

JURNAL ILMIAH MANAJEMEN BISNIS DAN INOVASI
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**THE EFFECT OF CUSTOMER TRUST AND CUSTOMER
EXPERIENCE TOWARDS REPURCHASE INTENTION IN IGOR'S
BAKERY SURABAYA**

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Abstract. This research was conducted with the goal of examine and test the influence of customer trust and customer experience towards repurchase intention in Igor's bakery. This research uses a quantitative research method and SPSS to analyze the data. Based on the data analysis that was done, it can be concluded that customer trust as well as customer experience has a partial significant influence towards repurchase intention and both customer trust and customer experience have a simultaneous influence towards repurchase intention.

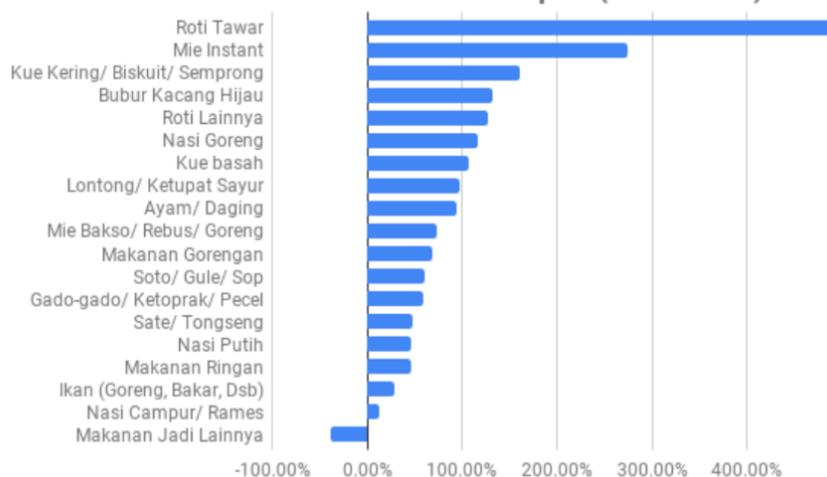
Abstrak. Penelitian ini dilakukan dengan tujuan untuk menguji dan menguji pengaruh kepercayaan pelanggan dan pengalaman pelanggan terhadap niat beli ulang di toko roti Igor. Penelitian ini menggunakan metode penelitian kuantitatif dan SPSS untuk menganalisis data. Berdasarkan analisis data yang telah dilakukan, dapat disimpulkan bahwa kepercayaan pelanggan dan pengalaman pelanggan memiliki pengaruh signifikan secara parsial terhadap niat beli ulang dan kepercayaan pelanggan dan pengalaman pelanggan memiliki pengaruh simultan terhadap niat beli ulang.

INTRODUCTION

In the recent years, Indonesia's business has grown quite significant. One of the business sector that experience a growth is the food and beverage business. The growth that the food and beverage sectors experience, turned it into one of the most important business sectors in the tourism industry in Indonesia. This statement is supported by statement from Indonesia Central Bureau of Statistic (Ahdiat, 2022) which mentioned that food and beverage business in Indonesia has become the most developed and varied business in Indonesia.

In accordance to the growth that is experienced in Indonesia as a whole, the food and beverage industry in Surabaya also experienced a significant growth. Surabaya itself has become one of the culinary destinations for many people, hence there are a lot of culinary business owner that created new innovation in their culinary businesses especially in the pastry and bakery culinary sectors.

Persentase Perubahan Konsumsi Per Kapita (2014-2018)



Picture 1. Percentage of Change in Consumption

Source : Statistik Konsumsi Pangan 2018

From picture 1., it can be seen that there is an increase in the consumption of bread, thus it can be argued that the sales of bread are increasing as well. But this increase in the pastry and bakery business causes the a lot of business to close due to losing the competition with other brands. This statement goes in accordance with the statement from Lakhsanov (2020) which mentioned that a lot of new pastry and bakery business failed and has to close down their business in 2-3 years after they opened.

In Surabaya itself, there is one famous bakery that has lasted for quite a long time, named Igor's bakery. Igor's bakery itself is a bakery which originated from Surabaya and has branches in both Bali and Jakarta. Igor's bakery offers more than 500 product selection, which includes healthy option such as low fat, sugar free, hi-fiber and many more. It was first opened in 2001 and managed to survive for 22 years due to its loyal customer which keeps on repurchasing its product. Repurchase intention can be defined as customer's intention to revisit and buy product from a brand. Repurchase intention itself is affected by several factors, some of them are customer trust and customer experience.

