

The effect of customer expectations and experience on satisfaction and repurchase intention on hijab products

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ABSTRACT

A Repurchase intention in marketing is generally a strong desire of consumers based on the experience of purchasing products that have been made in the past. When buying a product a customer has high expectations for the product they will buy, if the product purchased is as expected it will create a positive impression and make the customer have a good experience and will be satisfied with the product purchased. This study aims to analyze the effect of customer expectations and customer experience on customer satisfaction and repurchase intention. The population in this study is people who have purchased Zytadelia hijab products at least 1 time in the last 1 month in the Jabodetabek area with an age range of 20-40 years as many as 100 respondents. The method used in this study uses a quantitative approach by collecting data using a survey method by distributing questionnaires online. Data were analyzed using the SEM (Structural Equation Model) PLS method. Based on the analysis it was concluded that customer expectations have a positive effect on customer satisfaction, as well as customer experience have a positive effect on customer satisfaction. Apart from that, customer experience has a positive effect on repurchase intention, but customer expectations have no effect on repurchase intention. Furthermore, customer satisfaction has a positive effect on repurchase intentions. Customer satisfaction mediates customer expectations on repurchase intentions, has a positive and significant effect, and customer satisfaction mediates the effect of customer experience on repurchase intentions, has a positive and significant effect. The findings in this study are when customers buy Zytadelia hijab products and it meets their expectations or even exceeds them, a good impression will arise resulting in a good experience and will feel satisfied. When the customer is satisfied, there will be a desire to re-purchase Zytadelia hijab products.

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1. Introduction

Indonesia is the second largest country in the Muslimah fashion industry after Saudi Arabia. The trend of Islamic Culture is gaining worldwide recognition. As the largest Muslim population in the world, Indonesia has contributed to creating a significant market share and has become a world trendsetter in the Islamic sphere. The identity of contemporary Muslim women has changed significantly, especially in Indonesia, the country with the largest Muslim population (Fauzi et al., 2022). More and more Muslim women in Indonesia are wearing the hijab, the hijab as an expression of cultural identity and communication. The main message besides carrying out religious orders, can also appear fashionable. For example, on social media, there are various images in which the hijab is presented as a form of fashionable accessory and is adapted to various modern clothes (Puspitasari & Dolah, 2019). Along with the development of hijab fashion, many local hijab brands have emerged. Due to the increasing demand for high-quality hijab goods, the competition between

hijab companies is becoming more and more intense. To meet this need, every company must entice customers with its products. Marketers must ensure that aspects of the company can be represented positively, both visually and in terms of giving customers what they feel. Company representation can influence how consumers perceive the company's goods. The development of positive experiences can lead to the creation of positive representations (Annisa et al., 2019).

One of the local hijab brands in Indonesia is Zytadelia. A hijab brand that was founded in 2015 and is well known by Indonesian people, especially in central Indonesia. Until now, Zytadelia is still consistent in elevating the women's fashion industry by presenting products that are of premium quality both in terms of design, print quality, color combination, to the details of the workmanship of each product. Initially, Zytadelia exclusively sold hijab products, but over time, Zytadelia expanded its product line to include patterned hijabs, plain hijabs, clothing, shoes and other accessories that complement a woman's appearance in everyday life. Zytadelia has an official website www.zytadelia.com to market their products and also increase their sales activities through the use of e-commerce such as Tokopedia, Shopee, Blibli and Tiktok Shop. In marketing, the term "repurchase intention" refers to a customer's strong desire to repurchase a product after previously purchasing it. Repurchase intention occurs when a customer is satisfied with a product or service after making a purchase, causing the customer to want to make another purchase for the same item or service (Aini et al., 2022). Kotler & Keller, (2009) confirmed that after being stimulated by the goods he saw, a person's buying interest develops into a desire to buy and own the product. Repurchase intention is an important factor that will facilitate product evaluation and purchase by customers. This is due to the fact that the customer has previous purchasing experience. Repurchase intention is an important aspect of customer behavior, therefore, the vocal variable in this study is repurchase intention. Naturally, a consumer has high expectations for the goods they will buy when they make a purchase.

