How E-Service Quality, Experiential Marketing, and Price Perception to make Repurchase Intention on On-line Shopping?

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Abstrak: The development of the internet led to the use of information technology. The use of information technology not only to transform the services provided, but also to change the service delivery process. In connection with this condition raises the opportunity for retail transactions in the use of online shopping. The purpose of research to determine the effect of E-Service Quality, Price Perception to Repurchase Intention mediated by Customer Satisfaction, Customer Loyalty and Experiential Marketing on On-line shopping. The number of samples taken as many as 496 respondents. Respondents who were taken with the provisions ever shop by using online shopping. Sampling method by using random sampling. Data were analyzed by using Structural Equation Modeling (SEM). The results showed the largest influence is satisfaction to consumers loyalty, compared to the other variables. There is e-service quality, experiential marketing, price perception have influence to customer satisfaction. In addition consumer satisfaction has influence to customer loyalty and customer loyalty has influence to repurchase intention. Hence customer satisfaction has influence to repurchase intention, and customer satisfaction has a direct or indirect influence to repurchase intention.

Keywords: E-Service Quality, Price Perception, Customer Satisfaction, Customer Loyalty and Repurchase Intention.

I.   Background of Study

The development of the internet led to the use of information technology in human life. According to the Central Bureau of Statistics (BPS) that economic growth in the first quarter when compared to the year on year, is supported by several sectors, one of which is information and communication that grew 9.01% (2017). The high growth of information and communication is encouraging entrepreneurs to take advantage of technological developments. This change causes a change in consumer behavior in shopping. Therefore companies take advantage of these changes by making sales through online.

The use of information technology not only transforms the services provided, but also changes the service process (Paluch & Blut, 2013). This raises the opportunity for retail transactions with the use of online shopping (Bulut, 2015). In addition, with the internet, consumers more easily get access to information and offer a variety of products and services that can be selected at competitive prices (Park and Kim, 2003). This phenomenon is anticipated by retail companies in Indonesia as an opportunity to market their products by using online shopping.

Retail companies that market products using online shopping, need to know the services provided in the formation of customer satisfaction. Kim (2012), stated that online service quality affects consumer satisfaction. Consumers who are satisfied with the online retail performance have a positive effect on their loyalty (Anderson & Srinivasan, 2003). The price perception also influences the satisfaction of the consumers. An appropriate price is one

marketing mix that affects consumer satisfaction and loyalty to online shopping Xia et.al (2004) & Lee et al. (2007), stated that loyal consumers will have an effect on their repeat purchases.

In making online purchases, consumers gain experience in finding products or services needed. According to Wu & Tseng (2015), there is a positive influence between experiential marketing on customer satisfaction and loyalty. Hayes (2008) stated, that loyal consumers are profitable for consumers and will repurchase and the company can establish long-term relationships with consumers. Changes in the purchase process by using online cause changes in service, price and behavior for consumers. Therefore, in this research will be analyzed the effect of E-Service Quality, Price Perception to Repurchase Intention mediated by Customer Satisfaction, Customer Loyalty and Experiential Marketing on On-line Shopping.

II.   Literature Review

E-Service Quality

According to Yang & Tsai (2007), Rahman and Miazee (2010), Jain & Kumar (2011) utilizing E-SERQUAL in measuring quality of B2C websites indicated that the instrument is highly reliable in predicting how online shoppers evaluate quality of retailers websites. Mustafa (2011) stated that e-satisfaction of online shoppers was determined by the performance of the website and the product provided by the website.

The description of e-SQ as a multidimensional construct, and for its measurement through a scale that adapts the dimensions of traditional service quality, were developed by Parasuraman et al. (2005), using the E-S-QUAL scale in the field of e-commerce. In addition, according to (Zeithaml, Parasuraman, & Malhotra, 2000), there are 11 dimensions of e-Service Quality, namely reliability, responsiveness, access, flexibility, ease of navigation, efficiency, assurance / trust, security / privacy, price knowledge, aesthetics, customization / personalization.

