

Research Article

The Influence of Product, Digital Marketing, and Customer Experience on Repurchase Intention at Catering Bunda Agus in Pontianak City

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ABSTRACT

This study aims to analyze the effect of Product, Digital Marketing, and Customer Experience on the Repurchase Intention of consumers of CV Catering Bunda Agus in Pontianak City. The study employed a quantitative associative approach with purposive sampling involving 100 respondents who had previously purchased catering products from Bunda Agus. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression (SPSS 25). The results show that Product has a positive and significant effect on Repurchase Intention ($\beta = 0,386$; $p = 0,005$), Digital Marketing has a positive and significant effect ($\beta = 0,032$; $p = 0,032$), and Customer Experience has a positive and significant effect ($\beta = 0,281$; $p = 0,014$). Simultaneously, the three variables have a significant effect on Repurchase Intention ($F = 28,190$; $p < 0,001$) with the model's explanatory power of 46,8% ($R^2 = 0,468$). These findings indicate that the increase in repurchase intention is mainly influenced by strengthening product aspects and customer experience, while digital marketing serves as a supporting reinforcement. The managerial implication is that CV Catering Bunda Agus needs to prioritize consistency in quality and menu variety, strengthen the service experience (ease of ordering, responsiveness, and handling special requests), and optimize digital content and interactions to strengthen consumer engagement.

Keywords: Product; Digital Marketing; Customer Experience; Repurchase Intention

1. INTRODUCTION

The rapid development of information technology in the digital era has brought significant changes to the business world. One tangible impact of this advancement is the emergence of various digital platforms that facilitate business actors in marketing their products and services more broadly and efficiently. Digital transformation not only changes the way producers and consumers communicate, but also shapes new behavioral patterns in the process of repurchase intention. The food service or catering industry in Pontianak City has shown significant growth along with the increasing public demand for food provision services that are practical, hygienic, and of good quality. Changes in the lifestyle of urban communities that demand time efficiency have also driven the growth of demand for catering services, both from the household sector, government institutions, and the business sector.

As the capital city of West Kalimantan Province as well as a center of economic, social, and educational activities, Pontianak City has a high intensity of activities, such as seminars, work meetings, training programs, wedding parties, and various other social events that require large-scale and high-quality food services. One business actor that has developed and played an active role in the catering industry in Pontianak Kota District is CV Catering Bunda Agus. This business is located at Jalan Danau Sentarum, Gang Nur Hadi II, Komplek Sentarum Mandiri 2 Block C.14, Pontianak, West Kalimantan, and has been established since 2005. Since its inception, CV Catering Bunda Agus has focused on providing catering services for various purposes, both formal events such as government institutional activities, seminars, and business meetings, as well as non-formal events such as wedding parties, birthdays, and community social activities. In running its business, the company is known for maintaining product quality through the use of fresh raw materials, distinctive flavors, and attractive and hygienic presentation.

The revenue performance (net profit) of CV Catering Bunda Agus shows an unstable pattern over the last three years. In 2023, net profit increased from IDR 1,200,000,000 to IDR 1,250,000,000, or rose by 4.17% compared to 2022. This increase indicates an improvement in operational performance and strong market demand during that period. However, in 2024, net profit declined to IDR 1,050,000,000, or decreased by 16.00% compared to 2023. This decline indicates a sharp performance fluctuation, suggesting that the company's ability to maintain repeat purchases and income consistency has not yet been fully strong from year to year.

The fluctuation in net profit is important to observe because catering businesses are highly dependent on repeat purchases and continuous orders from consumers (both households, institutions, and regular events). When net profit

declines, it can signal that there are marketing and service factors that need to be evaluated, particularly those related to product attractiveness and consistency (such as menu variety, taste, hygiene, and presentation), the effectiveness of digital marketing (ease of consumers in finding information, promotions, and ordering processes), and the quality of customer experience (responsiveness, timeliness, communication, and handling of special requests). Thus, the net profit data that tends to increase and then decrease strengthens the urgency of this study to empirically examine whether Product, Digital Marketing, and Customer Experience are indeed factors that influence Repurchase Intention at CV Catering Bunda Agus in Pontianak City, so that the research results can serve as a basis for improving strategies to achieve more stable and competitive company revenue.

