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The Influence of Customer Experience and E-Service Quality on Online Repurchase Intention through Customer Satisfaction (Study on KlikIndomaret Application Consumers)

Aulia Cahyani[1*], Nindria Untarini[2]

[1,2]Department of Management, Faculty of Economics and Business, Universitas Negeri Surabaya, Surabaya, Indonesia
Email: aulia.22209@mhs.unesa.ac.id[1], nindriauntarini@unesa.ac.id[2]

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ABSTRACT

Increasing competition in the e-commerce industry, coupled with persistent technical issues and service complaints associated with the KlikIndomaret application, may reduce consumers' online repurchase intention. This study aims to analyze the effects of customer experience and e-service quality on online repurchase intention, with customer satisfaction serving as a mediating variable. An explanatory quantitative approach was employed using a cross-sectional survey design. The study was conducted among KlikIndomaret users across Indonesia, involving 202 respondents selected through purposive and snowball sampling techniques. Data were collected using an online questionnaire with a five-point Likert scale and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The findings indicate that both customer experience and e-service quality have a positive and significant direct effect on customer satisfaction and online repurchase intention. Furthermore, customer satisfaction positively influences online repurchase intention and partially mediates the relationships between customer experience, e-service quality, and online repurchase intention. These findings suggest that enhancing customer experience and electronic service quality can increase customer satisfaction, which subsequently encourages consumers to make repeat purchases. Therefore, companies are encouraged to continuously improve omnichannel integration, data protection, and system reliability to further optimize customer satisfaction.

Keywords: Customer Experience, E-Service Quality, Customer Satisfaction, Repurchase Intention, Omnichannel.

1. INTRODUCTION

The development of the digital economy in Indonesia is supported by increasing internet penetration and the use of mobile devices. APJII data shows that at the beginning of 2024 the number of internet users will reach 221.5 million people or around 79.5% of the Indonesian population (Nugraha, 2025). This condition is driving the growth of the e-commerce industry as shown by the increase in Gross Merchandise Value (GMV) from US$59 billion in 2023 to US$62 billion in 2024, then projected to increase to US$71 billion in 2025 and reach around US$140 billion in 2030 (e-Conomy SEA, 2025). This trend shows that online shopping has become part of people's consumption behavior, so retail companies are required not only to be present on digital platforms, but also to be able to build service strategies that can retain customers and encourage repurchase.

In response to these changes, modern retail companies are starting to implement omnichannel strategies to increase competitiveness in the digital age. In contrast to multichannel that manages each channel separately, omnichannel integrates all customer interaction points, both through digital and physical channels, so as to provide a consistent shopping experience (Verhoef et al., 2015; Piotrowicz & Cuthbertson, 2014). This integration is becoming increasingly important as today's consumers often switch between channels during the purchase process. However, the implementation of omnichannel still faces various obstacles, especially in the synchronization of digital systems and physical store operations which can lead to inaccurate order data, service delays, and reduced the quality of customer experience (Cai, 2020).

One form of implementation of this strategy is the KlikIndomaret application which was developed as a one-stop online shop based on a website and mobile application. The platform has been

downloaded more than 10 million times on the Google PlayStore and provides various product categories, ranging from daily necessities, fresh products, clothing, to electronics, as well as virtual services such as bill payments, credit purchases, and ticket bookings. In addition, KlikIndomaret offers pick-up services at nearby outlets and delivery, thus supporting the integration between digital transactions and physical store services.

The complexity of managing an omnichannel strategy can be seen through the competition between Indomaret and Alfamart as the two largest retail companies in Indonesia. Indomaret operates more than 24,000 outlets supported by 37 distribution centers in 35 provinces, while Alfamart has 24,434 outlets spread across various regions of Indonesia (PT Indoritel Makmur Internasional Tbk, 2025; PT Sumber Alfaria Trijaya Tbk, 2025). In terms of user engagement on digital platforms, Alfagift received around 1.9 million monthly visits, higher than KlikIndomaret with 1.18 million visits. However, the average duration of a visit at KlikIndomaret reaches 1 minute 22 seconds, longer than Alfagift's which is only 41 seconds (SimilarWeb, 2026). In the context of e-grocery, a longer duration of use can indicate that there are obstacles in the aspect of ease of use so that users take longer to complete the shopping process (Overby & Lee, 2006).

The difference in performance is influenced by the operational strategy implemented by each company. Alfagift uses a hyperlocal fulfillment approach with the support of an in-house courier fleet so that it is able to provide fast delivery services at no additional cost. Instead, KlikIndomaret implements hybrid fulfillment through a combination of internal delivery services and a third-party partner, namely Grab (PT Indoritel Makmur Internasional Tbk, 2025). The complexity of the system has the potential to cause various obstacles, such as mismatches in real-time stock information, order fulfillment errors, and delays in handling customer complaints. These challenges are becoming increasingly important because the e-grocery industry in Indonesia is undergoing an adjustment to its business model after the reduction of subsidies-based promotion strategies or burning cash (Pinasthi, 2022).

Based on these conditions, retail companies need to pay attention to online repurchase intention, which is the tendency of customers to make repurchases through the same platform. Repurchase intention is an individual's evaluation of the possibility of repurchasing a product or service from the same provider based on previous experience (Hellier et al., 2003).

According to Lemon and Verhoef (2016), customer experience is a comprehensive evaluation of customers that involves cognitive, emotional, sensory, and social aspects while interacting with the company. Positive experiences have been proven to increase customer satisfaction, as shown by Irsyadi and Putra (2024).

Various studies also place customer satisfaction as an important factor in forming online repurchase intention. Nurahman (2021) proves that satisfied customers have a greater tendency to return to shopping on the same platform. These findings are supported by Prastika et al. (2023) and Djojokusumo et al. (2023) who stated that customer satisfaction is able to mediate the relationship between e-service quality and behavioral intentions and repurchases.

However, there are still some research gaps. First, most of the previous research focused on e-commerce or pure digital services, while research on online repurchase intention on omnichannel retail platforms, such as KlikIndomaret, is still relatively limited.

In the KlikIndomaret application, the formation of online repurchase intention has become increasingly important after the end of the era of burning cash in the e-grocery industry. The reduction of promotional programs causes customers to no longer only consider the price, but rather assess the quality of the shopping experience and the service received. Omnichannel models that integrate digital applications with physical outlets also present challenges, such as stock synchronization, order fulfillment accuracy, and application stability during transactions. If there are obstacles in this aspect, the perception of e-service quality can decrease, which has an impact on customer satisfaction. Low customer satisfaction has the potential to increase consumers' tendency to move to other platforms. Therefore, KlikIndomaret's ability to provide a consistent customer experience and supported by reliable e-service quality is an important factor to maintain customer satisfaction while increasing online repurchase intention.

