

**THE EFFECT OF THE ROLE OF BUSINESS LOCATION, SERVICE QUALITY, AND CUSTOMER EXPERIENCE ON REPURCHASE INTENTION WITH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE
(Study on Takoyaki Secret Customers in Purwokerto)**

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ABSTRACT

This study aims to examine and analyze the effect of business location, service quality, and customer experience on repurchase intentions with customer satisfaction as a mediating variable for Takoyaki Secret Purwokerto customers.

The type of data used is primary data using a questionnaire. The number of samples used in this study amounted to 170 research samples. The sampling technique uses the method purposive sampling based on certain criteria. The results of the study using AMOS version 24 show that: (1) Business location has a positive effect on repurchase intention, (2) Service quality has a positive effect on repurchase intention, (3) Customer experience has a positive effect on repurchase intention, (4) Business location does not have a positive effect on customer satisfaction, (5) Service quality has a positive effect on customer satisfaction, (6) Customer experience has a positive effect on customer satisfaction, (7) Customer satisfaction has a positive effect on repurchase intentions, (8) Customer satisfaction does not mediate a positive effect business location on repurchase intention, (9) Customer satisfaction mediates the positive effect of service quality on repurchase intention, (10) Customer satisfaction mediates the positive influence of customer experience on repurchase intention.

Keywords: Business Location, Service Quality, Customer Experience, Customers Satisfaction, Repurchase Intentions, SME.

1. Introduction

The current acceleration of national economic growth is caused by an increase in public consumption in meeting food needs. Data from the Central Statistics Agency shows that household consumption contributes greatly to national GDP. Household consumption expenditure, particularly for the food and beverage sector, also increased, indicating a high level of consumption. The increase in the food industry also contributes to the national economy, with an increase in the value of GDP and income of the sector. SMEs play an important role in the growing food industry.

One of the micro, small, and medium enterprises (SMEs) that sell Takoyaki is Takoyaki Secret. These MSMEs experienced growth and improvement by opening several branches or outlets in Purwokerto. Although the popularity of Takoyaki Secret continues to increase, these SMEs still

need efforts to attract and retain their customers in order to survive in the long term by increasing customer repeat purchase intention through factors such as business location, service quality, customer experience, and customer satisfaction.

A strategic business location and easy to reach by customers can increase the possibility of getting new customers and repeat purchases. Good service quality is also important in influencing repeat purchase intention, as customers will be more likely to buy back if they are satisfied with the service provided. In addition, the customer experience when buying products also plays an important role, because a pleasant experience can encourage customers to return to buy the same product.

Previous research has shown that business location, service quality, and customer experience have a positive influence on repeat purchase intention. Therefore, it is important for Takoyaki Secret to pay attention to and improve these factors in order to increase customers' repeat purchase intention. In this case, choosing the right business location, improving service quality, and creating a good customer experience can help these SMEs achieve these goals.

Takoyaki Secret has made efforts to provide the best service to customers by providing direct and indirect services, as well as membership services that provide additional benefits to customers, such as discounts or discounts. However, these SMEs still need to consider research studies to overcome the problem of sales levels that have not reached the specified target. Therefore, research is needed to find solutions and understand the influence of business location, service quality, and customer experience on repeat purchase intentions.

2. Literature Review

2.1 Repurchase Intention

According to Yulisetiari et al. (2017), repurchase intention can be interpreted as a customer's preference for a particular product that directs behavior to repurchase the product at a certain period of time. Adinata (2015) explained that repurchase intention describes the tendency of customers to rebuy certain products from the same brand when they want them, and can be considered as customers' desire to buy back the products needed, as well as provide positive reviews about the product buying experience and recommend others to do the same. There are four indicators according to Ferdinand in Ramdhan and Santosa (2017), namely transactional interest, referential interest, preferential interest, and exploratory interest.

2.2 Business Location

According to Heizer and Render (2015) assert that location affects costs and revenues, so a company's business strategy often succeeds or fails. The purpose of strategic location placement is to maximize the results obtained by the company. Utami (2012) also mentioned that location refers to the physical structure of the company as well as important elements that influence the way the public perceives the organization as a whole, such as the company's strategy, doing business, and providing service channels needed by customers. There are four indicators according to Tjiptono (2012), namely accessibility, visibility, parking forging, and traffic.

