# INFLUENCE OF COMPANY IMAGE, CUSTOMER EXPERIENCE ON SATISFACTION AND ITS IMPACT ON REPURCHASE INTENTION

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| ARTICLEINFO | ABSTRACT |
|---|---|
| *Keywords*:<br>Corporate Image,<br>Customer Experience,<br>Satisfaction,<br>Repurchase Intentions | More and more coffee shops are opening in Indonesia, especially in Semarang. To obtain satisfaction and the likelihood of repurchasing intents from the diverse customer perspectives about how the company's reputation and their own shopping experience pan out. This study examines how company image and customer experience affect consumer satisfaction and repurchase intentions. Purposive sampling was used as the method for gathering samples for this investigation. By handing out questionnaires that are scored on a Likert scale, a selection of 100 responders is obtained. Multiple linear regression analysis will be used to examine the data that has been collected. According to the study, corporate image and customer experience variables positively and significantly influenced contentment, whereas the satisfaction variable positively and significantly influenced repurchase intention. |
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## 1. INTRODUCTION

One of the world's products cultivated in more than 50 countries is coffee. Coffee is an efficient energy drink that has grown to become one of the most popular drinks in the world, which various groups of people consume. Data from the International Coffee Organization (ICO) writes if the average progress of people who consume coffee in Indonesia is more significant than that of the rest of the country in general. Acting like one of the countries that produce high-quality coffee commodities, it is not surprising that the population is also very fond of drinking coffee. Along with the development of the times, people often 'move' to other places, such as coffee shops, especially modern coffee shops, which are commonly called coffee shops. The activity of drinking a cup of coffee at a regular shop is becoming a trend, especially among young people. The growth of this shop has skyrocketed in various regions, especially in the city of Semarang (Heriyadi 2021).

Many things influence customers to buy coffee at an outlet, such as the convenience of the place, service, price, product quality, taste, and many more. Many coffee shops have different uniqueness and characteristics. To compete with them, pioneers must develop mature ideas and concepts to achieve the desired results. Other advantages are found in the food and drinks served, pricing, location, and facilities provided. So there is additional value if a place offers comfort and convenience for its customers.

With so many innovations formed in a coffee shop, corporate image is essential because the corporate image is something that will later be attached to an industry. According to Abdel et al. (2010) corporate image is a perception that consumers remember as a result of a collection of impressive thoughts, ideas, attitudes, and experiences from the company. The message is translated into positive or negative statements, depending on how the customer feels after a stressful experience. Be it a positive or negative image, it will be remembered when you hear the company's name or keep it in the minds of consumers.

With so many new coffee shops and coffee shops standing, many innovations have been created, for example, the one owned by Noms Kopi with a traditional concept, which has become a hallmark and a place for many millennials to hang out in the city of Semarang. The classic feel is so thick when visiting this place. Tables, chairs and all the amenities are made of wood. All of this is done to make visitors feel nostalgic and return to the past. Coupled with klotok coffee, visitors will feel at home hanging out at that place. The place is quite spacious. There is also a lesehan. So, visitors who come can choose according to taste. Don't worry, even though the traditional concept of this place is still equipped with wifi, live music and even online game tournaments (Fth 2022).

The following is a pre-survey conducted by researchers on 20 customers of Noms Coffee Semarang Branch:

Table 1. Preliminary Survey Results

| No. | Variable | Assessment | Total | Percentage |
|-----|----------|-----------|-------|-----------|
| 1. | Corporate Image | Very nice | 16 | 80% |
| | | Quite good | 4 | 20% |
| | | Not good | 0 | 0% |
| 2. | Customer Experience | Cozy | 20 | 100% |
| | | Less comfortable | 0 | 0% |
| | | Uncomfortable | 0 | 0% |
| 3. | Customer satisfaction | Satisfied | 15 | 70% |
| | | Quite satisfied | 5 | 30% |
| | | Not satisfied | 0 | 0% |
| 4. | Repurchase Intentions | Yes | 18 | 90% |
| | | I don't know Yes | 2 | 10% |
| | | Not | 0 | 0% |

Source: Survey from Noms Kopi Semarang branch customers (2022)

From the pre-survey table, respondents considered the perception of the corporate image at Noms Kopi, and most respondents (80%) thought the company's image was good. Respondents felt comfortable in terms of the customer experience they got when visiting Noms Kopi (100%). Respondents considered their level of satisfaction with Noms Coffee. The majority were satisfied (70%), and some were quite satisfied (30%). Most respondents said yes to repurchase intention (90%), and the rest said they were either unsure or doubtful (10%) about repurchasing Noms Kopi products.

