
WATCHING SEQUEL MOVIE: THE ROLE OF CUSTOMER EXPERIENCE AND CUSTOMER SATISFACTION ON REPURCHASE INTENTION

Aprilia Dwi Arista, Yessy Artanti, Nindria Untarini, Monika Tiarawati
Faculty of Economics and Business, Universitas Negeri Surabaya, Indonesia

Article Info

Article History:

Received: Apr 30, 2022

Accepted: Jun 25, 2022

Keywords:

Customer experience

Customer satisfaction

Repurchase intention

ABSTRACT

As a rapid rising and development of technology, now days people have many alternatives as preferences to look for entertainment, one of them is through movie industry. It cannot be denied that a cinema today starts to be crowdedly visited due to new movies which are really potential to attract customers attention as one of alternatives that can be chosen of all kinds of entertainments offered. Many kinds of movies have entered Indonesia's market, there are two kinds of movies they are sequel movie or a continued plot movie and fin movie that is a movie with only one settlement. The also of this research are to analyze and discuss about the effect of customer experience towards repurchase intention through customer satisfaction. The technique of sample is non-probability sampling with judgmental sampling method. The samples are 220 people. Data analysis uses path analysis. The result of this study shows that there is a significant effect of customer experience towards repurchase intention through customer satisfaction.

This is an open access article under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license



Corresponding Author

Yessy Artanti

Email: yessyartanti@unesa.ac.id

INTRODUCTION

As a rapid rising and development of technology, nowadays people have many alternatives as preferences to look for entertainment, one of them is through movie industry (Klavert, 2014). According to Wibowo (2006:196) movie is a tool to convey lot of messages to people true a story. One of the most popular and creative industry in the world, especially in United State and India, is a movie (Wijiharjono, 2012). Movie as a mass media communication until now is still update in the development of new media in many aspects. Movie is seen in many different perspectives as an art, education media, and must media industry. In must media industry, movie is industry of culture in a business logic that cannot be separated from media economy. Media

economy will run movie business with profit calculation which often denies the movie's role and position in life (Komalawati, 2018).

It cannot be denied that a cinema today starts to be crowdedly visited due to new movies which are potential to attract customers attention as one of alternatives that can be chosen of all kinds of entertainments offered. A film industry in the whole world has a rapid development due to some reasons, the first is a film industry develops to a big industry in economic globalization era. It is proved with the increase of the labor quantity and the movie income in the whole world. The second is the film industry today seems very important because it can attract the attention of the country for movie exporter such as United States (Eliashberg et al., 2006).

LITERATURE REVIEW

Customer Experience

Customer experience is regarded as subjective and internal response which belongs to customers to a direct or indirect contact with a company. Indirect contacts consist of an unplanned meeting with representation of product, service, or company's brand in forms of recommendation or advice news report, review, and so on (Christopher & Schwager, 2007). Customer service is a strategic process in setting or implementing customer's experience with a product or company (Bernd H. Schmitt, 1999). Customer experience is a combination of two elements, they are physical and emotional which are applied by company. Both elements can influence customer's judgement showed in each contact between customer and company (Shaw & Ivens, 2006).

Klaus & Maklan (2012) in their study state that the dimensions to measure customer experience are product experience, outcome focus, moment of truth, peace of mind. Besides that, Schmitt (1999a) in his theory, dimensions of customer experience are sensory experience, emotional experience, and social experience. This dimension has been widely used in this research by using indicator of customer experience from Yang & He (2011); sensory experience consists of sensation "the shopping process would arouse my strong sensation", interest "the shopping trip would bring me great interest", attractive "the shopping trip is very attractive", worthwhile "the shopping trip is quite worthwhile". Emotional experience contented "I feel contented", happy "I feel happy", pleased "I feel pleased", relaxed "I feel relaxed". Social experience, relationship "the shopping trip can promote my relationship with others or friendship", recognition "by shopping in these supermarket/shopping marts, I can get recognition", sense of belonging "by shopping in these supermarket/shopping marts, I can find a sense of belonging", social status "by shopping in these supermarket/shopping marts, I can position my social status".

Customer Satisfaction

Customer satisfaction to a purchase depends on the real work, it is relative to customer hope. A customer can experience many kinds of satisfaction degree (Kotler & Armstrong, 2005:298). Sondoh *et al.*, (2007) supported that customer satisfaction is delineated as the customer's evaluation that products meet or fall to meet the customer's expectations concluded that customers are satisfied when shopping place offers able to impress them. Satisfaction is center role in marketing because a good determinant of purchase behavior (repurchase, purchase intentions, brand choice, and switching

behavior) (McQuitty *et al.*, 2000). Tjiptono (2011) states that customer satisfaction can be measured through overall satisfaction; , confirmation, and comparison.