This research focuses on users of the KlikIndomaret application throughout Indonesia. The study population is categorized as infinite population because the number of users is not known for sure and is spread nationally. Respondents were limited to users who were at least 17 years old because they were considered to have adequate cognitive ability in making consumption decisions.

This study aims to analyze the influence of Customer Experience and E-Service Quality on Online Repurchase Intention of KlikIndomaret application users, both directly and through Customer Satisfaction. In addition, the study also examined the influence of Customer Experience and E-Service Quality on Customer Satisfaction, the influence of Customer Satisfaction on Online Repurchase Intention, and evaluated the role of Customer Satisfaction as a mediating variable in the relationship between Customer Experience and Online Repurchase Intention, as well as between E-Service Quality and Online Repurchase Intention.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Online Consumer Behavior

Consumer behavior is a series of activities that include the process of obtaining, using, and disposing of products or services, including all stages of decision-making that occur before and after purchase (Blackwell et al., 2002). In the e-commerce environment, these behaviors develop into a more dynamic process because they are influenced by a combination of individual characteristics, environmental conditions, and the support of digital technologies that facilitate electronic transactions (Turban et al., 2018). In addition, Pavlou (2003) explained that online consumer behavior is not only related to transaction activities through the internet, but also reflects consumers' ability to adapt to technological systems, risk perception, and interaction efficiency offered by digital platforms. Thus, online consumer behavior can be understood as a series of decision-making processes when consumers seek information, compare various alternatives, make purchases, and

interact after transactions through e-commerce platforms (Blackwell et al., 2002).

Turban et al. (2018) developed a model of online consumer behavior as a refinement of traditional consumer behavior theories adapted to the characteristics of the digital environment. This model explains that online purchase decisions are not determined by one factor alone, but are the result of the interaction of various variables that affect each other, whether they come from consumers, the environment, sellers, or the e-commerce system.

In this study, the Turban model is used as the basis for determining research variables. Customer Experience (X1) is placed in consumer characteristics because it describes the consumer experience while interacting with KlikIndomaret's applications and services. E-Service Quality (X2) is included in EC systems, especially in the aspect of website features, because it is related to the quality of electronic systems that support the convenience and reliability of services. Furthermore, Customer Satisfaction (Z) and Online Repurchase Intention (Y) are in the behavior component, especially at the Loyalty/Repurchase stage, because both reflect consumer evaluation after purchase and the tendency to return to transactions in the future. Therefore, the Turban model provides a conceptual foundation that explains the relationship between customer experience, e-service quality, customer satisfaction, and repurchase intent in the context of e-commerce (Turban et al., 2018).

2.2 Expectation-Confirmation Theory (ECT)

Expectation-Confirmation Theory (ECT) developed by Oliver (1980) explains that customer satisfaction arises through the evaluation of the suitability between expectations before using a product or service and perceived performance after use. Before making a purchase, consumers form expectations based on various sources, such as advertisements, previous experiences, recommendations, reviews, and information about product features. These expectations then become a reference in assessing the actual performance received. If performance is in accordance with expectations, customers will feel satisfied, while the mismatch between expectations and reality can cause dissatisfaction (Oliver, 1980).

In the context of KlikIndomaret, Expectation-Confirmation Theory can explain customer behavior after making a transaction. For example, if a customer expects a fast delivery process but the goods are received later than promised, then there is a negative disconfirmation that has the potential to reduce satisfaction and intention to buy back. On the other hand, when the service is able to meet or even exceed expectations, there will be positive disconfirmation that increases satisfaction, encourages repurchases, and increases the likelihood of customers recommending the platform to other users (Oliver, 1980).

The process in Expectation-Confirmation Theory begins with the formation of expectations before a purchase that are influenced by experience, knowledge, social influence, and marketing information. Once consumers use a product or service, they will evaluate perceived performance based on the experience gained. The next stage is the confirmation or disconfirmation process, which is comparing actual performance with initial expectations. A match between the two results in a confirmation that encourages satisfaction, while performance that exceeds expectations causes positive disconfirmation. On the other hand, if the performance is lower than expected, there is a negative disconfirmation that causes disappointment. The results of the evaluation then affect cognitive adjustments, namely changes in consumer expectations or beliefs to better suit the newly experienced experience (Oliver, 1980).

2.3 Intention to Buy Online Repurchase

Online Repurchase Intention is the tendency of consumers to return to buy products or use services from the same provider based on previous experience. Hellier et al. (2003) explain that the intention reflects an individual's judgment of the possibility of making a repurchase in the future. This opinion is reinforced by Schiffman et al. (2010) who stated that satisfaction with the previous purchase experience is the basis for the emergence of the probability of repurchase. In the electronic commerce environment, Bulut (2015) defines Online Repurchase Intention as the tendency of customers to return to make transactions through the same website or application after gaining an online shopping experience. Thus, Online Repurchase Intention can be understood as a customer's psychological commitment to return to transact through digital platforms as a result of a positive evaluation of the previous shopping experience (Hellier et al., 2003).

Han and Ryu (2012) through the Theory of Repurchase Decision-Making (TRD) explained that Online Repurchase Intention is influenced by various interrelated factors. These factors include attitudes towards repurchases, subjective norms derived from social influences, perceived behavioral control regarding the ease of repurchase, as well as positive anticipated emotions and negative anticipated emotions that arise from the emotional consequences of the decision to buy or not to buy again. In addition, the intention to buy again is also influenced by desire, frequency of past behavior, satisfaction, perceived service quality, switching costs, and commitment. All of these factors play a role in shaping consumers' decision to continue using the same service in the next transaction (Han & Ryu, 2012).

The measurement of Online Repurchase Intention in the study of Bulut (2015) adapted instruments developed by Zhou et al. (2009) and Kim et al. (2012). This variable is measured through three main indicators, namely the desire to return to make purchases on the same website (Zhou et al., 2009).

2.4 Customer Experience

Customer Experience is a subjective experience that arises from every customer interaction with the company through various touchpoints. According to Meyer and Schwager (2007), this experience focuses on customer perception and response, not just the activities that the company does. Furthermore, Gentile et al. (2007) explained that Customer Experience develops through customer interaction with products and services that involve rational, emotional, sensory, physical, and spiritual aspects. In the context of omnichannel retail, Verhoef et al. (2015) affirm that the customer experience is no longer seen as a separate experience on each channel, but as an integrated experience through interconnected interactions before, during, and after the purchase process. Thus, Customer Experience can be understood as a comprehensive experience formed from customer interactions with companies through various service channels in an integrated manner. (Meyer & Schwager, 2007).

Rose et al. (2012) explain that Customer Experience in online retail consists of two main dimensions. The first dimension is the Cognitive Experiential State, which is a psychological condition related to the customer's thought process when using a website or application. This dimension is influenced by ease-of-use, customization, connectedness, and perceived benefits, which encourage customers to achieve cognitive focus and engagement. The second dimension is the Affective Experiential State, which is the emotional experience that arises during interactions, such as feelings of happiness, pleasure, and hopefulness. The affective experience is influenced by the visual appearance of the application as well as the customer's perception of the controls while using the service. (Rose et al., 2012).

