

*Research Article***Analysis of User Experience and Perceived Value on Repurchase Intention With E- Satisfaction as an Intervening Variable in the Traveloka Application (Users of the Traveloka Application in Medan City)****Suci Veny Beauty^{1*}, Endang Sulistya Rini², Beby Karina Fawzee Sembring³**

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Abstract: The development of the digital-based travel industry is growing rapidly in Indonesia, including in the city of Medan. Traveloka is one of the most widely used platforms for booking tickets and accommodations. However, despite its large user base, there are still complaints about the user experience of the traveloka application which will have an impact on user satisfaction. This study aims to analyze user experience and perceived value on repurchase intention through e-satisfaction for application users in Medan city. The type of research conducted is associative research. The population for this study consists of residents of Medan city who use the Traveloka application, with a sample size of 125 respondents. The sampling technique used is non-probability sampling with a purposive sampling method. The data analysis technique employed in this study is structural equation modeling (SEM) using the Smart PLS version 4.0 analysis tool. Research results User experience has a positive but insignificant effect on repurchase intention. Perceived value has a positive and significant effect on repurchase intention. User experience has a positive and significant effect on e-satisfaction. Perceived value has a positive and significant effect on e-satisfaction on the Medan city traveloka application. E-satisfaction has a positive and significant effect on repurchase intention. User experience has a positive and significant effect on repurchase intention through e-satisfaction. Perceived value has a positive and significant effect on repurchase intention through e-satisfaction.

Keywords: E-satisfaction; Perceived value; Repurchase intention; User experience

1. Introduction

The development of technology that occurs is very rapid, affecting almost every activity we do. Everything we do depends on technology, especially digital technology. The availability of the internet has provided an opportunity for entrepreneurs to encourage the marketing of their products or services on a global scale. A survey by the Indonesian Internet Service Providers Association (APJII) noted that internet users in Indonesia have reached 78.19% in 2023 or 215,626,156 people out of a total population of 275,773,901 people. The increase in internet users will motivate business people to continue to expand, contribute, and come up with new ideas as the Indonesian economy progresses.

OTA (Online Travel Agent) is a form of business advancement in the travel industry that makes it easier for consumers. Traveloka is an e-commerce company in the field of Online Travel Agents providing a variety of travel needs in one platform. Traveloka is a

company founded by Ferry Unardi and Deniarto Kusuma and Albert in 2012. Traveloka initially functioned as a platform that allowed users to compare airline ticket prices from various sources. In mid-2013, Traveloka transformed into a website to book flight tickets, users can book flight tickets through the official Traveloka website. Furthermore, hotel reservations can be made on the Traveloka website in mid-2014 in July.

Table 1. Top Brand Award Online Sites Booking Flights and Travel

NO	2020		2021		2022		2023		2024	
	Brand	TB I (%)	Brand	TB I (%)	Brand	TB I (%)	Brand	TB I (%)	Brand	TB I (%)
1	Traveloka	30.50%	Traveloka	38.30%	Traveloka	38.50%	Traveloka	35.90%	Traveloka	37.10%
2	Ticket	7.50%	Ticket	11.10%	Ticket	13.60%	Ticket	12.20%	Ticket	12.00%
3	Agoda	4.40%	Agoda	7.20%	Agoda	7.80%	Agoda	9.40%	Agoda	11.90%
4	Bookin	-	Booking	-	Booking	-	Booking	-	Booking	6.30%

Source: Top Brand Award (www.topbrand-award.com) 2020-2021

Based on Figure 1.2 of the index trend graph of several airline ticket and online travel booking websites from 2020 to 2023, it can be seen that Traveloka.com has an index of excellence compared to competitors such as Tiket.com, Agoda.com, Pegipegi.com and Trivago together. However, even though Traveloka remains in the lead, its index will decline slightly in 2023 compared to previous years. This phenomenon indicates a problem in maintaining customer satisfaction (electronic satisfaction and repeated purchase intent). The decline in the index may reflect the issue of electronic satisfaction, which plays an important role in repeated buying intentions. Electronic customer satisfaction decline can be caused by a variety of factors, such as an inconsistent user experience, unresolved customer complaints, or slow customer support services.