Repurchase Intention

Repurchase intention is basically customer behavior in which he/she responds positively to something given by a company and intends to revisit or consume the company’s products (Cronin *et al.*, 2000). Whereas Hawkins *et al.*, (2007) said that repurchase intention is repurchased as an activity to repurchase which is done by customer to a product with the same brand without followed by meaning feeling to the product.

According to Hawkins *et al.*, (2007), indicators of repurchase intention are repurchasing the products in the future, reluctant to move to other brand, increase of information searching before repurchase. Researcher in this research uses indicator of repurchase intention from the research of Bojei & Hoo (2012), they are willing to repurchase in the future, willing to recommend. Also Li & Green (2001), product that is going to be bought becomes the first choice compared to another products.

Tabel 1. Results of Validity and Reliability

Item Code	Factor Loading	Cronbach’s α value
Customer Experience		0.893
CE1	0.737	
CE2	0.631	
CE3	0.746	
CE4	0.466	
CE5	0.628	
CE6	0.769	
CE7	0.773	
CE8	0.752	
CE9	0.731	
CE10	0.524	
CE11	0.696	
CE12	0.692	
Customer Satisfaction		0.780
CS1	0.819	
CS2	0.802	
CS3	0.884	
Repurchase Intention		0.796
RI1	0.836	
RI2	0.842	
RI3	0.845	
RI4	0.619	

Table 1 show that the factor loadings of each item of the constructs are well above 0.30. and it can be seen that Cronbach’s Alpha (α) all variables show greater than 0.70 so it can be concluded that the statements on the research instrument are declared reliable and can be used as a measuring instrument. The final questionnaires were distribud directly to respondents with total 220 respondents participated.

Analysis

This research uses descriptive analysis to classify respondents according to their characteristics. And path analysis is used to analyze internal and external influences, namely the effect of customer experience on repurchase intention with customer satisfaction as mediation.

RESULTS AND DISCUSSION

Descriptive statistics classified the respondents of this study, into four characteristics. The result show that the majority of respondents are male (60.5%), working as a colage student/student (66.4%), age between 17-24 years old (73.6%), and spending <1.500.000 per month (48.2%).

Normality test using path analysis showed that the datas from three variables are normally distributed because the value of critical ratio skewness and the multivariate critical ratio are still between -2.58 and 2.58. Also the datas aren't outlier because the Mahalanobis d-squared value still under the critical value of chi-square (16.266). The result of hypothesis test shown in table 2.

Table 2. Hypothesis Test Results

		C.R.	P
H1	Customer Satisfaction	▲ 16.654	0.000
	Customer Experience		
H2	Repurchase Intention	▲ 5.965	0.000
	Customer Satisfaction		
H3	Repurchase Intention	▲ 7.670	0.002
	Customer Experience		

The Influence of Customer Experience on Customer Satisfaction

The value of C.R calculates between the customer experience on customer satisfaction of 16.654 > 2.00 the significant probability value is 0.000 (p ≤ 0.05). This means that the first hypothesis (H1) is accepted. Nobar & Rostamzadeh (2018) also stated in his research that the customer experience variable has a significant effect on customer satisfaction. In addition, the study of Dobrota et al., (2012) analyzed the relationship between the relationship between customer experience and satisfaction with mobile phones. The result of the study show that customer experience will affect the customer satisfaction of mobile phones. The result of this study prove that the sequel production house always tries to provide a film story that can impress the audience. Thus, there will be a form of experience that applies three aspects of customer experience, namely sensory experience, emotional experience, and social experience that can be left by the audience both when and after watching the sequel movie.