Product quality and customer satisfaction are thought to be significantly influenced by customer expectations. When choosing a product (goods or services), customers will evaluate it using their expectations as a benchmark or reference point (Rabiqy, 2019). Experiences give their own impressions or memories. Positive memories will help the company, and customers will also spread the word about their pleasant experience, making it more interesting to use the product or service. The convenience that customers experience when browsing a store contributes to the buying experience in addition to the goods presented (Agung & Kusuma, 2019). The factor that influences customer intention to repurchase is customer experience. The customer experience will always be emotionally involved in every activity so that when a customer has a unique, memorable experience that takes place at that time then a desire arises to use it again (Phuong & Trang, 2018). One of the characteristics that can affect repurchase intention is satisfaction, both customer satisfaction and dissatisfaction have an impact on consumer behavior in the future (Luh et al., 2018). According to (Nurlinda, 2013) customer reaction to the discrepancy that appears between the real performance of the product that is felt after use and the initial expectations they had before buying the product is their perception of satisfaction or dissatisfaction.

Several researchers have found findings about customer expectations, customer experience, customer satisfaction, and repurchase intentions but the results are mixed. According to research by Annisa et al., (2019) customer experience influences consumer tendencies to repurchase. Other findings from Adinata's research, (2015) show that customer experience does not have a significant impact on the likelihood of repeat purchases. According to research by Ashfaq et al., (2019) which shows that customer expectations have a positive effect on repurchase intentions. However, the research findings of Wibowo, (2018) show that there is no relationship between expectations and repurchase intentions. In relation to customer expectations and experience with repurchase intentions, many studies have been presented with various conclusions. Researchers are interested in doing this research because of various related research results. Different from other studies, Zytadelia's hijab products are the object of this research. This research is to examine how customer expectations and customer experience affect customer satisfaction and repurchase intentions, which in turn will have an impact on product repurchase. Zytadelia can benefit from the findings of this study by studying how much customer satisfaction is influenced by customer expectations and experiences, which in turn has an impact on product repurchase intentions. In addition, it can provide a reference for those who wish to conduct similar research or additional research on how consumer expectations and experiences influence customer satisfaction and repurchase intentions.

This research has managerial implications for Zytadelia to improve service and product quality based on the explanations and results delivered. This can be indicated by positive product user feedback. Customer satisfaction needs to be increased to improve the company's image, product reliability and

customer service. Furthermore, in order for repurchase intention to occur, it must raise positive customer expectations, because based on the results of the research, customer expectations are able to have a big impact by providing quality products according to the price offered and providing a feeling of pride when using Zytadelia hijab products.

2. Research Method

This research includes causality research using a quantitative approach where there are independent variables, namely customer expectations and customer experience. The Intervening Variable is Customer Satisfaction and the Dependent Variable is Repurchase Intention. A tool in the form of a questionnaire is used to systematically ask the same questions or statements to a number of respondents using data collection techniques. The questionnaires were distributed online via the Google Form, where the scores from the respondents were collected. Questionnaire is a method for collecting data that involves asking a series of written questions to respondents (Muhammad, 2020).

This study has an unknown number of population, namely people who live in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi). The selection of the sample during the sampling process is based on the criteria that have been determined in the purposive sampling method. With the criteria, having purchased Zytadelia hijab products at least 1 time in the last 1 month and women aged between 20-40 years. According to Hair et al., (2010) the number of samples was selected based on the results of a minimum calculation that relied on the number of indicators multiplied by 5– 10. In this study, the number of statements used was 20 items multiplied by 5, which made it easier for researchers to calculate the number of samples. So that 100 respondents were selected as the research sample.