In facing competition, CV Catering Bunda Agus implements various strategies, such as providing high-quality products. Products can serve as a means to fulfill various customer demands in the market (Aditama & Amron, 2024). A product is considered to have quality if it meets predetermined quality standards (Priyanto, 2024). These strategies may include improving menu quality and taste, providing more personalized services, and innovating food presentation to make it more attractive and modern. Hygienic and high-quality products not only meet consumer expectations, but also provide peace of mind for consumers (Pratamadilla & Fachri, 2025). Through these efforts, the company is expected to expand market share, increase customer satisfaction, and build a positive image amid the increasingly intense competition in the catering industry in Pontianak Kota District.

In addition to product quality, another strategy is the utilization of digital marketing. Digital marketing is defined as marketing activities that use various web-based media (Riski et al., 2024). Digital technology enables business actors to introduce products and services through various online platforms such as social media, marketplaces, and websites. In running its business, CV Bunda Agus utilizes social media platforms such as Instagram and WhatsApp. The purpose of using Instagram social media is to facilitate consumers who wish to purchase products, considering that many consumers now actively use social media. Changes in consumer behavior that increasingly rely on digital technology in searching for information, interacting, and making purchases encourage MSMEs to quickly adapt to more modern and efficient marketing patterns (Bahri & Mutadho, 2025).

Besides products and digital marketing, customer experience can also influence consumer purchasing decisions. Customer experience involves consumers emotionally, creating unique and memorable experiences that can generate the desire to reuse products or services (Putri et al., 2024). Customer experience means that consumers are always emotionally involved in every activity, so that customers have unique and memorable experiences that occur at that moment and subsequently give rise to the desire to return and make repeat purchases (Sholikhah & Pujiyanto, 2024). Customer experience is very vital in ensuring customer satisfaction, setting expected expectations, building and strengthening trust, and winning long-term customer dedication, while creating strong emotional relationships. Positive customer experiences not only increase loyalty but also enhance the likelihood of repurchase (Mahatama et al., 2025).

With the availability of varied and high-quality products, attractive digital marketing, and positive customer experience, it is expected to generate consumer repurchase intention. Kotler & Keller (2016) state that repurchase is a consumer action after making a previous purchase. Satisfaction or dissatisfaction felt by consumers toward a product will influence their subsequent behavior, including the decision to repurchase. Repurchase intention is the desire that arises after experiencing various interactions, which then leads to the desire to try products again, resulting in an interest in purchasing products that can be enjoyed and obtained repeatedly (Fitri & Gufron, 2025).

Based on the foregoing discussion, this study aims to analyze the effect of Product, Digital Marketing, and Customer Experience on Repurchase Intention at CV Catering Bunda Agus in Pontianak City. Practically, the findings of this study are expected to serve as a managerial reference for CV Catering Bunda Agus in formulating more effective marketing and service strategies to enhance customers' repurchase behavior. Theoretically, this research is expected to enrich the literature on consumer behavior, particularly concerning repurchase intention in the food service industry, and to provide empirical evidence within the context of local catering businesses in the digital era.

2. RESEARCH METHOD

The research method used in this study is a quantitative method with an associative approach. According to Siregar (2019), associative research is a type of research that aims to determine the relationship between two or more variables, so that through this approach a conceptual framework can be developed to explain, predict, and control the phenomena under study. The variables analyzed in this research consist of Product (X1), Digital Marketing (X2), and Customer Experience (X3) as independent variables, and Repurchase Intention (Y) as the dependent variable. The data used in this study include primary data and secondary data. According to Sugiyono (2020), primary data are data sources that directly provide information to the data collector, which in this study were obtained through interviews and the distribution of questionnaires to respondents. Meanwhile, secondary data according to Siregar (2019) are data published or used by other parties and not directly processed by the researcher, which include company administrative documents such as business licenses, company profiles, and organizational structures, as well as lists of products or catering menu packages, sales data or the number of customer orders, digital marketing activities through social media, and consumer reviews on the Google Maps platform.

