

Understanding Online Repurchase Intention

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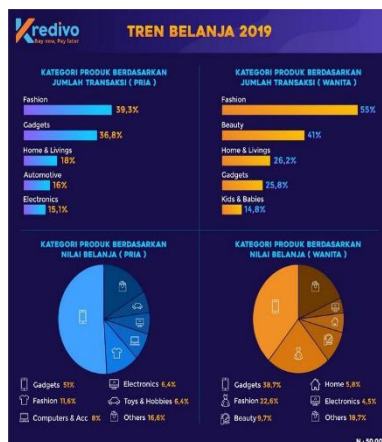
ABSTRACT---The development of e-commerce provides opportunities for businesspeople to innovate and change in creating products according to the desires and needs of their consumers. This research was conducted to analyze the effect of brand equity, customer experience and repurchase intention on online stores for fashion products to the millennials. This research uses descriptive qualitative method with a sample size of 106 respondents with a range 24-30 years old. The results of the research prove that brand equity is in good criteria while customer experience and repurchase intention are in very good criteria. The influence between brand equity and customer experience is 9,105 while customer experience and repurchase intention are 0,263. The results of this research are expected to contribute to online companies to provide more value to the customer experience as a form of business strategy.

Keywords---Customer Experience, Brand Equity, Repurchase Intention

I. INTRODUCTION

Technology improvement brings an impact on changing consumer behavior in determining choices. Social media is the most effective tool in providing the best information on the wants and needs of consumers (Jalilvand, Esfahani, & Samiei, 2011). Repurchase interest through online stores is a favorite choice of consumers because of transaction models and knowledge related to quality, brands and products that are easily known (Chou & Hsu, 2016).

Tokopedia is one of several consumer-selected online stores, especially the millennial generation. Although the number of Tokopedia visitors has increased this has no effect on the ability to increase product sales to consumers (Simon Kemp & Sarah Moey, 2019). The insignificant level of purchases is supported by the number of visits being an interesting phenomenon to be studied.



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Figure 1. *Online Shopping Trends*

Although sales using online methods have an influence on the level of consumer purchases (Al-Abdallah & Bataineh, 2018) this has not yet had a significant increase in impact on consumer behavior in determining purchasing decisions.

The ease of information related to the desired product is a consideration for consumers to decide to purchase the store (Goyette I., Ricard, J., & F., 2010), (Lee, Park, & Han, 2008), (Savitri, n.d.). Besides that, brands are also a characteristic and symbol of identity that can influence consumer behavior (Jensen, Averbek, Zhang, & Wright, 2013), (Zhang, 2015). Which is the brand becoming a means of communication in finding the values of the company to consumers (Li & Sun, 2015) so that when a brand has a high emotional ability it can have a great influence on consumers.

In addition, customer experience that is part of eWOM from previous consumers becomes a reference for other consumers regarding products that have been purchased and is a consideration for new consumers in deciding to repurchase (Cristina, Gómez, & Pérez, 2018), (Biedenbach & Marell, 2010). Based on the above phenomenon, it is necessary to conduct research on customer experience, brand equity and repurchase attention on millennial generation in the purchase of fashion products at Tokopedia's online store.

II. LITERATURE REVIEW

Repurchase Intention

Purchasing interest is a behavior carried out by someone as an effort to decide to buy products on a particular brand that is supported by the behavior (Kotler, 2017), (Schiffman & Wisenblit, 2005). The intention of purchase is the behavior of consumers in making a purchase decision on a product based on the benefits of the product and can be easily understood as the possibility that consumers intend to buy a product (Schiffman & Wisenblit, 2005). In addition (Yulistyarini, Subagio, Paramu, & Irawan, 2017) states that changes in consumer behavior are influenced by product quality that results in actions to buy back and are likely to be involved in the same seller (Ngoc Duy Phuong & Thi Dai G, 2018) \. Based on the opinion above, it can be concluded that the repurchase interest is an act of someone to decide / choose a product that has already been bought.

Dimensions of repurchase interest according to (Chiu, Hsu, Lai, & Chang, 2012) include Intent to use, is the desire of consumers to use online shops that have been visited as places to shop compared to other online stores. Intent to acquire, is the desire of consumers towards one of the online stores to keep looking for the latest information related to the online store. Intent to recommend, namely the desire of consumers to recommend online stores that are used to others and Intent to continue, is a consumer's desire to continue to be consistent on one of the online sites every time buying a product.

