

The Relationship Between Customer Experience and Perceived Quality with Repurchase Intentions on Gojek Services

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Abstract

This research is motivated by the rapid development of technology, especially online transportation services which are increasingly in demand by the public because of their convenience, speed and comfort. Gojek as one of the largest online transportation platforms in Indonesia needs to understand the factors that affect customer loyalty to maintain its market share. In this context, customer experience and perceived quality are identified as important variables that affect repurchase intentions. This research seeks to examine how customer experience and perceived quality impact the likelihood of Gojek online transportation users in Medan City to make repeat purchases. The relationship between customer experience and perceived quality will be dissected both individually and together in relation to repurchase interest. The study utilises a survey with a quantitative approach, gathering data from 100 Gojek users through a questionnaire. The collected data is then analysed using multiple linear regression analysis to evaluate the influence of each independent variable on the dependent variable. The study found that both customer experience and perceived quality significantly drive repurchase intention among Gojek users. Customer experience showed the strongest impact ($t = 9.742, p < 0.001$), with factors like convenient access, quick service, and pleasant interactions encouraging repeat purchases. Perceived quality also had a significant positive effect ($t = 4.139, p < 0.001$). Collectively, these two factors explain 71.4% of the variance in repurchase intentions, with the remaining 28.6% attributed to other factors not examined in the study.

Keywords: Customer Experience, Perceived Quality, Repurchase Intention, Gojek.

1. Introduction

In the current era of the 4.0 revolution, technological advances are developing very rapidly in almost all fields, one of which is the transportation sector. The transport industry, which previously depended on conventional systems such as base ojek, is now undergoing a major transformation with the emergence of application-based platforms that allow customers to order transport only through the application. Booking online transportation services through the application is now easier and faster, online transportation services are abundant to meet people's daily life needs, such as going to work, school, shopping, and even grocery shopping (Berg & Henriksson, 2020). Online transportation applications provide various conveniences, such as ease of ordering and using, speed in reaching destinations, affordable prices, feeling safer and more comfortable. This makes online transport services more attractive compared to traditional transport services, which are sometimes considered less efficient and not transparent in terms of tariffs. This phenomenon has resulted in where competition between service companies is getting tougher, all companies need to attract



consumers with their products so that business people need to develop smart strategies to ensure consumers always use the company's service products.

The Gojek app offers convenience to its users. Gojek is an Indonesian tech company that offers transport services using ojek. Founded in 2010 by Nadiem Makarim in Jakarta, Gojek now operates in 50 cities in Indonesia. Apart from Indonesia, Gojek also operates in Thailand, Vietnam, and Singapore. A report *The State of Mobile 2024* shows that during 2022-2023, there are at least five most downloaded online transport applications with an average of 957 thousand downloads per month from Indonesian smartphone or mobile phone users with Gojek ranks first. This success has several shortcomings from the aspect of customer experience and quality obtained by researchers through pre-research.

This research also focuses on GoRide and GoCar online transportation services because both are the core of the main function of the Gojek application as a transportation service provider. Although services such as GoFood and GoSend are significant contributors to the Gojek ecosystem, they have different characteristics in terms of user interaction and factors that influence customer loyalty. GoFood focuses more on food delivery services, where consumer decisions are strongly influenced by food preferences, menu variations, and delivery times. GoSend, on the other hand, focuses on logistics and product delivery, which also includes other considerations such as package security and delivery speed. Unlike GoRide and GoCar, which prioritise convenience, speed and direct user experience while driving, GoFood and GoSend lack the element of direct travel experience. Therefore, in order to maintain congruence between the research variables, specifically customer experience and perceived service quality, this research focuses on GoRide and GoCar as representations of private transport services that are more relevant to the objectives of the research study.

Based on pre-research conducted by researchers, it was found that there were some significant shortcomings felt by consumers of the Gojek application online transportation service, although the majority of respondents reported an overall positive experience. The results of this study offer a preliminary insight into how customer experience and perceived quality impact the satisfaction and intention to repurchase among Gojek users in Medan City.

Prior research with 38 participants revealed that the majority of Gojek app users in Medan City have a favourable opinion of the service they receive, particularly in terms of the application's user-friendliness and the overall comfort during their journey. However, a significant issue highlighted in this research is the discrepancy between customer expectations concerning service efficiency, specifically in relation to driver availability, and the actual experience they encounter. Some respondents reported difficulty in finding drivers during peak hours or during bad weather, which directly affects their perception of service quality. This indicates that driver-finding efficiency is an important factor in creating a positive customer experience. The inconvenience caused by this situation shows that perceived quality in Gojek services is strongly influenced by the speed and accuracy of the application in connecting users with available drivers.