The sample size in this study consisted of 100 respondents selected using a purposive sampling technique. According to Sugiyono (2020), purposive sampling is a sampling technique based on certain considerations. The criteria for respondents in this study were consumers aged at least 18 years and those who had made purchases and independently made decisions regarding catering products or services at CV Catering Bunda Agus, either directly or through digital media. The research instrument used a Likert scale, which according to Sugiyono (2020) is used to measure attitudes, opinions, and perceptions of individuals or groups toward social phenomena. Data analysis was conducted using multiple linear regression analysis with SPSS version 25, with testing stages including validity tests, reliability tests, normality tests, linearity tests,

multicollinearity tests, as well as correlation coefficient and coefficient of determination tests. Hypothesis testing was carried out through simultaneous testing (F-test) and partial testing (t-test).

The dimensions of the Product variable refer to [Kotler & Armstrong \(2016\)](#), which include product quality, product variety, price value, and physical packaging aspects. The dimensions of Digital Marketing refer to [Chaffey & Chadwick \(2019\)](#), which include promotion through social media, websites and digital platforms, digital interaction and responsiveness, and attractive content. The dimensions of Customer Experience refer to [Lemon & Verhoef \(2016\)](#), which include ease of ordering, responsive service, interaction and attitude, and the quality of products received by consumers. Meanwhile, the dimensions of Repurchase Intention refer to [Hasan \(2018\)](#), which include transactional intention, referential intention, preferential intention, and exploratory intention.

3. RESULTS AND DISCUSSION

3.1 Instrument Test

3.1.1 Validity Test

The validity test was conducted to determine the level of validity of the questionnaire statement instruments used in this study. The r-table value was obtained using the formula $df = n \text{ (sample size)} - 2 = 100 - 2 = 98$. With a significance level of 0.05, the r-table value was 0.196. The results of the validity test for each statement item in the Product (X1), Digital Marketing (X2), Customer Experience (X3), and Repurchase Intention (Y) variables are presented in [Table 1](#).

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Product (X1)	X1.1	0.487	0,196	Valid
	X1.2	0.347		
	X1.3	0.456		
	X1.4	0.306		
	X1.5	0.481		
	X1.6	0.339		
	X1.7	0.437		
	X1.8	0.399		
	X1.9	0.429		
	X1.10	0.329		
	X1.11	0.300		
	X1.12	0.448		
Digital Marketing (X2)	X2.1	0.554	0,196	Valid
	X2.2	0.509		
	X2.3	0.529		
	X2.4	0.648		
	X2.5	0.726		
	X2.6	0.548		
	X2.7	0.500		
	X2.8	0.557		
	X2.9	0.622		
	X2.10	0.678		
	X2.11	0.643		
	X2.12	0.547		
Customer Experience (X3)	X3.1	0.249	0,196	Valid
	X3.2	0.603		
	X3.3	0.551		
	X3.4	0.494		
	X3.5	0.197		
	X3.6	0.307		
	X3.7	0.344		
	X3.8	0.538		
	X3.9	0.463		
	X3.10	0.556		
	X3.11	0.373		

	X3.12	0.472		
	Y.1	0.448		
	Y.2	0.361		
	Y.3	0.503		
Repurchase Intention (Y)	Y.4	0.389	0,196	Valid
	Y.5	0.386		
	Y.6	0.413		
	Y.7	0.346		
	Y.8	0.240		

Source: Processed Data, 2025

Based on **Table 1**, it can be seen that all variables in this study Product (X1), Digital Marketing (X2), Customer Experience (X3), and Repurchase Intention (Y) have r-count values exceeding the minimum r-table value of 0.196. Therefore, all statement items are declared valid.

3.1.2 Reliability Test

The reliability test was conducted to determine the consistency of the statements as a measurement instrument. The reliability test in this study used the Cronbach's Alpha method. A statement item is considered reliable if it has a Cronbach's Alpha value of at least 0.60. The results of the reliability test for Product (X1), Digital Marketing (X2), Customer Experience (X3), and Repurchase Intention (Y) are shown in **Table 2**.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Product (X1)	0.667	Reliable
Digital Marketing (X2)	0.822	
Customer Experience (X3)	0.887	
Repurchase Intention (Y)	0.704	

Source: Processed Data, 2025

Based on **Table 2**, all variables in this study have Cronbach's Alpha values exceeding the minimum threshold of 0.60. Thus, all measurement instruments for Product (X1), Digital Marketing (X2), Customer Experience (X3), and Repurchase Intention (Y) are considered reliable.

