



Intention to Repurchase Tea Poci for Students of Islamic University in Bandung City

Erlina Aulia Putri¹; Yupi Yuliawati²

¹ Nusantara Islamic University
aulia.erlina4715@gmail.com

² Nusantara Islamic University
yupi@uninus.ac.id

Abstract

The aim of this study was to investigate the relation between variables of distribution, customer experience, and intention to repurchase. Our population in this study was 40,644 students of Islamic universities in the city of Bandung, and the sample in this study was 400 students. The result of the analysis that has been done states that distribution, product features and community experience positively and significantly affect repurchase intentions partially and simultaneous examination states that distribution, product attributes, and community experience have a significant effect on repurchase intentions.

Keywords: customer experience, distribution, product attributes, repurchase intention.

1 Introduction

The development of tea in Indonesia is known to have the highest content of catechins (natural antioxidants) in the world, so that it becomes one of the opportunities to increase its existence if it continues to be developed. From the production side, the development has been quite fluctuating in the majority of large plantations, state-owned or private. In 2020, Indonesia is ranked the 8th highest producing country, namely 148.1 thousand tonnes (Maurizky & Ernah, 2021).

Tea is more than just a popular drink in the world. For thousands of years, drinking tea has been, and is still a tradition deeply rooted in cultures around the world. Consumption per capita for a period of one week is 2.79 grams, 0.041 ounces of powdered tea, and 51.5 ml of packaged tea in September 2021. The habit of drinking tea in Indonesia is shared by all groups regardless of social class or certain regional cultures. It's like drinking tea is the staple drink of Indonesians depending on how they serve it, whether it's in a glass, ceramic cup cold, hot, sweet, and so on.

Table 1: Data on the top brand index of packaged drinks

No	Brands	TBI	Category
1.	Pocari sweet	63.40%	Isotonic drink
2.	kratingdeng	41.50%	Liquid energy drink
3.	Nu Green Tea	40.60%	Green tea ready to drink
4.	Coca-cola	37.70%	Soft drink
5.	Buavita	36.70%	Ready-to-drink fruit juice

6.	Ok, koko drink	34.40%	Drinks with nata de coco
7.	Ultra milk	31.70%	Liquid milk is ready to drink
8.	Cleo	29.50%	Oxygenated drinking water

Based on the top brand index data for 2023, packaged tea can be in third place with a percentage of 40.60% after isotonic drinks and liquid energy drinks, this shows that the packaged tea market has proven tempting for business people. More and more people are consuming packaged tea resulting in the emergence of local and international companies that serve the needs of the community's packaged tea. Packaged tea is the most popular choice because nowadays people need to live healthy and fast. Packaged tea is one of the products for the urbanization lifestyle who are busy looking for healthy drinks in an easy way. More tea is consumed worldwide than soft drinks, coffee and alcoholic beverages. Almost everyone, even children, like to drink tea, which is why tea products are the first in the world (www.cnnindonesia.com).

Tea poci is now available in ready-to-eat packaging. Beverages which are a daily necessity, especially Esteh drinks, are complementary to the community, which compete in various companies to create products that customers need. There is a lot of competition in the beverage industry affecting consumer repurchase intentions, and packaged drinks continue to compete in the market, and consumers face various types of drinks with a variety of choices.

Table 2: The best-selling packaged beverage outlets in Indonesia 2023

No	Brands	Outlets
1.	Mixue ice cream & Tea	300
2.	Chatime	389
3.	Coffe janji jiwa	900
4.	Coffee Soe	220
5.	Menantea	200
6.	Haus Indonesia	197
7.	Xi Boba	350
8.	Indonesian Ice Tea	945
9.	Ice Tea Poci	182
10.	Cheese Tea	6
11.	Capuccino Cincau Tempo Doeloe	39

Source: Malihah et al. (2023), Andika (2022)

From table 2, data is obtained that the best-selling packaged drinks in Indonesia since 2022 until now are still dominated by mixue, ninth position iced tea poci, business competition in the packaged beverage industry is getting higher, requiring business actors to compete in seizing buyers' interest. The existence of a level of competition for business actors, iced tea poci provides an attitude of buyer satisfaction in the selection of products purchased. This information can be used by business actors to determine a good product marketing strategy.