According to Morgan and Hunt (1994) in Leninkumar (2017), customer trust can be defined as a visitor's trust regarding a brand which becomes one of the important keys in increasing a brand's reputation and create a loyal relationship with its customer. The growth of visitor's trust comes from visitor's satisfaction regarding the given product quality until the service quality. Maintaining a visitor's trust should not only be done during the service but also during the promotion as well. When the customer's trust regarding a brand is maintained, it will create loyalty which in turn will create visitor's intention to revisit. But not everyone agrees with this statement, from research by Lita and Ma'ruf (2012) it can be seen that visitor's trust did not affect either revisit intention or visitor's loyalty.

According to Meyer and Schwager (2007), customer experience is a perception that is owned by the customer regarding a brand which they acquired either directly or indirectly. While according to Olaru et al. (2008), previously acquired experience and benefit will affect a visitor's intention to repurchase. Wathne et al. (2001) also added that experience in several service meeting as well as hope regarding the service which will be received also has an effect towards intention to repurchase. Impressive customer experience will be felt by the customer if a brand can provide a satisfying service, great quality product and a good environment. Impressive experience that a customer felt will create satisfaction which will cause the visitor to believe in a brand. As what Brady and Robertson (2001) mention, an impressive experience during the purchase of a product is needed in order to attain a high level customer satisfaction. Contrary to the statement above, research from Senjaya et al. (2013) mentioned that customer experience didn't affect customer's intention to repurchase. The same result was also found in research from Livia and Andreani (2014) which mentioned that a visitor's repurchase was not affected by sense experience and feeling experience.

Based on the arguments above, it can be seen that there are still several research gaps that needs to be resolved. Therefore, the goal of this research is to understand the effect of customer trust and customer experience towards visitor's intention to repurchase.

LITERATURE REVIEW

The literature review section will discuss regarding the variables used in this research. The dependent variable used in this research is repurchase intention. Repurchase intention can be defined as the a visitor's desire to buy a product or service that they've experienced before due to the satisfaction that was felt by the customer regarding the given product or service (Ilyas et al., 2020). While according to Hellier et al. (2003) repurchase intention is a a visitor's wants to repurchase product that they like and they'd bought from a particular brand because of a fitness between the product and the visitor's hope. Kotler (2008) mentioned that a visitor's repurchase intention is affected by several factors, both internally such as visitor's trust regarding a brand and their opinion regarding the product that they bought and also external factors such as others opinion regarding product from that particular brand.

According to Ferdinand as quoted from Sitanggang and Tiana (2022) there are several indicators which identify visitor's repurchase intention. These factors are :

1. Transactional interest
 - A visitor's urge to repurchase a product that had been bought before
2. Referential interest
 - A visitor's urge to refer a product that had been bought before to other people
3. Explorative interest
 - A visitor's urge in finding newest information regarding the product that had been bought before.

The first independent variable used in this research is customer trust. Customer trust itself can be defined as the trust of a customer regarding a brand which will become a basis for long term relationship (Juscius and Grigate, 2011). As quoted from Russeou et al. in Felita (2015) customer trust is a trust that existed due to the activity which happened between a customer and a company. From both statements, it can be concluded that customer trust is a trust that exist because there is an interaction between a visitor and a brand, which will become the basis in building a long lasting relationship. There are 2 dimensions of customer trust according to McKnight as quoted in Felita (2015), these dimensions are trusting belief and trusting intention. Trusting belief itself can be defined as customer's belief regarding the brand , while customer intention can be defined as customer's readiness to depend on a brand.

According to Matzler et al. as quoted in Sitanggang and Tiana (2022), customer trust can be identified using these indicators :

1. Trust
 - Visitor's trust regarding a product from a brand
2. Reliability
 - Visitor's trust regarding the reliability of a product from a brand
3. Honesty
 - Customer's trust that the brand is being honest
4. Safety
 - Customer's trust that the product from that brand is safe

The second independent variable in this research is customer experience. Customer experience itself can be defined as an experience that someone gets from interaction with service, brand and product from a company either directly or indirectly (Meyer and Scwager, 2007). While according to Pei et al. (2020) customer experience is an interaction between the visitor with product, service, shopping atmosphere and shopping procedure in a company, which becomes one of the important factors in building a good value for the company. Garret (2016) stressed that a visitor's loyalty exists from the experience that they received. A good customer experience will create trust and assurance in the visitor's mind which in turn will cause the visitor to keep on visiting that brand.