Based on research (Karyose 2017), several previous studies have shown a positive effect of corporate image on customer satisfaction. This means improving the company's image so that customer satisfaction will continue to increase. Meanwhile, based on research conducted by Atmaja (2016), the corporate image has no significant effect on loyalty and repurchase intention because of several factors, including price fairness and terms of service. This harmonious relationship provides a good base for consumers to make the umpteenth purchase to create customer loyalty through the umpteenth product purchase.

(Foster 2017), (Theresia and Wardana 2019), (Tjahjaningsih 2020), Putri and Astuti (2017), Raihana and Setiawan (2018) support the statement that customer satisfaction has a positive and significant effect on repurchasing intentions. Ferran et al. (2010) found that customer satisfaction has no significant impact on purchase intention, and Prastiwi's survey (2016) found that customer satisfaction has no significant effect on purchase intention. This shows that satisfied consumers only sometimes repurchase the product.

Based on research by (Azhari 2015) in (P.F Aldriyanti; E. Tjahjaningsih 2022) shows that customer experience has a direct impact on customer satisfaction, and their journal also states that customers are happy when they get something that exceeds their expectations. Meanwhile, research (Ramli 2019) finds that client experience only significantly impacts client satisfaction.

## 2. METHODS

The population in this study are customers of Noms Kopi Semarang Branch whose number is not known with certainty. Sampling in this study employs purposive sampling. According to Sugiyono (2016), purposive sampling is a technique in which the researcher takes the sample by setting criteria that are by the research objectives, so this can answer research problems. The requirements for the example in this study were customers of Noms Coffee Semarang Branch, at least 17 years old, and had purchased at least three times at Noms Coffee Semarang Branch. This study used 100 respondents as a sample. The type of data in this research is quantitative data. Quantitative data is data in the form of a questionnaire and can be expressed in units of account (Sugiyono 2018). The source of data in this research is primary data. The intended preliminary data are the answers given by respondents to questions or statements in the questionnaire related to research (Sumarsono, 2004). Before data analysis, a feasibility test was carried out using Barlett's sphericity validity test and a reliability test using Cronbach's Alpha. Data analysis or Model Test uses multiple linear regression tests, coefficient of determination test ($R^2$), f test, and t-test.

## 3. RESULTS AND DISCUSSION

Reviewing consumers' perspectives in buying Noms Kopi Semarang Branch products, in this case, this study aims to see whether there is an influence of corporate image and customer experience on satisfaction and how it impacts customer repurchase intentions. The first step is carried out before testing

the hypothesis using IBM SPSS Statistics 26 by measuring the reflective indicators that must be met, including the measurement of the feasibility test using the validity test of Barlett's test of sphericity and the reliability test using Cronbach's Alpha. Data analysis or Model Test uses multiple linear regression tests, coefficient of determination test ($R^2$), f test, and t-test. The following is the result of the reflective indicator measurement.

## Validity Test

A validity test is used to measure the validity or validity of a questionnaire. A questionnaire is valid if the questions can reveal something that the questionnaire will measure. A test is valid if it meets the criteria: r count > r table value.