Rahman et al. (2022) developed Customer Experience measurement in the omnichannel retail environment through nine main dimensions, namely Social Communications, Value, Personalization, Customer Service, Consistency, Information Safety, Delivery, Products Returns, and Loyalty Programs. The nine dimensions describe the quality of customer experience in various aspects, ranging from communication effectiveness, suitability of product value and price, personalization of services, service quality, consistency of information between channels, information security, delivery reliability, ease of product return process, to the benefits of loyalty programs that encourage repeat purchases. (Rahman et al., 2022).

In an e-commerce study in Indonesia, Pasharibu et al. (2018) adapted the concept of Strategic Experiential Modules from Schmitt (1999) into the context of online shopping. The measurement includes four dimensions, namely Sense, Think, Act, and Relate. Dimension Sense assesses the visual experience through application design, feature completeness, ease of navigation, and product information. The Think dimension describes the customer's cognitive experience, such as trust in the app, the presence of positive surprises, and variations in pricing options. Dimensity Act is related to the suitability of products to lifestyle, diversity of product categories, product updates, and ease of finding goods. Meanwhile, the Relate dimension assesses the social experience of customers through the presence of customer service, user community, discussion forums, and product reviews. (Schmitt, 1999).

Based on the development of Rahman et al. (2022) and Pasharibu et al. (2018), this study adapts the five main dimensions of Customer Experience, namely Consistency, Delivery, Product Returns, Sense, and Act. The Consistency dimension measures the consistency of product availability and prices across various channels. Dimensi Delivery assesses the punctuality, reliability of delivery services, and the ease of delivery or pick-up options. The Product Returns dimension evaluates the ease of the return process, the speed of handling, and the clarity of the return policy. Furthermore, the Sense dimension focuses on the appeal of the app's design and the ease of use of the menu, while the Act dimension measures the diversity of product categories available in the app as part of the shopping experience. (Rahman et al., 2022).

2.5 E-Service Quality

E-Service Quality is the development of the concept of service quality applied to the digital environment, where all service activities are carried out through information technology. According to Zeithaml (2000), E-Service Quality describes the ability of a website or application to help customers obtain information, place orders, and receive products or services effectively and efficiently. Santos (2003) explained that this concept reflects the customer's overall assessment of the quality of services provided by the company in a virtual environment, which is not only influenced by technical aspects, but also by ease of use, system reliability, and service security.

Furthermore, Parasuraman et al. (2005) stated that E-Service Quality is a customer's perception of the performance of electronic-based services. In contrast to the quality of conventional services that emphasize direct interaction, digital services are more focused on technological performance, such as access speed, system stability, and data protection. Thus, E-Service Quality can be understood as a customer's perception of the ability of electronic services to support the process of searching for information, transactions, and receiving products or services effectively and efficiently (Zeithaml, 2000).

The E-S-QUAL model developed by Parasuraman et al. (2005) explains that E-Service Quality consists of four main dimensions, namely Efficiency, which shows the ease and speed of customers when accessing and using the site; Fulfillment, which is the company's ability to fulfill promises related to product availability and delivery; System Availability, which describes the stability and reliability of the system during use; and Privacy, which is the protection of the security of customer data and information.

In addition, Parasuraman et al. (2005) also developed a service recovery dimension to evaluate the quality of service when customers face obstacles. These dimensions include Responsiveness, which is the company's speed in handling complaints or requests for assistance; Compensation, which is the provision of compensation such as refunds, credits, or discounts in the event of a service problem; and Contact, which shows the ease of customers contacting the company through various communication media.

Susanto and Princes (2024) measure E-Service Quality through several indicators, namely product suitability with orders, application personalization level, ease and speed of transactions, completeness of product information, product variety, and user privacy protection. Meanwhile, Hardiyanto and Firdaus (2021) used indicators in the form of ease of finding products on e-commerce sites, the site's ability to fulfill service promises, and ease of shopping through the platform.

Based on these two studies, the E-Service Quality indicators used in this study include product suitability with orders, availability of complete product information, customer privacy protection, ease of finding fashion products on e-commerce sites, and ease and practicality in making purchases through e-commerce platforms (Susanto & Princes, 2024).

2.6 Customer Satisfaction

Customer Satisfaction is a customer evaluation after comparing expectations before using a product or service with the performance that is actually felt. Kotler and Keller (2016) explain that satisfaction will arise when performance is able to meet or even exceed customer expectations, while a mismatch between expectations and performance will cause dissatisfaction.

This explanation is in line with the Expectation-Confirmation

Theory put forward by Oliver (1980), where customers form expectations before making a purchase, then evaluate the experience after use. If the results obtained meet or exceed expectations, there will be confirmation or positive disconfirmation that results in satisfaction. Churchill and Surprenant (1982) through the Disconfirmation of Expectations Model also stated that satisfaction is influenced by the difference between initial expectations and perceived performance, while satisfaction that is maintained has the potential to increase customer loyalty. Anderson and Srinivasan (2003) added that customer satisfaction is reflected through positive emotional responses, such as satisfaction, comfort, and trust after using a service. Therefore, Customer Satisfaction can be concluded as the evaluative and emotional response of the customer after comparing the initial expectations with the actual experience gained (Anderson & Srinivasan, 2003).

Rita et al. (2019) measured Customer Satisfaction using indicators that include overall satisfaction with the online shop, the assessment that the service is close to the ideal online retailer's standards, and the platform's ability to meet customer needs consistently. Meanwhile, Hardiyanto and Firdaus (2021) used indicators in the form of satisfaction while using e-commerce platforms, willingness to recommend the platform to others, and satisfaction when interacting with available features.

Referring to the two studies, this study uses four Customer Satisfaction indicators, namely the overall level of satisfaction while using the e-commerce platform, the suitability of the service with the ideal standards of online shopping applications, the platform's ability to meet customer needs consistently, and customer satisfaction when interacting with various features on the website or application (Hardiyanto & Firdaus, 2021).

Based on the literature review and the relationships between variables, the hypotheses proposed in this study are:

H1: Customer Experience has a positive and significant effect on Customer Satisfaction.

H2: Customer Experience has a positive and significant effect on Online Repurchase Intention.

H3: E-Service Quality has a positive and significant effect on Customer Satisfaction.

H4: E-Service Quality has a positive and significant effect on Online Repurchase Intention.

H5: Customer Satisfaction has a positive and significant effect on Online Repurchase Intention.

H6: Customer Satisfaction mediates the relationship between Customer Experience and Online Repurchase Intention.

H7: Customer Satisfaction mediates the relationship between E-Service Quality and Online Repurchase Intention.