Table 3: Tea poci sales data for 2019-2023

Year	Percentage of sales / year
2019	13.9%
2020	11.2%
2021	14.7%
2022	14.5%
2023	19.2%

Source: Top Brand Award

Based on table 3, it can be assumed that the sale of iced tea poci fluctuates, namely the market mechanism where the change is in the form of increases or decreases, the fluctuations in iced teapoci are caused by the lack of consumer repurchase intention so that the sales volume of tea poci is unstable. Repurchase intention is the intention to buy based on previous buying experience. Companies do not maximize consumer retention, companies choose to look for new ones, even though maintaining existing customers is far more important for companies, and it is more expensive to get new customers than to retain them (Nuriyawan, 2018). Retaining customers is not easy. There is effort and persistence in running the company, of course you want the product to be sold as expected, with customers buying back the product.

The effect of repurchase intention on the first ice tea poci is caused by the distribution system carried out by ice tea poci not working properly and correctly, consumers are not satisfied because the ordered product is not processed in a timely manner, a good distribution system will influencing the intention to repurchase consumers, besides that from a cleanliness point of view the outlets are considered less sterile there are still many ice tea poci outlets that pay little attention to cleanliness such as cleaning or wiping the table, rarely washing hands or using cleaning gel before making or dispensing Ice tea poci (Asih & Fakhurrazi, 2019).

The next factor is product attributes. There are product differences with other manufacturers in consumer knowledge of these products, which arecan provide different product attributes from its competitors (Ichwan, 2019). There are several attributes of the iced tea poci that are still not good, such as packaging design and price. The company has not implemented updates in accordance with the wishes of the customer, in terms of packaging design, the Ice tea poci company lacks innovation in logo design, packaging and other things that make consumers bored and run to other brands, packaging design is something that is considered important by consumers, attractive packaging will make consumers intend to repurchase the brand. Then on the price attribute, as previously known, the target market for iced tea poci is from children to adults or from the lower to upper class, for consumers who are the majority from the lower to middle class, the price tag for iced tea poci per cup is quite sufficient. high, the company has not paid attention to this part so that the price can be determined correctly and in accordance with the wishes of consumers (Lalala et al., 2017).

The last factor is caused by customer experience, customer experience can influence consumer repurchase intentions (Bimrew Sendikie Belay, 2022). Ice tea poci still do not provide a good experience to the first consumer in terms of sensory experience, including the aroma of iced teapoci which are considered too fragrant according to consumers, it is unpleasant when consumed, the unstable taste of iced teapoci does not satisfy customers, sometimes it is too sweet if Mixed with other flavors (Lalala et al., 2017) .It also does not provide emotional experiences such as seller service satisfaction when the dissatisfaction felt by consumers because products that are not received are inadequate, so that complaints will be received from service providers but with good service, consumers will have an experience that will continue.

2 Literature review

2.1 Distribution

Distribution is delivery goods or service from producer to customers at the right time and in the right quantity. Each effective direct or intermediary distribution channel requires a relatively large investment of time, nominal, and effort (Asbi Amin & Kara, 2022). Distribution is the process of distributing goods with important factors that enable the company's success in sending products

to consumers. Product delivery must have the correct planning and purchase flow, so that the product is received in good condition within the time period specified by the customer (Kulsum et al., 2020). Distribution indicators, namely the length of product waiting, convenient locations, channels and market coverage (Kotler, 2019).

2.2 Product Attribute

Product usability given and channeled through product attributes, to quality, brand and sales product characteristics greatly influence consumer reactions to a product. These aspects refer to the definition of product attributes (Fikri & Arifin, 2022). Element important product to consumers and use as a basetaking decision purchase. Whatever defines the benefits of a product, relates to the product and is important to consumers when making purchasing decisions (Oscar & Megantara, 2020). Product attribute indicators of features, shapes, images and colors, durability, affordability benefits, and competitiveness (Kotler, 2019).

2.3 Customer Experience

The customer experience is a mixture of several character and rational influences in making a consumer perception of services that offer convenience, which is in using the platform provided by the company (Fausta et al., 2023). According to Schmitt in Anisa & Oktini (2020) customer experience is a personal situation in response to opinions given such as various marketing strategies before and after sales). Customer experience refers to the actual customer experience of a brand, product or service to increase sales and brand awareness. Customers are not only required to obtain information and opportunities to experience the benefits of the goods or services themselves, this also influences the sensations and emotions that impact marketing, especially on the sale of products and services (Ira, 2016). Customer experience indicators are taste, aroma, pleasure, satisfaction, and testimonials (Ira, 2016). Customer experience in purchasing goods directly affects the customer's repurchase rate. If customer experience is low, then Sexuality buybacks inevitably decrease (Bin Yang & Jian Xue, 2020).