3.2 Classic Assumption Test

3.2.1 Normality Test

The normality test aims to determine whether the research data are normally distributed. The Kolmogorov–Smirnov test was used, with the criterion that data are normally distributed if the significance value is greater than 0.05. The results of the normality test are presented in **Table 3**.

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.084
Asymp.Sig.(2-tailed)	.079 ^c

Source: Processed Data, 2025

The normality test results in **Table 3** show a significance value of 0.079, which exceeds the minimum threshold of 0.05. Therefore, it can be concluded that the data distribution in this study is normal.

3.2.2 Linearity Test

The linearity test was conducted to determine whether the relationship between the independent variables and the dependent variable is linear. The test was performed using the Test for Linearity method. The results of the linearity test between Product (X1), Digital Marketing (X2), and Customer Experience (X3) on Repurchase Intention (Y) are shown in **Table 4**.

Table 4. Result of Linearity

Variable	Linearity	Description
Product * Repurchase Intention	0.000	Linear
Digital Marketing * Repurchase Intention	0.000	
Customer Experience * Repurchase Intention	0.000	

Source: Processed Data, 2025

Based on **Table 4**, the significance values for all variables are $0.000 < 0.05$. Thus, it can be concluded that the relationships between Product (X1), Digital Marketing (X2), and Customer Experience (X3) and Repurchase Intention (Y) are linear.

3.2.3 Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation among independent variables in the regression model. This test was conducted by examining the Variance Inflation Factor (VIF) and tolerance values. The regression model is considered free from multicollinearity if $VIF < 10.00$ and tolerance > 0.10 . The results of the multicollinearity test are presented in **Table 5**.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Product	.340	2.942
Digital Marketing	.998	1.002
Customer Experience	.340	2.942

Dependent Variable: Repurchase Intention

Source: Processed Data, 2025

Based on **Table 5**, the Product (X1) variable has tolerance and VIF values of $0.340 > 0.10$ and $2.942 < 10.00$, the Digital Marketing (X2) variable has tolerance and VIF values of $0.998 > 0.10$ and $1.002 < 10.00$, and the Customer Experience (X3) variable has tolerance and VIF values of $0.340 > 0.10$ and $2.942 < 10.00$. Therefore, it can be concluded that there is no multicollinearity among the independent variables in this study.

3.3 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to identify the magnitude of the influence of two or more independent variables on the dependent variable, both simultaneously and partially. The results of the multiple linear regression analysis using SPSS 25 are presented in **Table 6**.

Table 6. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.356	3.857	.000
Product	.386	2.908	.005
Digital Marketing	.032	2.174	.032
Customer Experience	.281	2.508	.014

Dependent Variable: Repurchase Intention

Source: Processed Data, 2025

Based on **Table 6**, the multiple linear regression equation is: $Y = 1.356 + 0.386X_1 + 0.032X_2 + 0.281X_3$. This equation can be explained as follows:

1. The constant (a) of 1.356 indicates that if Product (X1), Digital Marketing (X2), and Customer Experience (X3) are equal to zero, then Repurchase Intention (Y) is 1.356.
2. The regression coefficient (b1) for Product (X1) is 0.386 with a positive direction, indicating that each one-unit increase in Product will increase Repurchase Intention by 0.386.
3. The regression coefficient (b2) for Digital Marketing (X2) is 0.032 with a positive direction, indicating that each one-unit increase in Digital Marketing will increase Repurchase Intention by 0.032.
4. The regression coefficient (b3) for Customer Experience (X3) is 0.281 with a positive direction, indicating that each one-unit increase in Customer Experience will increase Repurchase Intention by 0.281.