There is the influence of e-service quality to customer satisfaction. Chang & Wang (2011) found that the quality of e-service has influences towards the values of customer satisfaction. Lai et al. (2007) said that satisfaction may lead to higher frequency of use of those services by customers, recommendation of them to others and repeated purchase. According to Stacie et.al (2006) that the positive relationship between information quality and system quality of e-service quality affect customer satisfaction.

H1: There is the influence of e-service quality to customer satisfaction

Lai et al. (2007) suggested that when customers perceive better website service quality, such as special treatment benefits, they will have more e-satisfaction.

Experiential Marketing

Experiential marketing has grown in importance because traditional marketing has largely ignored the notion of act experiences. Experiential marketing is being implemented in practice, yet is not accounted for the various philosophies of marketing (Obonyo, 2011). In experiential marketing, customers are able to differentiate one product or service from another since they experience themselves directly in the process of selecting and consuming the product or service using five approaches: sense, feel, think, act and relate (Andreani 2007).

Ling, Chai, & Piew (2010) suggests that certain features of online customer experience, firstly, past experience influences future online behavior. According to Gentile, Spiller, & Noci (2007); Christopher & Schwager (2007) assume online cutomer experience to be a psychological state manifested as a subjective response to the e-retailer's website. Indrawati & Fatharani (2016) said that experiential marketing simultaneously has a significant effect towards customer satisfaction. Also there is the experiential marketing was a significant influences to customer satisfaction (Mei-Ying Wu & Li-Hsia Tseng, 2015).

H2: There is the influences of Experiential Marketing to Customer Satisfaction

There is the experiential marketing was a significant influences to customer satisfaction (Wu & Tseng, 2015).

Price Perception

The differences between online and offline shopping environments is the degree to which consumers compare prices. In online shopping environments, price comparison sites are widespread (Häubl & Trifts, 2000; Iyer & Pazgal, 2003; Pan, Ratchford, & Shankar, 2004). Vijayasarathy & Jones (2000) indicated that the price was more important than any other related factors in online shopping. According to the price fairness, Xia et.al (2004) said that consumers considered the price fair or not which directly associated with their feeling and intention in shopping experiences. Grewal et al. (2003) said that the relation between Internet and the price-value-loyalty can increase consumers' benefits which affected their perceived-value, loyalty and satisfaction.

In the case of the percentage discount amount, customers also need to conduct an additional cognitive task to figure out how much money they actually save, such as subtracting the selling price from the original price (Biswas *et al.* , 2013). Nusair *et al.* (2010) states that the influence of price discount levels and price discount frames on consumers'

evaluation of service quality and their purchase intention.   There is influence between the price perception and the customer satisfaction was positive and significant (Prayitno, 2016).

H3: There is the influence of price perception to customer satisfaction

There is influence between the price perception and the customer satisfaction was positive and significant (Prayitno, 2016).

Customer Satisfaction

According to Nagy & Kacmar (2013), consumer satisfaction is a feeling of satisfaction in which the performance of products, services, or experience received higher than expected. An important attribute of e-service quality in the e-retailing industry is one of marketing strategy (Goodman, 2009). Personalized customer services are another important attribute of e-service quality for the success of online stores (Klie, 2011). It has been found that a satisfied customer has a positive purchase intention, such as a repurchase, positive word-of-mouth, and loyalty in the long-term (Byambaa & Chang, 2012).

Lin & Lekhawipat (2014) suggest that customers that satisfied have been more expected to repurchase in the future than unsatisfied. Chiu et. al (2009) said that satisfaction positively impacts on loyalty toward online shopping. It is evidence from the literature that satisfied customer show a greater intention to use company's products and have a lower intention to find from other e-stores (Kim et.al, 2009). Therefore, e-stores prefer customer satisfaction as crucial to attain sustainable growth and competitive advantage in online shopping (Deng et.al (2010).