2.4 Repurchase Intentions

The buying process to repurchase is closely related to someone's reasons for using a particular product (Kotler, 2019). The reason for this purchase is different in each customer service, which will be the customer will choose the product needed by considering the situation for the purchase decision and future possibilities (Fonny & Tandijaya, 2022). When customers are satisfied with their product and feel comfortable using it, they will have the intention to buy again (Sandy & Aquinia, 2022). Intention Repurchasing is a strong influence in realizing a desire. Repurchase intention is the character of the customer towards their desire to buy or choose a product based on the buying experience (Kotler, 2019) the indicator referential transactional intention and explorative preferential in generating repurchase intention (Firdausi & Agustiono, 2021). Repurchase Intention can be interpreted as a customer's evaluation of buying back products or services from the same seller or not, taking into account the current situation and possible future events (Yanti et al., 2023).

2.5 Previous Research

This research follows previous research conducted by Firdaus & Purwoko (2022) which states distribution and two other variables have a significant effect on consumer repurchase intentions while other variables do not have a significant effect on consumer repurchase intentions, in line with study Wahyu & Tri (2021) with the results of product attributes having a positive and significant effect on repurchase intentions and other variables also having a positive and

significant effect, in line with research that has been conducted by Hasniati, Dewi Pratiwi, (2021) which states that customer experience has an influence which is positive and significant to Repurchase Intention in line with research Fausta et al., (2023) which states that Customer Experience has a significant effect on Repurchase Intention, while other variables have no significant effect on Repurchase Intention.

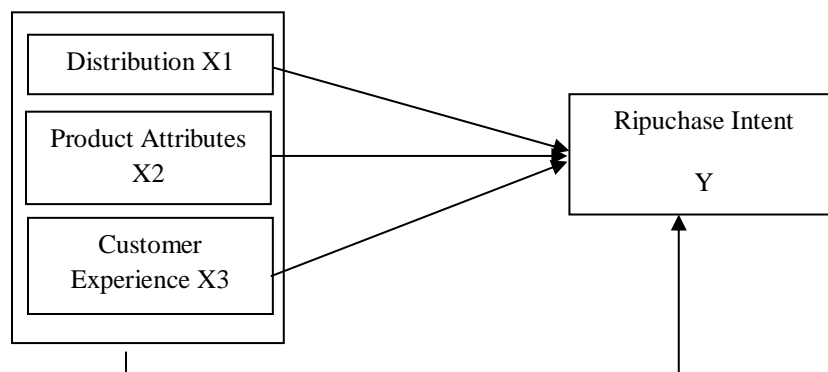


Figure 1: Paradigm of thinking

- H¹ : Distribution has a positive and significant effect on repurchase intention
- H² : Product attributes have a positive and significant effect on repurchase intention
- H³ : Customer experience has a positive and significant effect on repurchase intention

3 Research Methods

The method used in this research is descriptive verification with a quantitative approach. The application of this method is used by researchers with the aim of being able to make a significant relationship between the variables studied literally through positivism in the data population with a particular sample Sugiyono (2022). The sources of data contained in this research are primary and secondary, based on the acquisition of questionnaires, as well as literature and literature review that are closely related to the observed research problems, using a Likert scale through the intermediary of communication devices used to obtain data in the form of scores (Sugiyono, 2022).

The population of this research was 40,644 students at Islamic Universities throughout the city of Bandung, which totaled 5 Universities consisting of Nusantara Islamic University (UNINUS), Muhammadiyah University (UM), Bandung Islamic university (UNISBA), State Islamic University (UIN), and Al-Ghifari University. These samples were generated from the data population obtained through a percentage error rate of 5% tolerance in the sample size of respondents applied in the Slovin formula:

$$n = \frac{N}{1+N(e)^2}$$

Information:

n: sample size

N: population size

e: 5% fault tolerance

In any study it is impossible for the results to be 100% perfect, a 5% error rate and a 95% confidence level are used to determine how many samples to choose. The higher the error rate, the smaller the size of sample. The total population is 40,644 people, with an error rate of 5% (0.05) or can be defined with an accuracy rate of 95% (0.95) so that the samples taken can represent a population of