3.4 Correlation Coefficient (R) and The Coefficient of Determination (R²) Analysis

The correlation coefficient is used to measure the strength and direction of the relationship between two or more variables. In this study, correlation analysis was conducted using the Product Moment method. The correlation and determination coefficients are presented in **Table 7**.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684 ^a	.468	.452	.14722
Predictors: (Constant), Customer Experience, Digital Marketing, Product				
Dependent Variable: Repurchase Intention				

Source: Processed Data, 2025

Based on **Table 7** of the correlation coefficient test results, the R value is 0.684, indicating that the relationship between Product, Digital Marketing, and Customer Experience and Repurchase Intention is classified as strong, as it falls within the range of 0.60–0.799. Based on the coefficient of determination test results, the R² value is 0.468, indicating that the three variables are able to explain 46.8% of the variance in repurchase intention, while the remaining 53.2% is influenced by other variables outside this research model.

3.5 Simultaneous Test (F Test)

The simultaneous test (F-test) was conducted to determine whether all independent variables simultaneously have a significant effect on the dependent variable. The results of the F-test are shown in **Table 8**.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	1.833	.611	28.190	.000 ^b
Residual	2.081	.022		
Dependent Variable: Repurchase Intention				
Predictors: (Constant), Customer Experience, Digital Marketing, Product				

Source: Processed Data, 2025

Based on **Table 8**, the F-count value is 28.190, which is greater than the F-table value of 2.70, and the significance value is $0.000 < 0.05$. Therefore, it can be concluded that Product (X1), Digital Marketing (X2), and Customer Experience (X3) simultaneously have a significant effect on Repurchase Intention (Y).

3.6 Partial Test (t Test)

The partial test (t-test) was conducted to analyze the effect of each independent variable individually on the dependent variable. The results of the t-test are presented in **Table 9**.

Table 9. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.356	3.857	.000
Product	.386	2.908	.005
Digital Marketing	.032	2.174	.032
Customer Experience	.281	2.508	.014
Dependent Variable: Repurchase Intention			

Source: Processed Data, 2025

Based on **Table 9**, the t-count values are compared with the t-table value of 1.660. The results can be explained as follows:

1. The Product (X1) variable has a t-count of $2.908 > 1.660$ and a significance value of $0.005 < 0.05$, indicating that Product has a positive and significant partial effect on Repurchase Intention.
2. The Digital Marketing (X2) variable has a t-count of $2.174 > 1.660$ and a significance value of $0.032 < 0.05$, indicating that Digital Marketing has a positive and significant partial effect on Repurchase Intention.
3. The Customer Experience (X3) variable has a t-count of $2.508 > 1.660$ and a significance value of $0.014 < 0.05$, indicating that Customer Experience has a positive and significant partial effect on Repurchase Intention.

4. DISCUSSION

The Effect of Product on Repurchase Intention

Based on the results of partial testing, the Product variable (X1) has a positive and significant effect on repurchase intention. This indicates that product quality is one of the factors considered by consumers when deciding to make repeat purchases at CV Catering Bunda Agus. In the catering business, products are not only understood as the food served, but also include taste, cleanliness, consistency of quality, menu variety, and presentation appearance. These findings show that maintaining product quality standards must be a top priority. Consumers who are satisfied with the taste and quality of the food tend to have higher trust and do not hesitate to reuse the same catering service on future occasions. Therefore, CV Catering Bunda Agus needs to maintain consistency in raw material quality, processing standards, and menu innovation in order to meet consumers' evolving expectations. These results are supported by [Nurfadilah et al. \(2022\)](#) and [Sayekti & Latifah \(2025\)](#), who found that the product variable has a positive and significant effect on repurchase intention.

The Effect of Digital Marketing on Repurchase Intention

Based on the results of partial testing, the Digital Marketing variable (X2) has a positive and significant effect on repurchase intention, although its regression coefficient value is relatively smaller compared to other variables. This finding indicates that digital marketing serves as a supporting factor in encouraging repurchase intention, especially in strengthening brand recall and facilitating consumers' access to product information. These results suggest that the use of social media such as Instagram and WhatsApp by CV Catering Bunda Agus has made a positive contribution, particularly in terms of communication, menu promotion, and ease of ordering. However, the relatively small effect indicates that digital marketing has not yet been fully optimized to build long-term emotional engagement with consumers. Therefore, management is advised to improve the quality of digital content, consistency of interaction with consumers, and more persuasive and informative communication strategies so that digital marketing functions not only as a promotional tool but also as a means of building loyalty. The studies by [Qomariah et al. \(2024\)](#) and [Oktavianti et al. \(2025\)](#) also show that the Digital Marketing variable has a positive and significant effect on repurchase intention.

