

THE EFFECTS OF CUSTOMER VALUE, CUSTOMER EXPERIENCE AND UTILITARIAN VALUE TOWARD REPURCHASE INTEREST

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Abstract—This article aims to test and analyze the effect of customer value, customer experience and utilitarian value toward repurchase interest at the Beauty Clinic. This article is an explanatory research. The population in this article is all consumers who have purchased products more than twice in the Beauty Clinic with a sampling technique using purposive sampling which are 122 respondents. The data analysis method that used is multiple linear regression analysis. The results of the study are as follows: The effect of customer value on repurchase interest shows a significant positive relationship. This proves that good customer value will increase repurchase interest. The results of multiple regressions testing on the influence of customer experience on repurchase interest show a significant positive relationship. This proves that a good customer experience will increase repurchase interest. The results of multiple regressions testing on utilitarian value influence on repurchase interest show a significant positive relationship. This proves that a good utilitarian value will increase repurchase interest.

Keywords—customer experience, customer value, repurchase interest, utilitarian value.

I. INTRODUCTION

Customer orientation is a key factor in modern marketing success. Consumer behavior has a complex nature, because it consists of many variables that vary and tend to interact. James F. (in Dimiyati, 2014: 5) argues that, "consumer behavior is considered as an act of individuals involved in obtaining and using good economic services including the deception of the process of determining the acts" (consumer behavior is defined as action - the actions of individuals who are directly involved in efforts to obtain and use economic goods and services, including the decision-making process that precedes and determines these actions).

According to Kotler (2008: 235) the process of purchasing decisions occurs through five stages, namely, problem recognition, information seeking, alternative evaluation, purchasing decisions and post-purchase behavior. After consuming products, consumers will feel satisfied or not, if they are satisfied, they have a big chance to make consumers repurchase at a later time. Zeitham (1996) defines the concept of repurchase intention as a positive consequence of customer satisfaction which leads to consumer loyalty and makes consumers willing to buy back even to do word-of-mouth promotion of certain products voluntarily. Kinnear and Taylor (in Kusumawati, 2013: 16) also define repurchase interest as a purchase interest based on past buying experience.

Value is very important in the stage of recognition of the needs of consumer purchasing decisions. According to Kotler (2003: 34) the value received by customers is the difference between the total number of values for customers and the total amount of customer costs. Not only with customer value, but the experience that is felt when making a purchase is also a consideration of today's consumers in buying products or services. According to Schmitt (in Kusumawati, 2013: 18) customer experience is a strategic process in managing or implementing customer experiences with a product or company, so that customer experience needs to be a concern for business people to satisfy their customers so that the company can think of consumers and make consumers want to go back. It is expected that consumers will be able to differentiate products and services from one another because they can experience and obtain experience directly through five approaches (sense, feel, think, act, relate), both before and when they consume a product or use a service. In customer experience, consumers will be involved emotionally in each activity so that guests have a unique, impressive experience that takes place at that time and then the desire to re-use, more than that they will build the brand enthusiastically to promote word of mouth on other people.

In addition, in attracting consumers to repurchase, marketers should also understand consumer motivation in making purchases, when consumers think rationally about their needs or known as utilitarian value. Utilitarian value applies when consumers focus on tangible benefits when making a purchase. This has an effect on consumer behavior in choosing products or services according to the needs of the consumers themselves. According to Kim (in Ahmad Sofiyudin, 2015: 18) utilitarian value has two dimensions, namely efficiency and achievement. Efficiency can be interpreted as the motivation of consumers to shop by finding the most economical effective way, while achievement can be interpreted as the motivation of consumers to shop as planned.

One business that is currently developing is a beauty clinic business or commonly referred to as skincare. Beauty Clinic is a commercial business, which provides body care and professionally managed services. There are currently many developing beauty clinics such as Natasha Skincare, Personal Beauty Center, LBC, Larissa, Erhaskin and so on in Jember, which offer the advantages of each of the beauty clinics to attract consumers.