2.3 Service Quality

According to Yulisetiari et al. (2017), repurchase intention can be interpreted as a customer's preference for a particular product that directs behavior to repurchase the product at a certain period of time. Adinata (2015) explained that repurchase intention describes the tendency of customers to rebuy certain products from the same brand when they want them, and can be considered as customers' desire to buy back the products needed, as well as provide positive reviews about the product buying experience and recommend others to do the same. There are four indicators according to Ferdinand in Ramdhan and Santosa (2017), namely transactional interest, referential interest, preferential interest, and exploratory interest.

2.1 Customer Experience

According to Bolton (2014) in McColl-Kennedy (2015) customer experience is an internal and subjective reaction to a direct or indirect relationship with a company. Customer experience is typically described as having a holistic nature that involves the cognitive, affective, emotional, social, and physical aspects of the customer towards direct or indirect contact with the service provider, brand, or product during the customer journey. There are five indicators according to Schmitt (1999), namely sensory experience (sense), emotional experience (feel), cognitive experience (think), social experience (relate), and action (act).

2.5 Customer Satisfaction

According to Chandra (2022), customer satisfaction is an assessment of certain purchase experiences or activities after completion as well as a comparison of the predicted and actual effectiveness of goods and services. Customer satisfaction according to Kotler & Keller (2009) is an expression of pleasure or disappointment after an evaluation of how well a product performs compared to customer expectations. There are four indicators of Irawan (2008) in Wiryana and Erdiansyah (2020), namely feeling satisfied with products and services, always buying something, will advise others to do it, customer expectations are met after buying products.

3. Research Methodology

This research is a type of survey research and uses a quantitative approach. The object of this study is the taking of repurchase intentions influenced by business location, service quality, customer experience, and customer satisfaction as a mediator.

The population of this study was customers who had purchased Takoyaki Secret. The sample used is purposive sampling with certain criteria, namely customers who live in Purwokerto, are at least 15 years old, and have purchased takoyaki products in the last three months. The instrument measurement uses the Likert scale with a score of 5 points. In this study, the data analysis technique used was Structural Equation Modeling (SEM) analysis using AMOS software version 24. This study conducted data tests using normality tests, outlier tests, suitability tests & statistical tests, validity tests, and reliability tests, full model causality tests, hypothesis tests, and mediation tests using sobel tests.

4. Results

4.1 Conformity Test and Statistical Test

The conformity test or conformity test of the SEM model uses Chi square, CFI, TLI, CMIN/DF, and RMSEA tests, which have a range of expected values

Table 1. Fit Model Statistical Test Results

<i>Goodness of Fit</i>	<i>Cut-Off Value</i>	Result	Model
<i>X² Chi Square</i>	≤ 201.423	440.784	Marginal
Probability	$\geq 0,05$	0.000	Marginal
RMSEA	$\leq 0,08$	0.095	Marginal
GFI	≥ 0.90	0.803	Marginal
AGFI	≥ 0.90	0.746	Marginal
CMIN/DF	≤ 2.00	2.462	Marginal
TLI	≥ 0.95	0.796	Marginal
CFI	≥ 0.95	0.826	Marginal

Based on table 1, all test results are at the marginal level, so it can be concluded that there are variations in data that make the model have a low or marginal match.

4.2 Hypothesis Test

This test is carried out to determine whether the independent variable has an effect on the dependent variable. If the values of $C.R > t$ table and $P \leq 0.05$ then it can be stated that the independent variable has an effect on the dependent variable.

Table 2. Full Model SEM Hypothesis Test

			Estimate	S.E.	C.R.	P	Label
CS	<---	CE	.392	.143	2.739	.006	par_18
CS	<---	SQ	.475	.187	2.539	.011	par_19
CS	<---	BL	.125	.135	.923	.356	par_23
RI	<---	CE	.199	.107	2.003	.045	par_17
RI	<---	BL	.372	.100	1.988	.047	par_24
RI	<---	CS	.372	.104	3.561	***	par_25
RI	<---	SQ	.266	.134	1.978	.048	par_26

4.2.1 First Hypothesis

Testing Based on table 2, the business location variable has a P value of $0.047 < 0.05$, with a C.R of 1.988 $> t$ of table 1.974. Thus, it can be interpreted that the location of the business has a positive effect on the intention to repurchase, then the first hypothesis is **accepted**.

4.2.2 Second Hypothesis

Based on table 2, the service quality variable has a P value of $0.048 < 0.05$, with a C.R of 1.978 $> t$ of table 1.974. Thus, it can be interpreted that the quality of service has a positive effect on repurchase intent, then the second hypothesis is **accepted**.

