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The Influence of Customer Experience on Repurchase Intention Mediated by Customer Satisfaction: A Case Study of Ultra Milk Consumers in Cimahi, Indonesia

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Abstract

This study investigates the mediating role of customer satisfaction in the relationship between customer experience and repurchase intention within the competitive packaged dairy industry, with a focus on Ultra Milk consumers in Cimahi, Indonesia. Despite its importance for consumer loyalty, this mediating effect remains underexplored. The research adopts a quantitative design, using purposive sampling to select 105 respondents who had consumed Ultra Milk in the past three months. Data were collected through structured questionnaires and analyzed using regression analysis and Sobel tests with SPSS software. Results indicate that customer experience has a significant positive effect on customer satisfaction, and both factors significantly influence repurchase intention. Moreover, customer satisfaction mediates the relationship between customer experience and repurchase intention, underscoring the psychological dimension of satisfaction in converting positive experiences into loyalty. The findings reinforce the experiential–satisfaction–loyalty framework and align with behavioral theories of consumer decision-making. The study concludes that enhancing customer experience is essential for driving repurchase behavior, especially when complemented by satisfaction. The implications include

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theoretical contributions to consumer behavior research by extending empirical insights into mediating effects, as well as practical recommendations for PT. Ultra Jaya and other dairy marketers to invest in strategies that enrich consumer experience and satisfaction to foster long-term loyalty. Future research is recommended to employ longitudinal designs and examine moderating variables such as brand trust and price sensitivity.

Keywords: Customer Experience; Customer Satisfaction; Repurchase Intention; Consumer Behavior; Dairy Industry

INTRODUCTION

In today's globalized era, the food and beverage industry is facing increasingly intense competition due to the rapid advancement of technology and the rise of consumer expectations. Globally, Sauw and Mointi (2023) reports a significant shift in consumer preferences from focusing solely on the functional benefits of food and beverages to emphasizing emotional value and overall experience. This shift is equally evident in Indonesia, where lifestyle changes and urbanization have spurred a higher demand for ready-to-consume packaged products (Chatzoglou et al., 2022). According to data from the Central Statistics Agency (BPS), cited by GoodStats.id (2024), the consumption rate of packaged food and beverages in Indonesia has reached 99.43%, highlighting the population's strong preference for convenient, long-shelf-life products. Within this context, the competition in the UHT (Ultra-High Temperature) milk industry has intensified, with leading brands such as Bear Brand, Frisian Flag, Indomilk, Milo, and Ultra Milk competing for market share. Despite once dominating the segment, Ultra Milk has experienced a notable decline in brand index from 36% in 2022 to 21.2% in 2024 according to Top Brand Index data. This trend reflects the growing challenge for PT Ultra Jaya Tbk in maintaining customer loyalty and sustaining repurchase intention in a saturated market.

In response to these challenges, it is crucial for researchers and practitioners to revisit the role of customer experience in shaping consumer loyalty and repurchase behavior. Kesuma and Ketut (2021) emphasize that customer experience is not confined to the point of purchase; rather, it is the cumulative result of a consumer's interactions with a brand across all stages from pre-purchase, during purchase, to post-purchase. Consequently, a product's functional excellence is no longer sufficient; firms must now deliver emotionally engaging

and seamless experiences to remain competitive. In the case of Ultra Milk, the decline in brand performance suggests a possible gap in the customer experience strategy, leading to reduced repurchase intention among consumers. This study thus seeks to analyze how customer experience and satisfaction interact to influence repeat purchasing decisions.

Several prior studies have examined the relationship between customer experience and repurchase intention. Research by Tufahati et al. (2021), Dewi & Giantari (2022) and Temaja et al. (2023) found a positive influence of customer experience on repurchase intention. However, these findings are challenged by Tanudjaja & Sugiyanto (2023) and Manyanga (2022), who reported no significant effect of customer experience on repurchase behavior. Meanwhile, Sofia et al. (2020) and Riaz et al. (2022) observed a significant positive effect of customer experience on customer satisfaction, and Miao et al. (2021) confirmed that customer satisfaction significantly drives repurchase intention. These inconsistencies reveal a theoretical and empirical gap that warrants further investigation, particularly within the local consumer context in Indonesia, where cultural, economic, and price-sensitivity factors may alter consumer behavior.