3. RESEARCH MEHODOLOGY

This study uses a quantitative approach with an explanatory design through a cross-sectional survey method. The quantitative approach was chosen because the research aims to test hypotheses using statistically analyzed numerical data. According to Sugiyono (2023), quantitative research is based on the positivism paradigm, where data is obtained through standardized research instruments and analyzed using statistical techniques. Explanatory design was used to explain the causal relationship between Customer Experience and E-Service Quality as an independent variable of Online Repurchase Intention, as well as to test the role of Customer Satisfaction as a mediating variable.

The cross-sectional design was chosen because the study observed consumer perception in a certain period, namely after they used the KlikIndomaret application. According to Malhotra et al. (2017), cross-sectional research collected data simultaneously in a relatively short period of time so as to describe the condition of respondents at the time the study was conducted. This design was considered appropriate because the focus of the study was to test the relationships between variables in a theoretical model, not to observe changes in consumer behavior over time as in longitudinal studies.

The research was carried out with the coverage of the Indonesian region because the KlikIndomaret application can be used by consumers throughout Indonesia. The target of the research is application users spread across various regions so that the results of the research are expected to represent the condition of users nationally.

The implementation of the research is planned to last for about four to five months, starting from the preparation stage, data collection, analysis, to report preparation. Data collection was carried out through the distribution of online questionnaires for four weeks within Mei-Juni 2026. The use of online surveys was chosen because it was able to reach respondents widely with a more efficient time. In addition, the online method allows the data collection process to continue without being limited by the geographic location of the respondents. The questionnaire utilizes a five-point Likert scale to measure respondents' assessments of each indicator, with options ranging from 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), to 5 (Strongly Agree).

According to Sugiyono (2023), population is a whole object or subject that has certain characteristics according to the purpose of the research. The population of this study is all users of the KlikIndomaret application in Indonesia who have made at least one purchase transaction. These limitations are set so that each respondent has real experience in using the application so that they are able to provide an assessment of the variables being studied. Users who only download apps without making transactions are not included in the population because they do not have sufficient user experience. The research population is infinite, so there is no sampling frame that contains all members of the population.

Samples are part of the population that represent the characteristics of the research object (Sugiyono, 2023). Referring to the recommendations of Hair et al. (2021), the minimum number of samples is determined based on 5–10 times the number of research indicators. With 17 indicators used, the minimum number of samples is 170 respondents. However, the study set a target of 200 respondents to increase data representation and accommodate the diversity of characteristics of KlikIndomaret users in various regions of Indonesia.

The sampling technique uses non-probability sampling, which is a combination of purposive sampling and snowball sampling (Sugiyono, 2023). Purposive sampling is used to ensure that respondents meet the research criteria, namely being at least 17 years old and having made transactions through the KlikIndomaret application in the last six months. The time

restriction aims to reduce the potential for recall bias, so that respondents' experiences are still relevant and their assessments are more accurate.

In addition, snowball sampling was applied to expand the reach of respondents through recommendations from previous respondents (Sugiyono, 2023). This technique was chosen because KlikIndomaret users are spread across various regions of Indonesia and there is no database that can be accessed openly.

Data collection is carried out online using Google Form because it has a user-friendly interface, is easily accessible through various devices, is able to record respondents' answers automatically, facilitates the process of exporting data to spreadsheet format, and is supported by a security system through encryption. Respondents who met the characteristics of the study were asked to give consent to participate and fill out the questionnaire by choosing one answer to each closed-ended question.

The analysis begins with descriptive statistics to describe the characteristics of respondents and the distribution of research data. Categorical data were presented using frequency and percentage distributions, while numerical data were analyzed through centering measures (mean, median, and mode) and spread measures (range, standard deviation, and variance) (Ghozali, 2021).

4. RESULTS AND DISCUSSION

4.1 Research Results

Based on gender, the majority of respondents were women as many as 144 people (71.29%), while men amounted to 58 people (28.71%). This composition shows that women use the KlikIndomaret application more to meet their daily needs. This condition is related to the role of women who are still dominant in making decisions to purchase household needs.

Most of the respondents were in the productive age, especially the range of 18-22 years as many as 70 people (34.65%), followed by the age of 23-27 years as many as 56 people (27.72%), 28-32 years as many as 36 people (17.82%), 33-37 years as many as 25 people (12.28%), while the age over 37 years had a relatively smaller number. This characteristic shows that KlikIndomaret users are dominated by a generation that is used to utilizing digital technology in daily activities. Productive age groups generally have high expectations for ease of use, system speed, transaction security, and service efficiency.

Viewed from the education level, respondents were dominated by 81 Bachelor graduates (40.10%), followed by 71 high school graduates (35.15%), 39 Diploma (19.31%), and 11 Postgraduate graduates (5.45%). The data shows that the majority of users have a high school to college level.

Based on work, the largest number of respondents came from the group of Students/Students and Private Employees which amounted to 56 people (27.72%) each. Furthermore, it was followed by Entrepreneurs as many as 35 people (17.33%), Civil Servants/ASN as many as 23 people (11.39%), Housewives as many as 15 people (7.43%), other jobs as many as 14 people (6.93%), and unemployed as many as 3 people (1.49%). The diversity of professions shows that the KlikIndomaret application is used by various segments of society with different needs.

The majority of respondents had a monthly income of IDR 3,000,000 – IDR 5,000,000 (35.64%), followed by the IDR 1,500,000 – IDR 3,000,000 group of 56 people (27.72%), less than IDR 1,500,000 as many as 38 people (18.81%), and more than IDR 5,000,000 as many as 36 people (17.82%). These findings show that KlikIndomaret users are dominated by middle-income people who generally consider the efficiency of costs, time, and service benefits in shopping.

Based on the area of domicile, the majority of respondents came from Java Island as many as 124 people (61.39%), followed by Sumatera as many as 34 people (16.83%), Kalimantan as many as 17 people (8.42%), Sulawesi as many as 13 people (6.44%), Bali as many as 10 people (4.95%), Nusa Tenggara as many as 3 people (1.49%), and Papua as many as 1 person (0.50%). The dominance of respondents from Java Island reflects the high population as well as the breadth of Indomaret outlet networks in the region.

Descriptive statistics were used to describe the answer characteristics of 202 respondents through the analysis of frequency, percentage, and mean values. Frequency and percentage were used to see the distribution of answers on each statement item, while mean values were used to determine the tendency of respondents' assessment of each research variable. The interpretation of the average score was carried out using the class interval method. Five categories of assessment were obtained, namely Strongly Disagree (1.00–1.80), Disagree (1.81–2.60), Neutral (2.61–3.40), Agree (3.41–4.20), and Strongly Agree (4.21–5.00). The classification is the basis for interpreting the results of descriptive statistics on each research variable.