This phenomenon indicates a shift in user satisfaction levels, which can be affected by several factors, including inconsistent user experiences and technical glitches in the application. These recurring issues show dissatisfaction with the reliability of these apps.

After traveloka gets the Top Brand Award, it is important to have a repurchase. Repurchase intention is a decision to be willing to use the same goods or services as before which indicates that the product or service is in accordance with consumer expectations (Suryani & Rosalina, 2019). After there is a desire to buy a product again, there is a sense of satisfaction from the consumer. E-satisfaction is also a fulfillment of customer needs about the feelings of pleasure collected when transacting with online media, resulting in a total evaluation (Budiman et al., 2020).

The Traveloka application as one of the leading OTA platforms has been widely used by the people in the city of Medan. However, with the increasing competition from similar apps, it is important for Traveloka to understand the factors that encourage users to make repeat purchases.

Research gaps were found, in previous research researched by (Jesica et.al 2023), it was found that the results of a direct influence of customer satisfaction on repurchase intention, but customer satisfaction was not proven to be an intervening variable between customer experience and customer value on repurchase intention. And the study (Nofiyanti et al. 2020) found that the results were that perceived value had a positive and significant effect on e-satisfaction, however, it did not have a positive and significant effect on repurchase intention through e-satisfaction.

Based on the background explained above, the researcher is interested in examining the title “User Experience Analysis and Perceived Value on Repurchase Intention with E-Satisfaction as an Intervening Variable in the Traveloka Application (Traveloka Application User Medan City)”.

2. Literature Review

The Definition of User Experience

Every individual has different views and stories as well as benchmarks when assessing the ease of use, comfort, and superiority of the features of an application. User experience (UX) is a key concept that covers all aspects of user interaction with products, companies, and services (Gibbons, 2021). User experience (UX) stands for usability and other elements certainly related to the experience of using a product or service. User experience plays an important role in determining a data system whether the user feels fulfilled or not (Susilo et al 2018). According to Raharjo & Japarianto's research (2017), User experience is a learning process obtained by individuals from experiences with an object which then forms a person's assessment of that object.

The Definition of Perceived Value

Companies must strive to offer greater value that provides benefits and enhances convenience for every user accessing these applications and websites. In general, perceived value is understood as consumers' subjective perceptions of the value of some activities and objects by considering all the benefits and costs of consumption (Sebastian & Pramono, 2021). According to Kotler & Keller (2016), perceived value is a comparison between consumer expectations and the real benefits obtained according to the costs incurred. In addition, perceived value is the added value that a product or service from a company has that is different from other competing companies. According to Ganthika & Wahdiniwaty (2020) perceived value is the value that consumers feel based on the results of evaluating the benefits of a product based on the perception of what they receive and provide. Perceived value is very important in predicting repurchase intention and customer satisfaction on the traveloka website platform.

The Definition of Repurchase Intention

Willingness to repurchase is important for companies because it will occur to increase customer loyal behavior, usually consumers tend to make repeated purchases of products or services so that companies benefit. The intention to repurchase is a commitment from consumers that arises when they have used or purchased a product or service (Fuadi et al., 2021). According to Kotler & Keller (2018), it is suggested that the high intention to repurchase indicates a high level of consumer satisfaction with the product or service. In general, interest in repurchasing is closely related to consumer experience in purchases that have been made in the past (Antari & Pratiwi, 2022). Repurchase intention is the result of consumer attitudes or behavior towards the performance of the services they consume (Hume, Sullivan, & Winzar, 2006).