In addition, the questionnaire results also noted issues related to the consistency of driver service. While most drivers provided satisfactory service, some respondents expressed negative experiences, such as driver disorganisation or order cancellations without a clear explanation. These inconsistencies in service lower users' satisfaction levels, which in turn impacts the overall customer experience. This can damage their perception of Gojek's service quality, as inconsistent quality reduces users' trust and expectations of future services. Therefore, it is important for companies to maintain consistent service quality so that consumers have a positive perception of the brand (Siregar & Nasution, 2023).

In addition, technical glitches in the app, such as lags or errors when ordering services, are also a major concern. Although these glitches do not occur frequently, they are enough to affect user convenience, especially in urgent situations. These findings suggest that to improve customer experience and perceived quality, Gojek needs to focus on improving driver search efficiency, driver service consistency, and application stability in order to increase customer satisfaction and encourage them to repurchase Gojek services.

Overall, although the majority of Gojek users in Medan City are satisfied with their experience, the findings of this pre-study reveal some issues that need to be corrected in order for the company to improve overall service quality. Adequate user experience and good service quality rely heavily on driver search efficiency, service timeliness, and driver consistency in providing friendly and professional service. In addition, improving the stability and reliability of the app is also an important factor to reduce technical glitches that can disrupt user convenience. By making improvements in these identified areas, it is expected to increase overall user satisfaction, which in turn will encourage them to repurchase Gojek services and increase customer loyalty.

Online transport apps with good customer experience and perceived quality can attract more consumers. These two elements are crucial for the prosperity of a business. Customer experience encompasses the physical and emotional encounters that customers or the general public have when using a company's product (Hidayat & Nuzil, 2023). Furthermore, how customers perceive the quality of a product also plays a significant role. The quality of service is key in influencing consumer decisions to make repeat purchases; customers who feel well-treated are more likely to remain loyal to the company and may even recommend it to others (Siregar & Nasution, 2023: 30). Perceived quality refers to the perspective of consumers on the overall quality or excellence of a product or service (Santoso & Prasastyo, 2021). If customers perceive a high level of quality, they are likely to be satisfied and may make repeat purchases. The correlation between customer experience and perceived quality in relation to repeat purchase intentions is crucial, as consumers often base their decisions on their experience with the product and its quality (Widjajanta et al., 2020).

Although many studies have discussed the importance of customer experience and perceived quality, there are gaps in research related to the simultaneous influence of both on repurchase intention in the context of online transportation digital services such as Gojek. Most previous studies tend to separate these two variables or only focus on one aspect. Differences in technology, interaction models, and user expectations in online transport applications require further research to understand the interaction between customer experience and perceived quality in this context.

The urgency of this research is based on the high level of competition in the online transport industry in Indonesia. Applications such as Gojek not only compete locally, but also with other global applications that are increasingly popular. Understanding the factors that drive repurchase interest is very important for companies to develop strategies that can maintain their market share, because brands that have been firmly embedded in customer perceptions will encourage sustainable purchasing behaviour and increase the likelihood of repeat purchases (Sibarani & Siregar, 2023). This study fills a void in current research and offers practical guidance for policy formulation. It examines how customer experience, perceived quality, and repurchase intentions are interconnected, allowing companies such as Gojek to develop strategies to succeed in a challenging market environment.

This study centres on Medan City in Indonesia, a bustling metropolis with over 2.5 million inhabitants representing various social and economic strata. According to Arrahmaan Pane, the Head of Diskominfo in Medan City, approximately 82 per cent of the population is

already proficient in internet usage. This shows that the majority of Medan residents are accustomed to using digital technology, including for various purposes such as online shopping and using digital transport services such as Gojek. With this high level of technology adoption, Medan is a relevant location to explore customer experience and perceived quality of online transportation services, as well as factors that influence repurchase intention.

Given the context of the issues outlined, scholars are curious about the potential impact of the correlation between customer experience and perceived quality on repeat purchase intention. Therefore, a research study titled 'Exploring the Influence of Customer Experience and Perceived Quality on Repeat Purchase Intent in the Online Transportation Gojek App (A Study on Gojek App Users in Medan City)' was carried out.

2. Literature Review

2.1. Marketing

Ariyanto et al. (2023) suggest that marketing is a form of management that motivates people or groups to satisfy their desires and requirements through the production, sale, and exchange of valuable goods. The primary objective of marketing management is to enhance the visibility of products, such as goods and services, among the masses. The ultimate goal of marketing management is to maximise company profits by meeting customer needs and desires through the provision of products and services (Patwa et al., 2023).