This research was conducted at the Beauty Clinic. This beauty clinic provides a variety of services such as facial care systems, hair to body care and the sale of concoction products using natural ingredients such as fruit extracts that are synergized with modern technology. According to interviews with several customers of Beauty Clinic, the results of various facial cream concoctions offered by the clinic are very satisfying, the prices offered are also relatively affordable compared to other beauty clinics with services that are no less satisfying, so many people like private students and employees are interested. In addition, the distance to get to the clinic is not too far from the city and there are many transportation media that reach this place.

The researcher observed the repurchase interest at the Beauty Clinic which was increasing. Based on observations made by researchers at the Beauty Clinic, it is known that the sale of products (goods) is higher than the sale of service products, namely treatments. Consumers are more interested in products in the form of goods sold such as facial cream, facial wash, serum, acne medicine, and so on. So that this study focuses on customer value and customer experience and utilitarian value on the repurchase interest at beauty clinics on products sold.

With the increasing of repurchase interest, this can indicate that customer value and customer experience at the Beauty Clinic are valued by consumers quite well. Of the 20 consumers interviewed on February 12nd, 2018, 15 consumers said they were satisfied with the service and matched their products. But the utilitarian value is not certain to be known because the motivation

that arises from each consumer may vary. There are some consumers who have good customer value and customer experience at the Beauty Clinic, but these consumers want to try other products even in other beauty clinics. Then there are consumers who can be said to be loyal to the Beauty Clinic because the distance traveled is close, but when the consumer moves out of town and away from the Beauty Clinic so that the motivation of the consumer changes to make purchases similar products at another Beauty Clinic.

II. METHOD

A. Research Design

This study is included in explanatory research that is research that explains causal relationships and tests the relationship between several variables through hypothesis testing or explanatory research.

B. Types and Data Sources

The type of data used is quantitative data. Quantitative data is data that shows the number or numbers of consumers who have repurchase interest. Quantitative data can be processed or analyzed using mathematical or statistical calculation techniques. Quantitative data is divided into several types of data, this study includes ordinal data. The source of this research data is obtained from primary data and secondary data, which is data obtained directly from the object research. Primary data in this research is in a questionnaire form distributed directly to respondents who have made purchases more than twice in the Beauty Clinic. Secondary data in this study were obtained from the internet, articles, and data relating to research.

C. Population and Sample

The populations of this study are all consumers who have made product purchases at least twice in the Beauty Clinic. The sampling technique used in this study was purposive sampling, namely the considerations and certain conditions in determining the sample. The number of subvariables in this study is determined by 14 indicators multiplied by 8 ($14 \times 8 = 112$). However, to anticipate invalid data, the researcher added a sample of 10 respondents with a total of 122 respondents. So, the numbers of samples used in this study were 122 respondents. The criteria for determining the sample are 1). Respondents aged 17 years and over because they were considered able to answer the questionnaire submitted. 2). Respondents who have made product purchases at least twice at the Beauty Clinic.

D. Data Analysis Method

This study used a multiple linear regression analysis method.

III. RESULTS AND DISCUSSION

A. Result

1) Characteristics of Respondents

TABLE 1. AGE-BASED RESPONDENTS

| Age | Amount | Percentage (%) |
|-------------|--------|----------------|
| 17-20 years | 35 | 28.7 |
| 21-24 years | 54 | 44.3 |
| 25-28 years | 33 | 27 |
| Total | 122 | 100 |

(Source: primary data, 2018)

Table 1 shows that the numbers of respondents are 17-20 years as much as 35 people (28.7%), 21-24 years are 54 people (44.3%), 25-28 years are 33 people (27%). Overall, the most respondents have an age of around 21-24 years, because in this age estimate it can be said that caring for themselves is a primary need especially for women.

TABLE 2. JOB BASED RESPONDENTS

| Job | Frequency | Percentage (%) |
|----------------|-----------|----------------|
| Civil servants | 13 | 10.7 |
| Housewife | 25 | 20.4 |
| Entrepreneur | 20 | 16.4 |
| Student | 49 | 40.2 |
| Other | 15 | 12.3 |
| Total | 122 | 100 |

(Source: primary data, 2018)

Table 2 shows that the professional job as a civil servant is 13 (10.7%), Housewives are 25 (20.4%), Entrepreneurs are 20 (16.4%), Students are 49 (40.2%) and Others 15 (12.3%). Overall the most respondents are in the profession as students because most students are very concerned with appearance and have a lot of free time to do treatment. The rest, such as civil servants, entrepreneurs, housewives, and others have fewer percentages because they do not have a lot of free time to do treatment.