In this research data analysis technique, before starting data analysis, 30 respondents who had purchased Zytadelia hijab products were sent a questionnaire for the pre-test stage. By using SPSS software, this pre-test was made to evaluate the reliability and validity. So that if the statement items and variables are not valid or reliable, improvements can be made for the next main-test. R Table 30 (5%) for a sample size of 30 respondents is 0.361, then the statements in the questionnaire are considered valid because Pearson Correlation must be higher than 0.361. Cronbach's Alpha is used as a measure for reliability testing. The reliability of the indicator blocks that make up the variables is measured by Cronbach's Alpha. According to Sugianingrat et al., (2021) the Cronbach's Alpha score is considered good if it is greater than 0.70. This study uses SmartPLS software and Structural Equation Modeling (SEM) models.

3. Results And Discussions

Based on the findings of a survey given online to 100 respondents who meet the requirements as Jabodetabek residents, aged between 20 to 40 years, and have purchased Zytadelia hijab items at least once in the past month. Based on the age range of 100 respondents in this study, it shows that there were 55 respondents (55%) in the age group 20– 25 years, 22 respondents (22%) in the age group 26– 30 years, 7 respondents (7%) in the age group 31 – 35 years, and 16 respondents (16%) in the age group 36– 40 years. This leads to the conclusion that the majority of the respondents, totaling 55 (55%), are women aged between 20 - 25 years, who are considered to be the most dominant. Background residing in Jakarta as many as 16% of respondents (16), Bogor as many as 11% of respondents (11), Depok as many as 6% of respondents (6), Tangerang as many as 5% of respondents (5), and Bekasi as much as 62% of respondents (62). It can be concluded that Bekasi is where most of the respondents live. Of the 100 respondents spread across Jabodetabek, 43 respondents (43%) work as private employees. 7 respondents (7%) work as civil servants. 25 respondents (25%) are self-employed. 25 respondents (25%) consisted of housewives, students and BUMN employees. The majority of respondents are likely to work as private employees.

To verify the validity and reliability of each statement indicator for each variable using SPSS, this study began with data collection by giving questionnaires to 30 respondents as a pre-test. The results of the validity test are declared valid if the r count value is greater than the r table value with a significance level of 5% on the distribution of r table statistical values, besides that it can also be seen from the significance value (Sig.) if the significance value is <0.05 then it is considered valid. All statement indicators have an r count value > 0.361 which indicates validity, in table r for a sample of 30 respondents with a significance level of 5%. All statement item results for a significance value (Sig.) have a value below 0.05 which is considered a

valid result. According to the reliability test findings, the questionnaire was considered reliable if the *Cronbach's Alpha value* was greater than 0.70 (Sugianingrat *et al.* , 2021) .

Based on the results of data analysis using *Structural Equation Modeling* (SEM) can be seen in the following figure:

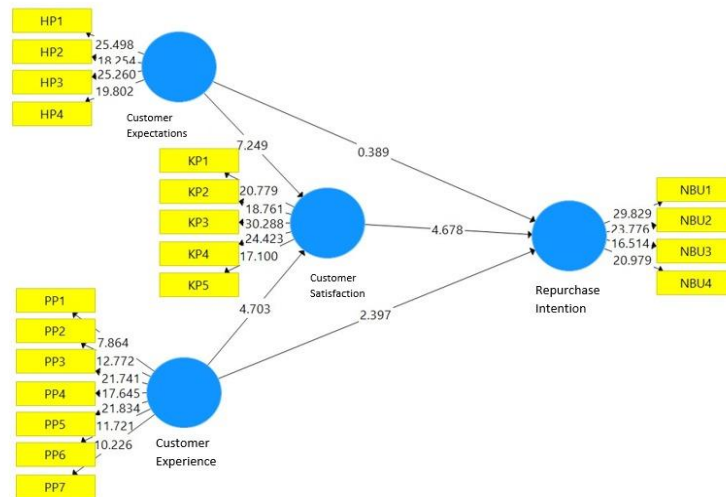


Figure 2. Outer model

It can be seen from the measurement model or outer model in Figure 2, the validity analysis with the results of the *convergent validity analysis* shows that the *loading factor value* must be > 0.7 for *confirmatory research* and a *loading factor value* between 0.6 - 0.7 is still acceptable for *research exploratory*. The *loading factor value* of 0.5 - 0.6 still seems sufficient for research that is still in the early stages of building a measurement scale (Chin W, 1998). (Chin W, 1998) . Because all indicators in the *Customer Expectations*, *Customer Experience*, *Customer Satisfaction*, and *Repurchase Intentions* variables have exceeded the optimal *loading factor*, namely > 0.70 , all of them can be considered valid based on the figure above.