$$n = \frac{N}{1+N(e)^2}$$

$$n = \frac{40.644}{1 + 40.644 (0,05)^2}$$

$$n = \frac{40.644}{40.645 (0,0025)}$$

$$n = \frac{40.644}{16.258.000} = 400$$

4 Results and Discussion

The results of this research are continuous with the desire or intention to repurchase teapoci, there is data consisting of a variety of independent and dependent variables through questionnaires that have collected as many as 400 respondents, consisting of 28 statements, which are divided into 6 statements of distribution variables, 8 variables product attributes, 6 customer experiences and 8 repurchase intentions which are processed through the following test results:

Validity test

Each variable used in the study, a total of 28 statements will be tested for validity. The criteria used to determine the validity of the claims used in the research are as follows:

- a. If $r_{\text{count}} > r_{\text{table}}$, then the questionnaire items are valid.
- b. If $r_{\text{count}} < r_{\text{table}}$, it can be said that the questionnaire items are invalid

Test the validity of 400 respondents with 28 statements concerning distribution variables, product attributes, customer experience, and repurchase intentions. The $r_{\text{table value}}$ with the conditions $df = 28$ and a significant level of 5%, the figure obtained is 0,0978. The assumption used in the validity test is a significance test by comparing the r_{count} with r_{table} for degrees of freedom ($df = n - 2$), in this case n is the number of samples ie as many as 400. So the df in this study is $400 - 2 = 398$ and $\alpha 0,05$, so that $r_{\text{table}} = 0,0978$, if $r_{\text{count}} > r_{\text{table}}$ then the statement points are declared valid (Sugiyono, 2019).

Reliability test

Table 4: Output of reliability test results

Variable	Cronbach's Alpha	Information
Distribution (X1)	.811	Reliable
Product Attributes (X2)	.863	Reliable
Customer Experience (X3)	.874	Reliable
Repurchase Intention (Y)	.918	Reliable

Reliability test results for each variable that has a Cronbach's Alpha value of more than 0.60 indicating that the concept that measures each variable in the questionnaire can be trusted, so that the items that measure each variable can be used as a measure.

Normality test

Ghozali (2018) states that one of the simplest methods for identifying normality is to use a normal graph plot.

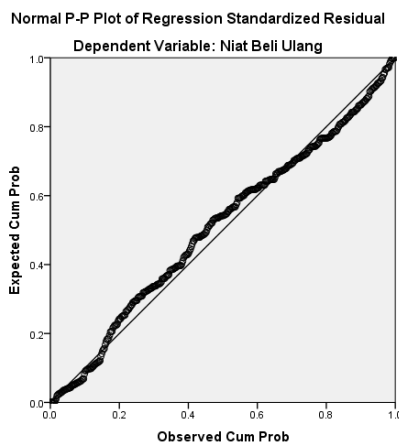


Figure 2: Test result output (P-Plot)

Figure 1 above shows that the data (dots) extend along the diagonal line, indicating that the data is normally distributed or meets the assumption of normality.

Multicollinearity test

Table 5: Multicollinearity Test

Regression concept	VIF value	tolerance values	Information
Distribution	1,320	.758	There is no multicollinearity
Product attribute	2,870	.348	There is no multicollinearity
customer experience	2,776	.360	There is no multicollinearity
Against repurchase intention			

Cut off value that is commonly used to indicate the existence of multicollinearity is the Tolerance value of $\geq 0,10$ or the same as the VIF value of ≤ 10 (Ghozali, 2016). The results of the multicollinearity test showed that the data did not have multicollinearity because the tolerance value was > 0.1 and $VIF < 10$.

Heteroscedasticity Test

Table 6: Heteroscedasticity Test

Variable	Sig	Information
Distribution	.213	There is no heteroscedasticity
Product attribute	.451	There is no heteroscedasticity

Customer Experience	.753	There is no heteroscedasticity
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The Glejstertest has a sig value < 0.05 indicating heteroscedasticity. Conversely, if sig > 0.05 , heteroscedasticity does not occur (Ghozali, 2016) . The results of the heteroscedasticity test showed that the data did not occur heteroscedastically because all variables had sig values. >0.05 .

