

Factors That Influence Repurchase Interest Through Customer Satisfaction at Tapal Kuda Gift Shops: The Role of Customer Experience, Perceived Value, And Culture Affinity

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ABSTRACT : This research objectives were to determine the factors that influence repurchase interest through consumer satisfaction at Horseshoe souvenir shops: the role of customer experience, perceived value, and cultural affinity. This research used the Explanatory Research type. The population in this research was all consumers who made purchases at Souvenir Shops in Tapal Kuda. The sampling method in this research used purposive sampling (non-probability sampling). The number of 115 respondents had exceeded the specified minimum number, so the sample size in this study could be said to be appropriate. The data analysis method used Structural Equation Modeling (SEM) with the SmartPLS application. The research results showed that 1) Customer Experience has a significant effect on Consumer Satisfaction, 2) Perceived Value has a significant effect on Consumer Satisfaction, 3) Culture Affinity has a significant effect on Consumer Satisfaction, 4) Customer Experience has a significant effect on Consumer Repurchase Intention, 5) Perceived Value has a significant effect on Consumer Repurchase Intention, 6) Culture Affinity has a significant effect on Consumer Repurchase Intention, 7) Consumer Satisfaction has a significant effect on Consumer Repurchase Intention, 8) Customer Experience has a significant effect on Consumer Repurchase Intention through Consumer Satisfaction, 9) Perceived Value has a significant effect on Repurchase Intention through Consumer Satisfaction, 10) Culture Affinity has a significant effect on Repurchase Intention through Consumer Satisfaction.

KEYWORDS –*Experience, Perceived Value, Culture Affinity, Satisfaction, Repurchase*

I. INTRODUCTION

In an era of increasingly fierce competition in the retail business, especially in the tourism sector, gift shops face challenges in maintaining customer loyalty. One of the key factors in the sustainability of this business is repurchase intention. Although there has been a lot of research on repurchase intention, it is still unclear how unique elements of gift shops, such as customer experience, perceived value, and cultural affinity, influence customers' intention to repurchase.

A souvenir shop is a type of shop that provides various kinds of souvenirs. Starting from regional specialties to selling accessories such as t-shirts and characteristics from the area. Lots of studies Previously regarding repurchase interest, the focus was on general retail or e-commerce. However, there is little research exploring how the unique characteristics of gift shops, especially in tourist locations, influence repeat purchase decisions. And many previous studies highlight how customer experience and perceived value influence repurchase intention, but these studies are often conducted in general retail or e-commerce contexts. For example, research (Zhang & Nuangjamnong, 2022) exploring repurchase intention on e-commerce platforms shows that trust and service quality are the main determinants. However, the focus on e-commerce does not always include the unique nuances of gift shops offering distinctive or cultural products, which are usually associated with tourism. Tourism factors also play a big role in repeat purchase decisions at gift shops. Gligor and Bozkurt (2020) emphasize that customer experience at tourist locations, which often involves interaction with local culture, has a big influence on repurchase intention, because consumers tend to associate this experience with the products they buy in gift shops. This differs from general retail, where purchasing decisions are based more on price or product quality. Despite the important role of gift shops in the tourism industry, previous studies are still limited in discussing how unique elements such as cultural affinity, emotional attachment, and tourist experience influence repurchase intention through consumer satisfaction. Further research is needed to understand how gift shops can leverage these unique characteristics to increase customer loyalty.

However, there are different research results (research gap), namely in (Indriati & Fitriana, 2022) which stated that customer experience does not have a significant effect on consumer satisfaction. Different research findings also occurred in research (Fika Rizkina, 2022) stating that Consumer Satisfaction does not have a significant effect on Repurchase Intention. Similar research was also conducted by (Firmansyah, 2021) stated that perceived value does not have a significant effect on consumer loyalty. The research results of Novaris (2016) are also contradictory, said that customer experience does not have a significant effect on repurchase decisions. Based on the problem phenomena that occur and the Research Gap above, this research is an effort to determine the factors that influence repurchase interest, the role of customer experience, perceived value, and cultural affinity. The existence of this research can be expected to provide useful information for Souvenir Shops in Tapal Kuda in increasing requests for repeat purchases through consumer satisfaction.

II. THEORITICAL REVIEW

2.1 Consumer Behavior

The grand theory that was used in this research was consumer behavior. According to Kotler & Keller (2008) consumer behavior is the study of how individuals, groups and organizations choose, give, use and how goods, services, ideas or experiences satisfy their needs and desires. According to Engel et al, consumer behavior is the actions directly involved in the acquisition, consumption and consumption of products or services, including the processes that precede and follow these actions. According to Mowen and Minor, consumer behavior is the study of the units and decision-making processes involved in receiving, using, purchasing, determining goods, services and ideas.