2.2. Consumer Behaviour

According to Kholik (2024), consumer behaviour is the study of business activities that study the attitudes, actions, or concerns of buyers of a good or service. This behaviour is a factor that helps consumers in researching, selecting and determining the purchases they want. Of course, buyers don't just want to buy the goods or services they want. Consumer behaviour can also be understood as the study of individuals, groups, and organisations on all activities related to the purchase, use, or disposition of goods or services. This consumer behaviour can be an emotional, mental or any reaction that is a fundamental element in the actions taken by consumers. It is true that consumer behaviour will lead to the satisfaction it gets when it gets goods or services that match its expectations.

2.3. Theory of Consumer Behaviour

Consumer theory, as described by Zusrony (2021), is employed to elucidate and forecast the items that consumers (households) will select based on their income and prevailing prices. It is also utilised to determine demand curves. Various theories regarding consumer behaviour include the following:

1. Microeconomic Theory

This theory posits that all customers seek to achieve the highest level of contentment. If they are satisfied with a product they have bought, they are likely to repurchase it as long as the satisfaction they receive is equal to or greater than the marginal utility from spending the same amount on other goods.

2. Psychological Theory

This theory relies on personal psychological elements that are shaped by external influences. The study of consumer behaviour is complicated due to the intricacies of the human mind, which cannot be easily observed.

3. Anthropological Theory

This theory highlights the purchasing patterns of a wide range of individuals, including factors like culture and social status.

2.4. Customer Experience

The concept of customer experience revolves around ensuring consumer contentment through their interactions. It primarily focuses on the outcome of a product or service. Hence, customer experience involves delving into consumer habits and shifting marketers' perspectives from mere products to the overall consumption journey (Tarigan & Kurniawan, 2024). Monica and Widaningsih (2020) suggest that customer experience can be seen as a personal event resulting from various stimuli, such as interactions with marketers before or after making a purchase. In contrast, Ahmed et al. (2022) define experience as involving higher mental functions like memory, language, and critical thinking. From this, it is obtained that the definition of customer experience is the process experienced by consumers in buying a product by using reasoning before consuming it.

2.5. Perceived Quality

Quality is a measure or ability possessed by a product, both in the form of goods and services, which consists of various characteristics that maintain its quality and function in meeting consumer expectations (Sinulaki & Siregar, 2023). According to Kurniawan (2020), perceived quality reflects the overall invisible feelings of customers about a brand, however, usually perceived quality is based on the dimensions included in the characteristics of the product where the brand is associated with things like reliability and performance.

2.6. Repurchase Intention

Kotler and Keller (2016) suggest that repurchase interest is driven by the desire of motivated consumers to purchase products they have previously enjoyed. Conversely, Hudani (2020) argues that repeat buying behaviour is influenced by various factors such as psychological, personal, and social aspects. Savitri and Wardana (2018) argue that repurchase intention is understood as a step in how respondents or consumers act after consumers are satisfied.

2.7. Research Hypothesis

According to the problem outlined by the researcher previously, the hypothesis for this study is:

1. **H_{a1}**: There is a positive and significant effect of Customer Experience on repurchase interest in users of the Gojek online transportation application in Medan City.
2. **H_{o1}**: There is no positive and significant effect of Customer Experience on repurchase interest in online transportation users of the Gojek application in Medan City.
3. **H_{a2}**: There is a positive and significant effect of Perceived Quality on repurchase interest in online transportation users of the Gojek application in Medan City.
4. **H_{o2}**: There is no positive and significant effect of Perceived Quality on repurchase interest in online transportation users of the Gojek application in Medan City.
5. **H_{a3}**: There is a positive and significant effect of Customer Experience and Perceived Quality on repurchase interest in online transportation users of the Gojek application in Medan City.
6. **H_{o3}**: There is no positive and significant effect of Customer Experience and Perceived Quality on repurchase interest in online transportation users of the Gojek application in Medan City.