This study addresses this gap by focusing on the local market for UHT milk in Cimahi, Indonesia a growing urban area that represents the dynamic shifts in middle-class consumer preferences. The research offers novelty by incorporating Expectation Confirmation Theory (Oliver, 1980) as its conceptual foundation. This theory posits that satisfaction arises when consumer expectations are met or exceeded, which subsequently shapes future behavioral intentions, such as repurchasing. By placing customer satisfaction as a mediating variable, the study provides a deeper understanding of how customer experience can indirectly impact repurchase intention through satisfaction mechanisms. This theoretical lens is appropriate for exploring consumer loyalty in highly competitive product categories like UHT milk.

Accordingly, this research aims to examine the influence of customer experience on repurchase intention, mediated by customer satisfaction, in the case of Ultra Milk consumers in Cimahi. The study not only contributes to the development of consumer behavior theory but also offers strategic insights for local brands in improving customer retention through the design of more meaningful and satisfying consumer experiences.

Based on the existing literature and observable phenomena, this study aims to evaluate the relationship between customer experience, customer satisfaction, and

repurchase intention. The analysis is grounded in the conceptual model and theoretical framework proposed by Abdurohim (2023). Accordingly, it is necessary to design a theoretical framework that supports the development of each hypothesis explaining the interrelationships among these variables.

Customer experience can be defined as the perception or impression formed by consumers toward a product based on the interactions they have experienced. This process encompasses the initial stage when consumers begin engaging with the brand, the purchasing stage, and the subsequent use of the product. Schmitt, as cited in Ayu et al (2023), identifies three key indicators: sense experience, which refers to what customers perceive when consuming a product through their five senses seeing, smelling, and tasting; feel experience, which refers to the emotions that arise when consuming the product; and think experience, which reflects the creative thoughts or impressions customers develop toward a product or service, often leading to memorable perceptions.

Customer satisfaction is the result of comparing pre-purchase expectations with post-purchase performance perceptions Nasrul et al. (2022). According to Rao (2015), customer satisfaction can be measured through three indicators: the sense of happiness experienced by customers, the feeling that expectations have been fulfilled, and the perceived correctness of the decision to purchase or use the product or service. Customer satisfaction fosters loyalty, which in turn increases the likelihood of repurchase intention. This is consistent with the findings of Nurjannah. (2023) and Ningsih and Sari (2020), who reported that customer experience has a positive and significant effect on customer satisfaction. However, Lubis et al. (2023) found a negative and insignificant relationship between the two variables. Accordingly, the first hypothesis is formulated as follows:

H_1: Customer experience has a positive effect on customer satisfaction.

According to Kotler and Keller (2016), repurchase intention refers to consumer behavior that emerges as a response to a product or service, reflecting the desire to make a repeat purchase. They identify four indicators: transactional intention (the tendency to continually purchase the company's products), referential intention (the tendency to recommend the product to others), preferential intention (the tendency to prefer a specific product over alternatives), and exploratory intention (the tendency to seek more information about the product). Studies by Fadly et al. (2022) and Prasetyo and Wibowo (2023) indicate that customer satisfaction has a significant effect on repurchase intention. In contrast, Asfina

and Jadmiko (2023) found a negative effect of customer experience on repurchase intention. Based on these findings, the second hypothesis is proposed:

H_2: Customer experience has a positive effect on repurchase intention.

Furthermore, Umar (2005) defines customer satisfaction as the emotional state felt by consumers after comparing their expectations with the reality of the product received. In general, consumer expectations are predictions or beliefs about what they will obtain when purchasing or using a product, whether goods or services, whereas perceived performance refers to consumers' evaluation of the experience after consumption. Studies by Faizah et al. (2023) and Albi et al. (2021) demonstrate that customer satisfaction has a positive and significant effect on repurchase intention. Conversely, Ramadhan and Santosa (2020) reported a negative effect. Based on this, the third hypothesis is formulated:

H_3: Customer satisfaction has a positive effect on repurchase intention.