Table 2. Validity Test Results

| No. | Variable | KMO (>0,5) | Sig. | Indicator | Loading Factor (>0,4) | Results |
|---|---|---|---|---|---|---|
| 1. | Corporate Image | 0,788 | 0,00 | X1.1 | 0,891 | Valid |
|  |  |  |  | X1.2 | 0,911 | Valid |
|  |  |  |  | X1.3 | 0,846 | Valid |
|  |  |  |  | X1.4 | 0,841 | Valid |
| 2. | Customer Experience | 0,772 | 0,00 | X2.1 | 0,719 | Valid |
|  |  |  |  | X2.2 | 0,705 | Valid |
|  |  |  |  | X2.3 | 0,692 | Valid |
|  |  |  |  | X2.4 | 0,730 | Valid |
|  |  |  |  | X2.5 | 0,671 | Valid |
| 3. | Satisfaction | 0,798 | 0,00 | Y1.1 | 0,841 | Valid |
|  |  |  |  | Y1.2 | 0,752 | Valid |
|  |  |  |  | Y1.3 | 0,869 | Valid |
|  |  |  |  | Y1.4 | 0,868 | Valid |
| 4. | Repurchase Intentions | 0,806 | 0,00 | Y2.1 | 0,847 | Valid |
|  |  |  |  | Y2.2 | 0,892 | Valid |
|  |  |  |  | Y2.3 | 0,839 | Valid |
|  |  |  |  | Y2.4 | 0,740 | Valid |

Based on table 2. above, it can be seen that the results of the validity test calculations can be seen that the KMO value for each variable is more than 0.5 so that the sample adequacy is fulfilled. The Loading Factor value for each indicator is more than 0.4, so the indicators for each research variable (Company Image and Customer Experience on Satisfaction and Their Impact on Repurchase Intentions) are all valid.

## Reliability Test

The reliability test in this study used Cronbach Alpha. If Cronbach Alpha > 0.7, the questionnaire is said to be consistent or reliable. Based on calculations with the SPSS program version 26.0, each Cronbach Alpha value variable is shown in the table below:

Table 3. Reliability Test Results

| Variable | Cronbach's value Alpha | Limit Value | Status |
|---|---|---|---|
| Corporate Image (X1) | 0,893 | 0,70 | Reliable |
| Customer Experience (X2) | 0,743 | 0,70 | Reliable |
| Satisfaction (Y1) | 0,850 | 0,70 | Reliable |
| Repurchase Intentions (Y2) | 0,840 | 0,70 | Reliable |

Table 3. shows that the company image, customer experience, satisfaction, and repurchase intentions have a Cronbach's Alpha value > 0.7. So the variables of corporate image, customer experience, satisfaction, and repurchase intention are said to be consistent or reliable.

## Test Models

In this study, the variables of corporate image (X1), customer experience (X2), satisfaction (Y1) and repurchase intention (Y2) can be seen in the following table:

Table 4. Regression Analysis Results

| Equality | Standardized Coefficients Beta | Sig. | Information |
|---|---|---|---|
| Effect of Corporate Image on Satisfaction | 0,557 | 0,000 | H1 Accepted |
| The Effect of Customer Experience on Satisfaction | 0,218 | 0,021 | H2 Accepted |
| Dependent Variable Satisfaction (Y1) Adjusted R$^2$ = 0,505 Fcount = 51,460 Sig. = 0,000 | | | |
| Equality | Standardized Coefficients Beta | Sig. | Information |
| The Effect of Satisfaction on Repurchase Intentions | 0,262 | 0,009 | H3 Accepted |
| Dependent Variable Repurchase Intention (Y2) Adjusted R$^2$ = 0,059 Fcount = 7,202 Sig. = 0,009 | | | |

