ANALYSIS OF THE INFLUENCE OF USER EXPERIENCE AND PRODUCT QUALITY ON REPURCHASE INTENTION WITH USER SATISFACTION AS AN INTERVENING VARIABLE UNIQLO APP

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 Abstract

The objective of the research is to analyze the effects of the variables user experience and product quality on repurchase intention with user satisfaction as an intervening variable uniqlo app. The research uses quantitative approach with associative design. The data consist of primary and secondary data gathered by conducting documentary study and questionnaire, using Likert Scale. The samples are 180 people in medan city regency with the minimum age of 18, taken by using accidental sampling technique. The gathered data are analyzed by using SmartPLS software. The result of the research shows that, directly, user experience and product quality have a positive and significant effect on user satisfaction. The user experience and product quality variables directly have a positive and significant effect on repurchase intention. The user satisfaction variable has a negative and significant effect on repurchase intention. Indirectly, user experience and product quality through user satisfaction have a negative and significant effect on repurchase intention.

Keywords: User Experience; Product Quality; Repurchase Intention; User Satisfaction

1. Introduction

Today, e-commerce is considered one of the most dynamic and important sectors of the economy, as well as one of the main factors leading to increased competitiveness (Joong-Kun Cho et al., 2018; Singh and Srivastava, 2019; Wak et al., 2019). The products most purchased in e-commerce are products in the electronics category with sales of 14.44 billion US dollars, followed by the fashion category at 8.98 billion US dollars, the toys & hobbies category at 7.45 billion US dollars, the furniture category at 6.52 billion billion US dollars, personal & household care category 6.21 billion US dollars, food category 5.40 billion US dollars, beverage category 1.03 billion US dollars (Statista, 2023). However, online statistics illustrate that clothing products are one of the top product categories that customers explore when making online purchases (SIBS, 2015; Nielsen, 2014).

One of the e-commerce fashion categories in Indonesia is Uniqlo. Uniqlo is an e-commerce affiliated with Fast Retailing Co., Ltd. from Japan (selera.id, 2020). Based on the number of visitors, Uniqlo is ranked first as a fashion brand with the highest app visitors in Japan (Itpc Osaka, 2023). However, in Indonesia it is in third place (Similarweb, 2023). Looking at the overview of this initial report, it is important to understand more deeply how factors such as user experience, product quality, can influence repurchase intention for the Uniqlo application and whether user satisfaction can act as a mediator in this relationship. This research intends to explain the relationship between User Experience (X1), Product Quality (X2), and Repurchase Intention (Y1) in the context of the Uniqlo application, as well how User Satisfaction acts as a mediator in this relationship.

2. Literature Review

E-Commerce

According to Dave Chaffey (2011), E-commerce is all electronic media used as a medium for exchanging information between organizations and customers. According to Schneider, Gary P. (2011), the business phenomenon we now call e-commerce has had an interesting history. Starting from the mid-1990s e-commerce means shopping from the internet or what is called world wide applications (applications). Now E-Commerce also includes many other activities, such as trading business with business other and internal processes that companies use to support their purchasing, selling, renting, planning and other activities.

Repurchase Intention

Repurchase intention is one of the important variables for the company. Repurchase interest is a strong internal stimulus motivating action, where this encouragement is influenced by positive feelings about the product (Kotler, 2016). Repurchase Intention (repurchase intention) in e-commerce is probability subjective consumers to revisit online stores (Sullivan & Kim, 2018). According to Ibzan et al (2016) Repurchase Intention is the actual behavior of consumers resulting in purchases of products or services made more than once the same company

User Experience

User experience or what is usually called User Experience (UX) is a scientific discipline that focuses on the user experience on every side of a business product (Treder, 2013). User Experience (UX) is the experience that users get when the user interacts with the product, is the user easy to interact with? using it, is it easy to understand, does it make the product more efficient and effective when interacting with users (Garrett, 2011).

Product Quality

Product Quality is the ability of a product to provide results or performance that match or even exceed what customers want, then the product's ability to carry out its function, including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes (Kotler and Armstrong, 2016). The higher the level of product quality, the higher it is the resulting level of customer satisfaction (Kotler & Keller, 2016).