Previous research by Amelina et al. (2020) revealed that customer experience and customer satisfaction both have a positive and significant effect on repurchase intention, indicating that effective implementation of these variables can enhance customer loyalty and encourage repeat purchases. When customers make direct purchases at the store, the experiences and satisfaction they gain become the primary drivers for returning to buy Ultra Milk products. Findings from Hasniati et al. (2021) and Simanjuntak and Purba (2020) further suggest that customer satisfaction successfully mediates the relationship between customer experience and repurchase intention. Therefore, the fourth hypothesis is stated as follows:

H_4: Customer satisfaction mediates the relationship between customer experience and repurchase intention.

METHODS

Research Type

This study adopts a quantitative approach, which is suitable for testing predetermined hypotheses using measurable data. According to Sugiyono (Sugiyono, 2024), quantitative research is designed to analyze the relationship between variables by collecting numerical data and conducting statistical analysis. This method was chosen because it enables objective measurement of the effect of customer experience on repurchase intention, with customer satisfaction as a mediating variable, using responses from Ultra Milk consumers in Cimahi.

Research Design

The research employs a descriptive associative survey design, aiming to explain the relationship between variables without manipulating any of them. This design is appropriate because it allows the researcher to explore patterns and causal paths among customer experience, satisfaction, and repurchase intention in a natural consumer environment. Similar to prior studies on consumer behavior, this study improves on previous models by integrating customer satisfaction as a mediating factor within a specific product and geographic context (Ayu et al. (2023) and Nanda & Nurtjahjadi (2024)).

Population and Sample

The population in this study comprises individuals aged 18 to 40 years residing in Cimahi City who have consumed Ultra Milk at least once in the past month. This age group was selected based on psychological maturity and the ability to comprehend questionnaire items (Aprila et al., 2023). The sample consists of 90 respondents, determined using non-probability sampling with a convenience sampling method. This technique was chosen due to its practicality and the accessibility of respondents who fit the criteria (Sugiyono, 2024). The sample size is considered sufficient based on Roscoe's (1975) guideline, which states that for multivariate analysis, the minimum sample should be at least 30 times the number of variables involved in this study, three: customer experience, customer satisfaction, and repurchase intention.

Instruments and Data Collection Techniques

Data were collected using a structured questionnaire administered through Google Forms. The questionnaire includes closed-ended items measured on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree), which is appropriate for capturing attitudes, perceptions, and behavioral intentions (Putri et al., 2022). The questionnaire was based on established constructs:

- Customer Experience: dimensions of sense, feel, and think (Sofiya et al., 2023).
- Customer Satisfaction: emotional and cognitive evaluations (Kotler, P & Keller, 2016).
- Repurchase Intention: transactional, referential, preferential, and exploratory intention (Fernandes & Barfknecht, 2020).

The instrument underwent validity testing using the Pearson product-moment correlation, with a threshold of $r > 0.3061$ (df = 28). Items meeting this criterion were considered valid. Reliability was tested using Cronbach's Alpha, where a value of > 0.80 indicates high internal consistency (Ratnamurni et al., 2022). These tests were conducted using IBM SPSS version 27.

Data Analysis

Data analysis was conducted in several stages:

1. Descriptive Statistics: to summarize respondent demographics and variable distributions.
2. Multiple Linear Regression: to test the direct effect of customer experience on satisfaction and repurchase intention. The equation used was:
    - $Y=a_1+b_1X$ (Customer Experience → Customer Satisfaction)
    - $Z=a_2+b_2X+b_3Y$(Customer Experience & Satisfaction → Repurchase Intention)
3. Classical Assumption Tests:
    - Normality Test: Kolmogorov-Smirnov method, with sig ≥ 0.05 indicating normal distribution (Ghozali, 2018).