Subramanian et al. (2014), stated that customer satisfaction as purchasing experience reliability and responsiveness of quality service of e-stores drives them to re-purchase intention.

Ghalandari (2012) suggest there is the direct effect of e-satisfaction to e-loyalty. Therefore if e-shops are able to provide appropriate e-service quality to customer in order to enhance e-satisfaction this may lead to higher frequency of use of those services by customers, recommendation of them to others and repeated purchase; thus e-service quality can be considered as an important factor in creation and development of e-loyalty.

H4: There is the influence of customer satisfaction to customer loyalty.

Lin & Lekhawipat (2014) demonstrated that customers that satisfied have been more expected to repurchase in the future than unsatisfied.

Customer Loyalty

Customer loyalty defined that loyal customers are those who rebuy a brand, consider only that specific brand and do not seek any brand-related information (Brunner et al, 2008). Chen (2008) said that loyalty exists when customers feel satisfied with a product and have intentions to repurchase and spread positive word-of-mouth about the product. Lin (2011) suggests that customer loyalty as a commitment to use, repurchase, cross-purchase of products or services of a particular brand. Chen (2012) stated that customer loyalty refers to how customers have favorable attitudes toward target e-retailers, shown through repeat purchase intentions and behaviors.

Consumers encourage friends and family to make purchases through online shopping, state the positive things if shopping through online shopping, will make purchases of products through online shopping in the future, recommending others who need advice to make purchases using online shopping, online shopping as an option to shop rather than traditional shopping (Zeithaml et.al. 1996). One of the benefits of customer loyalty can increase vendor profitability (Zhang et al, 2011). Accoding to Eisingerich & Bell (2007) stated that customer loyalty is important and significant determinant to repurchase intention.

H5: There is the influence of customer loyalty to repurchase intention

Customer loyalty is important and significant determinant for repurchase intention (Eisingerich & Bell, 2007).

Repurchase Intention

Zhou et.al. (2009) & Kim et.al., (2012) stated that repurchase intention is the consumer interested to make another purchase by using online shopping, consumers will revisit online shopping in the future and consumers are interested to recommend online shopping because they also use online shopping. Moreover, perceived ease-of-use and perceived usefulness have a positive effect on repetition of shopping behavior (Chen, 2012). Hsu et al. (2014) stating that repurchase intention has significant affected by customer satisfaction.

H6: There is the influence of customer satisfaction to repurchase intentention.

Hsu et al. (2014) stating that repurchase intention has significant affected by customer satisfaction.

H7: There is the influence of Customer Satisfaction to Repurchase Intention mediated by Customer Loyalty.
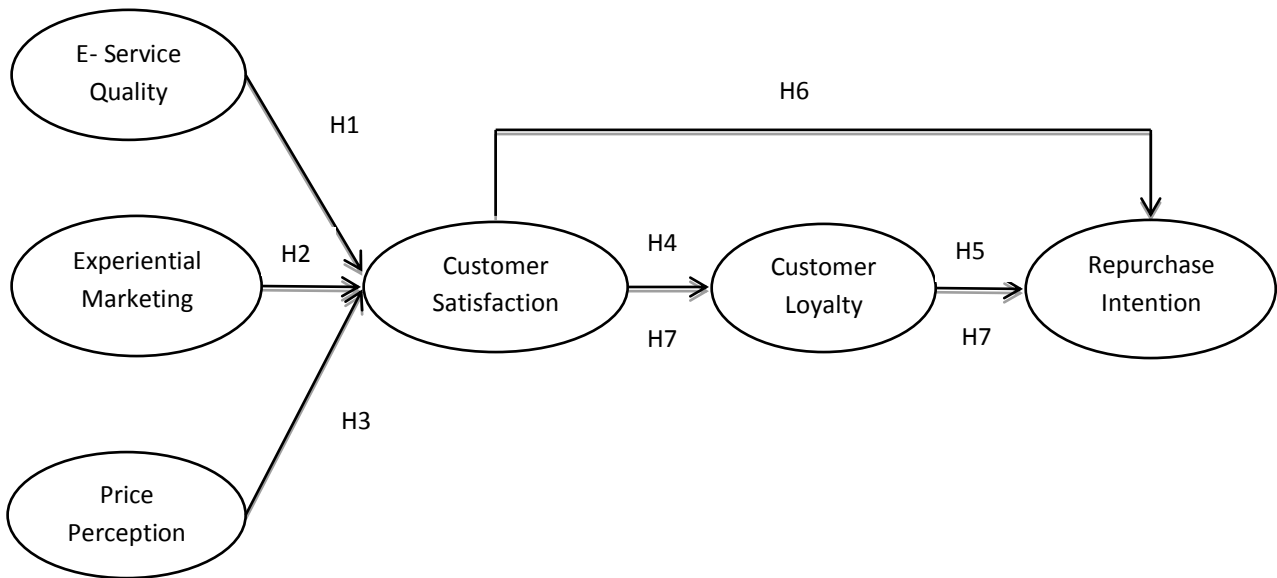
Figure 1 Research model