The Influence of Customer Satisfaction on Repurchase Intention

The value of C.R count between the customer satisfaction variable to repurchase intention of 5.965 > 2.00 the significant probability value is 0.000 (p ≤ 0.05). This

shows that the customer satisfaction variable has a significant effect on the repurchase intention variable. This means that the second hypothesis (H2) is accepted. When customers are satisfied, there will be a harmonious relationship between producers and consumers, creating a good basis for repurchasing, and forming word of mouth recommendations that can benefit a company Ong et al., (2014). This research is also in line with research conducted by Hong et al., (2013) which states that customer satisfaction has a significant effect on repurchase intention. Mensah & Mensah (2018) in his research stated that customer satisfaction effects repurchase intention. Similarly, the research of Nilsson et al., (2017) provides results that customer satisfaction has a significant influence on repurchase intention. The results of this study prove that every sequel, the production house provides a film offering with an interesting and sustainable storyline. So that when the audience has watched the previous sequel and is satisfied, the audience will repurchase or watch the next sequel again. This is due to the experience that has been felt and getting feedback in the form of satisfaction with the film that has been watched. Thus, the audience will be loyal and watch the sequel movie again.

The Influence of Customer Experience on Repurchase Intention

The value C.R count value between customer experience and repurchase intention of $7.670 > 2.00$, the significant probability value is $0.002 (p \leq 0.05)$. This research is also in line with research conducted by Derakhshanfar & Hasanzadeh (2018) which states that customer experience influences customer loyalty. Similarly, Prastyaningsih et al., (2014) in his study explained that sensory experience, emotional experience, and social experience become part of customer experience that can significantly influence repurchase intention. In this study, the effect of customer experience directly on repurchase intention has a stronger relationship than the effect of customer satisfaction on repurchase intention. This is because the experience felt by the customer has connection with memory or memory that can be remembered in the long term in the minds of customers.

CONCLUSION

The implications of this research can be summarized as follows. The sequel film production house is always trying to provide a film story offering that can make an impression on the audience. Thus, there will be a form of experience that applies three aspects of customer experience, namely sensory experience, emotional experience, and social experience that can be felt by the audience both when and after watching the sequel movie. The results of this study prove that the sequel film offers a film with an interesting and sustainable storyline. So that when the audience has watched the previous sequel and is satisfied, the audience will repurchase or watch the next sequel again. This is due to the experience that has been felt and getting feedback in the form of satisfaction with the film that has been watched. Thus, the audience will be loyal and watch the sequel movie again. In this study, the effect of customer experience directly on repurchase intention has a stronger relationship than the effect of customer satisfaction on repurchase intention.

This is because the experience felt by customers has a relationship with memories that can be remembered in the long run in the minds of customers. But the satisfaction felt by the respondent, or the audience cannot be clearly explained because it has been experienced too long ago. So that it can be proven that the customer experience is

stickier because it deals with customer memories, while satisfaction is only momentary and cannot be felt again later. Therefore, experience can directly impact customers to repurchase in the future. In addition, experience has a more consistent impact and can be recorded by the memories of everyone who has done that experience before. Compared with satisfaction or satisfaction that has a dynamic or volatile nature and is not easy to feel in the long term because of feelings of satisfaction or dissatisfaction that cannot be felt again with the same feeling by each customer. Because of that, in developing the repurchase intention of watching the next sequel movie through satisfaction, it tends to be lower compared to remembering experiences that are consistent over a long period of time. So, it is important for companies to create a strong customer experience when they are feeling or using a company's products and services.

REFERENCES

- Bojei, J., & Hoo, W. C. (2012). Brand equity and current use as the new horizon for repurchase intention of smartphone. *International Journal of Business and Society*, 13(1), 33–48.
- Christopher, M., & Schwager, A. (2007). Understanding Customer Experience.
- Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. *Journal of Retailing*, 76(2), 193–218.
- Derakhshanfar, R., & Hasanzadeh, M. (2018). The impact of customer experience and satisfaction on loyalty and word of mouth advertising in a Samen credit institution of Rasht. *Journal of International Business and Economics*, 6(1), 1398–1406. <https://doi.org/10.15640/jibe.v6n1a2>
- Dobrota, M., Nikodijevic, A., & Mihailovic, D. (2012). Influence of the customer experience on satisfaction with mobile phones. *Journal of Engineering Management and Competitiveness*, 2(2), 69–75. <https://doi.org/10.5937/jemc1202069d>
- Eliashberg, J., Elberse, A., & Lendeers, M. A. A.. (2006). The Motion Picture Industry: Critical Issues in Practice, Current Research, and New Research Directions. *Technische Textilien*, 25(1). <https://doi.org/10.1287/mksc.1050.0177>
- Hawkins, D. I., & Mothersbaugh, D. L. (2007). *Consumer Behavior Building Marketing Strategy*. Paul Ducham.
- Hong, B., Brahmana, K., Pemasaran, P. M., Manajemen, P. S., Petra, U. K., & Siwalankerto, J. (2013). Pengaruh Service Quality, Perceived Value, Customer Satisfaction Terhadap Repurchase Intention Pelanggan di Resto Buro Bar Surabaya, 1–12.
- Khajeh Nobar, H. B., & Rostamzadeh, R. (2018). The Impact Of Customer Satisfaction, Customer Experience And Customer Loyalty On Brand Power: Empirical Evidence From Hotel Industry. *Journal of Business Economics and Management*, 19(2), 417–430. <https://doi.org/10.3846/jbem.2018.5678>
- Klaus, P. “Phil,” & Maklan, S. (2012). Towards a Better Measure of Customer Experience. *International Journal of Market Research*, 55(2), 227–246. <https://doi.org/10.2501/ijmr-2013-021>
- Klavert, D. (2014). Perbedaan Prefensi Konsumen Terhadap Atribut Film. *E-Journal.uajy.ac.id*.