4.2.3 Third Hypothesis

Based on table 2, the customer experience variable has a P value of $0.045 < 0.05$, with a C.R of 2.003 $> t$ of table 1.974. Thus, it can be interpreted that customer experience has a positive effect on repurchase intent, then the third hypothesis is **accepted**.

4.2.4 Fourth Hypothesis

Based on table 2, the business location variable has a P value of $0.356 > 0.05$, with a C.R of 0.923 $< t$ of table 1.974. Thus, it can be interpreted that the location of the business does not have a positive effect on customer satisfaction, then the fourth hypothesis is **rejected**.

4.2.5 Fifth Hypothesis

Based on table 2, the service quality variable has a P value of $0.011 < 0.05$, with a C.R of 2.539 $> t$ of table 1.974. Thus, it can be interpreted that the quality of service has a positive effect on customer satisfaction, then the fifth hypothesis is **accepted**.

4.2.6 Sixth Hypothesis

Based on table 2, the customer experience variable has a P value of $0.006 < 0.05$, with a C.R of $2.739 > t$ of table 1.974. Thus, it can be interpreted that customer experience has a positive effect on customer satisfaction, then the sixth hypothesis is **accepted**.

4.2.7 Seventh Hypothesis

Based on table 2, the customer satisfaction variable has a P value of $0.000 < 0.05$, with a C.R of $3.561 > t$ of table 1.974. Thus, it can be interpreted that customer satisfaction has a positive effect on repurchase intent, hence the seventh hypothesis is **accepted**.

4.3 Mediation Test (Sobel Test)

This test was carried out with a minimum value of 1.96 assisted by using a sobel calculator with the customer satisfaction variable as a mediator between the dependent variable and the independent variable.

Table 3. Mediation Test Results

Variable	Sobel Test
Business Location	.896
Service Quality	2.07
Customer Experience	2.17

Based on table 3, it can be seen that the customer satisfaction variable can mediate the service quality variable with a sobel test result value of $2.07 > 1.96$ and the customer experience variable with a sobel test result value of $2.17 > 1.96$, while the business lokai variable has a sobel test result value of $0.896 < 1.96$. It can be concluded that customer satisfaction can mediate between service quality variables and customer experience on repurchase intentions, while business location variables do not affect as mediators.

5. Discussion

5.1 The Effect of Business Location on Repurchase Intention

The first hypothesis test in this study shows that business location has a positive effect on repurchase intent, therefore it can be explained that the better the existence of the business location, the better customers have the intention to repurchase the product. This can be seen where in the business location variable obtained a P value of $0.047 < 0.05$, with C.R $1.988 > t$ table 1.974 which shows that business location affects repurchase intent, therefore customers believe that a location that is easily accessible to customers can make it easy for customers to buy back products.

The results of this study are in line with the research of Salim (2020), Sarahnadia (2017), and Berliansyah (2018) that business location has a positive effect on repurchase intentions. This indicates that location conditions that have access that makes it easy for customers to reach and a comfortable place make customers have the intention to buy back products.

5.2 The Effect of Service Quality on Repurchase Intention

The second hypothesis testing in this study shows that service quality has a positive effect on repurchase intent, therefore it can be explained that the better the quality of service provided, the better customers have the intention to repurchase the product. This can be seen where in the variable service quality P value of $0.048 < 0.05$, with C.R $1.978 > t$ table 1.974 which shows that service quality affects repurchase intent, therefore customers believe that the quality of service is good from the product and service in meeting customer desires and can make customers have the intention to buy products they have consumed.

The results of this study are in line with the research of Fatimah (2023), Saleem (2017), and Berliansyah (2018) that service quality has a positive effect on repurchase intentions. This indicates that the quality of good or excellent service provided to customers will give an impression that customers have the intention to make a purchase again.

5.3 The Effect of Customer Experience on Repurchase Intention

The results of the third hypothesis in this study show that customer experience has a positive effect on repurchase intent, therefore it can be explained that the better the customer experience felt, the better customers have the intention to repurchase the product. This can be seen where in the customer experience variable P of $0.045 < 0.05$, with C.R $2.003 > t$ table 1.974 which shows that customer experience affects repeat purchase intent, therefore customers believe that the quality of service both from the product and service in meeting the desired customer experience felt for the product that has been consumed will have a positive effect, especially when the experience is felt good and memorable.