TABLE 3. RESPONDENTS BASED ON INCOME / POCKET MONEY PER MONTH

| Income | Total | Percentage (%) |
|---------------------------|-------|----------------|
| <Rp 500,000 | 16 | 13.1 |
| Rp 500,000-Rp 1,000,000 | 27 | 22.1 |
| Rp 1,000,000-Rp 1,500,000 | 44 | 36.1 |
| Rp 1,500,000-Rp 2,000,000 | 27 | 22.1 |
| >Rp 2,000,000 | 8 | 6.6 |
| Total | 122 | 100 |

(Source: primary data, 2018)

Table 3 shows that the income per month / allowance of respondents <Rp 500,000 are 16 people (13.1%), Rp 500,000-Rp 1,000,000 are 22 people (22.1%), Rp 1,000,000- Rp 1,500,000 are 44 people (36.1%), Rp 1,500,000-Rp 2,000,000 are 27 people (22.1%) and > Rp 2,000,000 are 8 people (6.6%). Overall the highest percentage of income is in the estimate of Rp 1,000,000 – Rp 1,500,000, because the estimated income is mostly owned by students. However, fewer respondents chose to take care at the Beauty Clinic despite having a larger income estimate.

2) Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the level of influence of independent

variables on the dependent variable. The results of the regression analysis are as follows:

Table 4. Results of Multiple Linear Regression Analysis

| Variable | Regression Coefficient | Sig. | Explanation |
|---------------------------------------|------------------------|------|-------------|
| Constants | 5.23 | - | |
| Customer Value (X ₁) | 0.11 | 0.04 | Significant |
| Customer Experience (X ₂) | 0.26 | 0 | Significant |
| Utilitarian Value (X ₃) | 0.07 | 0.03 | Significant |

(Source: primary data, processed 2018)

Table 4 shows that the multiple linear regression equation is as follows:

$$Y = 5.230 + 0.113X_1 + 0.264X_2 + 0.074X_3 + e \quad (1)$$

a. Constant value

From the above equation, the constant value is equal to 5.230 which means that if the value of the independent variable customer value (X₁), customer experience (X₂), utilitarian value (X₃) equals zero, repurchase interest (Y) is equal to the constant 5.230.

b. Customer value (X₁)

The coefficient of the customer value variable is a positive value of 0.113 which means that each increase in one variable unit will increase repurchase interest by 0.113.

c. Customer experience (X₂)

The coefficient value of the customer experience variable is a positive value of 0.264, which means that each increase in one variable unit will increase repurchase interest by 0.264.

d. Utilitarian value (X₃)

The coefficient of the utilitarian value variable is a positive value of 0.074, which means that each increase in one variable unit will increase repurchase interest by 0.074.

3) t-Test

TABLE 5. T-TEST RESULT

| Variable | Sig. | Explanation |
|---------------------------------------|------|-------------------------|
| Customer Value (X ₁) | 0 | H ₁ accepted |
| Customer Experience (X ₂) | 0 | H ₂ accepted |
| Utilitarian Value (X ₃) | 0 | H ₃ accepted |

(Source: primary data, processed 2018)

Table 5 shows that the customer value variable (X₁), customer experience (X₂), and utilitarian value (X₃), have a significance value <0.05. Based on these results, H₀ is rejected and H_a (the proposed hypothesis) is accepted.

B. Discussion

1) *The Partial Influence of customer value and customer experience and utilitarian value on Repurchase Interest in Beauty Clinics*

Based on the research conducted at the Beauty Clinic consumers, the primary data obtained in the form of answers from the statements use a questionnaire. The results of multiple linear regression analysis have shown that customer value, customer experience and utilitarian value influence the repurchase interest at the Beauty Clinic. The calculation results also show that all proposed hypotheses are acceptable. These hypotheses include: a). Customer value has a significant positive effect on repurchase interest at the Beauty Clinic. b). Customer experience has a significant positive effect on repurchase interest at the Beauty Clinic. c). Utilitarian Value has a significant positive effect on the repurchase interest at the Beauty Clinic. Here is a description of the accepted hypothesis regarding the direct or indirect influence of the variables studied.