Results of *Average Variance Extracted* (AVE) ≥ 0.50 , *Composite Reliability* value ≥ 0.80 and *Cronbach's Alpha* ≥ 0.70 (Haryono, 2016) . Based on the Outer Model Construct Validity and Reliability Test (AVE, CR & CA) of 0.742 (≥ 0.50). So that AVE meets the requirements and has good validity. For a CR value of customer expectations of 0.932 (≥ 0.80), customer satisfaction of 0.941 (≥ 0.80), customer experience of 0.937 (≥ 0.80) and repurchase intention of 0.920 (≥ 0.80) then CR is considered reliable. Meanwhile, the *Cronbach's Alpha* value of Customer Expectation is 0.902 (≥ 0.70), Customer Satisfaction is 0.921 (≥ 0.70), Customer Experience is 0.921 (≥ 0.70), and Repurchase Intention is 0.884 (≥ 0.70) so it is considered reliable. So it can be concluded that all variables have a good level of reliability.

R^2 analysis using a threshold of 0.67, where 0.67 is considered a strong result, 0.33 is a moderate result, and 0.19 is a weak result (Haryono, 2016) . Test results for the Coefficient of Determination (R^2) on the Customer Satisfaction variable shows a value of 0.839 which can be interpreted that the HP, PP, and NBU variables in this study have a strong influence on Customer Satisfaction with an R^2 value of 83.9 % while the remaining 16.1% is explained by other variables not discussed in this study. Whereas the Repurchase Intention variable shows a value of 0.765 which can be interpreted that the HP, PP and KP variables in this study have a strong influence on Repurchase Intentions with an R^2 value of 76.5 % while the remaining 23.5% is explained by other variables not discussed in this study. Researchers present in table 16 attachment 5.

Hypothesis testing

These results can be used to test the research hypothesis based on the data processing performed. The following are the results of hypothesis testing shown in table 1:

Table 1. Hypothesis test results

hypothesis	Variable	T-Statistics	P Values	Information
H1	Customer Expectations have a positive effect on Customer Satisfaction	7,249	0.000	Data support
H2	Customer Experience has a positive effect on Customer Satisfaction	4,703	0.000	Data support
H3	Customer Expectations have no effect on Repurchase Intentions	0.389	0.698	Data not supported
H4	Customer Experience has a positive effect on Repurchase Intentions	2,397	0.017	Data supports
H5	Customer Satisfaction has a positive effect on Repurchase Intentions	4,678	0.000	Data supports
H6	Customer Expectations have an indirect influence on Repurchase Intentions through Customer Satisfaction	3,874	0.000	Data supports
H7	Customer Experience has an indirect influence on Repurchase Intention through Customer Satisfaction	3,396	0.001	Data support

Source: Primary data processed, 2023

The probability value and the t-statistic value indicate that hypothesis testing is carried out using the t-statistic with a value > 1.96 , for an alpha of 5%. The P-Value of 0.05 and the t-statistic > 1.96 are the criteria used to determine whether the hypothesis is accepted or not (Anita, 2022).

The estimated value of the coefficient of the influence of customer expectations on customer satisfaction is 0.559 and the t-count value is 7.249 (> 1.96) with a probability of 0.000 < 0.05 , it can be concluded that there is a significant influence between customer expectations and customer satisfaction. Thus, the hypothesis (H1) stating "There is a positive and significant influence between Customer Expectations on Customer Satisfaction" can be supported.