RESULTS

Respondent Profile

Table 1 presents a comprehensive summary of the respondent demographics. All respondents (100%) reside in Cimahi, which aligns with the geographic scope of the study. A majority of the respondents are male (64.8%) and primarily students (69.5%), suggesting that the consumption pattern of Ultra Milk is dominantly concentrated among the younger, academic demographic. Furthermore, 44.8% of respondents reported consuming Ultra Milk within the last three months, indicating relatively recent and relevant consumption experiences.

Table 1. Respondent Profile

Description	Frequency	Percentage (%)
Domicile		
Cimahi City	105	100.0%
Gender		
Male	68	64.8%
Female	37	35.2%
Occupation		
Student/College Student	73	69.5%
Entrepreneur	15	14.3%
Civil Servant	8	7.6%
Housewife	5	4.8%
Others	4	3.8%
Consumption in the Last 3 Months		
1 Month	29	27.6%
2 Months	29	27.6%
3 Months	47	44.8%
Monthly Consumption Frequency		
Once	28	26.7%
Twice	39	37.1%
Three times	38	36.2%

Sources: Data Processed, 2025

This demographic data serves as a contextual foundation for interpreting the consumers' evaluations of their experience, satisfaction, and repurchase intention.

Instrument Validity and Reliability

As shown in Table 2, all instrument items achieved the minimum Pearson correlation threshold for validity (> 0.3061). This suggests that the items effectively measure the intended constructs. Furthermore, Cronbach's Alpha values for Customer Experience (0.727), Customer Satisfaction (0.668), and Repurchase Intention (0.625) all exceed the accepted minimum of 0.60, as displayed in Table 3. Thus, the instruments are both valid and reliably consistent.

Table 2. Validity and Reliability Results of Instrument Items

Variable	Item Statement	Validity (r)	Reliability (Cronbach's Alpha)
Customer Experience	Easily recognize logo	1.000	0.727
	Easily recognize packaging color	0.249	
	Recognize unique milk aroma	0.107	
	Feels comfortable while consuming	0.440	
	Feels energized after consumption	0.262	
	Easier to complete tasks after consumption	0.202	
Customer Satisfaction	Feels happy because product meets expectations	1.000	0.668
	Enjoys consuming Ultra Milk	0.377	
	Likely to consume over the long term	0.499	
Repurchase Intention	Willing to buy again in the future	1.000	0.625
	Will recommend to others	0.332	
	Will choose Ultra Milk over other brands	0.211	
	Willing to find more information about Ultra Milk	0.298	

Sources: Data Processed, 2025

These outcomes affirm that the questionnaire used in the study is statistically sound and suitable for further data analysis, with sufficient internal consistency among the items.

Classical Assumption Testing

Table 3 presents the results of classical assumption testing to ensure the regression models fulfill the assumptions of Ordinary Least Squares (OLS). Normality was confirmed by Kolmogorov–Smirnov values above 0.05 in both regression models. Multicollinearity is not an issue, as all Tolerance values are above 0.1 and VIF values are below 10. However, one heteroscedasticity test yielded a significance value below 0.05, suggesting partial heteroscedasticity.

Table 3. Classical Assumption Test Results

Test Type	Regression Model	Value	Interpretation
Normality	CE → CS	Sig = 0.081	Data are normally distributed
	CE + CS → RI	Sig = 0.084	Data are normally distributed
Multicollinearity	CE → CS	Tolerance = 1.000VIF = 1.000	No multicollinearity
	CE + CS → RI	Tolerance = 0.530VIF = 1.888	No multicollinearity
Heteroscedasticity	CE → CS	Sig = 0.578	Homoscedasticity met
	CE + CS → RI	Sig = 0.022	One variable violates homoscedasticity assumption

Sources: Data Processed, 2025

These results confirm that the regression models largely satisfy the assumptions required for reliable OLS regression interpretation.