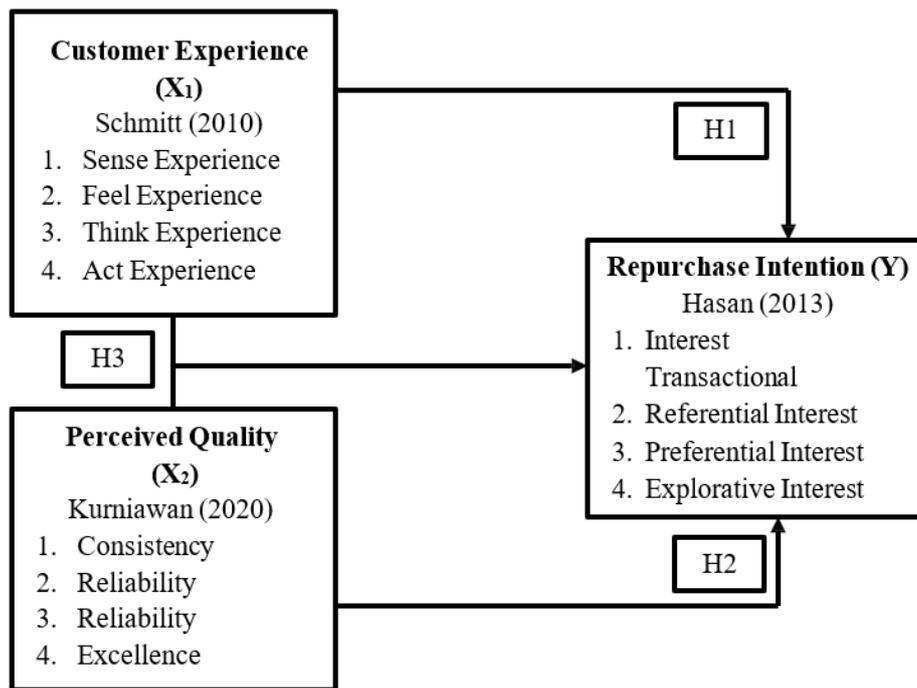


Figure 1. Research Framework
Source: Researcher (2024)

3. Methods

3.1. Form of Research

The research methodology employed in this study utilises quantitative techniques through an associative perspective. In the words of Sugiyono (2013), an associative perspective involves investigating the connection between multiple variables in terms of cause and effect. Cause and effect refer to the link between independent variables (which exert influence) and dependent variables (which are influenced).

3.2. Population and Research Sample

The group of individuals included in this research are customers who have made transactions and utilized the Gojek app in Medan City. The exact number of people in this group is not known as it has never been accurately measured, making it impossible to determine the population size.

The selection of participants for this study was done using non-probability sampling, a method that does not offer an equal chance to each element or member of the population to be chosen as a sample (Sugiyono, 2013) with the sampling method used is accidental sampling, which is a sampling technique based on chance, namely anyone who happens to meet the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source (Sugiyono, 2013). The sample criteria that have been determined by researchers include: 1) Have the Gojek app; and 2) Be at least 17 years old.

The researcher determined that the sample size could not be ascertained because there was no exact information about the number of Gojek customers in Medan city. The assumption used is that the population is very large and researchers will use the Cochran formula to determine a representative sample. This formula is suitable for use when the population size is unknown, thus providing an accurate sample size estimate for research.

The number of samples to be used in this study was 96 respondents but the researcher decided to round up to 100 respondents to make it easier to calculate.

3.3. Variable Measurement Scale

In the Likert scale questionnaire, respondents have the option to choose from five categories: strongly agree, agree, neutral, disagree, and strongly disagree. The primary purpose of using this method is to gather reliable data and understand the perspectives of individuals or groups on specific topics. This scale is often used in various surveys or questionnaires to measure the accuracy of quantitative data, so all instruments must have a scale. This survey provides five alternative answers to consumers, so the scale used is 1 to 5.

3.4. Data Collection Technique

The data sources that can be used in this study have two criteria, namely primary and secondary.

1. Primary Data

Primary data refers to information that is directly gathered from the source itself, rather than through any intermediaries (Sugiyono, 2013). In this study, primary data was collected through surveys conducted by distributing questionnaires to eligible respondents.

2. Secondary Data

Secondary data is data that is not collected directly but rather through some form of intermediary, according to Sugiyono (2013). This type of data is gathered from various sources such as previous studies, books, articles, journals, and other literary works.

3.5. Data Analysis Technique

Data analysis methods incorporate both instrument validation tests and traditional assumption testing. Validation of the instrument determines its appropriateness for research purposes. This validation process involves assessing its reliability and validity. The analysis of data in this study is facilitated with the use of SPSS.

4. Results and Discussion

4.1. Research Results

4.1.1. Description of Respondent Identity

The identity of the respondents presented by the researcher in this study is gender, age, and frequency of purchase. The identity obtained by the researcher is as follows:

Table 1. Identity of Respondents Based on Gender

No	Gender	Frequency	Percentage (%)
1	Male	43	43
2	Female	57	57
No	Age	Frequency	Percentage (%)
1	17-20 years	42	42
2	21-24 years	33	33
3	25-28 years	17	17
4	>29 years	8	8
No	Number of Transactions	Frequency	Percentage (%)
1	1 time	0	0
2	2-4 Times	6	6
3	>5 Times	94	94

Source: Data Processing Results (2024)

According to the findings of this study, it is evident that a larger proportion of participants were female, with a smaller number of male participants. The comparison between the two genders indicates that females were more actively engaged in the study than males.

The majority of participants belonged to the younger age bracket, particularly within the range of 17-20 years, followed by those aged 21-24 years. The number of participants declined with increasing age, with the group of individuals aged 29 years and above being the least represented. This implies that a significant portion of the study's participants are from the younger demographic, who may possess greater interest or involvement in the research subject compared to older age categories.