2.2 Consumer Experience

Schmitt (1999:60) explained that customer experience is an event that occurs as a form of response or certain encouragement through marketing strategies that arise before and after purchase. This experience occurs as a result of undergoing and undergoing conditions created through stimulation of the five senses, feelings and thoughts. Customer experience is an impression or review that arises from an experience that was felt by a customer regarding a product or service that has been used.

2.3 Perceived Value

Perceived Value is an exchange that is a staple in marketing with value as an appropriate measure of any exchange whether appropriate or not (Kotler 2019). Customer Perceived Value is the difference between a prospective customer's assessment of all the benefits and costs of an offering versus its alternatives. So, a product that has high value if according to your needs, desires and request of customers (Noviana & Oktavia, 2023). (Ly *et al.*, 2024), Perceived value is the result or benefits received by customers in relation to total costs (including the price paid plus other costs related to the purchase).

2.4 Culture Afinity

Culture affinity refers to the emotional and cognitive closeness that individuals have to a particular culture, which can influence their preferences and consumption behavior. In the context of products, especially souvenirs, culture affinity is an important element because souvenirs often reflect cultural values, traditions and identity. When consumers feel an attachment to a particular culture, they are more likely to choose products that reflect that culture, and this has the potential to increase repurchase interest.

2.5 Repurchase

Interest is a person's tendency to be attracted to certain objects that are considered the most important. High purchase interest reflects a high level of satisfaction from customers when deciding to purchase a product (Yeo *et al.*, 2023). Meanwhile, according to (Putu, 2024), repurchase interest is a customer's desire and action to repurchase a product due to satisfaction and fulfilled desires from a product. A brand that is embedded in the hearts of customers will cause customers to continue purchasing or make repeat purchases (Yanti Febrini *et al.*, 2019).

2.6 Consumer Satisfactions

Satisfaction is a feeling of pleasure that a person experiences when their desires or desires are fulfilled. Customer satisfaction is the result of an evaluation or assessment of the features of the product or service they use to suit their needs, where the performance meets or even exceeds their expectations. Consumer satisfaction is a component of developing value for consumers. Because creating consumer satisfaction means providing benefits for the company, namely making the company's relationship with its customers more harmonious, providing a good foundation for creating consumer satisfaction.

2.7 Previous Research

Research by Ari Nita & Fitriana (2022) shows that service quality and perceived value have a significant positive effect on customer satisfaction. Meanwhile, customer experience does not have a significant effect on customer satisfaction. Ramdhani & Widyasari (2022) show that customer satisfaction has a significant effect on repurchase interest. Research Vinerean, S., *et al.* (2022) indicate that customer experience and perceived value are determinants of repeat purchases in digital and physical stores.

III. METHOD

This research used the Explanatory Research type. The population in this research was all consumers who made purchases at Souvenir Shops in Tapal Kuda. The sampling method in this research used purposive sampling (non-probability sampling). The number of 115 respondents had exceeded the specified minimum number, so the sample size in this study could be said to be appropriate. The data analysis method used Structural Equation Modeling (SEM) with the SmartPLS application.

IV. DISCUSSION

4.1 The Influence of Customer Experience on Consumer Satisfaction

Based on the respondents' answers to the Customer Experience variable, it shows that the majority of respondents answered in the affirmative, this shows that the Customer Experience of Se-Tapal Kuda Gift Shop consumers is good and appropriate. The Accessibility indicator shows that the location of the souvenir shop is easy to reach and the operating hours of this shop make it easy for consumers to visit so that respondents feel satisfied with the services provided. Competence indicators show that the staff at the gift shop have quite good knowledge related with the product areas in the gift shop so that consumers can find out freely about the regional products they want in the gift shop through the shop staff, in this way consumers will be satisfied with the existing services. The results of this research were in line with other research conducted by (Vinerean, Cetinã et al., 2022) and (Pappas et al., 2014) stated that Customer Experience has a significant effect on consumer satisfaction at Souvenir Shops.

