchase intention. Moreover, customer experience has moderating effects on the relationship between performance expectancy, satisfaction and intention to repurchase [18].

2.3 Repurchase Intention

Repurchase intention is growing as the most critical issue and needs to figure out because it directly or indirectly influences the purposes of customers and contains several elements that are determined by the preceding purchase and personal decision-making process [19]. According to Hellier, et al. [20], repurchase intention defined as a result that arises from the consumer to buy the product he likes and has previously acquired. On the other word, repurchase intention can be described as purchasing the same product again by considering the previous experience. Prior purchase experience obtains experience quality that consumers depend hardly, particularly for online shopping consumers [21], so marketer should give attention to give a good experience for their consumer so that they will have repurchase intention. Several factors can influence the consumer in the intention of purchasing both internal factors within consumers in the form of trust and consumer attitudes towards the product, as well as external factors where the attitude of others influence the purchase situation [22]. Product or brand that is already in customers' heart will cause the customer to continue purchase or repurchase that product. Furthermore, repurchase intention is also mediated with trust and commitment from customers perceptions of online retailing ethics [23], which might be retrieved from their previous experience.

2.4 Influence of Sense (sensory experience) towards Repurchase Intention

Andreani [24] argues that the sense associated with the style, verbal and visual symbols can create the integrity of an impression. Moreover, to create a strong impression, whether through advertising, packaging or website, a marketer needs to choose the right color in line with the company profile, since this color choice should be appealing to arouse the attention, mood and give the brand personality of the company to its customers. A similar statement was put forward by Varga, et al. [25], which stated whether for men or women, the sense that represents in color environment communication influence on repurchase intention. Moreover, previous research finding that conducted by [3] revealed that sense (sensory experience) has a positive and significant effect on the consumers buying an interest in the restaurant in Yogyakarta, Indonesia. Additionally, Pangihutan and Hariwan [4] added that expresses sense (sensory experience)

also have a positive and significant impact on the interest in repurchase intention at one cafe in Bandung City, Indonesia. A similar result also proved that sense of experiential marketing is an indispensable factor, and every construct of sense marketing also showed a significant correlation between consumer satisfaction and repurchase intention [26]. The experience felt by consumers will affect the level of customer satisfaction to increase consumer desire to buy more products. It can be concluded that sense (sensory experience) encompasses perceived experience through the five senses of the consumer, so firstly, in this study, researchers will examine Tokopedia sense (sensory experience) including web design display, menu features presented, and completeness of product description as a user interface in Tokopedia. Afterward, the first hypothesis formulated is:

H₁: Sense (sensory experience) positively affects the repurchase intention in Tokopedia

2.5 Influence of Feel (emotional experience) towards Repurchase Intention

Feel as an emotional experience having a positive and significant impact on buying interest, especially in one of the restaurants in Yogyakarta, Indonesia [3]. Emotional experience also found significantly influence purchase intention in retail shopping, which mediates by social and hedonic value [27]. Those findings also supported by Pangihutan and Hariwan [4] that found that feel experience was significantly influencing repurchase intention with one of the restaurants in Bandung, West Java, Indonesia as the research object. Influence of feel placed in the crucial position in repurchase intention that means when consumers feel excited about the product provided by the company, then they do repurchase. On the other hands, when consumers are not excited about the product provided, then they might do not like the product and even the company, which resulted whether they leave the product or switch to the competitor product offered. Based on these explanations, in this study, the next hypothesis in this research is about the influence of feeling like an emotional experience towards repurchase intention in Tokopedia. So, the hypothesis that can be concluded is:

H₂: Feel (emotional experience) positively affects the repurchase intention in Tokopedia.

2.6 The Influence of Think (cognitive experience) towards Repurchase Intention

Think or cognitive experience has a positive and significant influence towards buying interest [3] and even repurchase intention [4], especially in the culinary business, such as a restaurant. Moreover, one right way to make think campaign is a surprise, which roles as an essential thing in building customers to engage in creative thinking, and also create a hope [2]. Additionally, Schmitt [2] stated that surprises must be positive that means customers get more than they ask for, more fun than they expect, and even get something entirely different than what they expect, which can ultimately make them feel happy. This cognitive experience, think, includes the provisions of a complete shopping rule that can educate the positive perception to consumers in shopping. In this study, researchers examined the cognitive experience of consumers in Tokopedia website, including price cuts, affordability, and also the customers' beliefs on that online store. Based on those explanations, mainly when consumers possess positive thinking in consuming a product or service, then they certainly have the interest to repurchase that product or service. So, the third hypothesis that can be concluded is:

H₃: Think (cognitive experience) positively affects the buying interest in Tokopedia.