Most of the respondents made transactions more than five times. This indicates a high level of participation and engagement from the respondents in the activity under study. Meanwhile, only a small number of respondents made a lower number of transactions, and there were no respondents who only made one transaction. This data indicates that respondents tend to have intensive and consistent usage habits.

4.1.2. Data Analysis Method

A. Instrument Test Results

The study includes the utilization of two distinct assessments to evaluate tools: validity assessments and reliability assessments.

1) Validity Test

The validation process is used to determine how reliable a research tool is. By checking the values of rvalue and rtable at a significance level of 0.05 and with 98 degrees of freedom in a two-way test, we can confirm the accuracy of each statement.

Table 2. Validity Test Results

Variable	Statement	R-value	R-table	Description
Customer Experience (X1)	X1.1	0,658		Valid
	X1.2	0,806		Valid
	X1.3	0,845		Valid
	X1.4	0,864		Valid
	X1.5	0,791		Valid
	X1.6	0,839		Valid
	X1.7	0,801	0,196	Valid
	X1.8	0,764		Valid
	X1.9	0,740		Valid
Viral Marketing (X2)	X2.1	0,320		Valid
	X2.2	0,286	0,196	Valid
	X2.3	0,575		Valid
	X2.4	0,800		Valid
	X2.5	0,839		Valid
	X2.6	0,831		Valid
	X2.7	0,828		Valid
	X2.8	0,796		Valid
Repurchase Interest (Y)	Y.1	0,707	0,196	Valid
	Y.2	0,819		Valid
	Y.3	0,828		Valid
	Y.4	0,819		Valid
	Y.5	0,864		Valid
	Y.6	0,714		Valid
	Y.7	0,753		Valid
	Y.8	0,740		Valid

Source: Data Processing Results (2024)

The results of the validity test shown in table 2 indicate that all 9 statements related to customer experience (X1) are deemed valid, as their rvalue exceed the rtable value. This allows them to be used as reliable measures for assessing these variables. Similarly, all 8 statements related to perceived quality (X2) are considered valid, as their rvalue surpass the rtable value. This makes them suitable measuring instruments for evaluating these variables. Furthermore, all 8 statements linked to repurchase interest (Y) are deemed valid, as their rvalue exceed the rtable value. This enables them to be utilized as effective measuring tools for assessing these variables.

2) Reliability Test

Researchers conduct reliability tests to assess the consistency and dependability of statements in research tools and responses from participants.

Table 3. Reliability Test Results

Variable	Reliability Statistics	
	Crobach's Alpha	Crobach's Alpha
Customer Experience (X1)	,924	,924
Perceived Quality (X2)	,821	8
Repurchase Intention (Y)	,909	8

Source: Data Processing Results (2024)

According to the findings from the reliability assessment, it can be determined that every statement in the research tool has a Cronbach Alpha score exceeding 0.6. This indicates that both the statements in the tool and the responses provided by participants are dependable and appropriate for research.

B. Classical Assumption Test

Classical assumptions are a set of assumptions that form the basis of quantitative research that uses regression analysis as a data analysis technique.

1) Normality Test Results

The normality test is carried out to determine whether the data is normally distributed or not.

Table 4. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,03614997
Most Extreme Differences	Absolute	,078
	Positive	,078
	Negative	-,048
Test Statistic		,078
Asymp. Sig. (2-tailed)		,135 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data Processing Results (2024)

According to the findings from the Kolmogorov-Smirnov test, researchers calculated a significance value of 0.135, indicating that the data follows a normal distribution as per the set

standards. Therefore, it can be inferred that the data collected by researchers adheres to a normal distribution pattern.

Normality test using a histogram graph to determine whether the curve is bell-shaped and symmetrical or vice versa. If the data curve is bell-shaped, then the data is normally distributed. Conversely, if the data curve is not bell-shaped and asymmetrical, then the data is not normally distributed.

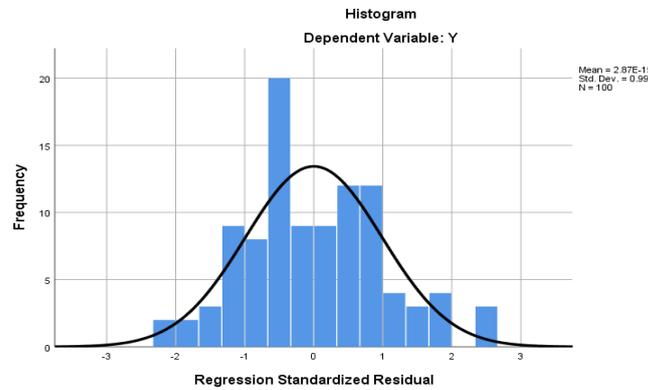


Figure 2. Histogram Graph
Source: Data Processing Results (2024)

In Figure 2, the data distribution displays a symmetrical shape reminiscent of a bell curve, leading to the inference that the data gathered by researchers is generally distributed in a normal manner.