The relationship between User experience and Repurchase Intention

According to Ho and Chung (2020), repurchase intentions are driven by the positive impact of mobile app user experience engagement on brand, value, and equity accumulation relationships. In contrast, Jen and Hu (2003) states that repurchase intention is determined based on perception consumers regarding the company's previous services and the attractions offered by alternative companies.

The relationship between User experience and User Satisfaction

Rose et. al., (2012) stated that in an effort to increase satisfaction consumers in online purchases , marketers need to know the experience customers in the purchasing process. Every transaction of goods and services by Customers definitely have an experience, it can be good or bad. This happened well on online and offline shopping experience (Diyanti, et, al., 2021).

The relationship between Product Quality and Repurchase Intention

Product quality is a dynamic condition related to the product, services, people, processes and environments that meet or exceed expectations (Tjiptono, 2011). Products that have good quality will provide a feeling of satisfaction within customers' minds and will make repeat purchases of the product. This matter in line with the research results of Salamah (2015) that partially product quality has a significant effect on repurchase interest in Wardah cosmetics in the city Bandung.

The relationship between Product Quality and User Satisfaction

According to Kotler and Armstrong (2004) that a high level of quality will produces high satisfaction. This is in line with the research results of Saidani and Arifin (2012) explains that quality has a significant influence on customer satisfaction.

The relationship between User Satisfaction and Repurchase Intention

A high level of satisfaction will influence an increase in repurchase intentions or repurchase intention (Kotler & Armstrong, 2018). Andjarwati's research (2016), Pradana and Sanaji (2018) shows that there is a positive and significant influence between consumer satisfaction and interested in buying again.
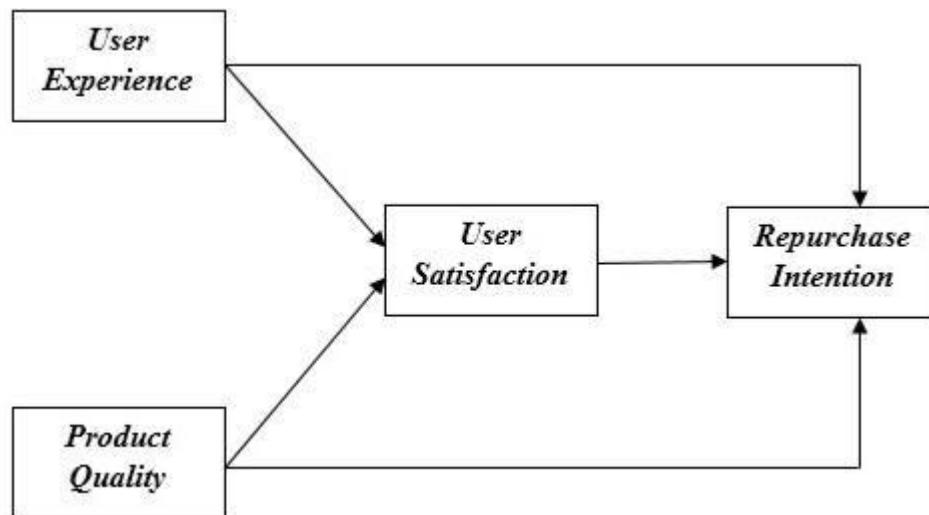

Figure 1. Thinking Framework

The following research hypothesis is entirely based on this theoretical framework :

H1 : User Experience has a positive and significant effect on repurchase intention

H2 : User Experience has a positive and significant effect on user satisfaction

H3 : User Experience has a positive and significant effect on repurchase intention through user satisfaction

H4 : Product Quality has a positive and significant effect on repurchase intention

H5 : Product Quality has a positive and significant effect on user satisfaction

H6 : Product Quality has a positive and significant effect on repurchase intention through user satisfaction

H7 : User satisfaction has a positive and significant effect on repurchase intention