III.   Methodology

Object research on online consumers. The population in this study is not known therefore the number of samples taken as many as 496 by looking at the number of indicators used as much as 39. Sampling is done by simple random sampling. This sampling method is used based on the population is very large.

The collected data is processed by using structural equation modeling. This tool is used because to test the research model in accordance with the hypothesis. The indicators used are tested reliability and validity. For reliability then used the test by looking at the value of alpha cronbach. Reliability test shown in table 1.

Table 1 Reliability Test Results

Variable	Cronbach Alpha
E- service quality	0.904
Price perception	0.785
Experiential marketing	0.871
Customer satisfaction	0.885
Customer Loyalty	0.847
Repurchase intention	0.793

Reliability test results indicate that all the variables used indicate reliable value, meaning the variable can be used in this study. After tested variable then continued with validity test. Test validity using confirmatory factor analysis. Result of validity test in table 2.

Table 2 Validity Test Results

Indicators	E Service Quality	Price Perception	Experiential Marketing	Customer Satisfaction	Customer Loyalty	Repurchase Intention
ESQ1	0.543					
ESQ2	0.636					
ESQ3	0.673					
ESQ4	0.627					
ESQ5	0.568					
ESQ6	0.513					
ESQ7	0.724					
ESQ8	0.693					
ESQ9	0.746					
ESQ10	0.726					
ESQ11	0.589					

ESQ12	0.604					
ESQ13	0.577					
ESQ14	0.662					
PP1		0.712				
PP2		0.785				
PP3		0.582				
PP4		0.704				
EM1			0.822			
EM2			0.827			
EM3			0.570			
EM4			0.701			
EM5			0.745			
EM6			0.644			
CS1				0.670		
CS2				0.605		
CS3				0.749		
CS4				0.745		
CS5				0.746		
CS6				0.745		
CS7				0.797		
CL1					0.690	
CL2					0.775	
CL3					0.768	
CL4					0.794	
CL5					0.646	
RI1						0.850
RI2						0.789
RI3						0.650

The result of validity test shows that all indicators can form the variables studied. Because the results of the instrument shows reliable and valid therefore it can be used for data retrieval in research. After the instrument test is done then the next step to test the model.