- Komalawati, E. (2018). Industri Film Indonesia: Membangun Keselarasan Ekonomi Media Film Dan Kualitas Konten. *LUGAS Jurnal Komunikasi*, 1(1), 1–18. <https://doi.org/10.31334/jl.v1i1.101>
- Kotler, & Amstrong. (2005). Manajemen Pemasaran. Jakarta: PT Indeks.
- L, S., Jr, S., Omar, M. W., Wahid, N. A., Ismail, I., & Harun, A. (2007). The effect of brand image on overall satisfaction and loyalty intention in the context of color cosmetic. *Asian Academy of Management*, 12(1), 83–107. Retrieved from [http://web.usm.my/aamj/12.1.2007/AAMJ 12-1-6.pdf](http://web.usm.my/aamj/12.1.2007/AAMJ%2012-1-6.pdf)
- Li, M., & Green, R. D. (2001). A mediating influence on customer loyalty: The role of perceived value. *Journal of Management and Marketing Research*, 1–12.
- McQuitty, S. A. F. J. B. W. (2000). Systematically Varying Consumer Satisfaction and its Implications for Product Choice. *Academy of Marketing Science Review*, 2000(10), 1. Retrieved from <http://search.proquest.com/docview/200800408?accountid=46437>
- Mensah, I., & Mensah, R. D. (2018). Effects of Service Quality and Customer Satisfaction on Repurchase Intention in Restaurants on University of Cape Coast Campus. *Journal of Tourism, Heritage & Services Marketing*, 4(1), 27–36.
- Nilsson, J., Wall, O., Nilsson, J., & Wall, O. (2017). Online customer experience, satisfaction and repurchase intention for online clothing retailing Online customer experience, satisfaction and repurchase intention for online clothing retailing. <https://doi.org/10.20429/ijstl.2009.030126>
- Ong, A., Chong, F. T., & Tham, Y. F. (2014). Factors Influencing Consumers' Repurchase Intention of Groupon, (November), 233. Retrieved from http://eprints.utar.edu.my/1699/1/Research_Report.pdf
- Prastyaningsih, A. S., Suyadi, I., & Yulianto, E. (2014). Pengaruh Customer Experience Terhadap Repurchase Intention (Survei pada Konsumen KFC Di Lingkungan Warga RW 3 Desa Kandangrejo, Kedungpring, Lamongan). *Jurnal Administrasi Bisnis (JAB)*, 16(1), 1–8. Retrieved from <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/download/669/868>
- Schmitt, B. H. (1999). Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brand. New York: The Free Press.
- Schmitt, B. H. (1999). Experiential Marketing. *Journal of Marketing Management*, (May 2013), 37–41.
- Shaw, C., & Ivens, J. (2006). Building Great Customer Experiences (Vol. 6).
- Tjiptono, F. (2011). *Pemasaran Jasa*. Malang: Banyumedia Publishing.
- Wibowo, F. (2006). Teknik Program Televisi. Yogyakarta: Pinus Book Publisher.
- Wijiharjono, N. (2012). Aspek hukum dan etika bisnis pada industri perfilman nasional. *Jurnal Akutansi*, 2(1), 110–121. <https://doi.org/10.1111/j.1745-6584.2008.00490>
- Yang, Z.-Y., & He, L.-Y. (2011). Goal, customer experience and purchase intention in a retail context in China: An empirical study. *African Journal of Business Management*, 5(16), 6738–6746. <https://doi.org/10.5897/ajbm10.1287>