The results of the analysis show that the Customer Experience variable obtained a mean value of 3.364, so it is included in the Neutral category. These findings indicate that the shopping experience through the KlikIndomaret application has been rated quite well by respondents, although there are still some aspects that have not fully met user expectations. The indicator with the highest average value is found in the price match between the application and the Indomaret outlet (X1.1.2) with a mean of 3,703 (Agree category), which shows that price consistency is the most positive experience felt by consumers. In contrast, the pick-up service indicator (X1.2.5) obtained the lowest mean value of 3,089 (Neutral category), indicating that the facility still needs to be upgraded to better suit user needs.

The E-Service Quality variable obtained a mean value of 3.347, which is in the Neutral category (Processed by Researchers, 2026). These results show that the quality of electronic services provided through the KlikIndomaret application is considered quite good, but not fully optimal. The aspect that received the highest rating was the ease and practicality of shopping (X2.5.1) with a mean value of 3,738 (Agree category), thus reflecting that the ease of use of the application is the main advantage of the service. In contrast, the indicator on the confidentiality of personal data (X2.3.1) obtained the lowest mean value of 3.069 (Neutral category), indicating that some respondents still have doubts about the security of personal data managed by the application.

Descriptive analysis shows that the Customer Satisfaction variable obtained a mean value of 3.483, so it is included in the Agree category. These results reflect that in general users are satisfied with the services provided by the KlikIndomaret application. The highest average score was found in the app's ability indicator to meet shopping needs (Z.3.1) with a mean of 3,614 (Agree category), which shows that the main function of the application has provided benefits felt by consumers.

Meanwhile, the indicator of the suitability of the application with user expectations (Z.2.1) obtained the lowest mean value of 3.267 (Neutral category), indicating that the expectations of some respondents are still not fully met.

The Online Repurchase Intention variable obtained a mean value of 3.308, which is included in the Neutral category (Processed by Researchers, 2026). These results show that consumers' intention to return to shopping through the KlikIndomaret application is not yet fully strong, although it shows a positive trend. The indicator with the highest mean value was the respondent's willingness to recommend the application to others (Y.3.1) with a score of 3.455 (Agree category), which indicates a positive perception of the services received.

In contrast, the indicator regarding plans to revisit the app in the future (Y.2.1) obtained the lowest mean value of 3.178 (Neutral category). This condition shows that some users still consider various factors before deciding to return to using the application, such as the accuracy of delivery, stock availability, and handling service problems.

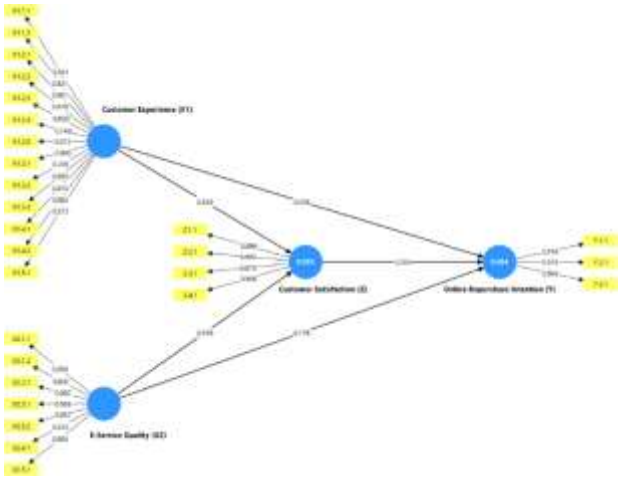


Figure 1. Outer Model Evaluation Output

The evaluation of the outer model begins with convergent validity testing to ensure that each indicator is able to represent the latent construct being measured. According to Hair et al. (2021), convergent validity shows the level of relationship between indicators in a single construct and is evaluated through outer loading values. The indicator is declared to meet the criteria if it has an outer loading value of more than 0.70.

The results of processing using SmartPLS shown in the Figure show that all indicators have been connected to their respective constructs and have an outer loading value above the required limit. Thus, all indicators in the variables Customer Experience, E-Service Quality, Customer Satisfaction, and Online Repurchase Intention were declared to be able to represent the constructed measured construct so as to meet the convergent validity requirements.

Table 1. Average Variance Extracted (AVE) Values

Variables	AVE
Customer Experience	0.706
E-Service Quality	0.754
Customer Satisfaction	0.805
Online Repurchase Intention	0.809

In addition to outer loading, convergent validity testing is also carried out using Average Variance Extracted (AVE). According to Hair et al. (2021), a construct is declared valid if it has an AVE value greater than 0.50, which indicates that the construct is able to explain more than half of the variance of its constituent indicators. The test results showed an AVE value of 0.706 for Customer Experience, 0.754 for E-Service Quality, 0.805 for Customer Satisfaction, and 0.809 for Online Repurchase Intention. All of these values are above the minimum limit, so it can be concluded that each construct has met convergent validity. Based on the results of the evaluation of outer loading and AVE, the research instrument is considered to be able to adequately represent the construct so that the outer model is suitable to proceed to the next stage of testing.

Table 2. Cronbach's Alpha and Composite Reliability Values

Variables	*Cronbach's alpha*	*Composite reliability*
Customer Experience	0.965	0.969
E-Service Quality	0.946	0.955
Customer Satisfaction	0.919	0.927
Online Repurchase	0.882	0.943

Intention		

Once the validity of the indicator is met, the next stage is to test the reliability of the construct to determine the internal consistency of each latent variable. The test was conducted using Cronbach's Alpha (CA) and Composite Reliability (CR), with a minimum recommended value of 0.70 (Hair et al., 2021). The results of the study show that all variables have CA and CR values above this limit, so that all constructs are declared reliable.

In the Customer Experience variable, the reliability value is above 0.95. Hair et al. (2021) explained that a reliability value that is too high can indicate the existence of indicators that are redundant or have similar meanings. Therefore, the researchers performed purification by removing the X1.3.2 item that was considered to have a similar meaning to other indicators. However, after the deletion was made, the reliability value remained above 0.95 so the change did not have a significant effect. Further reduction of indicators is feared to reduce the completeness of measurement dimensions in the Customer Experience variable.

Discriminant validity is evaluated using the Heterotrait-Monotrait Ratio (HTMT) approach to ensure that each construct has a clear distinction from the others. According to Hair et al. (2021), a model meets discriminant validity if the HTMT value is below 0.90.

Table 3. Heterotrait-Monotrait Ratio (HTMT) Values

Variables	X1	X2	Y	Z
Customer Experience (X1)				
E-Service Quality (X2)	0.427			
Online Repurchase Intention (Y)	0.818	0.550		
Customer Satisfaction (Z)	0.766	0.489	0.788	

The results of the analysis showed that the entire HTMT value was in the range of 0.427 to 0.818. The highest value was found in the relationship between Customer Experience and Online Repurchase Intention at 0.818, while the lowest value was found in the relationship between Customer Experience and E-Service Quality at 0.427. All of these values are still below the recommended threshold, so each construct is declared to have good discriminant validity. Thus, each variable is able to describe a different concept and does not show any overlap between constructs in the research model.