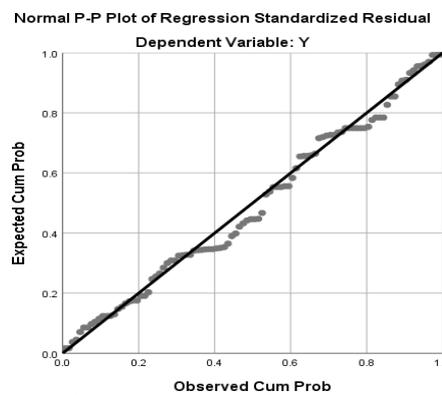


Figure 3 P-P Plot Graph
Source: Data Processing Results (2024)

If the data samples closely align with the diagonal line, it is deemed to be normally distributed. According to the information presented in Figure 3, it is safe to assume that the data follows a normal distribution as the samples generally adhere to the diagonal line with only minor deviations.

2) Multicollinearity Test Results

The multicollinearity test is conducted to identify whether there is a strong correlation between the independent variables in the regression model.

Table 5. Multicollinearity Test Results

Model	Coefficients ^a				T	Sig.	Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	Tolera- nce			VIF	
	B	Std. Error	Beta					
(Constant)	15,127	1.782		8,490	,000			
Customer Experience Perceived Quality	1,014	,054	1,345	9,742	,000	,152	6,592	
	,554	,134	,571	4,139	,000	,152	6,592	

a. Dependent Variable: Purchasing Decision

Source: Data Processing Results (2024)

According to the information provided in table 4.32, it is evident that the Tolerance value for customer experience (X1) and perceived quality (X2) variables is 0.152, exceeding the threshold of 0.10. Additionally, the VIF value for these variables is 6.592, below the threshold of 10.00. Therefore, it can be inferred that there are no signs of multicollinearity in the regression model.

3) Heteroscedasticity Test Results

The heteroscedasticity examination aims to determine if there is a difference in residual variability between individual observations in the regression model.

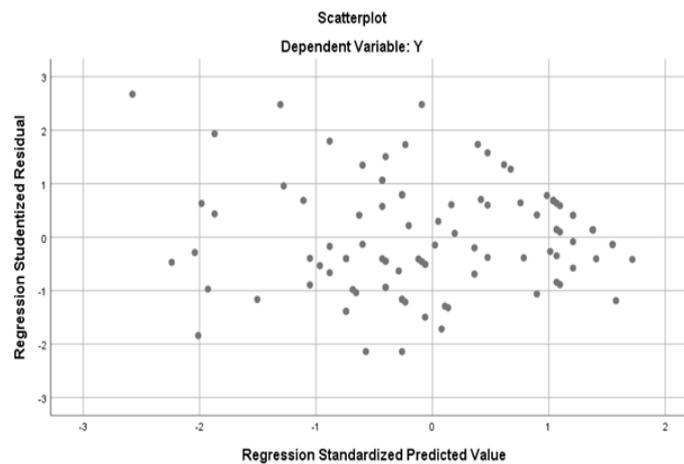


Figure 4. Heteroscedasticity Test Results

Source: Data Processing Results (2024)

4) Hypothesis Test

a) Partial Test Results (T-Test)

Table 6. T-Test Results

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	15,127	1,782		8,490	,000
Customer Experience Perceived Quality	1,014	,104	1,345	9,742	,000
	,554	,134	,571	4,139	,000

b. Dependent Variable: Repurchase Intention

Source: Data Processing Results (2024)

According to the findings from the Partial Significance analysis (T test) provided in the table above, certain conclusions can be made:

1. The customer experience variable (X1) was partially tested for its impact on repurchase interest (Y) and resulted in a tvalue of 9.742, exceeding the threshold of 1.988. The significance level was found to be less than 0.05, indicating a strong relationship. Additionally, a positive regression coefficient of 1.014 was observed, demonstrating a significant positive influence of customer experience on impulse buying behaviour. As a result, Ha1 was supported while H01 was negated.
2. A partial test was conducted on the variable perceived quality (X2) and its impact on repurchase interest (Y). The results showed a significant tvalue of 4.139 > 1.988 with a significance level of 0.000 < 0.05, indicating that the perceived quality variable (X2) has a positive regression coefficient of 0.554 on the repurchase interest variable (Y). Therefore, it can be concluded that H1 is supported and H0 is rejected.

b) Simultaneous Test Results (F Test)

To determine the Ftable value is based on several provisions, namely:

Table 7. Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1053,265	2	526,633	124,459	,000 ^b
	Residual	410,445	97	4,231		
	Total	1463,710	99			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Customer Experience, Perceived Quality

Source: Data Processing Results (2024)

According to the data analysis in table 7, the Fvalue is 124.459, showing that both Customer Experience (X1) and Perceived Quality (X2) have a significant impact on Repurchase Interest (Y) with a significance level of less than 0.05. This suggests that the relationship between the independent variables and the dependent variable is significant as the Fvalue exceeds the Ftable value.

c) Determination Coefficient Test Results (R^2)

Table 8. Test Results of the Coefficient of Determination

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,848 ^a	,720	,714	2,05703

a. Predictors: (Constant), Customer Experience, Perceived Quality

b. Dependent Variable: Repurchase Intention

Source: Data Processing Results (2024)

The table 8 can be explained as follows:

1. Based on the results of data processing in table 8, it is known that the R value is obtained at 0.848, which means that the relationship between Customer Experience (X_1) and Perceived Quality (X_2) to Repurchase Interest (Y) is quite close because if R is closer to one, the better the model will be used.
2. The Adjusted R Square value or the coefficient of determination is obtained at 0.714 which indicates that the Customer Experience (X_1) and Perceived Quality (X_2) variables can explain Repurchase Interest (Y) by 71.4% while the remaining 28.6% is influenced by other factors outside this study.

4.2. Discussion

4.2.1. The Effect of Customer Experience (X_1) on Repurchase Interest (Y)

Customer experience refers to the personal interactions that individuals have when exposed to various influences, such as the actions taken by marketers both before and after a purchase (Monica & Widaningsih, 2020). It involves ensuring that consumers are satisfied with their interactions, focusing on the overall outcome of a product or service. This means that understanding consumer habits and shifting marketers' focus towards the entire consumption process is crucial in creating a positive customer experience (Tarigan & Kurniawan, 2024).

In this research, the quality of service provided to customers is evaluated using five different measures: sensory experience, emotional experience, cognitive experience, behavioural experience, and relational experience. The data analysis conducted by the researchers revealed a strong link between customer satisfaction and the likelihood of repeat business with Gojek, specifically the GoRide and GoCar services. Factors such as user-friendly app access, pleasant interactions with drivers, speedy service, and overall comfort were identified as key drivers of customer loyalty. With a calculated t value of 9.742 and a significance level of 0.000 (<0.05), it was clear that positive customer experiences significantly increase the chances of customers returning to use Gojek's services. This study lends support to the idea that positive customer interactions not only lead to immediate satisfaction but also foster a long-term emotional connection between customers and the brand. In the context of online transportation services, customer experience is not only related to the quality of the trip, but also includes emotional aspects such as a sense of security, comfort, and appreciation.

The findings of this research align with a previous study conducted by Subastian in 2023, which explored the impact of Customer Experience and Service Quality on Repurchase Interest while considering Customer Satisfaction as a moderating variable within an Islamic context. According to this study, Customer Experience positively influences consumer interest in repurchasing products. Previous research has also highlighted the significance of customer experience in influencing repurchase decisions, with experiences involving sensory aspects,

emotions, and direct service interactions contributing to enhanced customer loyalty. In the case of Gojek, good customer experience, such as friendly drivers, minimal waiting time, and ease of application navigation, creates added value that differentiates Gojek from its competitors. However, pre-research results also show that customer experience can be disrupted by issues such as difficulty finding drivers at certain times or mismatching service expectations. Therefore, to maximise the influence of customer experience on repurchase intention, Gojek needs to continue to improve its operational efficiency, improve driver training, and ensure the technical stability of the application. These steps are important to ensure that every customer interaction with Gojek services is consistent and meets customer expectations, thus creating long-term loyalty.

4.2.2. The Effect of Perceived Quality (X2) on Repurchase Interest (Y)

The second factor to consider is the perception of quality. This is the customer's overall subconscious view of a brand, usually based on characteristics such as reliability and performance. Perceived quality is an evaluation by consumers of the standard of service provided, representing their perception of the quality and excellence of a product or service compared to their expectations. Researchers in this study used four indicators to assess perceived quality: consistency, reliability, dependability, and superiority. It was observed that perceived quality significantly impacts customers' interest in repurchasing Gojek services. The calculated t value of 4.139, with a significance level of 0.000 (<0.05), indicates that customer perceptions of Gojek's service quality strongly influence their decision to continue using the service. Perceived quality includes various aspects, such as driver reliability, consistency in providing services, stable application performance, and vehicle comfort. When users feel that Gojek's service quality meets or even exceeds their expectations, their level of trust in the brand increases, which in turn encourages repeat purchase behaviour.