There are several indicators that can be used to define the customer experience, these indicators are :

1. Experience in product
 - Experience which a visitor received from the product that they purchase. The better the offered product, the better the experience that the visitor received
2. Experience in environment
 - Experience that the visitor received from the store's surrounding environment. This means, the better the environment, the better the experience that the visitor received.
3. Experience in loyalty
 - experience that the visitor received from communicating with the brand, as well as from the service which the visitor received
4. Experience in customer service and social exchanged
 - experience that the visitor received through the service which is provided by the brand
5. Experience in events
 - an experience that the visitor received from events which are held by the brand

In research from upamanyu et al. (2015) it can be seen that customer trust had a significant effect towards visitor's repurchase intention. The same result was also found in the research from Danesh et al. (2012) which found that customer trust had a significant effect towards visitor's repurchase intention. Therefore, it can be concluded that customer trust has an effect towards visitor's intention to repurchase.

Another factors which affected repurchase intention is customer experience. This statement goes in accordance with research from Prastyaningsih (2014) which found that customer experience has a significant effect towards repurchase intention. Wahyono (2017) also found that customer experience has a significant effect towards visitor's repurchase intention.

In the research from Fitria et al. (2021) it was found that both customer trust and customer experience simultaneously have an effect towards visitor's intention to repurchase. Similar result was also found in the research from Febriani and Ardani (2021) which found that customer trust and customer experience simultaneously affect visitor's intention to repurchase. Therefore based on the discussions above, the research model for this research can be seen in the figure below :

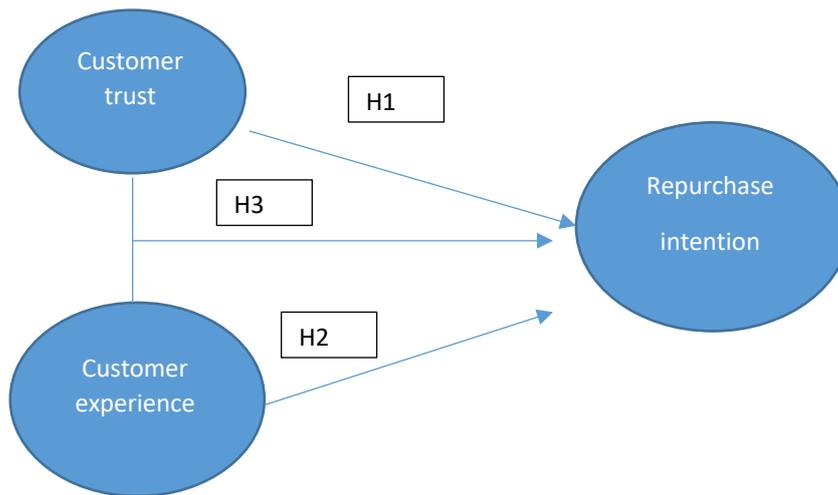


Figure 1. Research Model

Source : Self – developed for this research

Based on the discussions above, this research would like to propose 3 hypotheses. These hypotheses are :

1. Customer trust (X1) has a significant effect towards repurchase intention (Y)
2. Customer experience (X2) has a significant effect towards repurchase intention (Y)
3. Both customer trust (X1) and customer experience (X2) has a simultaneous effect towards repurchase intention (Y)

RESEARCH METHODOLOGY

The population for this research is people who had ever made a purchase a bought product from Igor's bakery. This research uses a non-probability sampling technique with purposive sampling as its method. There are several criteria that must be met by the respondents, these criteria are :

- Respondents must be age 15 and above
- Respondent had made a purchase in Igor's bakery at least 2 times in the past 5 years

The amount of sample used in this research based on method from Hair et al. (2010) is 150 respondents. This research uses primary data which was taken from the questionnaire. The response from the questionnaire will then be analyzed using the SPSS software using several tests, namely validity test, reliability test, t-Test, F-Test, and the classical assumption tests (linearity test, normality test, multicollinearity test and heteroskedasticity test).

Research Result

The result research section will discuss regarding the result from this research. As what has been discussed above, this research uses several tests from the SPSS software, such as :

- Validity Test

This test is used to check whether the instruments used in the questionnaire for this research is valid or not. This research uses the Pearson's correlation to test the validity of the instruments. The instruments is considered valid if it has less than 0,05 for its significancy score. The result of the validity test can be seen in the table below.