Table 3 Model Test

Fit Measure	Good Fit	Acceptable Fit	Estimated
χ^2 (Chi-square)	$0 \leq \chi^2 \leq 2df$	$2df \leq \chi^2 \leq 3df$	$\chi^2 = 2521.62$
p value	$0,05 < p < 1,00$	$0,01 \leq p \leq 0,05$	p-value = 0.00
χ^2/df	$0 \leq \chi^2/df \leq 2$	$2 < \chi^2/df \leq 3$	3.63
RMSEA	$0 \leq RMSEA \leq 0,05$	$0,05 \leq RMSEA \leq 0,08$	0.08
SRMR	$0 \leq SRMR \leq 0,05$	$0,05 \leq SRMR \leq 0,10$	0.06
NFI	$0,95 \leq NFI \leq 1,00$	$0,90 \leq NFI \leq 0,95$	0.96
NNFI	$0,97 \leq NNFI \leq 1,00$	$0,95 \leq NNFI \leq 0,97$	0.97
CFI	$0,97 \leq CFI \leq 1,00$	$0,95 \leq CFI \leq 0,97$	0.97
GFI	$0,95 \leq GFI \leq 1,00$	$0,90 \leq GFI \leq 0,95$	0.76
AGFI	$0,90 \leq AGFI \leq 1,00$	$0,85 \leq AGFI \leq 0,90$	0.74
	close to GFI	close to GFI	

Source: Engel; Moosbrugger; Muller (2003). Evaluating the Fit of Structural Equation

Table 3 shows that the good fit model is shown in NFI, NNFI, and CFI values while the acceptable fit model is shown in RMSEA, and SRMR. According to Wheaton (1977) the cut-off model fit is 5, whereas in this result indicates that cut-off model or χ2 / df is 3.63, that means the model has a good fit. Therefore the model can be continued used in this study.

Result and Discussion

After the data collected then can be processed as many as 496 respondents who provide completeness of the contents in the answers of instruments that are asked to them. From the data collected then table created for the characteristic of respondents. The results of the data are shown in table 4.

Table 4 Respondent Characteristics

No.	Characteristics	Frequency	Percentage
1.	**Gender**		
	Male	207	41.7%
	Female	289	58.3%
2.	**Age**		
	15	1	0.2%
	17	6	1.2%
	18	38	7.7%
	19	135	27.2%
	20	121	24.4%
	21	101	20.4%
	22	49	9.9%
	23	19	3.8%
	24	7	1.4%
	25	9	1.8%
	26	4	0.8%
	27	1	0.2%
	28	2	0.4%
	33	2	0.4%
	38	1	0.2%
3.	**Education**		
	SMA	214	43.1%
	Diploma	19	3.8%
	S1	260	52.4%
	S2	2	0.4%
	S3	1	0.2%
4.	**Occupation**		
	Students/Undergraduate students	452	91.1%
	Private Employee	34	6.9%
	State Employee	1	0.2%
	Entrepreneur	8	1.6%
	Others	1	0.2%
	Total	496	100%

In table 4 shows that most respondents are women prefer to shop online. The age of 19 years also the most respondents where they do tend to be more consumptive. The average educational level is S1 and the most occupation is students/undergraduate students, these results indicate that it is indeed they who enter into the millennial generation that shows that they are happy to shop using on-line rather than offline. In the hypothesis proofing then use structural equation modeling. Results of hypothesis testing are shown in table 5 below.

Table 5 Hypothesis test results

No.	Hypothesis	Path Coefficient	Value - t	t-table	Results	Conclusion
H1	Effect of E-Service Quality to customer satisfaction	0.295	4.711	1.96	significant	H1 accepted, there influences between e-service quality to customer satisfation
H2	Effect of Experiential Marketing to customer satisfaction	0.352	3.781	1.96	significant	H2 accepted, there is influences between

No.	Hypothesis	Path Coefficient	Value - t	t-table	Results	Conclusion
						experiential marketing to customer satisfaction
H3	Effect of price perception to customer satisfaction	0.309	2.692	1.96	significant	H3accepted, there is influences between price perception to customer satisfaction
H4	Effect of customer satisfaction to customer loyalty	0.910	13.274	1.96	significant	H4 accepted, there is influences between customer satifaction to customer loyalty
H5	Effect of customer loyalty to repurchase intention	0.471	4.401	1.96	significant	H5 accepted, there is influences between customer loyalty to repurchase intention
H6	Effect of customer satisfaction to repurchase intention	0.483	4.569	1.96	significant	H6 accepted, there is influences between customer satisfaction to repurchase intention