The results of this study are in line with the research of Wijaya (2021), Hasniati (2021), and Kartika (2021) that the experience of service customers has a positive effect on repurchase intent. This indicates that when the better the experience is felt from what is expected, the better the customer will make the intention to buy back the product that has been consumed.

5.4 The Effect of Business Location on Customer Satisfaction

The results of the fourth hypothesis in this study show that business location does not have a positive effect on customer satisfaction, therefore it can be explained that the existence of a business location does not make customers feel satisfied. This can be seen where the business location variable has a P value of $0.356 > 0.05$, with a C.R of $0.923 < t$ table 1.974 which shows that business location does not affect customer satisfaction, because customers believe that strategic location has not made customers feel satisfied, because customers believe that a location that is close and easily accessible does not guarantee that they will get a sense of satisfaction. The results of this study are in line with the research of Izzudin (2020) and Wariki (2015) that business location does not have a positive effect on customer satisfaction. This indicates that the existence of outlet locations has not provided satisfaction with customers.

5.5 The Effect of Service Quality on Customer Satisfaction

The results of the fifth hypothesis in this study show that service quality has a positive effect on customer satisfaction, therefore it can be explained that the quality of service provided makes customers feel satisfied. This can be seen where the service quality variable has a P value of $0.011 < 0.05$, with a C.R of $2.539 > t$ table 1.974 which shows that service quality affects customer satisfaction, because customers believe that good service quality will potentially increase satisfaction and have a tendency to re-consume the same product.

The results of this study are in line with the research of Ratnasari (2019), Barus (2020), Widyartini and Purbawati (2019) that service quality has a positive effect on customer satisfaction. This indicates that the quality of service that continues to increase will provide a sense of comfort and end up with a sense of satisfaction felt by consumers.

5.6 The Effect of Customer Experience on Customer Satisfaction

The results of the sixth hypothesis in this study show that consumer experience has a positive effect on customer satisfaction, therefore it can be explained that the perceived consumer experience makes consumers feel satisfied. This can be seen where in the customer experience variable has a P value of $0.006 < 0.05$, with a C.R of $2.739 > t$ table 1.974 which shows that customer experience affects customer satisfaction, because customers believe that the customer experience experienced in the process of shopping or transacting to meet needs will form an experience, if the experience obtained is better and customers enjoy it then the higher the sense of satisfaction felt.

The results of this study are in line with the research of Handaruwati (2021), Shidqi (2022), and Safitri (2022) that customer experience has a positive effect on customer satisfaction. This indicates that the ever-improving consumer experience will provide a sense of comfort and consumers have a good impression and make consumers feel satisfied.

5.7 The Effect of Customer Satisfaction on Repurchase Intention

The results of the seventh hypothesis in this study show that customer satisfaction has a positive effect on repurchase intent, therefore it can be explained that the better the consumer experience, the better consumers have the intention to repurchase the product. This can be seen where in the customer satisfaction variable has a P value of $0.000 < 0.05$, with a C.R of $3.561 > t$ table 1.974 which shows that customer satisfaction affects the intention to buy again, therefore consumers believe that customer satisfaction that has been felt will have an effect on the magnitude of the intention to buy back the same product.

The results of this study are in line with the research of Saleem (2017), Pasharibu (2018), Mafidayu and Vania (2022) that customer satisfaction has a positive effect on repeat purchase intentions. This indicates that satisfied customers with the services provided are well fulfilled and customer

doubts about the product disappear when met with good service and give an attractive impression to allow customers to buy back the product.

5.8 The Effect of Customer Satisfaction mediates the positive influence of Service Quality on Repurchase Intention

The results of the eighth hypothesis in this study show that customer satisfaction does not mediate the positive influence of business location on repurchase intent, therefore it can be explained that customer satisfaction has not strengthened the existence of the business location to generate repurchase intention. This can be seen where the sobel test value of $0.896 < 1.96$ which shows that customer satisfaction does not affect the business location on repurchase intentions, therefore consumers believe that a strategic business location has not been able to create customer satisfaction and make customers feel ordinary about the existence of each outlet branch owned by Takoyaki Secret SMEs. So, there is still another effort needed in maximizing customer satisfaction to achieve repurchase intentions.