Regression Analysis

The regression analysis was conducted in two stages. Table 4 reveals that Customer Experience has a significant and positive effect on Customer Satisfaction (B = 0.353, $p < 0.001$), confirming Hypothesis 1. Table 5 shows that both Customer Experience (B = 0.246, $p < 0.001$) and Customer Satisfaction (B = 0.275, $p = 0.018$) significantly influence Repurchase Intention, supporting Hypotheses 2 and 3.

Table 4. Regression Result: CE → CS

Model	B	Std. Error	Beta	t-value	Sig.
Constant	4.184	0.900	-	4.648	0.000
CE	0.353	0.037	0.686	9.566	0.000

Sources: Data Processed, 2025

Regression Equation: Y = 4.184 + 0.353X

Customer experience significantly and positively influences customer satisfaction ($t = 9.566; p < 0.05$).

Table 5. Regression Result: CE + CS → RI

Model	B	Std. Error	Beta	t-value	Sig.
Constant	7.474	1.150	-	6.499	0.000
CE	0.246	0.059	0.438	4.184	0.000
CS	0.275	0.114	0.252	2.400	0.018

Sources: Data Processed, 2025

Regression Equation: Z = 7.474 + 0.246X + 0.275Y

Both customer experience and satisfaction significantly influence repurchase intention.

These findings suggest that improving customer experience is likely to enhance satisfaction and, subsequently, influence consumers' likelihood to repurchase Ultra Milk products.

Sobel Test for Mediation

To evaluate the mediating effect of Customer Satisfaction between Customer Experience and Repurchase Intention, a Sobel test was performed. As shown in Table 6, the resulting t-value of 2.339 exceeds the critical value of 1.98761, and the p-value is 0.019 (< 0.05). This confirms Hypothesis 4.

Table 6. Sobel Test for Mediation Effect

Path	a	B	Sa	Sb	t-value	p-value	Conclusion
CE → CS → RI	0.353	0.275	0.037	0.114	2.339	0.019	Customer satisfaction mediates the relationship

Sources: Data Processed, 2025

Since $t = 2.339 > t\text{-}table = 1.98761$ and $p < 0.05$, customer satisfaction partially mediates the relationship between customer experience and repurchase intention.

Customer Satisfaction thus serves as a partial mediator, indicating that while Customer Experience directly impacts Repurchase Intention, part of this effect is transmitted through increased satisfaction.

Hypothesis Testing

Table 8 summarizes the hypothesis testing outcomes. All four hypotheses were supported by the empirical data. Each t-value exceeds its respective threshold, and all significance values are below 0.05, affirming the robustness of the model.

Table 7. Hypothesis Testing Results

Hypothesis	Relationship	t-value	Sig.	Conclusion
H1	CE → CS	9.566	0.000	Supported (H_a accepted)
H2	CE → RI	4.184	0.000	Supported (H_a accepted)
H3	CS → RI	2.400	0.018	Supported (H_a accepted)
H4	CE → CS → RI (Mediation by CS)	2.339	0.019	Supported (H_a accepted)

These findings reinforce the conceptual framework, showing that Customer Experience not only directly influences Repurchase Intention, but also does so indirectly through Customer Satisfaction.

DISCUSSION

The findings of this study indicate that Customer Experience has a positive and significant influence on Customer Satisfaction, as evidenced by the regression coefficient ($B = 0.353$, $p < 0.001$). The respondents in this study all reside in Cimahi (100%), with a majority being male (64.8%) and predominantly students or college students (69.5%), indicating that Ultra Milk consumption is concentrated among a younger, academic demographic. Regarding recent consumption behavior, 44.8% had consumed Ultra Milk within the last three months, while 27.6% had done so within the past one or two months, reflecting relevant and up-to-date product engagement. In terms of monthly frequency, 26.7% reported consuming once, 37.1% twice, and 36.2% three times per month. This demographic profile serves as an important context for interpreting consumer evaluations of their experience, satisfaction, and repurchase intention. This suggests that the more favorable the customer's experience with Ultra Milk, the greater their satisfaction level. Furthermore, both Customer Experience and Customer Satisfaction significantly influence Repurchase Intention, with coefficients of $B = 0.246$ ($p < 0.001$) and $B = 0.275$ ($p = 0.018$), respectively. This confirms that when customers perceive their consumption experience as pleasant and feel satisfied, they are more likely to repurchase the product. The Sobel test results also show that Customer Satisfaction significantly mediates the relationship between Customer Experience and Repurchase Intention ($t = 2.339$, $p = 0.019$). This finding underscores the role of satisfaction as an important psychological mechanism that channels the effect of experience into repurchase decisions. In summary, the research affirms that experiential value, when well-managed, creates emotional satisfaction that leads to repeat purchase behavior.