Brand Equity

Brand equity can add or reduce the value of a product (Herr, Aaker, & Biel, 1994), (Kotler, Keller, & Manceau, 2015) and provides perspectives related to companies, trade and consumers of these products (Cristina et al., 2018). Dimensions of Brand Equity (Weindel, 2016), (Kapferer, 2008) include:

1. Brand awareness is the ability of a prospective buyer to recognize, recall a brand that distinguishes it from competitors.

2. Brand association, is everything that directly or indirectly appears and is related in consumers' memories of a brand.
3. Brand loyalty reflects the measure of consumer loyalty to a brand, that brand loyalty is an indicator of customer relations in a brand.
4. Perceived Quality, is the consumer's perception of the quality of a product on the brand.
5. Other Proprietary brand assets (Herr et al., 1994) view brand equity as brand awareness, brand loyalty and brand associations that together add or reduce value to products or services that offered.

Costumers Experience

Customer experience as a form of interaction between customers and company that occur during the process of marketing activities to the transaction process (Grewal, Roggeveen, & Nordfält, 2017), (Palmer, 2010), (Verhoef et al., 2009). Customer experience is usually a process of identifying the needs and desires that have been fulfilled from consumers through various processes. forms of experience that are usually carried out include identification of customer characters, customer life cycle, high level customer interviews, voice of customers, voice of employees, analysis of high-level information flows and touch point analysis.

The dimensions of the customer experience (Schiffman & Wisenblit, 2005) include:

1. Use of the site, is a form of user interaction with available sites.
2. Customization is the process of setting up by users to the sites.
3. Attention to customers, is a way for site providers to provide a special menu to each customer.
4. Fulfillment the needs, is a form of availability of site owners to provide the products.
5. Security is the willingness of the site owner to guarantee security during the transaction process.
6. Customer support is a way for site owners to provide support to customers when a problem happened during the using the application.
7. Economic value is the value of the product offered by the provider specifically to the user.

Based on the phenomena and problems that exist, the research paradigm that can be made is as follows:

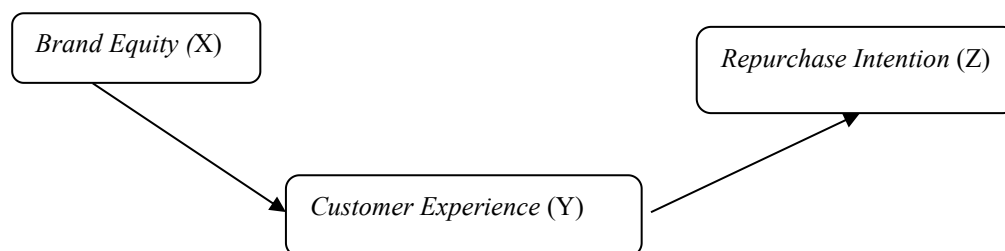


Figure 2. Models and Concepts of Research Hypotheses

Based on the paradigm above, the research hypotheses are:

1. Brand Equity (X) influences Customer Experience (Y)
2. Customer Experience (Y) influences repurchase intention (Z)

III. RESEARCH METHODOLOGY

This research uses a descriptive quantitative approach, which is to analyze the effect of brand equity on customer experience and customer experience on repurchase interest. The statistical method used to analyze the relationship between the variables studied is by using multiple regression. Besides this causality research is to test the effect simultaneously of the independent variable on the dependent variable. The locus of this research is millennials generation with a range age of 21-30 years with a total sample of 106 people using a Likert scale and simple random sampling.

IV. RESULT

Descriptive Analysis

The results showed that the Customer Experience variable has good criteria, which customer experience is a form of direct or indirect reaction obtained by consumers to the contact received. For brand equity and repurchase intention variables have very good criteria.

Verification Analysis

The results of the research showed that all indicators of Brand Equity, Customer Experience and Repurchase Intentions were valid, reliable and normal so that this research could be carried out. The results show that the regression test between Customer Experience and Brand Equity is 9,105 while the constant value is also 9,105 states that if there is no increase in the value of the Customer Experience variable, the value of brand equity is 10.223. While the regression test for Customer Experience and Repurchase intention variables of 0.263 states that each addition of one customer experience score will increase the increase in repurchase intention scores by 0.263.

V. CONCLUSION

This research supports the research conducted by (Alkilani, Ling, & Abzakh, 2012), (Rios & Riquelme, 2010) has an influence in creating interest in buying back on consumers.

VI. REKOMENDATION

This research only focuses on brand equity, customer experience and repurchase intention in millennial generation. It is expected that in subsequent research it can develop in brand awareness, brand attitude, brand image model.

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