2.7 Influence of Act (physical experience) towards Repurchase Intention

The act can influence behavior and lifestyle of the consumers that finally give a positive impact on those consumers so that they feel that product or service is following his lifestyle, so their interest to buy will reveal. On the other word, it can be concluded that act significantly affected on purchase interest [3]. Furthermore, act as experience might form a habit that not only leads to higher customer satisfaction and customer expectations but also strengthens online repurchase intention [5]. In this study, researchers examined the website Tokopedia include product updates to follow the moment and lifestyle of consumers, so if consumers feel that the product offered in Tokopedia is under his lifestyle, then the repurchase intention will also occur. Based on those explanations, then the fourth hypothesis that formulated is:

H₄: Act (physical experience) positively affects repurchase intention in Tokopedia.

2.8 The Influence of Relate (social experience) towards Repurchase Intention

A marketer must be careful in determining the approach he chooses because each method has a different impact. With a choice of the right path to the products and services sold, customers will experience as the marketers expect [3]. It can be concluded that the relate (social experience) includes two-way communication facilities between the seller and the buyer. Additionally, one of the significant positive predictors of customers' repurchase intention of the online's vendor is trust that also built from responsiveness and contact [28], on the other hands, those variables can be categorized as a social experience. In this study, researchers will examine the availability of interactions between consumers and consumers or consumers with sellers through comments, product reviews, and discussion facilities in Tokopedia, quality of customer service or live chat with customer service provided by Tokopedia to assist consumers, as well as the role of print media and the electronic media disseminates information about Tokopedia. Based on those explanations, so the fifth hypothesis formulated in this research is:

H₅: Relate (social experience) has a positive effect on repurchase intention in Tokopedia.

The model of customer experience (involving variable sense, feel, think, act and relate) influences repurchase intention in the online store can be seen in Figure 1.

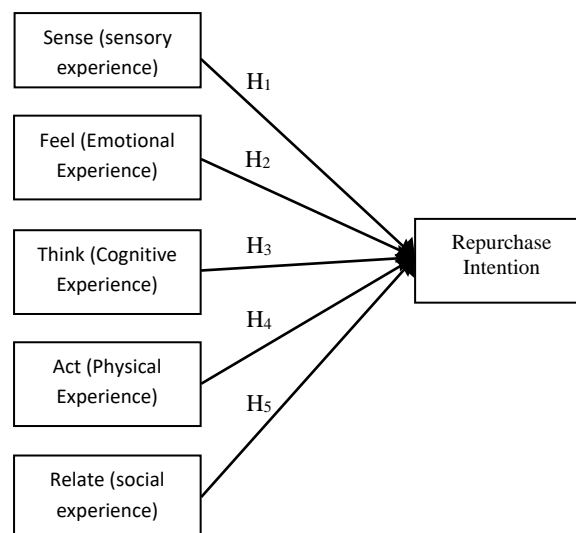


Figure 1. Customer Experience and Repurchase Intention Model

3 Methods

To obtain the research objective, this study uses quantitative methods by spreading 200 questionnaires to users who have been shopping at Tokopedia online trading sites. Besides distributing the questionnaires straight to the person that researchers met, the questionnaires also distributed online through personal chat and group chat using social media applications during two months. The population in this study is all people who ever shop in Tokopedia. Additionally, determination of respondent sample used in this research is through non-probability sampling particularly using purposive sampling technique with consumer criteria ever doing the transaction in Tokopedia. Furthermore, the conceptual and operational definition of all research variables used can be seen in Table 1.

Variable	Conceptual Definition	Operational Definition
Sense (Sensory experience)	Marketing approach with an objective to creating a touch-related experience, such as themes and colors through the human five senses [2].	<ol style="list-style-type: none"> 1. Consumers consider looking for attractive web design. 2. Consumers consider the menu features presented are complete. 3. Consumers see the website menu appearance is not confusing. 4. Consumers consider the description of products sold is complete.
Feel (Emotional)	Emotional feeling that arises from	<ol style="list-style-type: none"> 1. Consumers consider purchasing process

