

CHAPTER IV

CLOSING

After all the data have been collected, tested, and analyzed, this chapter will present a summary of the research findings. In addition to presenting conclusions, this section will also offer suggestions that can provide benefits for PT Indomarco Prismatama, Indomaret Banjarsari Raya outlet managers, or for future research.

4.1 Conclusion

Based on the results of research involving 100 respondents regarding “The influence of service quality and customer experience on consumer repurchase intention through customer satisfaction as an intervening variable”, conclusions can be drawn:

1. Service quality has a significant influence on customer satisfaction, but has a negligible impact on repurchase intention. The service provided by Indomaret Banjarsari Raya, including product placement and the friendliness of the staff, encourages customers to repurchase at Indomaret Banjarsari Raya. Some aspects of service performance at Indomaret Banjarsari Raya need improvement, such as staff empathy. Hence, the customers feel more empathized rather than transactional. In addition, satisfied customers are more likely to develop a firm intention

to repurchase at this store, which underscores the importance of consistently delivering high-quality service to enhance customer loyalty.

2. Customer experience has a significant and positive impact on customer satisfaction and repurchase intention. The positive customer experiences at Indomaret Banjarsari Raya, encompassing product quality, staff service, shopping process, and store environment, significantly contribute to customer satisfaction. These experiences not only meet but often exceed customer expectations, leading to increased intentions to repurchase. Some aspects of parking facilities and promotion programs need to be reorganized. Therefore, the customer's shopping journey will be enhanced, as well as their intention to repurchase.
3. Customer satisfaction acts as a mediating variable, meaning that it is proven to mediate the relationship between service quality, customer experience, and repurchase intention. It indicates that improvements in service quality and customer experience will first enhance customer satisfaction, which in turn increases the likelihood of repurchase.
4. This study confirms that repurchase intention is strongly driven by satisfaction. In other words, satisfied customers are more likely to make repeat purchases. Therefore, customer satisfaction is a critical factor in fostering customer loyalty and ensuring business sustainability in a highly competitive minimarket industry.

5. Lastly, the key competitive advantage in the retail industry is service and experience. Intense competition between minimarket like Indomaret and Alfamart, providing superior service quality and memorable customer experiences, is a key differentiator that can influence consumer choice and drive repurchase behavior.

4.2 Recommendations

Based on the results of the conclusions above, there are several recommendations or suggestions that the author gives to PT Indomarco Prismaatama as the manager of the Indomaret franchise business and the manager of the Indomaret Banjarsari Raya outlet, specifically to increase the level of repeat purchases by consumers, namely as follows:

1. This study identified several areas related to service quality at Indomaret Banjarsari Raya that still require improvement, including employee attitude, cashier skills in processing payments, staff explanations of promotions and new products, and personal attention to consumers. Nine percent of respondents examined the attitude of the Indomaret Banjarsari Raya staff and found it to be unfavourable. Thus, Indomaret Banjarsari Raya managers must enhance the competence of Indomaret Banjarsari Raya staff in providing information directly and promptly, as well as in processing transactional payments at the cashier,

offering relevant information about products and promotions, and offering personal attention to consumers. Indomaret Banjarsari Raya staff can be trained to be good at offering assistance to customers who feel in trouble allowing them to communicate with consumers in a non-formal manner, so that consumers feel they are receiving personal attention.

2. The customer experience is determined to have a higher score than service quality. Approximately 9% to 11% of customers complain about the parking facilities and the product promotion provided by Indomaret Banjarsari Raya. However, the customers need better store conditions to increase their shopping experience. Indomaret Banjarsari Raya could hire a professional parking organizer to ensure the effective and efficient management of vehicle mobilization at the outlet. The manager of Indomaret Banjarsari Raya should have implemented regulations for customers who park their vehicles there for more than 15 minutes. On the other hand, regarding the promotions provided by Indomaret Banjarsari Raya, they also need improvement. This can be achieved by conducting surveys of customers, both offline and online, to determine the best promotions for customers based on their needs and wants. Moreover, PT Indomarco Prismatama should have focused on

developing the Klik Indomaret application. Hence, the customers could be known the promotion offered through online.

3. The customer experience variable is proven to have a stronger level of influence than the service quality on Indomaret Banjarsari Raya. The company can prioritize investment in technological assets to enhance the satisfaction of online shopping, as customers in this digital era are more likely to shop through smartphones. This aligns with a previous study, which states that sensory experience, emotional experience, and social experience all have a direct and positive influence on repurchase intention. Their finding suggest that the more enjoyable and engaging the customer experience, the higher the likelihood that the customer will repurchase the product or service online. This can be supported by a form of investment, such as research and development related to online customer experience and online marketing divisions, to develop the omnichannel business in PT Indomarco Prismaatama.
4. Future research in the field of consumer behaviour can examine other variables that may contribute to the emergence of consumer repurchase intention, especially in the overlapping of repurchase intention, both in Indomaret Banjarsari Raya and other minimarket outlets in general, as well as in different industries with similar nuances.