2) *The Influence of Customer Value on Repurchase Interest At the Beauty Clinic*

The results of multiple regression analysis on the t test of the first hypothesis (H_1), indicate that customer value has an effect on the repurchase interest by looking at the significance level of 0.042. The relationship shown by the regression coefficient is positive, meaning that the better the customer value, the repurchase interest will increase (H_1 accepted). According to the questionnaire filled out by respondents as a whole many respondents have ages around 21-24 years, because in the estimated age said to take care of themselves as a primary need, especially for women, with the most professions as students with monthly income of around Rp.1,000,000 - Rp.1,500,000. The percentage of each indicator obtained an average of 59.6% on the assessment of the answer criteria agreed that customer value in the Beauty Clinic is good and appropriate. However, there are still 4.9% of customers who feel the atmosphere of the room to wait for the queue is uncomfortable, because there are few seats available, so there are some consumers who stand in line. Then there are 19.7% of respondents who say the price offered for all product purchases is quite expensive, because for students who are still in high school who have limited pocket money that can be considered relatively expensive.

Each indicator in the customer value also greatly influences the high and low customer value. Emotional value is a comfortable feeling expected by consumers in terms of the atmosphere of the waiting room provided by the Beauty Clinic, 50.8% of respondents agreed and 25.4% stated strongly agree that the room waiting for the Beauty Clinic was considered comfortable. With the total comfort obtained by consumers, it is 76.2%, so it is stated that this indicator affects the repurchase interest at the Beauty Clinic. The social value indicator is the expected feeling of personal communication /

interaction between the consumers and employees of the Beauty Clinic, in this case 73.8% of respondents agreed and 18.0% stated strongly agree that the employees serving very friendly. With friendly service by employees towards consumers and total answers from respondents who chose to agree and strongly agree, 91.8% stated that the social value indicator had an effect on the repurchase interest.

The indicator of quality is an explanation given by employees to consumers about the product, 71.3% of respondents agreed and 15.6% said they strongly agreed that the explanation given by employees was very clear. With the total respondent's answer being 86.9% so that it can be stated that the quality indicator has an effect on the interest in repurchasing. The last indicator is price, which is the consumer's expectation of the price offered by the Beauty Clinic. 42.6% of respondents agreed and 22.1% stated that they strongly agreed with the price offered by the Beauty Clinic which was quite affordable. With the total respondent's answer which is 64.7%, the price indicator is stated to have an effect on the repurchase interest.

According to Kotler (2005: 68), states that "customer value is the difference between customer evaluations of all benefits and all certain bid costs and other alternatives considered. Customer value is a result made by consumers after purchasing a product or service that is created from the difference between what the consumer gets and the costs incurred to obtain a particular product or service. If in previous purchases consumers feel comfortable so that the formation of customer value, then this is one that affects the interest of consumer repurchase itself. The results of this study support the results of previous studies conducted by Hidayati (2015) prove that customer value has a positive effect and significant repurchase interest.

3) *The Influence of Customer Experience on Interest Repurchase at the Beauty Clinic*

The results of multiple regression analysis on the t test of the second hypothesis (H_2), indicate that customer experience has an effect on the repurchase interest by looking at the significance level of 0,000. The relationship shown by the regression coefficient is positive, meaning the better the customer experience, the interest in repurchasing will increase (H_2 is accepted). According to the questionnaire that was filled by respondents from the percentage of each indicator obtained an average of 53.4% in the assessment of the answer criteria agreed that the customer experience in the Beauty Clinic is good and appropriate. However, there were 9.8% of respondents who felt that the product recommended by the doctor was not in accordance with the complaint, but still made a repeat purchase by only doing treatments without buying products such as facials. Then there were 38.5% of respondents who never gave input regarding the services provided many respondents who looked passive. Then there were 31.9% who never gave information to friends or family

about the Beauty Clinic, and there were 23.2% of respondents who did not receive recommendations from other people but went straight to the Jember Beauty Clinic. Each indicator in this customer experience also greatly affects the high and low customer experience. Sense indicators are feelings-related experiences, as consumers feel that the product recommended by the doctor is very suitable for the complaint. 42.6% of respondents agreed and 32.8% said they strongly agreed. With the respondent's total answer 75.4%, the sense indicator is stated to have an effect on the repurchase interest.