Table 5 shows that from exogenous variables e-service quality, experiential marketing and price perceptions that have the greatest influence to customer satisfaction are experiential marketing variables. As seen the results of hypothesis tests 1, 2 and 3. This is because consumers who make online purchases feel a different experience when they make an offline purchase. For online purchases they will not see a tangible product form, but they see product images that are on the web of the sellers. Therefore the information of a product when conducting on-line sales should be in more detail, so that consumers can know the product as a whole without having to interact with the seller. Therefore experience is very supportive that consumers finally be satisfied or not. Experience marketing factors are important in on-line sales. Businesses who make online sales should pay attention to web design and content within the web, and ease of consumers surfing the web to find information on the products needed.

The result of hypothesis 4 test shows that high level of consumer satisfaction will cause the level of loyalty for the consumer. Therefore, businesses with online ways need to consider the level of customer satisfaction so that they are loyal to the company. The level of customer satisfaction is seen in the ease of finding information, purchasing process, payment process and speed of delivery process until the product is accepted by the consumer.

The results of hypothesis 5 and 6 show that there is influence between customer satisfaction and customer loyalty to repurchase intention. Of the two variables, it turns out the biggest influence to consumers repurchase intention is customer satisfaction which level is 0.483 compared to customer loyalty of 0.471 to repurchase intention. Business actors are required to provide the best e-service quality, price perception and experiential marketing therefore it can form customer satisfaction that impact repurchase intention.

Hypothesis 7 tested to see the effect of customer satisfaction to repurchase intention through customer loyalty shows the total effect of customer satisfaction through customer loyalty is bigger than customer satisfaction or customer loyalty directly to repurchase intention. The value of customer satisfaction through customer loyalty is 0.912 while customer satisfaction directly to repurchase intention of 0.471. This means the formation of customer loyalty that can increase repurchase intention compared to customer satisfaction directly to the repurchase intention.

The equation results for hypothesis 7 as follows:

Repurchase Intention = 0.912 customer satisfaction + 0.471 customer loyalty

      (0.058)   (0.107)

      15.643   4.401

The results of the above equation show that consumer satisfaction has the greatest influence on repurchase by through consumer loyalty than direct consumer satisfaction to repurchase intention. Therefore companies need to realize that loyalty is important to be able to increase repurchase than just a satisfied consumer.

Chi-Square=2974.55, df=693, P-value=0.00000, RMSEA=0.082
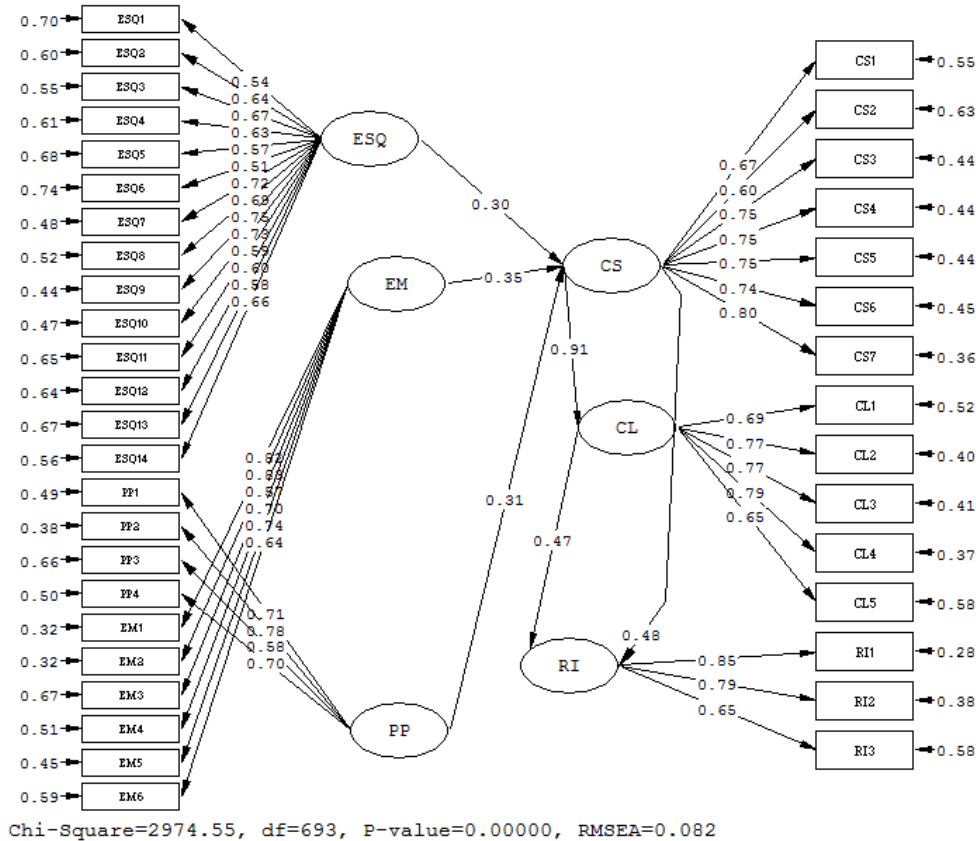
Figure 2 Lisrel Results