After all stages of the evaluation of the outer model show results that meet the requirements, the analysis continues on the Structural Model (Inner Model). This stage aims to test the relationships between latent constructs and evaluate the model's ability to explain and predict endogenous variables according to the research hypothesis.

Table 4. Variance Inflation Factor (VIF) Values

X1	VIF	X2	VIF	Y	VIF	Z	VIF
(X1.1.1)	3.247	(X2.1.1)	4.662	(Y.1.1)	2.916	(Z.1.1)	3.038
(X1.1.2)	3.049	(X2.1.2)	3.699	(Y.2.1)	2.827	(Z.2.1)	3.034
(X1.2.1)	2.691	(X2.2.1)	3.544	(Y.3.1)	2.070	(Z.3.1)	2.783
(X1.2.2)	3.634	(X2.3.1)	4.202			(Z.4.1)	2.258
(X1.2.3)	3.587	(X2.3.2)	3.239				
(X1.2.4)	3.019	(X2.4.1)	3.060				
(X1.2.5)	4.224	(X2.5.1)	3.188				
(X1.3.1)	3.181						
(X1.3.2)	2.735						
(X1.3.3)	4.538						
(X1.4.1)	3.913						
(X1.4.2)	4.428						
(X1.5.1)	4.042						

The multicollinearity test was performed using the Variance Inflation Factor (VIF) to ensure that the relationships between predictor constructs do not cause collinearity problems. According to Hair et al. (2021), the model is declared free of multicollinearity if each construct has a VIF value of < 5.00. The low VIF value indicates that each construct is able to explain the endogenous variables independently without excessive correlation.

Based on the results of the analysis, all indicators in the variables Customer Experience (X1), E-Service Quality (X2), Customer Satisfaction (Z), and Online Repurchase Intention (Y) have VIF values between 2,070 and 4,662, so all are below the recommended limit. The range of values shows that the research model does not experience symptoms of multicollinearity so that each construct can make a different contribution in explaining endogenous variables.

Table 5. R-square Values

Variable	R^2	R^2 Adjusted
Customer Satisfaction (Z)	0.555	0.551
Online Repurchase Intention (Y)	0.654	0.649

The determination coefficient is used to measure the ability of exogenous variables to explain the variation of endogenous

variables through R-Square (R^2) and Adjusted R-Square values. In this study, Adjusted R-Square is used as the main reference because it has taken into account the number of samples and the complexity of the model.

The results of the analysis showed that Customer Satisfaction (Z) had an Adjusted R^2 value of 0.551, which means that Customer Experience and E-Service Quality were able to explain 55.1% of the variation in customer satisfaction, while 44.9% was influenced by other factors outside the model. Meanwhile, Online Repurchase Intention (Y) obtained an Adjusted R^2 of 0.649, indicating that Customer Experience, E-Service Quality, and Customer Satisfaction were able to explain 64.9% of the variation in repurchase intent, while the remaining 35.1% were influenced by other variables that were not studied. These findings show that the model has a relatively good ability to explain.

Table 6. f-square Values

Relationships	f^2	Effect Size
Customer Experience → Customer Satisfaction	0.753	Large
Customer Experience → Online Repurchase Intention	0.307	Medium
Customer Satisfaction → Online Repurchase Intention	0.104	Small
E-Service Quality → Customer Satisfaction	0.072	Small
E-Service Quality → Online Repurchase Intention	0.070	Small

The effect size (f^2) test aims to determine the amount of contribution of each exogenous variable to the endogenous variable. Based on the guidelines of Hair et al. (2021), the f^2 value ≥ 0.02 is categorized as small, ≥ 0.15 medium, and ≥ 0.35 large.

These results show that Customer Experience is the variable that contributes the most strongly in the research model, while the influence of E-Service Quality and Customer Satisfaction is relatively lower even though it still makes a positive contribution.

Table 7. Q-square Values

Variabel	Q^2
Online Repurchase Intention (Y)	0.606
Customer Satisfaction (Z)	0.544

Cross-Validated Redundancy (Q^2) testing is used to evaluate the predictive capabilities of structural models. According to Hair et al. (2021), the model is said to have predictive relevance if the value of Q^2 is greater than zero.

The results of the analysis showed that Customer Satisfaction obtained a Q^2 value of 0.544, while Online Repurchase Intention had a value of 0.606. Both values are above zero, indicating that the model has good predictive ability to explain both endogenous variables.

Table 8. Standardized Root Mean Square Residual (SRMR) Values

	Saturated Model	Estimated Model
SRMR	0.057	0.057

Model suitability was evaluated using Standardized Root Mean Square Residual (SRMR). Based on the recommendations of Hair et al. (2021), the model is declared to have a good level of conformity if the SRMR value is < 0.08.

The results of the study showed that the SRMR value in the Saturated Model and Estimated Model were both 0.057. The value is below the recommended limit, indicating that the structural model has a good level of model fit and is suitable for testing relationships between variables.

Table 9. Path Coefficient Test

Relationships	Path Coefficients	t statistics	p values	Results
Customer Experience (X1) → *Customer Satisfaction* (Z)	0.639	13.163	0.000	Significant
Customer Experience (X1) → *Online Repurchase Intention* (Y)	0.476	6.054	0.000	Significant
Customer Satisfaction (Z) → *Online*	0.284	3.754	0.000	Significant

Repurchase Intention (Y)				
E-Service Quality (X2) → *Customer Satisfaction* (Z)	0.198	3.838	0.000	Significant
E-Service Quality (X2) → *Online Repurchase Intention* (Y)	0.178	3.003	0.003	Significant

Path Coefficient testing is carried out to determine the direction, magnitude of influence, and significance of the relationship between constructs. Referring to Hair et al. (2021), a relationship is declared significant if it has t-statistics > 1.96 and p-values < 0.05.

The test results showed that Customer Experience had a positive and significant effect on Customer Satisfaction with a path coefficient of 0.639, t-statistics of 13.163, and p-values of 0.000. In addition, Customer Experience also has a positive effect on Online Repurchase Intention with a coefficient of 0.476, t-statistics of 6.054, and p-values of 0.000, so that a better customer experience will increase the tendency to make a repurchase.

The relationship between E-Service Quality and Customer Satisfaction was also proven to be positive and significant with a coefficient of 0.198, t-statistics of 3.838, and p-values of 0.000. Furthermore, E-Service Quality had a positive effect on Online Repurchase Intention with a coefficient of 0.178, t-statistics 3.003, and p-values of 0.003. On the other hand, Customer Satisfaction has a positive influence on Online Repurchase Intention with a coefficient of 0.284, t-statistics of 3.754, and p-values of 0.000. Overall, all direct hypotheses (H1–H5) were accepted because they met the established significance criteria.