5.9 The Effect of Customer Satisfaction mediates the positive influence of Business Location on Repurchase Intention

The results of the study of the ninth hypothesis in this study show that customer satisfaction mediates the positive influence of service quality on repurchase intent, therefore it can be explained that customer satisfaction has a strong influence in influencing service quality on product repurchase intent. This can be seen where the sobel test value of $2.07 > 1.96$ which shows that customer satisfaction has the influence of service quality on repurchase intent, therefore consumers believe that the creation of customer satisfaction makes customers feel satisfied with the services and products they consume, it will maximize the formation of repurchase intentions on the same product.

The results of this study are in line with the research of Dayani (2022), Wiryana and Erdiansyah (2019), and Japariato (2019) that customer satisfaction mediates the positive influence of service quality on repurchase intent. This indicates that it can be proven from the satisfaction that has been felt due to good service quality will create an increase in repurchase intentions.

5.10 The Effect of Customer Satisfaction mediates the positive influence of Business Location on Repurchase Intention

The results of the tenth hypothesis in this study show that customer satisfaction mediates the positive influence of consumer experience on repurchase intent, therefore it can be explained that customer satisfaction has a strong influence in influencing customer experience on repurchase intent on products. This can be seen where the sobel test value of $2.07 > 1.96$ which shows that customer satisfaction has the influence of service quality on repurchase intent, therefore customers believe that the creation of customer satisfaction makes customers feel satisfied with the experience felt when consuming the products and services obtained, it will maximize the formation of repurchase intentions on the same product.

The results of this study are in line with the research of Hasniati (2021), Shidqi (2022), and Chandra (2022) that customer satisfaction mediates the positive influence of customer experience on repurchase intention. This indicates that what can be proven from the satisfaction that has been felt due to a memorable consumer experience will create an increase in repurchase intention.

6. Conclusion

Based on the results of the research and discussion above, it can be concluded from this study as follows:

- a. Business location has a positive influence on repurchase intention
- b. Service quality has a positive influence on repurchase intention
- c. Consumer experience has a positive influence on repurchase intention
- d. Business location has no effect on customer satisfaction
- e. Service quality has a positive influence on customer satisfaction
- f. Customer experience has a positive influence on customer satisfaction
- g. Customer satisfaction has a positive influence on repurchase intention
- h. Customer satisfaction does not mediate the relationship between the influence of business location on repurchase intention
- i. Customer satisfaction mediates the relationship of service quality influence on repurchase intention
- j. Customer satisfaction mediates the relationship between the influence of customer experience on repurchase intention

7. Implications

Based on the results of the research conducted, the implications of this study are as follows:

- a. Managerial
 - 1) Service Quality
Increase sales productivity by developing outlet employees who understand consumer desires, reward well-performing employees, increase the number of employees for transaction efficiency, procure facilities to accelerate the cooking process, improve product quality with consistency of taste and attractive appearance, and conduct periodic evaluations of consumer preferences by collecting feedback.
 - 2) Customer Experience
Creating a consumer experience that has a positive impression of the product being sold and has a characteristic or unique thing felt by consumers, and can involve consumers in the product presentation process. Another way is to provide various product variants with varied flavor fillings, making consumers have a memorable experience after consuming the product.
 - 3) Customer satisfaction
Improving product quality by maintaining the taste of products and services that will be received by consumers by providing attractive programs to consumers, namely

providing promotions for products and discounts through raffles or can provide coupons that can be exchanged at outlets.

4) Repurchase Intention

Provides additional advantages or benefits for consumers who have consumed products, especially those who have become part of a membership, namely by providing more attractive promos or discounts such as getting free products or giving rewards to consumers in the form of vouchers or providing experiences to consumers through the opportunity to experience making takoyaki with the creations and creativity desired by consumers.

b. Theoretical

- 1) Contributing to the Satisfaction-Loyalty Theory, this theory is a theory that discusses consumer satisfaction where when consumers are satisfied with a product or service that has been felt, they tend to remain loyal and have a high repurchase intention.
- 2) References that can be used in future research are by considering the variables of price perception, ease of purchase, service efficiency, and customer preferences.

8. Limitations

- a. Limited scope that is only in young age groups ranging from millennials to generation z (gen z)
- b. The subjectivity factor through individual preferences for takoyaki consumption experience makes it difficult to objectively measure the intention of resharing, as well as time changes that can also change consumer preferences for products which in this study are only carried out at one time that allows changes to occur at other times.
- c. The results of the model test are in the marginal category and need to be reviewed again to get fit results.

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