Variable	Conceptual Definition	Operational Definition
experience)	the heart in positive and happy feelings that occur when consuming a particular product [2].	in Tokopedia site very easy. 2. Consumers assume that the choice of payment methods in Tokopedia site is complete. 3. Consumers satisfied with an on-time delivery time of Tokopedia. 4. Consumers are satisfied after buying the product in Tokopedia.
Think (Cognitive experience)	Creative thinking that arises in the minds of consumers that will be a brand or company where consumers are invited to engage creative thinking of the particular product. One of the good approaches to make a successful think campaign gives consumers surprises, enticement, and provocative [2].	1. Consumers believe to do the transaction in Tokopedia. 2. Consumers consider any surprises from Tokopedia. 3. Consumers assume Tokopedia provide a lot of price options with the same product.
Act (Physical experience)	Designed to create a physically related customer experience, on long-term behavior and lifestyle and experiences that occur as a result of interaction with others [2].	1. Consumers consider the product sold in Tokopedia already follow the lifestyle of consumers. 2. Consumers think Tokopedia sells products in many categories. 3. Consumers see in Tokopedia there are always new items every day. 4. Consumers see the search field of products help them to find the required goods.
Relate (Social experience)	The attempts to connect with others, including connecting themselves with brands, companies, or even culture [2].	1. Consumers can see there is customer care in Tokopedia. 2. Consumers believe that the consumers of Tokopedia have social media of customer community. 3. Consumers can see a product discussion forum in Tokopedia. 4. Consumers consider the product review column in Tokopedia site.

Variable	Conceptual Definition	Operational Definition
Repurchase Intention	Defines as a result that arises from the consumer to buy a product that is liked and previously bought. [20].	1. After purchasing the product in Tokopedia, I consider purchasing the items that I need in that online store. 2. I saw the product details in Tokopedia and became interested in buying it again. 3. I see a product review in Tokopedia and became interested in buying it again. 4. I would recommend my relatives to shop in Tokopedia 5. I would recommend my friends to shop at Tokopedia.

Table 1. Conceptual and Operational Definition of Research Variables Used

4 Results and Findings

4.1 Characteristics of Respondents

According to table 2, 82.5% of the respondents were students less than 25 years old, and the majority were 73% female. 100% of respondents have been spending in Tokopedia. The spending was dominated by clothing products (clothes, dress, shirts, and pants). The other shopping categories were fashion and accessories (14%), beauty (13%), electronic (11.5%), pulse and mobile products of 5.5%. There were 44.5% of respondents shop in Tokopedia less than once a month. Only 39% of them shop once a month, and another 12.5% of respondents shop twice. Then, 3% of respondents shop 3x a month and only 1% of respondents who shop more than three times a month.

Category		Total	Percentage
Age	<16 years	0	0%
	16 – 20 years	64	32%
	21 – 25years	105	52.5%
	25 – 30 years	9	4.5%
	>30 years	22	11%
	Total	200	100%
Gender	Male	54	27%
	Female	146	73%
	Total	200	100
Occupation	Student/College	167	83.5%
	Private worker	21	10.5%
	Civil worker	0	0%
	Entrepreneur	12	6%
	Other	0	0%
	Total	200	100%
Have you purchased at Tokopedia?	Yes	200	100%
	No	0	0%
	Total	200	100%
Product that you have bought	Clothes	112	56%
	Mobile phone and Pulse	11	5.5%
	Electronics	23	11.5%
	Beauty stuff Fashion and accessory	26	13%
	Total	28	14%
	Total	200	100%
Frequent of buying at Tokopedia	< 1 time in a month	89	44.5%
	One time in a month	78	39%
	Two times in a month	25	12.5%
	Three times in a month	6	3%
	> 3 times in a month	2	1%
	Total	200	100%

Table 2. Characteristics of Respondents

4.2 Multi Regression Analysis

The test was conducted to test the influence of each independent variable: of Sense (X1), Feel (X2), Think (X3), Act (X4) and Relate (X5) onto the dependent variable (Repurchase Intention) (Y) and the extent of influence of each independent variables toward dependent variable. Further, T-test was done to know the influence of independent variable to dependent variable partially.

The T-test result showed that four variables (sense, feel, act and relate) positively influence to repurchase intention. But, think negatively influence the repurchase intention. What it indicated by the Alpha value was greater than 0.05 (0.093).

Model	Coefficients						
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3,891	2,142		1,816	,071		
X1	,173	,068	,171	2,527	,012	,766	1,305
X2	,409	,085	,337	4,828	,000	,721	1,388
X3	-,208	,123	-,112	-1,686	,093	,797	1,255
X4	,264	,098	,178	2,694	,008	,804	1,244
X5	,238	,118	,141	2,018	,045	,718	1,392

a. Dependent Variable: Y

Table 3. T-test Result

The multiple regression equation is:

$$Y = 3.891 + 0.173X_1 + 0.409X_2 - 0.208X_3 + 0.264X_4 + 0.238X_5 + e$$

The interpretation of the above equation is:

1. Sense and repurchase intention have a positive influence; if there is a unit increase in the sense, then it will cause an increase in the repurchase intention as 0.173.
2. Feel and repurchase intention have a positive influence which results if there is a unit increase in feel hence will cause also increase 0.409 unit in repurchase intention.
3. Think and repurchase intention have a negative influence if there is a unit increase in the think then repurchase intention would decreased as 0.208.
4. Act and repurchase intention have a positive influence; if there is a unit increase in the act it will cause also increase as 0.264 in repurchase intention.
5. Relate, and repurchase intention has a positive influence, as if there is a unit increase in relating, then it will cause also increase 0.238 unit in repurchase intention.