3. Materials and Methods

Tabel 3. 1
Variable Operationalization

No	Variable	Definition Operational	Dimensions	Skla Size
1	*Repurchace Intention*	Consumers' subjective probability of revisiting the Uniqlo app	Transactional Interest	Likert
			Referential Interest	
			Preferential Interest	
			Exploratory Interest	
2	*User Satisfaction*	The happy or happy attitude of Uniqlo application users shown after comparing the performance (results) felt or received with expectations	content	Likert
			ease of use	
			timelines	
3	*User Experience*	Things that happen before and after consumers make online transactions on the Uniqlo application	Attractiveness	Likert
			Efficiency	
			Clarity	
			Accuracy	
4	*Product Quality*	The product's ability to meet customer needs and at the same time provide satisfaction for Uniqlo Application customers	Performance	Likert
			Conformance to specification	
			Features	
			Aesthetics	

3.1 Design study

This research style uses quantitative research and descriptive techniques to identify each variable, either one or more independent variables, without intertwining relationship or comparing with other variables (Sugiyono, 2015). Research style it uses quantitative research and descriptive techniques to identify each variables, either one or more independent variables, without establishing a relationship or comparing with other variables (Sugiyono, 2015). This research uses descriptive strategy combined with a quantitative approach. This approach is scientific because it adheres to scientific standards that are concrete/empirical, objective, measurable, logical, and methodical.

Quantitative research data is presented in the form of numbers, which are then analyzed using statistics. This research uses Smart PLS Software for describes relationships that impact and are influenced by variables will be researched. According to Sugiyono (2017), population is a broad category consisting of objects/subjects with certain attributes and characteristics chosen by the researcher for investigated and conclusions drawn.

The demographics of this study consist of all Uniqlo application users domiciled in the city of Medan. Non-probability sampling approach with strategy purposive sampling was used to collect samples. This approach is used because it fulfills special characteristics that allow it to be considered representative of society, namely:, a. Aged 18-40 years. b. Minimum education: high school or equivalent The assumption is that respondents understand the concept of e-commerce technology and online shopping.

3.2 Data Analysis

PLS-SEM was used in this research for two tests: Direct Effect and Indirect Effects. Outer loading and AVE values are used to verify validity convergent. The outer loading value is claimed to be valid if it is more than 0.7, even though Imam Ghazali (2015:37) considers an outer loading value between 0.5 to 0.6 acceptable for meets the requirements of convergent validity. Composite reliability components are used for assessing the dependence of indicators on a variable. If a variable has a value greater than 0.7 is considered to meet composite reliability. If value Cronbach's alpha is greater than 0.7 then the construct is considered realistic.
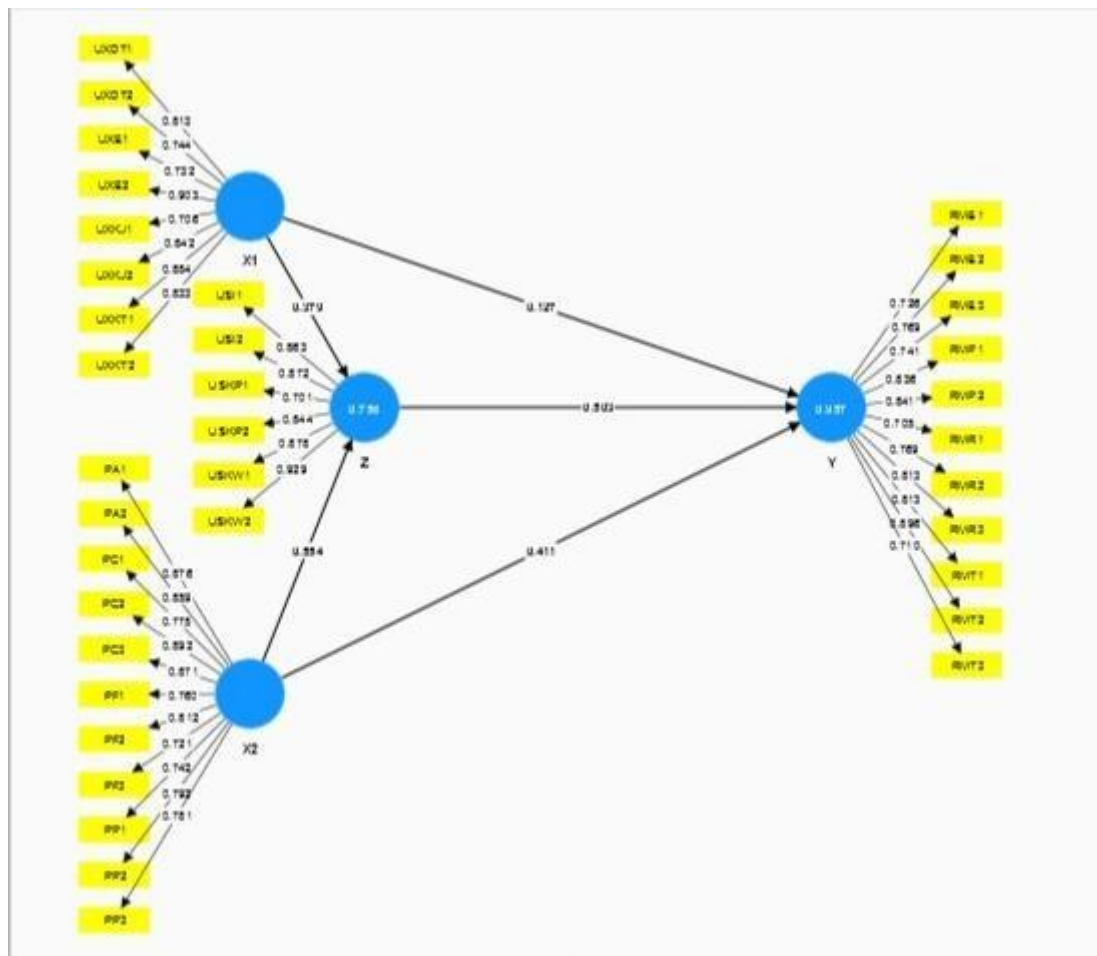
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Figure 2. Research Model