The Definition of E-Satisfaction

E-satisfaction refers to customers' satisfaction with their previous shopping experience through digital applications. It includes aspects of customers' emotional and functional interactions with online platforms. Sourced from Purwanto (2022) e-satisfaction is a feeling as a form of assessment of product or service performance based on customer expectations. According to (Ranjbarian et al., 2012) defines that e-satisfaction or online customer satisfaction is the result of consumer perceptions of online convenience, commerce / transaction methods, site design, security, and service. E-Satisfaction is a consumer assessment of the product or service provided. Positive consumer experiences will motivate consumers to make repurchases (Miao et al., 2021).

3. Research methodology

This research is classified as associative research, which aims to examine and understand the relationship between two or more variables (Sugiyono, 2016). The population in this study consists of users of the Traveloka application in Medan City; however, the exact number is unknown. The primary data in this study were obtained directly from selected respondents at the research location, while secondary data were collected from various written sources such as books and journals to support the study. The data analysis method employed is Partial Least Squares Structural Equation Modeling (PLS-SEM). The sampling technique used is purposive sampling, which is a non-probability sampling method based on specific criteria or considerations (Sugiyono, 2016). According to Hair et al. (2010), the recommended minimum sample size is five times the number of questionnaire items. As this study includes 25 statement items, the required sample size is $25 \times 5 = 125$ respondents.

4. Results and Discussion

Evaluation of the Measurement Model (Outer Model)

Evaluation of the measurement model or outer model is carried out to assess the validity and reliability of the construct model. Outer models with reflexive indicators are evaluated through convergent validity, discriminant and composite reliability, as well as Cronbach alpha for the indicator block (Ghozali and Latan, 2015).

Table 1 Outer Loading Results

	E-SATISFACTION	PERCEIVED VALUE	REPURCHASE INTENTION	USER EXPERIENCE
ES1	0.873			
ES2	0.866			
ES3	0.917			
ES4	0.862			
ES5	0.896			
ES6	0.919			
ES7	0.900			
PV1		0.905		
PV2		0.938		
PV3		0.883		
PV4		0.877		
PV5		0.916		
RI1			0.898	
RI2			0.890	
RI3			0.905	
RI4			0.932	
RI5			0.914	
RI6			0.877	
UE1				0.748
UE2				0.724
UE3				0.751
UE4				0.836
UE5				0.814
UE6				0.739
UE7				0.840

Source: Data processed by Smart-PLS (2025)

Based on Table 1, it is known that each indicator of the research variable has many outer loading values > 0.5 . According to Ghozali (2016), the outer loading value between 0.5 - 0.6 is considered sufficient to meet the requirements of convergent validity. This data shows that the indicators are declared feasible or valid for research use and can be used for further analysis.

Researchers are more advised to use the composite validity test because if you look at the Cronbach alpha of each construct, the value will be lower. The composite validity value for each construct must be greater than 0.7 (Ghozali and Latan, 2015). The results of the SmartPLS algorithm on the composite reliability of each construct are known in Table 1

Table 2 Composite reliability test results

	Composite reliability
E-Satisfaction	0.964
Perceived Value	0.957
Repurchase Intention	0.963
User Experience	0.916

Source: Data processed by Smart-PLS (2025)

Table 2 shows that the category is quite good, each construct has met the outer model reliability assessment standards with a composite reliability value > 0.7 . Therefore, the outer model analysis continues to the outer model validity stage.

The convergent validity assessment is carried out by looking at the average variance extracted (AVE) on each construct. Hair et.al (2010) state that the AVE value for each good construct is at least > 0.5 . The results of the SmartPLS algorithm on the AVE value are summarized in table 3

Table 3 Average variance extracted (AVE)

	Average variance extracted (AVE)
E-Satisfaction	0.793
Perceived Value	0.818
Repurchase Intention	0.815
User Experience	0.608

Source: Data processed by Smart-PLS (2025)

Table 3 shows that the AVE value of each construct in the final model has reached a value > 0.5 . This means that the proposed structural equation model has met the convergent validity criteria.