Furthermore, to know how far the influence of customer experience which consists of sense, feel, think, act and relate can be seen in table Summary model test coefficient of determination in Table 4.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,565(a)	,319	,302	2,08137

a. Predictors: (Constant), relate, sense, think, feel, act

Table 4. Determination Coefficients

The value of Adjusted R Square in the Summary Model table above shows the number 0.302 which means the customer experience consisting of 5 variables: sense (sensory experience), feel

(emotional experience), think (cognitive experience), act (physical experience), and relate (social experience) were able to explain the influence on the interest to buy back 30.2%. In other words, buying interest was influenced by other variables that are not discussed equally to 69.8%

The result of partial regression test in this study showed that there are only four variables which have positive influence significantly between customer experience to re-buy interest, that is sense variable (sensory experience), feel (emotional experience), act (physical experience) and relate (social experience). While think (cognitive experience) has no significant positive effect. This result is different from previous research conducted by Pangihutan and Hariwan [4] and Kusumawati [3] with object studied that is restaurant and cafe to repurchase interest which mentions all variable of customer experience have significant effect to interest to repurchase. From these results show not all customer experience variables affect consumers to repurchase in Tokopedia.

4.3 Sense (sensory experience) has positive effect on the repurchase intention

Based on the result of multiple regression tests with a value of significance 0.012 below alpha value 0,05. It shows that H1 is accepted because significant value is less than alpha 0,05, so that sense (sensory experience) has positive effect of repurchasing interest. According to Schmitt [2] the five senses as a motivator because the application of sense elements can motivate customers to try the product and buy it. This is also reinforced by Andreani [24] argued the sense associated with the style (styles) and symbols verbal and visual that can create the integrity of an impression.

To create a strong impression, whether, through advertising, packaging or website, a marketer needs to choose the right color in line with the company profile. This color choice should be interesting to arouse the attention of its customers. Color creates mood and gives the brand personality for the company. In the customer experience of repurchase interest in Tokopedia, the interest of repurchase consumers will arise when the customer experience can provide what is seen directly by the consumer (sense). In this study, Tokopedia can provide attractive website design, unobtrusive menu layout, complete feature completeness and complete description.

According to the sense variable through the statement "I see the description of goods sold in Tokopedia is complete" obtained an average scoring of 3.8. The majority of the respondents, which are 83.5% of students agree to choose the items they want to buy by looking at the description of the item, this is reinforced in the statement "I see the product details in Tokopedia, I became interested to buy it again" with scoring average of 3.89 which means the respondent agreed with the statement. Online shopping differs from direct spending, so respondents, in this case, make a complete description of the item as one of the strengths to increase repurchase interest in Tokopedia.

4.4 Feel (emotional experience) positively affects the repurchase intention

Based on the result of multiple regression tests with significance value 0,000030 below alpha value 0,05. This indicates that H2 is acceptable because the value is significantly smaller than alpha 0,05 so that feel has positive effect on the interest of repurchase. According to Schmitt [2] feel is a feeling of emotions that arise from the heart in positive and happy feelings that occur when consuming a particular product.

Positive feelings perceived by consumers can be formed with experience that has been felt at the time of making a purchase. Satisfaction, ease and other perceived by consumers will affect the desire and raise the interest to repurchase to the products that have been purchased. This is accordance with the feel on the statement "I see the purchase process in Tokopedia very easy" obtained an average scoring of 3.87 which means respondents agree on the purchasing process in Tokopedia is considered easy by respondents who are 73% female majority.

The level of satisfaction and ease of shopping for respondents became a force in influencing repurchase interest in Tokopedia, reinforced by the statement "After purchasing products in Tokopedia, I considered buying the items I needed in Tokopedia" with an average scoring of 3.88 which means respondents agree with the statement. The level of satisfaction and ease of shopping becomes the power to increase buying interest in Tokopedia.

4.5 Think (cognitive experience) has not significantly influence the repurchase intention

The regression analysis showed that the thinkers did not have a positive effect on repurchase interest because the significant value of think 0.093 was greater than alpha 0.05 which means H3 was rejected. In developing variable think companies should pay attention to aspects of provocation because it can lead to a discussion, or create a debate [2]. Provocation can be risky if done badly and too aggressively.