The estimated value of the coefficient of the influence of customer experience on customer satisfaction is 0.393 and the t-count value is 4.703 (> 1.96) with a probability of 0.000 < 0.05 , it can be concluded that there is a significant influence between customer experience and customer satisfaction. Thus, the hypothesis (H2) stating "There is a positive and significant influence between Customer Experience on Customer Satisfaction" **can be supported**.

The estimated coefficient value of the influence of customer expectations on repurchase intention is 0.047 and the t value is 0.389 (< 1.96) with a probability of 0.698 > 0.05 , it can be concluded that there is no significant effect between customer expectations and repurchase intention. Thus, the hypothesis (H3) states "There is no positive and significant influence between Customer Expectations on Repurchase Intentions" **no can be supported**.

The estimated value of the coefficient of the Effect of Customer Experience on Repurchase Intention is 0.252 and the t-value is 2.397 (> 1.96) with a probability of 0.017 < 0.05 , it can be concluded that there is a significant influence between Customer Experience and Repurchase Intention. Thus, the hypothesis (H4) stating "There is a positive and significant influence between Customer Experience on Repurchase Intentions" **can be supported**.

The estimated value of the coefficient of influence of customer satisfaction on repurchase intention is 0.604 and the t-count value is 4.678 (> 1.96) and a probability of 0.000 < 0.05 , it can be concluded that there is a significant influence between customer satisfaction and repurchase intention. Thus the hypothesis (H5) stating "There is a positive and significant influence between Customer Satisfaction on Repurchase Intention" **can be supported**.

The indirect effect of Customer Expectations on Repurchase Intentions through Customer Satisfaction is the estimated coefficient value of 0.337 and the calculated t value of 3.874 (> 1.96) with a probability of 0.000 < 0.05 . Whereas for the influence of Customer Expectations on Repurchase Intentions, the estimated coefficient value is 0.047 and the t-count value is 0.389 (< 1.96) with a probability of 0.698 > 0.05 . Then the coefficient value of 0.047 increases to 0.337 and becomes significant with full *mediation*. Thus, the hypothesis (H6) stating "Customer satisfaction positively mediates customer expectations of repurchase intention" **can be supported**.

The indirect effect of Customer Experience on Repurchase Intention through Customer Satisfaction is the estimated coefficient value of 0.237 and the calculated t value of 3.396 (> 1.96) with a probability of $0.001 < 0.05$. Whereas for the influence of Customer Experience on Repurchase Intentions, the estimated coefficient value is 0.252 and the t-count value is 2.397 (> 1.96) with a probability of $0.017 < 0.05$. So the coefficient value of 0.252 drops to 0.237 and remains significant with partial *mediation*. Thus, the hypothesis (H7) states "Customer satisfaction positively mediates the effect of customer experience on repurchase intention." **can be supported.**

Discussion

Many findings were obtained based on testing each hypothesis in this study. First, this study shows that customer expectations for Zytadelia hijab products have a positive effect on customer satisfaction. If the customer's expectations for Zytadelia's hijab products are met, the customer will be happy, and if it is exceeded, the customer will be very happy. The extent to which the level of services and products provided can meet customer expectations is influenced by factors such as the services provided meet customer expectations or not and the quality of the products presented to satisfy customers. In accordance with previous research by Ashfaq et al., (2019) and Ali et al., (2015) which stated that customer expectations had a positive and significant effect on customer satisfaction.

Second, this research also shows that customer experience influences customer satisfaction. This shows that customers who have a positive experience with a product that they have used will be satisfied with the Zytadelia hijab product, then motivated to use the product again, and will recommend it to others, which in turn will indirectly promote the product through experience. they. This is consistent with the findings of previous research by Zaid & Patwayati, (2021) and Filiantari et al., (2021) showing that customer experience has a positive and significant effect on customer satisfaction.