Table 1. Validity Test result

Variable	Statements	Pearson's correlation	Significance	Remarks
Customer Trust (X1)	X1.1	0,731	0,000	VALID
	X1.2	0,678	0,000	VALID
	X1.3	0,718	0,000	VALID
	X1.4	0,695	0,000	VALID
	X1.5	0,657	0,000	VALID
	X1.6	0,633	0,000	VALID
	X1.7	0,675	0,000	VALID
Customer Experience (X2)	X2.1	0,727	0,000	VALID
	X2.2	0,634	0,000	VALID
	X2.3	0,730	0,000	VALID
	X2.4	0,697	0,000	VALID
	X2.5	0,628	0,000	VALID
	X2.6	0,571	0,000	VALID
	X2.7	0,670	0,000	VALID
	X2.8	0,668	0,000	VALID
Minat Beli Kembali (Y)	Y.1	0,723	0,000	VALID
	Y.2	0,728	0,000	VALID
	Y.3	0,760	0,000	VALID
	Y.4	0,721	0,000	VALID

Source : Self-developed for this research

Based on Table 1. It can be seen that each instruments has 0,000 or less than 0,05 for its significancy score. Therefore it can be concluded that each instruments used in this research is valid.

- Reliability Test

This test is used to check whether the instruments used in this research is reliable or not. This research uses cronbach's alpha to test the reliability of the instruments used in this research. The instruments used in this research is said to be reliable if it has more than 0,7 for its Cronbach alpha. The reliability test result can be seen in the table below :

Table 2. Validity Test result

Variable	Cronbach's alpha	Result
Customer Trust	0,810	RELIABLE
Customer Experience	0,822	RELIABLE
Repurchase Intention	0,712	RELIABLE

Source : Self-developed for this research

Based on Table 2. It can be seen that each variable has more than 0,7 for its Cronbach's alpha score. Therefore it can be concluded that all the instruments used in this research are reliable.

- Classical Assumption Tests

- Normality Test

This test is used to check whether the data used in this research has a normal spread pattern or not. To check the normality of the test, this research uses Kolmogorov-Smirnov test. The data used in this research is said to be normal if the Assymp. Sig. (2-tailed) score is bigger than 0,05. The result of the normality test can be seen in the table below.

Table 3. Normality Test result

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.00593840
Most Extreme Differences	Absolute	.048
	Positive	.045
	Negative	-.048
Test Statistic		.048
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source : Self-developed for this research

Based on Table 3. It can be seen that the Assymp. Sig (2-Tailed) score for this research is 0,200 which is bigger than 0,05 therefore it can be concluded that all the data used in this research is distributed normally.

- Heteroskedasticity Test

This test is used to see whether there is a variance inequality of the residuals in the regression model. The variable is declared free from heteroskedasticity when the significancy score is bigger than 0,05. The result of the heteroskedasticity test can be seen in the table below:

Table 4. Heteroskedasticity Test result

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	3.344	.460		7.276	.000
	CustomerTrust	-.012	.033	-.057	-.374	.709
	CustomerExperience	-.051	.029	-.262	-1.728	.086

a. Dependent Variable: abs

Source : Self-developed for this research

Based on Table 4. It can be seen that both consumer trust and customer experience has more than 0,05 for its Sig. score. Therefore it can be can be concluded that there is no heteroskedasticity in both variable used in this research.

- Linearity test

This test is used to see whether the relationship between dependent and independent variable has a linear relationship or not. The relationship between dependent and independent variable is considered as linear when the linearity significancy score is smaller than 0,05 and the significancy of deviation from linearity is bigger than 0,05. The result of this test can be seen in the table below :

Table 5. Linearity Test result - 1

			ANOVA Table				
			Sum of Squares	df	Mean Square	F	Sig.
Y *	Between	(Combined)	1256.292	24	52.346	13.324	<.001
X2	Groups	Linearity	1094.351	1	1094.351	278.545	<.001
		Deviation from Linearity	161.941	23	7.041	1.792	.023
	Within Groups		491.101	125	3.929		
	Total		1747.393	149			

Source : Self-developed for this research

Table 6. Linearity Test result - 2

			ANOVA Table				
			Sum of Squares	df	Mean Square	F	Sig.
Y *	Between	(Combined)	1131.843	22	51.447	10.615	<.001
X1	Groups	Linearity	1029.960	1	1029.960	212.501	<.001
		Deviation from Linearity	101.884	21	4.852	1.001	.467
	Within Groups		615.550	127	4.847		
	Total		1747.393	149			

Source : Self-developed for this research

Based on Table 5 and 6, it can be seen that the relationship between both variable has a linearity Sig. score less than 0,05 and deviation from linearity bigger than 0,05. Therefore, it can be concluded that the relationship between independent and dependent variable in this research is linear.