4. Result

4.1 Measurement Model

Validity Test

	UX (X1)	PQ(X2)	US (Z)	RI (Y)
UX1	0.706			
UX2	0.732			
UX3	0.744			
UX4	0.813			
UX5	0.833			
UX6	0.842			
UX7	0.844			
UX8	0.903			
PQ1		0.876		
PQ2		0.859		
PQ3		0.775		
PQ4		0.892		
PQ5		0.871		

PQ6		0.760		
PQ7		0.812		
PQ8		0.721		
PQ9		0.742		
PQ10		0.792		
PQ11		0.781		
US1			0.863	
US2			0.872	
US3			0.701	
US4			0.844	
US5			0.878	
US6			0.929	
RI1				0.726
RI2				0.769
RI3				0.741
RI4				0.836
RI5				0.841
RI6				0.705
RI7				0.769
RI8				0.813
RI9				0.813
RI10				0.896
RI11				0.710

Based on testing the validity of the loading factors in the table above. all values are known loading >0.7 which means it has met the validity requirements based on the loading value.

Reliability Test

	Cronbach's Alpha
UX (X1)	0.926
PQ (X2)	0.947
US (Z)	0.937
RI (Y)	0.922

Based on the table above, it is known that all variables have a CA value of >0.7, from these results it means that it can be said to have met the reliability requirements and is declared reliable based on Cronbach Alpha.

4.2 Respondent Characteristics

Based on the results of collecting online questionnaires from 180 respondents, the following data was found:

1. Characteristics of Respondents Based on Age

Tabel 4.1
Characteristics of Respondents Based on Age

Age	Amount (people)	Percentage (%)
18 Years	62	54%
19-24 Years	101	42%
25-35 Years	15	4%
36-40 Years	2	1%
Amount	**180**	**100%**

Sumber : Hasil Penelitian 2024 (Data diolah)

Based on Table 4.1 above, it can be seen that the people in Medan City are Using the Uniqlo application in this research were respondents aged 18 years old as many as 62 people or (54%), aged 19-24 years as many as 101 people or (42%), aged 15 people aged 25-35 years or (4%) and 2 people aged 36-40 years or (1%). It can be concluded that the majority of respondents in this study were young people with an age range of 18 to 24 years, then followed by adults with a range aged 26 to 35 years. It can be seen that young people are more fond of it make purchases on the Uniqlo application in Medan City.