Evaluation of the Structural Model (Inner Model)

After the estimated model meets the outer model criteria, the next step is to test the structural model (inner model). This test is done by looking at the R^2 value of each variable. The results of the R^2 value on variables based on the measurement results are shown in Table 4

Tabel 4 Results R Square Test

	R-Square
E-Satisfaction	0.772
Repurchase Intention	0.844

Source: Data processed by Smart-PLS (2025)

Based on the R^2 value in table 4, it is known that the R^2 value of E-Satisfaction is 0.772. This value can be interpreted that the variables User experience (X1) and Perceived Value (X2) are able to influence E-Satisfaction by 72.2%, the remaining 27.8 is influenced by other factors. The R^2 value on Repurchase Intention of is 0.844 This value can be interpreted that the variables User experience (X1) and Perceived Value (X2) and E-Satisfaction (Z) are 84.4% able to influence Repurchase Intention (Y) the remaining 15.6% is influenced by other things.

Hypothesis Test

Indirect Hypothesis Testing (Indirect Effect)

At this stage, an indirect effect test is conducted to examine whether e-satisfaction (Z) significantly mediates the relationship between user experience (X1) and perceived value (X2) on repurchase intention (Y).

Table 5 Indirect Effect Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
User Experience -> E-Satisfaction -> Repurchase Intention	0.126	0.133	0.056	2.275	0.023
Perceived Value -> E-Satisfaction -> Repurchase Intention	0.339	0.340	0.066	5.124	0.000

Source: Data processed by Smart-PLS (2025)

Based on the results in table 5 , namely:

- a. User Experience (X1) indirectly has a positive effect with a path coefficient value of 0.126 and significant with a p value of 0.023 on repurchase intention (Y) through e-satisfaction (Z). In other words, e- satisfaction (Z) is able to mediate the relationship between user experience (X1) and repurchase intention (Y).

So, it can be concluded that e-satisfaction has the ability to be the link that connects user experience with repurchase intention. This means that when the user experience is designed to be pleasant, they will feel more satisfied and have a tendency to make repeat purchases.

- b. Perceive value (X2) indirectly has a positive effect with a path coefficient value of 0.339 and significant with a p value of 0.000 <0.05 on repurchase intention (Y) through e-satisfaction (Z). In other words, e- satisfaction (Z) is able to mediate the relationship between Perceived value (X1) and repurchase intention (Y).

Therefore, it can be said that perceived value is also greatly influenced by e-satisfaction in creating repurchase intention When the value of benefits by users is getting higher, their level of satisfaction increases, and they will shop again in larger quantities.

Direct Effect Hypothesis Test

Table 6 presents the path coefficient value and p values for testing the significance of the direct effect. These values indicate whether each variable has a statistically significant direct influence on another variable.

Table 6 Direct Effect Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
User Experience -> Repurchase Intention	0.148	0.150	0.086	1.714	0.087
Perceived Value -> Repurchase Intention	0.294	0.287	0.101	2.905	0.004
User Experience -> E-Satisfaction	0.244	0.250	0.088	2.786	0.005
Perceived Value -> E-Satisfaction	0.656	0.651	0.088	7.452	0.000
E-Satisfaction -> Repurchase Intention	0.517	0.524	0.085	6.099	0.000

Source: Data processed by Smart-PLS (2025)

Based on the results in table 6 obtained results:

- a. It is known that User Experience (X1) has a positive effect on Repurchase Intention (Y) with a path coefficient value of 0.148 and is significant with a p value of 0.087 <0.05.

- b. It is known that Perceived Value (X2) has a positive effect on Repurchase Intention (Y) with a path coefficient value of 0.294 and is significant with a p value of $0.004 < 0.05$.
- c. It is known that User Experience (X1) has a positive effect on E-Satisfaction (Z) with a path coefficient value of 0.244 and is significant with a p value of $0.00 < 0.05$.
- d. It is known that Perceived Value (X2) has a positive effect on E-Satisfaction (Z) with a path coefficient value of 0.656 and is significant with a p value of $0.000 < 0.05$.
- e. It is known that E-Satisfaction (Z) has a positive effect on Repurchase Intention (Y) with a path coefficient value of 0.517 and is significant with a p value of $0.000 < 0.05$.