1.  Based on the results of the linear regression equation above, it can be seen that the regression coefficient value of the corporate image variable (X1) is 0.557, and the customer experience variable (X2) is 0.218. The greatest influence on the satisfaction variable (Y1) is the corporate image, as indicated by a beta coefficient value of 0.557, followed by the customer experience variable with a beta coefficient value of 0.218. In comparison, the regression coefficient value of the satisfaction variable (Y1) equals 0.262, which affects the repurchase intention variable (Y2).
2.  The coefficient of determination ($R^2$) is used to determine the ability of the independent variables (company image, customer experience) to explain the dependent variable (satisfaction, repurchase intention). Based on Table 4, the Adjusted $R^2$ value is 0.505. That is, 50.5% of satisfaction can be explained by corporate image and customer experience variables, and the remaining 49.5% is influenced by other variables not included in the study. Meanwhile, in table 4, the value of Adjusted $R^2$ is 0.059. In other words, the satisfaction variable can explain 5.9% of repurchase intention, and the remaining 94.1% is influenced by other variables not included in the study.
3.  The F test is used to show whether the independent variables included in the model have the same effect on the dependent variable. Model testing is done by testing the regression coefficients of all variables to determine the effect of an independent variable on the dependent variable. Based on table 4, it can be seen that the calculated F value in equation I is 51.460 and the F calculated in equation II is 7.202 with the probability level of equation I of 0.000 (significant) and the probability of equation II of 0.009 (significant) because the probability level is less than 0.05 (5%) which means that together the independent variable (X) influences the dependent variable (Y).
4.  Based on the results of calculations using the help of the SPSS version 26 program, it is known that the significant number of the influence of corporate image (X1) on satisfaction (Y1) is 0.000 < 0.05, so the first hypothesis is accepted, meaning that corporate image has a positive and significant effect on satisfaction with Noms Coffee products.
5.  Based on the results of calculations using the help of the SPSS version 26 program, it is known that the significant number of the influence of customer experience (X2) on satisfaction (Y1) is 0.021 < 0.05, so the second hypothesis is accepted, meaning that customer experience has a positive and significant effect on satisfaction with Noms Coffee products.
6.  Based on the results of calculations using the help of the SPSS version 26 program, it is known that the significant number of the effect of satisfaction (Y1) on repurchase intention (Y2) is 0.009 < 0.05, so the third hypothesis is accepted, meaning that satisfaction has a positive and significant effect on repurchase intentions for Noms Coffee products.

**DISCUSSION**
**Corporate image has a positive and significant effect on satisfaction**
        According to Purba (2017), corporate image is a response, feeling, a reflection of the public's self to a responsible company that is planned to be born from an object, person or organization. The results of this

study indicate that corporate image has a positive and significant effect on satisfaction. This study's results align with previous research (Bambang and Wahyudi 2019), showing that corporate image positively and significantly affects customer satisfaction. Likewise, research by (Erwina Safitri and Khusniyah 2022) shows that corporate image has a positive and significant effect on customer satisfaction.

### Customer experience has a positive and significant effect on Satisfaction

According to Meyer and Schwager (2013), customer experience is a response from and directly to consumers and the need to desire direct or indirect contact with the industry. The results of this study indicate that customer experience has a positive and significant effect on satisfaction. The results of this study are in line with previous research conducted (Theresia and Wardana 2019), indicating that customer experience has a positive and significant effect on customer satisfaction. Likewise, research conducted by (Bhatti and Hassan 2019) shows that Customer Experience has a positive and significant effect on Customer Satisfaction.

### Satisfaction has a positive and significant effect on Repurchase Intentions

Howard & Sheth (2014) revealed that customer satisfaction is the buyer's cognitive situation concerning the equivalence or disproportion between the results obtained and the sacrifices made. The results of this study indicate that satisfaction has a positive and significant effect on repurchase intentions. This study's results align with previous research conducted by (Nilsson et al. 2017) showing that satisfaction has a positive and significant effect on repurchase intention. Likewise, research conducted by (Suandana, Rahyuda, and Yasa 2016) shows that customer satisfaction has a positive and significant effect on repeat purchase intention.

## 4. CONCLUSION

The first hypothesis is accepted, where the study results show that corporate image has a positive and significant effect on satisfaction. This shows that customer satisfaction will increase for a company that forms a good image. The second hypothesis is accepted, where the study results show that customer experience has a positive and significant effect on satisfaction. This shows that the better the experience, the more satisfied the customer. The third hypothesis is accepted, where the study results show that satisfaction has a positive and significant effect on repeat purchase intention. This shows that customer satisfaction is closely related to the customer's willingness to repurchase. If a product cannot satisfy the customer, the customer will not have the intention to repurchase.

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