Table 10. Indirect Effect Test

Relationships	Path Coefficients	t Statistics	p Values	Results
Customer Experience (X1) → *Customer Satisfaction* (Z) → Online *Repurchase Intention* (Y)	0.182	3.524	0.001	Significant
E-Service Quality (X2) → *Customer Satisfaction* (Z) → *Online Repurchase Intention* (Y)	0.056	2.732	0.007	Significant

Indirect influence testing showed that Customer Experience affected Online Repurchase Intention through Customer Satisfaction with a coefficient of 0.182, t-statistics 3.524, and p-values of 0.001, while the indirect influence of E-Service Quality through Customer Satisfaction had a coefficient of 0.056, t-statistics of 2.732, and p-values of 0.007. Both mediation pathways are significant, while the direct influence of each variable on Online Repurchase Intention also remains significant. Therefore, Customer Satisfaction acts as a mediator with a partial mediation type in both relationships.

4.2 Discussion

The results of the study show that Customer Experience has a positive and significant effect on Customer Satisfaction. These findings indicate that the better the experience that consumers feel when using the KlikIndomaret application, the higher the level of satisfaction formed. These conditions support the acceptance of the first hypothesis. The characteristics of respondents who are dominated by women, aged 18–27 years, and have the status of students/students and private employees also strengthen these results because this group is used to using digital services to meet daily needs. They tend to prioritize convenience, speed, and efficiency when shopping online. These results are in line with research by Thangavel et al. (2021) which states that user experience is one of the main factors in the adoption of e-grocery services, especially in Generation Z and Millennial consumers who have a higher level of technology acceptance.

Based on descriptive analysis, respondents gave a positive assessment of the price suitability between the application and the physical outlet. The price transparency increases a sense of security because consumers feel not disadvantaged when transacting through the application. However, some aspects still received lower ratings, especially regarding the consistency of omnichannel services, such as stock accuracy, accuracy of delivery processes, and service integration between apps and physical stores. Although there is still room for improvement, the overall shopping experience has formed a positive perception of KlikIndomaret's services.

These findings show that the customer experience is shaped through the entire series of transaction processes, from product searches, orders, payments, to delivery or pick-up of goods. When all of these stages go well, consumers will have a positive evaluation of the company so that the satisfaction felt will increase. This explanation is in accordance with the Expectation-Confirmation Theory (ECT) put forward by Oliver (1980). This theory explains that consumers compare the actual experience with initial expectations. If the experience received meets or exceeds expectations (confirmation), there will be a positive evaluation that increases satisfaction while strengthening the relationship between consumers and companies.

The results of the study also support the online consumer

behavior model proposed by Turban et al. (2018), which states that the experience while interacting with e-commerce systems affects consumers' evaluation of services. At KlikIndomaret, the experience is not only influenced by the quality of the application, but also by the successful integration of digital services with physical outlet networks as an implementation of an omnichannel system.

These findings are consistent with research by Pasharibu et al. (2018), Nisak et al. (2024), and Anggraeni and Purwanto (2025) which prove that Customer Experience plays a positive role in building long-term relationships with customers. However, the results of this study are different from those of Ariandi and Rinaldi (2025) who stated that the influence of Customer Experience on repurchase intention must be through trust variables. The difference is thought to be caused by the characteristics of the research object. In the marketplace there are many sellers so that trust in sellers is the main factor, while in KlikIndomaret all transactions are in one company ecosystem so that consumers assess the quality of service directly.

Practically, the results of this study show that PT Klik Indomarco Prismatama needs to continue to improve the quality of Customer Experience through improving omnichannel services, providing real-time stock information, accelerating delivery, improving the ease of application navigation, and consistency of service between applications and physical outlets. These efforts are expected to be able to maintain customer satisfaction while strengthening long-term relationships with consumers.

The results of the hypothesis test showed that Customer Experience had a positive and significant effect on Online Repurchase Intention in users of the KlikIndomaret application, so the second hypothesis was accepted. These findings suggest that an improved shopping experience will increase consumers' desire to return to making purchases through apps.

Descriptive analysis showed that most respondents gave a positive assessment of their experience using KlikIndomaret. The aspects that obtained the highest score were related to the ease of use of the application, a consistent transaction process, and the ability of the service to meet daily needs. In contrast, some indicators regarding the consistency of omnichannel services, such as stock suitability, delivery processes, and integration between applications and physical outlets, still need improvement. However, the overall experience has created a positive perception that encourages consumers to return to transactions.

These results are in line with the consumer behavior model proposed by Turban et al. (2018), which explains that experience during the purchase process will affect the loyalty/purchase stage. The characteristics of the respondents also strengthen the findings because the majority come from Generation Z and Millennials who have a high level of technology adoption and are used to using digital applications. Research by Thangavel et al. (2021) shows that these consumer groups consider the user experience more in deciding to continue using e-grocery services. In addition, the dominance of respondents from Java Island is also relevant to the condition of digital infrastructure that is more developed than other regions in Indonesia (Jaya et al., 2024).

The findings of this study support the research results of Pasharibu et al. (2018) and Anggraeni and Purwanto (2025) who stated that Customer Experience is able to increase Repurchase Intention. In contrast, this result is different from the research of Ariandi and Rinaldi (2025) which found that the influence occurs through trust variables. The difference is thought to come from the characteristics of the platform studied. TikTok Shop as a social commerce involves many sellers so trust is an important factor in repurchase decisions. Meanwhile, KlikIndomaret as an e-grocery platform has integration between digital applications and physical outlet networks so that the customer experience formed during the transaction process can directly increase Online Repurchase Intention.

The results of the study show that E-Service Quality has a positive and significant effect on Customer Satisfaction. These findings indicate that the better the quality of electronic services provided, the higher the level of customer satisfaction. These results support the Expectation-Confirmation Theory which explains that satisfaction arises when service performance is able to meet or exceed consumer expectations (Oliver, 1980). The characteristics of the respondents, which are dominated by the productive age group with high school to undergraduate education levels, show that they have good abilities in utilizing digital technology so that they are more sensitive to the quality of the application system. In addition, the majority of respondents come from middle-income groups known as active users of e-commerce services because they consider the efficiency and ease of transactions (Ariansyah et al., 2021).

The descriptive analysis shows that the practicality aspect of shopping received the highest rating, while the protection of personal data was still the aspect with the lowest rating. This condition shows that users have felt the benefits of the application in meeting their daily needs, but still expect improvements in the security aspect of personal information. These findings are consistent with the research of Hardiyanto and Firdaus (2021) and Putri and Setiawati (2021) which affirm that E-Service Quality is an important factor in increasing Customer Satisfaction. Thus, the quality of the system that is reliable, easy to use, and safe will further increase customer satisfaction after using digital services.

The test results show that E-Service Quality has a positive and significant influence on Online Repurchase Intention. This means that the quality of electronic services will increase consumers' desire to return to using the KlikIndomaret application. The majority of respondents are 18–27 years old, which is a group that has high digital literacy so they are more accustomed to using applications in shopping activities. This condition is in line with the findings of Heponiemi et al. (2022) who stated that young age and digital competence are related to the intensity of digital service use.