5. Discussion

To assess the relationship between variables in the research model, hypothesis testing is conducted through path coefficient analysis. This test evaluates the strength and direction of the influence between the variables in the model. Each path coefficient represents the magnitude of the direct influence of one variable on another, whether positive or negative. The results of this test will indicate whether the relationships between the variables in the model are statistically significant, forming the basis for either accepting or rejecting the proposed hypotheses. The findings are presented in Table 7: Hypothesis Test Results (Path Coefficients Analysis).

Table 7 Hypothesis Test Results (Path Coefficients Analysis)

Hypothesis	Path Coefficients Analysis	Original sample(O)	P values	Conclusion
H1	User Experience -> Repurchase Intention	0.148	0.087	Rejected
H2	Perceived Value -> Repurchase Intention	0.294	0.004	Accepted
H3	User Experience -> E-Satisfaction	0.244	0.005	Accepted
H4	Perceived Value -> E-Satisfaction	0.656	0.000	Accepted
H5	E-Satisfaction -> Repurchase Intention	0.517	0.000	Accepted
H6	User Experience -> E-Satisfaction -> Repurchase Intention	0.126	0.023	Accepted
H7	Perceived Value -> E-Satisfaction -> Repurchase Intention	0.339	0.000	Accepted

Source: Data processed by Smart-PLS (2025)

- H1 : Based on the results of hypothesis 1 test, it is shown that user experience has a positive effect on repurchase intention. This can be proven by the path coefficient value of 0.148 with a significance value of $0.087 > 0.05$, meaning that user experience has a positive but insignificant effect on repurchase intention at Traveloka. So that the test results of this hypothesis are rejected. The significance value that exceeds 0.05 indicates that the effect on repurchase intention is not strong. This can happen because other factors such as price, ease of payment, data security, and promotion are more dominant than user experience.
- H2 : Based on the results of hypothesis 2 testing, it is shown that perceived value has a positive and significant effect on repurchase intention. This can be proven by the path coefficient value of 0.294 with a significance value of $0.004 < 0.05$, meaning that Perceived Value has a positive and significant effect on repurchase intention at traveloka. So that the results of this hypothesis test are accepted. This study shows that there is a positive and significant relationship between perceived value and repurchase

intention, meaning that the higher the perceived benefits, the greater the user's tendency to repurchase in the Traveloka application.

- H3 : Based on the results of hypothesis 3 testing, it is shown that user experience has a positive and significant effect on e-satisfaction. This can be proven by the path coefficient value of 0.244 with a significance value of $0.005 < 0.05$, meaning that user experience has a positive and significant effect on e-satisfaction at Traveloka. So that the results of this hypothesis test are accepted. The results of this study indicate a positive and significant relationship between user experience and e-satisfaction. This shows that e- satisfaction (customer satisfaction in a digital context) is strongly influenced by UX (user experience), the better and more traveloka user experience the higher the level of user satisfaction.
- H4 : Based on the results of hypothesis 4 testing, it is shown that perceived value has a positive and significant effect on e-satisfaction. This can be proven by the path coefficient value of 0.656 with a significance value of $0.000 < 0.05$. Therefore, hypothesis H4 is accepted, and it can be concluded that perceived value has a positive and significant effect on e-satisfaction in Traveloka application users. So that the test results of this hypothesis are accepted. The results show a positive and significant relationship between perceived value and e-satisfaction, which reflects that the higher the perceived benefits compared to costs in using the Traveloka application, the user's e-satisfaction also increases.
- H5 : Based on the results of hypothesis 5 testing, it is shown that e-satisfaction has a positive and significant effect on repurchase intention. This can be proven by the path coefficient value of 0.517 with a significance value of $0.000 < 0.05$, meaning that e-satisfaction has a positive and significant effect on repurchase intention at Traveloka. So that the results of this hypothesis test are accepted. The results of this study indicate a positive and significant relationship between e-satisfaction and repurchase intention. Customers who are satisfied with previous transactions are very likely to return to using the same service in this context the traveloka application.
- H6 : Based on the results of hypothesis 6 testing, it is shown that user experience has a positive and significant effect on repurchase intention through e-satisfaction. This can be proven by the path coefficient value of 0.126 with a significance value of $0.023 < 0.05$, meaning that e-satisfaction is able to mediate user experience on repurchase intention in traveloka users. So that the results of this hypothesis test are accepted. The results of this study indicate that a good user experience can increase e-satisfaction, which in turn encourages repurchase intention in traveloka application users.
- H7 : Based on the results of hypothesis 7 testing, it is shown that perceived value has a positive and significant effect on repurchase intention through e-satisfaction. This can be proven by the path coefficient value of 0.339 with a significance value of $0.000 < 0.05$, meaning that e-satisfaction is able to mediate perceived value on repurchase intention for Traveloka users. So that the results of this hypothesis test are accepted. The results showed that when users feel perceived value in the form of good service, competitive prices, and ease of features in the Traveloka application, they tend to be more satisfied (e-satisfaction) which in turn encourages the desire to make repeat purchases (repurchase intention).