This finding supports the theory that perceived quality is a key element in creating customer loyalty. In the context of ride-hailing services, users' perceived quality is heavily influenced by their direct interaction with the service, including the driver's ability to follow the optimal route, consistency of pick-up times, and app performance with minimal technical glitches. However, pre-study results show that there are some shortcomings in aspects of perceived quality, such as inconsistency in driver service and difficulty in finding drivers at certain times, which can negatively affect customer perceptions.

To strengthen the influence of perceived quality on repurchase intention, Gojek needs to address these weaknesses by improving operational supervision, providing further training to drivers, and ensuring the application runs smoothly in various conditions. In addition, efforts to improve relevant features, such as a more efficient driver search system, and incentivising drivers to maintain service quality, can help improve service quality perceptions. By maintaining high quality standards, Gojek can not only increase repurchase rates, but also build a strong brand image and competitiveness in an increasingly competitive online transport market. Based on the results of data processing that has been carried out, it is known that perceived quality affects repurchase interest.

After conducting research and analysis, it has been determined that there is a connection between perceived quality and the willingness to repurchase. The findings of this study align with a previous research by Hastuti (2018) which focused on the impact of brand awareness and perceived quality on consumer repurchase behaviour. It is also highlighted that perceived quality significantly influences repurchase interest.

4.2.3. The Effect of Customer Experience (X1) and Perceived Quality (X2) on Repurchase Interest (Y)

The analysis of the data from the F test in Table 4 revealed that the variables of customer experience (X1) and perceived quality (X2) had a significant impact on the dependent variable, Repurchase Interest (Y). The Fvalue of 124.459 exceeded the Ftable value, indicating a strong influence of X1 and X2 on Y. The coefficient of determination (R²) test showed that X1 and X2 could explain 71.4% of the variance in Y, with the remaining 28.6% attributed to external factors not examined in this study.

Customer experience makes an important contribution through the positive experiences that customers have while using Gojek services. Friendly interactions with drivers, ease of using the application, speed of service, and a sense of security during the journey are key elements in creating a deep impression. On the other hand, perceived quality complements the customer experience by ensuring that the services provided are consistent, reliable, and meet user expectations. Perceived quality includes technical aspects such as app reliability, vehicle comfort, and driver professionalism. When these two elements work synergistically, they create a holistic experience that increases customer trust and satisfaction, thereby driving repeat purchase interest.

However, pre-research results show that challenges such as driver service inconsistency, application technical glitches, and difficulty in finding drivers at certain times can negatively affect these two variables. To maximise the influence of customer experience and perceived quality on repurchase intention, Gojek needs to address these issues by improving operational efficiency, providing continuous training to drivers, and updating its application technology. In addition, innovations in service features, such as customer loyalty programmes or providing more accurate real-time information, can also strengthen customer experience and perceived quality. With this strategy, Gojek can maintain and increase user loyalty in an increasingly competitive online transport market.

5. Conclusion

This research indicates that customers' desire to use Gojek services again is influenced by both their experience as a customer and their perception of the quality of the service. The data suggests that a positive customer experience has a strong impact on the likelihood of repurchase, with various aspects such as sensory, emotional, cognitive, behavioural, and relational experiences all playing a role in customer satisfaction and loyalty. Additionally, perceived quality was shown to have a positive effect on repurchase interest, with reliable service, responsiveness, and overall performance being key factors in encouraging repeat business. Moreover, the F-test results demonstrate that customer experience and perceived quality simultaneously influence repurchase intention, highlighting the complementary relationship between the two factors in shaping customer decisions.

Based on these findings, several practical recommendations can be made to improve Gojek's service quality and increase repurchase interest. First, Gojek should optimize its driver allocation system by using real-time, data-driven distribution algorithms, and provide incentives for drivers who are active during peak hours or challenging conditions, such as bad weather, to reduce customer waiting times. Second, the company is encouraged to implement continuous training programs for drivers that emphasize customer service, safe driving practices, and efficient route navigation. A customer feedback-based assessment system can also be used to encourage drivers to maintain high service standards. Furthermore, Gojek should ensure app stability by expanding server capacity to handle high traffic volumes and

testing new features through A/B testing before full implementation. Enhancing features such as accurate arrival time estimates and real-time trip tracking would further improve user convenience. To maintain service consistency, Gojek can establish clear standard operating procedures (SOPs), including guidelines for driver appearance, vehicle cleanliness, and courteous communication, supported by regular monitoring via GPS and user reviews. Lastly, the company should actively gather customer feedback through surveys and social media engagement to identify service gaps and align improvement strategies with customer expectations. By implementing these strategies, Gojek can strengthen both customer experience and perceived quality, ultimately fostering stronger customer loyalty and increasing the likelihood of repeat usage.

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