The findings can also be explained through the online consumer behavior model proposed by Turban et al. (2018). In this model, E-Service Quality is part of the EC System that can be controlled by the company through system quality, security, ease of use, application features, and customer service. The results of this study support the research of Purnamasari and Suryandari (2023) and Hardiyanto and Firdaus (2021), but it is different from Syacroni et al. (2023) and Yunus et al. (2021). The difference is allegedly due to the characteristics of the platform studied. In conventional e-commerce, repurchase decisions are more influenced by Online Consumer Reviews and seller reputation, while on omnichannel platforms such as KlikIndomaret, consumers focus more on convenience, speed, and reliability of services so that E-Service Quality can directly increase Online Repurchase Intention.

Research proves that Customer Satisfaction has a positive and significant effect on Online Repurchase Intention. This shows that the higher the level of customer satisfaction, the greater their tendency to return to making purchases through the

KlikIndomaret application. Descriptive analysis showed that respondents generally agreed with the satisfaction indicator. The highest rating is given to the app's ability to meet shopping needs, while the lowest rating relates to the suitability of the service to user expectations. The findings indicate that consumers have been satisfied, although there are still opportunities for companies to improve the alignment of services with customer expectations. The majority of respondents are students, students, and private employees who have high mobility so they need practical and efficient shopping services. If the application is able to meet these needs consistently, the satisfaction generated will encourage the intention to return to the service in the next transaction. This result is in line with the Expectation-Confirmation Theory which explains that satisfaction is the result of confirmation between expectations and service performance, which further shapes behavioral intentions, including repurchase (Oliver, 1980). These findings are also consistent with the research of Oktaviani (2024) and Afinia and Tjahjaningsih (2024), which stated that Customer Satisfaction is an important determinant in increasing Online Repurchase Intention.

The results of the study show that Customer Satisfaction is able to mediate the influence of Customer Experience on Online Repurchase Intention. Thus, a positive shopping experience not only increases the intention to repurchase directly, but also first forms customer satisfaction which then strengthens consumers' desire to return to using the KlikIndomaret application. This suggests that experiences that provide satisfaction will have a greater influence on repurchase behavior.

This explanation is in accordance with the Expectation-Confirmation Theory which states that satisfaction is formed after consumers compare the actual experience with the initial expectations (Oliver, 1980). In the context of this research, Customer Experience covers the entire process of customer interaction, from product searches, application usage, payments, to receiving orders through outlets or delivery services. If the entire process goes as expected, satisfaction will be formed and encourage consumers to return to using the application. Conversely, a less than satisfactory experience will reduce the influence of Customer Experience on Online Repurchase Intent.

The increasingly competitive e-grocery industry competition also causes consumers to evaluate the overall shopping experience, not just consider price. Therefore, a positive experience that can generate satisfaction is an important factor in retaining customers on omnichannel platforms. The results of this study support the findings of Irsyadi and Putra (2024) and Juliyanti and Djunaid (2024) regarding the role of Customer Satisfaction mediation. Meanwhile, the difference with the research of Ariandi and Rinaldi (2025) is suspected to be caused by differences in the characteristics of the research object. At TikTok Shop, trust is the main factor, while at KlikIndomaret, which has a network of physical stores and a strong brand reputation, customer evaluations are more manifested in the form of satisfaction with the shopping experience.

The results of the analysis show that Customer Satisfaction is able to mediate the relationship between E-Service Quality and Online Repurchase Intention. These findings indicate that the quality of electronic services not only has a direct influence on repurchase intentions, but also shapes customer satisfaction which further strengthens consumers' desire to return to using the KlikIndomaret application.

According to the online consumer behavior model from Turban et al. (2018), E-Service Quality is part of the EC System that can be controlled by companies through system quality, security, ease of use, and customer service. These factors are the basis for consumers' evaluation of the services received. The results of the evaluation will be reflected in the Customer Satisfaction level, which then encourages the formation of Online Repurchase Intention. This relationship pattern is in line with the Expectation-Confirmation Theory which explains that satisfaction arises when the performance of a service meets or exceeds the initial expectations of the consumer (Oliver, 1980).

The results of this study support the research of Putri and Setiawati (2021) and Hardiyanto and Firdaus (2022) who stated that Customer Satisfaction plays a mediator between E-Service Quality and Online Repurchase Intention. However, this study found partial mediation, in contrast to Putri and Setiawati (2021) who obtained full mediation. This difference shows that in omnichannel services such as KlikIndomaret, the quality of electronic services not only increases repurchase intentions through customer satisfaction, but also has a direct influence on consumers' decision to return to transactions. This condition is related to the characteristics of e-grocery services that are used regularly so that good system quality can immediately encourage repurchase decisions, while satisfaction still serves to strengthen the relationship.

Despite the significant findings, this study has several limitations that should be acknowledged. First, the cross-sectional design limits the ability to observe long-term changes in consumer behavior, especially considering the dynamic nature of the e-grocery industry. Second, data collection coincided with specific seasonal periods, which might have temporarily influenced online shopping intensity. Lastly, the research object is solely focused on the KlikIndomaret application, meaning the results may not be entirely generalizable to other omnichannel retail platforms with different fulfillment strategies.

Conclusion

Based on the results of the analysis and discussion of the research, it can be concluded that Customer Experience and E-Service Quality have an important role in increasing the Online Repurchase Intention of KlikIndomaret application users, both directly and through Customer Satisfaction as a mediation variable. A positive shopping experience has been proven to increase customer satisfaction, which further drives consumers' desire to make a repeat purchase. Similarly, good quality of electronic services, such as ease of use of applications, system reliability, and service efficiency, contribute significantly to increased satisfaction while strengthening repurchase intent. In addition to having a direct effect on Online Repurchase Intention, Customer Experience and E-Service Quality also show an indirect influence through Customer Satisfaction, which acts as a partial mediator. These findings indicate that improving customer experience and quality of digital services will be more effective in driving repeat purchases if they are able to create a high level of customer satisfaction.

Practically, to further optimize omnichannel performance, the management of KlikIndomaret should prioritize enhancing personal data security protocols to build stronger consumer trust, as this aspect received the lowest evaluation in e-service quality. Furthermore, improving the coordination between the application and physical outlets regarding the pick-up service facility will create a more seamless customer experience, which is crucial for

sustaining long-term satisfaction and driving repeat purchases in a highly competitive e-grocery market.

Based on the results of the research and the limitations found, further research is recommended to use longitudinal design in order to observe changes in Customer Experience, E-Service Quality, Customer Satisfaction, and Online Repurchase Intention on an ongoing basis, so that the development of consumer behavior after feature updates, changes in service strategies, and digital system innovations can be analyzed in more depth. In addition, the object of the research needs to be expanded by comparing various omnichannel and other e-commerce retail platforms in order to obtain more comprehensive results and have a better level of generalization.

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