2. Characteristics of Respondents Based on Gender

Tabel 4.2

Characteristics of Respondents Based on Gender

Gender	Amount (people)	Percentage (%)
Laki-laki	38	21%
Perempuan	146	79%
Amount	**180**	**100%**

Sumber : Hasil Penelitian 2024 (Data diolah)

Based on Table 4.2. shows that the characteristics of the respondents are based on There were 38 men (21%) and 146 women people (79%). It can be concluded that there are more female respondents dominantly make purchases on the Uniqlo application in Medan City.

3. Characteristics of Respondents Based on Education

Tabel 4.3

Characteristics of Respondents Based on Education

Education	Amount (people)	Percentage (%)
SMA	53	29.4%
S1	97	54%
S2	30	16.6%

S3	0	0
Amount	**180**	**100%**

Based on Table 4.3, it shows that respondents with high school education as many as 53 people or (29.4%), as many as 97 people or (54%) had a bachelor's degree 30 people had master's education or (16.6%) and none had doctoral education. Can It was concluded that the majority of respondents in this study were young people with a final education of high school, then followed by adults with undergraduate education. It can be seen that young people and adults are more likes to make purchases on the Uniqlo application in Medan City.

4.3 Measurement Model

Structural Model Measurement

Direct Effect Test

Hypothesis testing is carried out using the T-statistics test (t-test) with levels significance 5%. It is said to be significant if the T-statistics value is > 1.96. When in testing This obtained p-value < 0.05 (α 5%), meaning the test is significant, and vice versa if p- value > 0.05 (α 5%), meaning it is not significant. Results of the respective direct influence tests variables can be seen in Table 4.4

Tabel 4.4
Path Coefficients

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (| O/STDEV |)	P Values
User Experience -> User Satisfaction	0.638	0.638	0.054	11,712	**0.000**
User Experience -> Repurchase Intention	0.331	0.323	0.084	3,959	**0.000**
Product Quality -> User Satisfaction	0.351	0.349	6.078	0.664	**0.000**
Product Quality -> Repurchase Intention	0.875	0.875	0.059	14.889	**0.000**
User Satisfaction -> Repurchase Intention	-0.232	-0.228	0.071	3,25	**0.001**

Based on table 4.4, the following results are obtained :

1. It is known that the coefficient value of user experience is 0.638 therefore Product quality has a positive effect on user satisfaction and has a significant p value values 0.000 < 0.05 are significant, therefore it is concluded that user experience has a positive and significant effect on user satisfaction. Influence direct user experience

to user satisfaction is 0.638, meaning if user experience increases then user satisfaction can increase by 63.8%. This shows that there is a correlation between user experience and user satisfaction goes in the same direction and the relationship is strong.

2. It is known that the coefficient value of user experience is 0.331 therefore Product quality has a positive effect on repurchase intention and value significant p value 0.000 < 0.05 is significant, therefore it is concluded that user experience has a positive and significant effect on repurchase intention. The direct influence of user experience on repurchase interest is of 0.331, meaning that if user experience increases then repurchase intention can increase by 33.1%. This shows that the correlation between users experience and repurchase intention run in the same direction and the relationship is strong.

3. It is known that the coefficient value of product quality is 0.351 therefore Product quality has a positive effect on user satisfaction and has a significant p value values 0.000 < 0.05 are significant, therefore it is concluded that product quality has a positive and significant effect on user satisfaction. Influence The direct effect of product quality on user satisfaction is 0.351, meaning if user experience increases then user satisfaction can increase by 35.1%. This shows that there is a correlation between product quality and user satisfaction goes in the same direction and the relationship is strong.

4. It is known that the coefficient value of product quality is 0.875 therefore Product quality has a positive effect on repurchase intention and value significant p value 0.00 < 0.05 is significant, therefore it is concluded that product quality has a positive and significant effect on repurchase intention. The direct influence of product quality on repurchase intention is of 0.875, meaning that if user experience increases then repurchase intention can increase by 87.5%. This shows that the correlation between Product quality and repurchase intention run in the same direction and are related strong.