The result of researched by authors showed that there is influences between e-service quality to customer satisfation because online shopping sites have a variety of products offered, send products in accordance with the ordered and respond quickly in providing assistance in case of problems or questions. The result of this study appropriate to Chang & Wang (2011) and also to Lai et al. (2007) that suggest there is e-service quality inlunces customer satisfaction.

In addition the results showed that there is influence between experiential marketing to customer satisfaction because consumers are happy and satisfied from the experience of using the website. The result of this study appropriate to Mei-Ying Wu & Li-Hsia Tseng (2015) that said there is the experiential marketing was a significant influence of customer satisfaction.

Hence the result showed that there is influence between price perception to customer satisfaction because online shopping sites provide discounts for products that are marketed and consumers believe the quality of products offered by online shopping in accordance with the price offered. The result of this study appropriate to Prayitno (2016) that mention there is influence between the price perception and the customer satisfaction was positive and significant.

Next, the result showed that there is influence between consumer satisfaction to customer loyalty because when consumers feel satisfied then they will re-purchase and recommend their friends and family to make purchases of products through online shopping. The result of this study approriate to Byambaa & Chang (2012) has been found that a satisfied customer has a positive purchase intention, such as a repurchase, positive word-of-mouth, and loyalty in the long-term. Lin & Lekhawipat (2014) also said that customers satisfied have been more expected to repurchase in the future than unsatisfied.

The result showed that there is influence between customer loyalty to repurchase intention because when consumers are loyal, they will be interested to make a purchase again to online shpping. The result of this study appropriate to Eisingerich & Bell (2007) show that customer loyalty is important and significant determinant for repurchase intention.

Also, the result showed that there is influence between customer satisfaction to repurchase intention because if consumers are satisfied to make purchases through online shopping then they will buy the products again by using online shopping. The result of this study appropriate to Hsu et al. (2014) that stating repurchase intention has significant affected by customer satisfaction. And customer satisfaction has a direct or indirect influence to repurchase.

IV.   Conclusion

E-service quality, experiential marketing, price perception have influence to customer satisfaction. In addition consumer satisfaction has influence to customer loyalty and customer loyalty has influence to repurchase intention. Hence customer satisfaction has influence to repurchase intention, and customer satisfaction has a direct or indirect influence to repurchase intention. Likewise consumer loyalty influences repurchase intention. Also the largest influence is satisfaction to consumers loyalty, compared to the other variables.

The companies engaged in on-line sales need to pay attention to consumer loyalty. The customers are satisfied and loyal give the greatest influence to repurchase intention, as compared to customers satisfied but no loyalty providing a lower rate to repurchase intention.

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