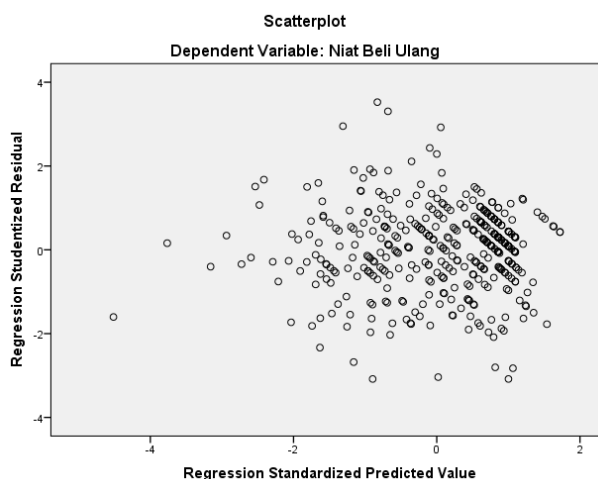


Figure 3: Output of heteroscedasticity test results

In the graph of Figure 3 scatterplot, the dots are scattered around point 0 (zero does not form a certain pattern. This shows that the data has no symptoms of heteroscedasticity.

Coefficient, correlation, and determination

Table 7: R test²

Type	R	R Square	Adjusted R Square	Std Error of The Estimate
1	.831	.691	.688	2,846
a. Predictors (constant) ^a X3, X2,X1				
b. Dependent variable Y				

Multiple linear regression analysis shows the coefficient of determination (r^2 square) = 0.688, the joint independent variables that affect the dependent variable are 68,8%, the remaining 31,2% are influenced by other variables not included in the research model.

F test

Table 8: F test results

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	7162812	3	2387604	294,806	.000 ^b
Residual	3207.165	396	8,099		
Total	10369.977	399			

The resulting multiple linear regression analysis has a significance of 0.000 ($0.000 < 0.05$). This proves that the hypothesis is accepted, “there is a simultaneous effect of distribution, product attributes, and customer experience on repurchase intentions”.

T test

Table 9: T test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1		.067	1.200	.147	.056	.955
	Distribution	.223	.049	.169	4.576	.000
	Product attributes	.183	.051	.610	3.575	.000
	Customer	.824	.063		13.096	.000

There are a positive T count value of 4.576 on the test results significance of 0.000 ($0.000 < 0.05$) hypothesis accepted, "there is influence positive and significant distribution to intention buy repeat". Positive T count value of 3.575 tested linear regression, significance of 0.000 ($0.000 < 0.05$) and the hypothesis accepted, which means “there is influence positive and significant attribute product to intention buy repeat”.

There are a positive T count value of 13,096 gains linear regression with significance of 0.000 ($0.000 < 0.05$) and the hypothesis accepted , with “there is influence positive and significant customer experience to intention buy repeat”. The results of the analysis that has been carried out state that distribution has a positive and significant effect on repurchase intentions, this is not in accordance with research conducted by (Utari Putri Hervina & R.A Marlien, 2023). where distribution does not have a positive and significant effect on repurchase intentions. product attributes have a positive and significant effect on repurchase intentions, this is in accordance with research conducted by (Hasniati & Dewi Pratiwi 2021) that product attributes have a positive and significant effect on repurchase intentions. customer experience has a positive and significant effect on repurchase intentions, this is in accordance with research conducted by Fausta et al (2023) that customer experience has a positive and significant effect on repurchase intentions. And distribution, product attributes and customer experience have a significant effect on repurchase intentions simultaneously, this is in accordance with research conducted by (Hasniati & Dewi Pratiwi 2021) that distribution, product attributes and customer experience have a significant effect on repurchase intentions simultaneously.

5 Conclusion and Suggestion

The distribution of product attributes and customer experience has a positive effect on repurchase intention partially. Amounting to 0.000 ($0.000 < 0.05$) , simultaneous testing states distribution, product attributes, and customer experience have a significant effect on repurchase intention of 0.000 ($0.000 < 0.05$) which proves the hypothesis is accepted.

From the research that has been done, there are several suggestions for further research, namely that the object of research is expected not only for students of Islamic universities in the city of Bandung, but with a wider object, and includes other independent variables that carry out

alternative research models with appropriate indicators, further researchers are recommended to diversify different variables eg brand image and store atmosphere.

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