4.2 The Influence of Perceived Value on Consumer Satisfaction

Based on the respondents' answers to the Perceived Value variable, it shows that the majority of respondents answered in the affirmative, this showed that the Perceived value at the Se-Tapal Kuda Souvenir Shop is good and appropriate. The emotional value indicator shows that the products obtained at the gift shop are suitable and consumers feel comfortable shopping at the gift shop, thus what the respondents feel is satisfaction. Social value indicators show that the shop integrates social values, such as providing local products, or paying attention to worker welfare. Consumers who appreciate these values will feel more satisfied and proud in purchasing products at gift shops that show concern for social issues, because they feel they are contributing to something positive. The results of this research are in line with other research conducted by Yang, K., & Lee, H. (2010), (Ali & Bhasin, 2019), (Gligor, D.M., & Bozkurt, S. 2020), (Pobee, F. 2021) and (Guo & Li, 2022) stated that Perceived Value has a significant effect on consumer satisfaction at Souvenir Shops.

4.3 The Influence of Culture Affinity on Consumer Satisfaction

Based on the respondents' answers to the Culture Affinity variable, it shows that the majority of respondents answered in the affirmative, this shows that the Culture Affinity found in the Se-Tapal Kuda souvenir shop is good and appropriate. The Enjoyable Feeling Indicator shows that the product purchased has good regional characteristics and consumers feel happy with the product they purchased so that respondents feel satisfied. Indicators of feelings of sympathy arising from friendly, attentive and empathetic service from gift shop staff can increase consumer satisfaction. When consumers feel valued and treated well, they feel more satisfied with the shopping experience, which not only strengthens the emotional connection but also encourages them to return and recommend the store to others. The results of this research are in line with other research conducted by Aini, Q., et al. (2019) stated that Culture Affinity has a significant effect on consumer satisfaction at souvenir shops.

4.4 The Influence of Customer Experience on Repurchase Interest

Based on the respondents' answers to the Customer Experience variable, it showed that the majority of respondents answered in the affirmative, this showed that the Customer Experience of Se-Tapal Kuda Gift Shop consumers is good and appropriate. The Accessibility indicator shows that ease of access to gift shops is directly related to repurchase interest. The easier it is for consumers to access stores, both physically and online, the more likely they are to return to shop, because this convenience improves the shopping experience. Competence indicators show that the ability of gift shop staff to provide quality products and good service can increase interest in repeat purchases. Consumers are likely to return to shop if they feel the store is competent in meeting their needs in a satisfactory and professional manner. The results of this research are in line with other research conducted by Vinerean, S., et al. (2022) and (Pappas et al., 2014) stated that customer experience has a significant effect on repurchase interest in souvenir shops.

4.5 The Influence of Perceived Value on Repeat Purchase Interest

Based on the respondents' answers to the Perceived Value variable, it shows that the majority of respondents answered in the affirmative, this shows that the Perceived value at the Se-Tapal Kuda Souvenir Shop is good and appropriate. The Emotional value indicator shows that the emotional value created through a pleasant and personalized shopping experience makes customers feel emotionally connected to the gift shop, thereby encouraging repeat purchase interest and long-term loyalty. The Social value indicator shows that the gift shop creates regional products that increase the reputation of the gift shop. This strengthens customer trust and motivates repeat purchase interest, because they want to share happiness with other people. This research

were in line with the research conducted by (Chiu et al., 2009), Yang, K., & Lee, H. (2010), (Ali & Bhasin, 2019), (Gligor, D.M., & Bozkurt, S. 2020), (Pobee, F. 2021) and (Guo & Li, 2022) stated that Perceived Value has a significant effect on interest in repurchasing souvenir shops.

4.6 The Influence of Culture Affinity on Repurchase Intention

Based on the respondents' answers to the Culture Affinity variable, it showed that the majority of respondents answered in the affirmative, it showed that the Culture Affinity found in the Tapal Kuda souvenir shop is good and appropriate. The Enjoyable Feeling Indicator shows that the product purchased has good regional characteristics and consumers feel happy with the product they purchased so that respondents have the desire to buy the product again. Indicators of feelings of sympathy created between customers and gift shops can increase loyalty. Customers who feel appreciated tend to have higher repurchase interest, because they feel emotionally connected to the store and the products offered. The results of this research were in line with other research conducted by Aini, Q., et al. (2019) stated that Culture Affinity has a significant effect on repurchase interest in souvenir shops.

4.7 The Influence of Consumer Satisfaction on Repurchase Intention

Based on the respondents' answers to the Consumer Satisfaction variable, it showed that the majority of respondents answered in the affirmative, it showed that Consumer Satisfaction at Tapal Kuda souvenir shops is good and appropriate. The As Expected Indicator shows that the product purchased conforms to all aspects and consumers feel happy with the product they purchased so that respondents feel satisfied and want to repurchase the product. The revisit indicator shows that the higher a person's interest in visiting a place or shop, the greater the possibility of that person making a repeat purchase. The results of this research were in line with other research conducted by Trivedi & Yadav (2020) and (Ramdhani & Widyasari, 2022), stated that consumer satisfaction has a significant effect on repurchase interest in souvenir shops.