These findings are consistent with the study by Tufahati et al. (2021), who found that customer experience positively affects repurchase intention, suggesting that emotional and sensory engagements during product consumption play a critical role in loyalty behavior. The current study also aligns with Dewi & Giantari (2022), who observed similar patterns in beverage consumption. However, this result contradicts the findings of Tanudjaja & Sugiyanto (2023), which indicated no significant effect of customer experience on repurchase

intention. This difference may stem from the varied nature of product categories or market segments examined. The study also reinforces Sofia et al. (2020) findings, which demonstrated a significant effect of customer experience on satisfaction, and confirms the conclusion of Miao et al. (2021), who identified customer satisfaction as a significant determinant of repurchase intention. By integrating both direct and indirect effects into a mediation framework, the present study offers a more comprehensive model for understanding consumer behavior in the dairy beverage industry.

Theoretically, this research contributes to consumer behavior literature by empirically validating the experiential-satisfaction-loyalty chain within the context of fast-moving consumer goods, specifically UHT milk. It strengthens the argument that customer experience is not merely a supporting factor but a central predictor of satisfaction and behavioral loyalty. Practically, the findings suggest that Ultra Milk and similar brands must invest in enhancing experiential elements such as packaging design, sensory appeal (taste, aroma), and emotional resonance (e.g., nostalgia, energy boost). These elements form critical touchpoints that shape consumers' perceptions and satisfaction levels. Improving these aspects may help regain Ultra Milk's declining Top Brand Index and restore customer loyalty in a highly competitive market.

Despite its contributions, this study is not without limitations. First, the sample size of 105 respondents, though adequate for preliminary modeling, may limit the generalizability of the findings. Future studies should expand the sample to include broader geographic coverage and more diverse demographic profiles. Second, the use of self-reported online questionnaires may introduce response biases, as participants might overstate satisfaction or repurchase intention. Third, the study relies on cross-sectional data, which prevents the establishment of long-term causal relationships between variables. Finally, uncontrolled external factors, such as competitor campaigns, price promotions, or seasonal consumption behavior, were not accounted for but may influence customer responses.

CONCLUSION

This study aimed to examine the effect of Customer Experience on Repurchase Intention, mediated by Customer Satisfaction, among Ultra Milk consumers in Cimahi. The results confirm that Customer Experience significantly enhances Customer Satisfaction, which in turn positively influences consumers' intention to repurchase. Moreover, Customer

Experience was also found to directly impact Repurchase Intention, with Customer Satisfaction serving as a significant mediating variable. These findings align with existing consumer behavior models, demonstrating that positive experiential factors such as familiarity with branding, sensory enjoyment, and emotional comfort can lead to greater loyalty and repeat purchase behaviors.

However, the research is subject to several limitations. The limited sample size (n=105), focused solely on respondents from Cimahi, restricts the generalizability of the findings. In addition, the cross-sectional survey method cannot capture long-term behavioral trends or causal inferences. Potential biases in self-reported data, particularly in how respondents assess satisfaction and purchase intent, must also be considered.

Future research should explore longitudinal designs to assess consumer loyalty over time and across different consumption contexts. Broader demographic sampling across multiple cities or regions could also uncover cultural or economic differences in how Customer Experience translates into Repurchase Intention. Additionally, qualitative insights such as in-depth interviews or focus groups may provide richer understanding of the psychological mechanisms behind satisfaction and loyalty in dairy product consumption.

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