Third, it was found in this study that customer expectations do not affect intention to repurchase. This result is supported by an analysis of the variable loading factor value which shows that the lowest average can be found in the statement of costs incurred according to the product I expected. This shows that the costs incurred with the quality of the product to be received are not always in accordance with expectations, so that customers have a negative response regarding customer expectations with what is received and because expectations occur before a purchase is made, expectations cannot determine whether the product purchased is in accordance or not with what will get. This is not in accordance with previous research by Ashfaq et al., (2019) which showed that customer expectations have a positive effect on repurchase intention, but in accordance with research (Wibowo, 2018) which shows that there is no effect between expectations on repurchase intention.

Fourth, this study shows that there is a positive influence of customer experience on repurchase intention. So, if a customer is satisfied with the Zytadelia hijab product he purchased, it will result in an unforgettable positive experience. So that customers will never forget Zytadelia's hijab products and will automatically make repurchases based on the positive experiences they get while buying or using these products. This is in accordance with previous research by Abrian & Adrian, (2021) and Pratiwi Indriasari et al., (2021) showing that there is a positive and significant influence between customer experience and repurchase intention.

Fifth, this research shows that customer satisfaction influences repurchase intention. This shows that a higher level of Zytadelia customer satisfaction will result in increased customer loyalty, which in turn encourages repeat purchases of Zytadelia hijab products. In addition, the factors that result in customer satisfaction influencing repurchase intentions can occur due to the age of the customer where out of 100 respondents in this study it shows that there are 55% in the 20-25 year age group, 22% in the 26-30 year age group, 7% in age group 31–35 years, and 16% in the age group 36–40 years. So the majority of respondents, 55%, were women aged between 20-25 years, who were considered to dominate this research because for hijab needs at the age of 20-25 years they usually buy hijab more often to support their fashion needs in everyday life, especially working women. This is in accordance with the findings of previous studies by Berliansyah & Suroso, (2018) and Choi, (2019) showing that there is a positive and significant influence between customer satisfaction and repurchase intention.

Sixth, this research shows that customer satisfaction acts as a positive mediator between customer expectation and repurchase intention. This shows that Zytadelia's hijab products will satisfy customers if their expectations are met. Customers will be more likely to buy products that meet their expectations in the future

if they are satisfied. This is in accordance with previous research conducted by Ashfaq et al. (2019) showed that customer satisfaction mediates the relationship between customer expectations and repurchase intention. Seventh, this research shows that customer satisfaction acts as a positive mediator between customer experience and repurchase intention. This shows that the customer's intention to repurchase Zytadelia hijab products will increase in proportion to the level of satisfaction they feel with the product. Memorable and positive experiences when purchasing Zytadelia hijab products will lead to satisfaction. This is consistent with previous research (Agung & Kusuma, 2019) showing that customer satisfaction mediates the relationship between customer experience and repurchase intention.

4. Conclusion

In this study, the data collected and processed shows that customer experience and customer expectations have a positive influence on customer satisfaction. In addition, repurchase intention is positively influenced by customer experience, but not by customer expectations. In addition, repurchase intention is positively influenced by customer satisfaction. There is a positive and significant influence of customer satisfaction mediating the effect of customer experience on repurchase intention, and there is a positive and significant influence of customer satisfaction mediating the effect of customer expectations on repurchase intention. The findings in this study are when customers buy Zytadelia hijab products and it meets their expectations or even exceeds them, a good impression will arise resulting in a good experience and will feel satisfied. When the customer is satisfied, there will be a desire to re-purchase Zytadelia hijab products.

This research has limitations that need to be addressed in the future, as follows: The coverage area is not too large, so the data cannot show the best and maximum results. The object of this research is limited, specifically only Zytadelia hijab products, so it cannot discuss and describe other hijab brands. And based on the results of R2 for the Repurchase Intention variable, it shows a value of 0.765, which means that the HP, PP and KP variables in this study have a strong effect on Repurchase Intention with an R2 value of 76.5%, so that the remaining 23.5% is explained by other variables not discussed in this study. Suggestions for further research are broader research objects to describe other hijab brands, wider regional coverage and the need for additional research variables to detail each customer response and be able to find out other factors that influence repurchase intentions.

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