4.8 The Influence of Customer Experience on Repurchase Intention through Consumer Satisfaction

The results of the hypothesis test showed that Customer Experience influences Repurchase Intention through Consumer Satisfaction by looking at the significance level, which is 0.011. The influence shown by the regression coefficient is positive, meaning that the better the customer experience, the more repurchase interest through consumer satisfaction will increase. The results of this research were in line with other research conducted by Vinerean, S., et al. (2022) and (Pappas et al., 2014) state that customer experience has a significant effect on repurchase interest in souvenir shops through consumer satisfaction.

4.9 The Influence of Perceived Value on Repurchase Intention through Consumer Satisfaction

The results of the hypothesis test showed that Perceived Value influences Repurchase Intention through Consumer Satisfaction by looking at the significance level, which is 0.010. The influence shown by the regression coefficient is positive, meaning that the better the Perceived Value, the Repurchase Interest through Consumer Satisfaction will increase. The results of this research are in line with other research conducted by Vinerean, S., et al. (2022) and (Pappas et al., 2014) stated that Perceived Value has a significant effect on intention to repurchase souvenir shops through consumer satisfaction.

4.10 The Influence of Culture Affinity on Repurchase Intention through Consumer Satisfaction

The results of the hypothesis test showed that Culture Affinity influences Repurchase Intention through Consumer Satisfaction by looking at the significance level, which is 0.010. The influence shown by the regression coefficient is positive, meaning that the better the Culture Affinity, the Repurchase Interest through Consumer Satisfaction will increase. The results of this research are in line with other research conducted by Aini, Q., et al. (2019) and (Oberecker & Diamantopoulos, 2011), Vinerean, S., et al. (2022) and stated that Culture Affinity has a significant effect on repurchase interest in souvenir shops through consumer satisfaction.

4.11 Conceptual Framework

The conceptual framework in this research describes the direct and indirect influence between variables. The research conceptual framework is shown in Figure 1 as follows:

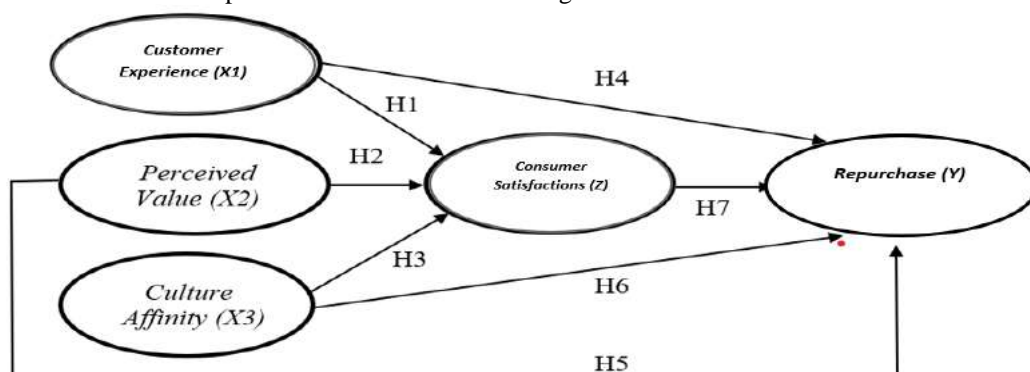


Figure 1. Conceptual Framework

V. CONCLUSION

Based on the research results, it showed that 1) Customer Experience has a significant effect on Consumer Satisfaction, 2) Perceived Value has a significant effect on Consumer Satisfaction, 3) Culture Affinity has a significant effect on Consumer Satisfaction, 4) Customer Experience has a significant effect on Consumer Repurchase Intention, 5) Perceived Value has a significant effect on Consumer Repurchase Intention, 6) Culture Affinity has a significant effect on Consumer Repurchase Intention, 7) Consumer Satisfaction has a significant effect on Consumer Repurchase Intention, 8) Customer Experience has a significant effect on Consumer Repurchase Intention Repeat through Consumer Satisfaction, 9) Perceived Value has a significant effect on Repurchase Intention through Consumer Satisfaction, 10) Culture Affinity has a significant effect on Repurchase Intention through Consumer Satisfaction.

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