This is reinforced based on the result of the coefficient B on the regression equation of the think variable that gets the negative value (-0.208), it means that if other independent variables are fixed and think increases, then the repurchase interest will decrease. The coefficient of negative value means there is a negative relationship between the think with the interest to repurchase, so the more promo rises associated with the variable think, the lower the interest to repurchase.

According to Schmitt [2] one good way to make think campaigns is a surprise. Surprises are an important thing in building customers to engage in creative thinking. Surprises are generated when marketers start with a hope. Surprises must be positive. This means that Tokopedia has not given a positive impression to consumers when Tokopedia gives a surprise.

Based on the statement "I see a lot of price discount promos in Tokopedia" obtained an average scoring of 3.885 which means respondents think Tokopedia gives a lot of rebates for respondents. With the value of the coefficient B on the regression equation is negative the respondent does not consider the price drop as a force in influencing the respondent's repeat interest, this is reinforced by the answer from 3 respondents when interviewed:

"I do not think about the low price or any promo what, it is important I see the reviews and product details I want to buy." (Respondent A, November 10, 2016)

"For me, any price ga ga ga problem, which is important the quality of good stuff, can be seen from the reviews of people who buy if good reviews

yes I want to buy." (Respondent B, November 10, 2016)

"If shopping in online especially in Tokopedia if the price is low and many promos I even suspicious, afraid the quality is bad because I never buy either I'm aped or what kind of ugly goods that I choose the promo." (Respondent C, November 12, 2016).

Based on interviews, respondents did not think about the discount and promo in Tokopedia. Respondents are more interested in the review of a product that contains ratings from other consumers of the item and the completeness of product details before purchasing an item. Respondents were suspicious of the quality of goods sold at the promo by accentuating the goods at low prices, the suspicion of respondents causing a negative effect on repurchase interest in Tokopedia.

4.6 Act (physical experience) has a positive effect on repurchase intention

Based on the results of multiple regression tests with a value of 0.008 significance below alpha value 0.05. It indicates that H4 is accepted because the value is significantly smaller than alpha 0.05 so that the act has a positive effect on the interest to repurchase. Moreover, act experience is designed to create a physically-related customer experience, on long-term behavior and lifestyle and experiences that occur as a result of interaction with others [2]. To meet the lifestyle and needs of respondents Tokopedia has various categories of goods sold. This becomes very important for the needs of lifestyles and consumer needs to be fulfilled, one of the statements "I see in Tokopedia selling goods with many categories" by obtaining average scoring of 3, 78 which means the respondent agrees with the number of categories offered by Tokopedia has positive value for the respondent.

The act which motivational, inspiring and spontaneous messages can cause customers to do things differently, try in new ways to change their lives better. The numbers of categories are available in Tokopedia to make inspiration for the respondents in fulfilling their lifestyle and needs. In this case the respondents more freely in searching for the goods they need by the desired lifestyle and style with the number of categories of goods sold to increase the interest of repurchase in Tokopedia.

4.7 Relate (social experience) has positive influence on repurchase intention

Based on the result of multiple regression tests with a value of significance 0,045 below alpha value 0,05. It shows that H4 is acceptable because the value is significantly smaller than alpha 0.05, so that relate positively influence to repurchase interest. Thus, Relate Experience is directly up to the identification of the group that refers to others, in this case, the consumer considers the brand is the centre of a social organization that has a role in marketing [2]. For the reference of the respondents' purchases using the review column and the product rating in determining the product they purchased it is reinforced by the statement "I see a review column to give me the product rating I bought" earned an average scoring of 3.87 which means the majority of respondents agreed if in Tokopedia can provide an assessment of goods purchased by respondents.

This rating column and product reviews give effect to other consumers in the process of repurchasing the product. Relate statements affect the respondents in determining reviews, this is reinforced by the statement "I see the product reviews in Tokopedia, I became interested to buy it" by obtaining a scoring of 3.86 which means respondents agree that product reviews in Tokopedia can provide an assessment and references for products to be purchased by respondents and respondents can interact with sellers, this may affect buying interest in Tokopedia. By research from Kusumawati [3] with a choice of appropriate approach to products and services sold, customers will experience such as which the marketer expects.

5 Conclusion

Based on the research problem, the conclusions of the study were: think (cognitive experience) variables do not positively affect the repurchase intention in Tokopedia. Whereas, sense (sensory experience), feel (emotional experience), act (physical experience), and relate (social experience) have a positive effect to repurchase intention in Tokopedia.

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