The feel indicator is a happy feeling that occurs when consuming a product, such as feeling the services provided by the Beauty Clinic are very good. 71.3% of respondents agreed and 9.8% of respondents said they strongly agreed. With the total respondent's answer 81.1%, the feel indicator is stated to have an effect on the interest in repurchasing. The think indicator includes the experience that consumers feel is good at giving input to the Beauty Clinic. 45.1% agreed and 0.8% agreed strongly. With the total answers of the respondents 45.9% and less than 50%, the think indicator was stated to be less influential on the interest in repurchase. The act indicator includes the experience that consumers feel to share information about the Beauty Clinic to friends or relatives. 51.6% of respondents agreed and 13.1% respondents said they strongly agreed. With the total answers of respondents, which are 64.7%, the act indicator is stated to have an effect on the repurchase interest. Relate indicators include consumer experience in accepting recommendations from friends or relatives about the Beauty Clinic. 56.6% of respondents agreed and 11.5% of respondents said they strongly agreed. The total answers of the respondents are 68.1%, the relate indicator is stated to have an effect on the repurchase interest.

According to Schmitt (in Kusumawati, 2013: 18) customer experience is a strategic process in managing or implementing customer experience with a product or company. When consumers are impressed with a product, or the product can bring a memorable experience, they will always remember the product when they consume similar products. The results of this study support the results of previous research conducted by Kusumawati (2013) stating that 5 variables of customer experience, namely sense, feel, think, act, relate, have a significant positive effect on repurchase interest.

4) The Influence of Utilitarian Value on Repurchase Interest at the Beauty Clinic

The results of multiple regression analysis on the t test of the third hypothesis (H_3), indicate that utilitarian value affects the repurchase interest by looking at the significance level of 0.032. The relationship shown by the regression coefficient is positive means that the

better the utilitarian value, the repurchase interest will increase (H_3 is accepted).

According to the questionnaire that was filled by respondents from the percentage of each indicator obtained an average of 45.5% in the assessment of the answer criteria agreed that utilitarian value in the Beauty Clinic is good and appropriate. But there are 27.1% of respondents who have a house / boarding house far from a Beauty Clinic. Then there are 26.3% who have not planned what products are suitable for purchase. Each indicator in this utilitarian value also strongly influences the high and low utilitarian value. The efficiency indicator is the motivation of consumers to shop because of the distance between the distances to go to the Beauty Clinic. There were 38.5% of respondents who agreed and 26.2% of respondents said they strongly agreed. With the total answers of respondents who agree and strongly agree 64.7%, the efficiency indicator is stated to have an effect on the repurchase interest.

The achievement indicator is the motivation of consumers to shop according to what is needed and planned. There were 52.5% of respondents who agreed and 9.8% said they strongly agreed. With the total answers of respondents who agree and strongly agree 62.3%, the achievement indicator has an effect on the repurchase interest. According to Kim in Ahmad Sofiyudin (2015: 18) utilitarian value has two dimensions, namely efficiency and achievement. Efficiency can be interpreted as the motivation of consumers to shop by finding the most economical effective way. Achievement can be interpreted as the motivation of consumers to shop as planned. The utilitarian value of a product or service makes consumers feel joy so that they become more loyal and will make a repeat purchase of a product or service. The results of this study support the results of previous studies conducted by Ekananda (2017) stating that utilitarian values and hedonic values have a positive and significant effect on post-purchase behavior.

IV. CONCLUSION

The results of multiple regressions testing on the effect of customer value on repurchase interest show a significant relationship. This proves that good customer value will increase repurchase interest. The results of multiple regressions testing on the influence of customer experience on repurchase interest show a significant relationship. This proves that a good customer experience will repurchase interest. The results of multiple regressions testing on the utilitarian value influence on repurchase interest show a significant relationship. This proves that a good utilitarian value will increase repurchase interest.

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