Conclusions And Suggestions

Conclusion

Based on the results of data analysis and discussion, it can be concluded that User Experience has a positive but insignificant effect on repurchase intention on the Traveloka application in Medan City. However, User Experience shows a positive and significant influence on e-satisfaction, which in turn significantly affects repurchase intention, indicating an indirect effect through e-satisfaction. Similarly, Perceived Value has a positive and significant effect on both e-satisfaction and repurchase intention, and it also positively influences repurchase intention through e-satisfaction. These findings highlight the critical role of e-satisfaction as a mediating variable and underscore the importance of enhancing both User Experience and Perceived Value to foster customer repurchase behavior on the Traveloka application in Medan City.

Suggestions

Based on the findings of this study, including the discussion and conclusions, the researcher offers the following recommendations:

1. Regarding the user experience variable's influence on repurchase intention, although user experience has a positive effect, the impact is not statistically significant. To address this, Traveloka should focus on enhancing the key elements that influence user experience within the application. Potential actions to achieve this include:
 - Improving User Interface (UI) and User Experience (UX)
 - Application Speed Optimization: Improve app speed, especially in terms of transaction processing
 - More Responsive Notification Features: Add a notification system or pop-up that informs users about app updates or relevant special offers, to increase engagement and the likelihood of repeat purchases.
2. Based on the findings related to the perceived value variable's impact on e-satisfaction and repurchase intention, it is evident that perceived value significantly influences repurchase intention. This suggests that the value perceived by users plays a crucial role. To enhance this, Traveloka may consider the following strategic actions:
 - Offer Loyalty or Rewards Programs
 - Personalize Offers: Provide product or service recommendations based on transaction data and user preferences.
 - Special Features for Refund Handling: Add a special feature in the app that transparently displays the status of the refund submission, estimated completion time, and real-time notifications regarding the refund process.
3. In this study, e-satisfaction serves as an intervening variable that mediates the effect on repurchase intention. Therefore, Traveloka should focus on optimizing various aspects that contribute to user satisfaction at each stage of the user experience, from the booking process to post-transaction services.
4. Future researchers are encouraged to broaden the scope of this study by employing more diverse methodologies, such as a mixed-methods approach, to obtain deeper insights. Additionally, research could be conducted over an extended period to observe changes in user behavior over time. Furthermore, variables such as brand loyalty or social influence, which may impact repurchase intention, could be incorporated. Given that this study focuses solely on Traveloka users in Medan City, future research should consider comparisons with other platforms, such as Tiket.com or Agoda, and involve respondents from various regions to enhance the generalizability and diversity of the findings.

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