The Effect of Customer Experience on Repurchase Intention

Based on the results of partial testing, the Customer Experience variable (X3) has a positive and significant effect on repurchase intention. This confirms that the experience perceived by consumers during their interaction with CV Catering Bunda Agus, whether before, during, or after using the service, plays an important role in shaping their intention to make repeat purchases. These findings indicate that customer experience encompasses broader aspects than product quality alone, such as delivery timeliness, service friendliness, ease of communication, and the company's ability to handle complaints or special customer requests. Consistently positive experiences will create a lasting impression and emotional bond that encourages consumer loyalty. Therefore, CV Catering Bunda Agus needs to ensure that all service processes are designed with a strong orientation toward customer comfort and satisfaction. These results are in line with the studies of [Atikasari & Nora \(2025\)](#) and [Evana & Ahmadi \(2025\)](#), which show that Customer Experience has a significant effect on repurchase intention.

The Effect of Product, Digital Marketing, and Customer Experience on Repurchase Intention

Based on the results of simultaneous testing, it is shown that the Product (X1), Digital Marketing (X2), and Customer Experience (X3) variables have a positive and significant effect on repurchase intention. These findings indicate that consumers' repurchase intention at CV Catering Bunda Agus is not determined by a single factor, but rather is the result of a combination of product quality, the effectiveness of digital marketing, and the overall experience perceived by consumers during the interaction and consumption of services. For CV Catering Bunda Agus, the integration of these three aspects is key to retaining customers and encouraging repeat purchases amid increasingly competitive conditions in the catering service industry. This result is supported by [Raga et al. \(2021\)](#) and [Rolando & Dea \(2024\)](#), whose findings show that Product, Digital Marketing, and Customer Experience simultaneously have a significant effect on repurchase intention.

5. CONCLUSION

Based on the results of data analysis and discussion conducted in this study regarding the effect of Product, Digital Marketing, and Customer Experience on Repurchase Intention among consumers of CV Catering Bunda Agus, several conclusions can be drawn. The results of multiple linear regression analysis indicate that Product and Customer Experience have a positive effect on Repurchase Intention. The regression equation obtained is $Y = 1.356 + 0.386X_1 + 0.032X_2 + 0.281X_3$. The results of correlation analysis show that Product, Digital Marketing, and Customer Experience have a strong relationship with Repurchase Intention. Meanwhile, the coefficient of determination indicates that the Product, Digital Marketing, and Customer Experience variables are able to explain 46.8% of Repurchase Intention, while the remaining 53.2% is influenced by variables outside this study. The results of the simultaneous test (F-test) show a significance value of 0.000, which is smaller than 0.05, and an F-count value of 28.190, which is greater than the F-table value of 2.70. This indicates that Product, Digital Marketing, and Customer Experience simultaneously have a significant effect on Repurchase Intention. Based on the partial test results (t-test), the Product variable (X1) has a significance value of 0.005, which is smaller than 0.05, and a t-count value of 2.908, which is greater than the t-table value of 1.660, indicating that Product has a positive and significant partial effect on Repurchase Intention. The Digital Marketing variable (X2) has a significance value of 0.032, which is smaller than 0.05, and a t-count value of 2.174, which is greater than the t-table value of 1.660,

indicating that Digital Marketing has a positive and significant partial effect on Repurchase Intention. Furthermore, the Customer Experience variable (X3) has a significance value of 0.014, which is smaller than 0.05, and a t-count value of 2.508, which is greater than the t-table value of 1.660, indicating that Customer Experience has a positive and significant partial effect on Repurchase Intention. Based on the conclusions obtained in this study, it is suggested that future research expand the variation of respondents in terms of age, occupation, and economic background. Other variables not included in this study, given that the R^2 value of 0.468 indicates that most of the variation in Repurchase Intention has not been explained by the model, should be considered in future research, such as price, service quality, or brand loyalty.

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