- Multicollinearity Test

This test is used to see whether there is a correlation between independent variable with the regression model. The relationship is said to be free of multicollinearity when the VIF score is smaller than 10. The result of the rest can be seen in the table below :

Table 7. Multicollinearity Test result

Model		<u>Coefficients^a</u>		Standardized Coefficients Beta	Collinearity Statistics	
		Unstandardized Coefficients B	Std. Error		Tolerance	VIF
1	(Constant)	1.627	.787			
	CustomerTrust	.202	.056	.338	.268	3.735
	CustomerExperience	.270	.050	.502	.268	3.735

a. Dependent Variable: RepurchaseIntention

Source : Self-developed for this research

From Table 7 above, it can be seen that the VIF score for both variable is smaller than 10. Therefore it can be concluded that there is no multicollinearity between independent variables and the regression model used in this research.

- t-Test

This test is used to test the relationship between independent variable towards the dependent variable. Independent variable is said to have a partial effect if the significancy score is smaller than 0,05. The result of the test can be seen in the table below :

Table 8. t - Test result

Model		<u>Coefficients^a</u>		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	1.627	.787		2.068	.040
	CustomerTrust	.202	.056	.338	3.622	.000
	CustomerExperience	.270	.050	.502	5.376	.000

a. Dependent Variable: RepurchaseIntention

Source : Self-developed for this research

From Table 8 above, it can be seen that both variable has a Sig. score 0,000 for its Sig. score, which is smaller than 0,05. Therefore it can be concluded that customer trust has a significant partial effect towards repurchase intention, which means the first hypotheses of this research is accepted. Based on the table above, it can also be concluded that customer experience has a significant partial effect towards repurchase intention, which means the second hypotheses of this research is accepted as well.

- F-Test

The F-test in this research is done to understand the simultaneous effect of both independent variable towards dependent variable. The independent variables is considered to have a simultaneous significant effect when the significancy score is smaller than 0,05.

Table 9. F - Test result

Model		ANOVA ^a			F	Sig.
		Sum of Squares	df	Mean Square		
1	Regression	1147.849	2	573.924	140.718	.000 ^b
	Residual	599.545	147	4.079		
	Total	1747.393	149			

a. Dependent Variable: RepurchaseIntention

b. Predictors: (Constant), CustomerExperience, CustomerTrust

Source : Self-developed for this research

From Table 9 above, it can be seen that the Sig. score for this research is 0,000 which is smaller than 0,05. Therefore it can be concluded that both consumer trust and consumer experience has a significant simultaneous effect towards repurchase intention. Which means, the third hypotheses in this research is accepted.

- r^2 test

This test is used to test the ability of model in predicating or explaining the relationship between variables. If the coefficient determination r^2 score is closer to 1 it means the better the ability of the model in explaining or predicting the relationship between variables.

Table 10. r^2 Test result

Model	Model Summary ^b			Std. Error of the Estimate
	R	R Square	Adjusted R Square	
1	.810 ^a	.657	.652	2.01954

a. Predictors: (Constant), CustomerExperience, CustomerTrust

b. Dependent Variable: RepurchaseIntention

Source : Self-developed for this research

From Table 10, it can be seen that the model developed from this research can predict or explain the relationship between variable for 65,7% , while the other 34,3% if affected by other factors outside of the variables used in this research.

CONCLUSION

From the discussions above, it can be seen that the first proposed hypotheses which is customer trust has a significant effect towards repurchase intention is accepted. The same goes with the second and third hypotheses which are customer experience has a significant effect towards repurchase intention and both customer trust (X1) and customer experience (X2) has a simultaneous effect towards repurchase intention (Y) are also accepted.

Therefore, based on this research it is suggested that in order to create a long-lasting relationship with a customer and create repurchase, a brand should always pay attention to customer's trust and customer's experience, because both of this factors has a significant effect in affecting a visitor's repurchase intention.

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