5. It is known that the coefficient value of user satisfaction is -0.232 therefore Product quality has a negative effect on repurchase intention and value significant p value 0.01 < 0.05 is significant, therefore it is concluded that user satisfaction has a negative and significant effect on repurchase intention. The direct influence of user satisfaction on repurchase intention is -0.232, meaning that if user satisfaction

decreases then repurchase intention can decrease by 23.2%. This shows that the correlation between users satisfaction and repurchase intention run in the same direction and the relationship is strong.

Indirect Effect **Test**

Indirect effect testing is also carried out using the T-statistics test (t-test), namely with significance level 5%, where if the T-statistics value is> 1.96 and if in this test obtained p-value < 0.05 (α 5%), meaning the test is significant, and vice versa if the p-value > 0.05 (α 5%), meaning not significant. Test results of the indirect influence of latent variables analyzed can be seen from Table 4.5

Tabel   4.5
Indirect Effect

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (| O/STDEV |)	P Values
User Experience -> User Satisfaction -> Repurchase Intention	-0.148	-0.146	0.05	2.935	**0.044**
Product Quality -> User Satisfaction -> Repurchase Intention	-0.081	-0,079	0.025	3.228	**0.001**

Based on Table 4.5, the research results are to answer the hypothesis contained in Previous chapters are as follows :

1. There is an indirect influence of user experience on repurchase intention through user satisfaction is -0.148 with a p-value of 0.044 < 0.005, then user experience indirectly has a significant negative effect on repurchase intention through user satisfaction. Indirect user influence experience on repurchase intention through user satisfaction is -0.148 means that if the user experience through user satisfaction decreases then repurchase intention can decrease by 14.8%. In other words user satisfaction significantly mediates the relationship between user experience and repurchase intention. This shows that the correlation between user experience towards repurchase intention through user satisfaction goes in the same direction and the relationship is strong.

2. There is an indirect influence of product quality on repurchase intention through user satisfaction is -0.081 with a p-value of 0.001 < 0.005, then product quality indirectly has a significant negative effect on repurchase intention through user satisfaction. Indirect product influence quality on repurchase intention through user satisfaction is -0.081 means that if product quality through user satisfaction

decreases then repurchase intention can decrease by 8.1%. In other words user satisfaction significantly mediates the relationship between product quality and repurchase intention. This shows that the correlation between product quality towards repurchase intention through user satisfaction does not work in the same direction and the relationship is strong.

4. Conclusions, Implications and Recommendations

1. The research results show that user experience has a positive effect and significant to user satisfaction. So it is hoped that the Uniqlo company continue to maintain the application in order to maintain a good user experience profitable for the Uniqlo company.

2. The research results show that user experience has a positive effect and significant to repurchase interest. So it is hoped that the Uniqlo company continue to maintain the application in order to maintain a good user experience profitable for the Uniqlo company.

3. The research results show that product quality has a positive effect and significant to user satisfaction. So it is hoped that the Uniqlo company continues to maintain the quality of its products in the application to maintain satisfaction users of the Uniqlo application so that it can provide benefits for the company Uniqlo.

4. The research results show that product quality has a positive and significant effect on repurchase interest. So it is hoped that the Uniqlo company will continue to maintain it the quality of the product in application that can benefit the company Uniqlo.

5. The research results show that user satisfaction has a negative effect and significant impact on repurchase interest. So the Uniqlo company is expected considering Uniqlo user satisfaction in order to provide benefits to Uniqlo company.

6. The research results show that user experience is indirect significant negative effect on repurchase intention through satisfaction user. So that the Uniqlo company can pay more attention to what features it has which he wants to give to Uniqlo application users themselves.

7. The research results show that product quality is indirectly significant negative effect on repurchase intention through satisfaction user. So that the Uniqlo company can understand what products are which he wants to display to Uniqlo application users themselves.

8. In terms of testing User Experience and Product Quality, this research is only focus on testing user experience and Product Quality mediated by usage satisfaction on repurchase intention due to limited literature previous research. For further research, you can test both variables which is mediated by user satisfaction with repurchase interest measurements or other methods.

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