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# Customer Satisfacion as A Predictor of Repurchase Intention Abeglass Using The customer Satisfaction Index

**Mia Ayu Yulianti Hasanah[1], Nenden Kostini[2], Ratih Purbasari[3]**
[1] Padjadjaran University, Sumedang, Indonesia, mia20001@mail.unpad.ac.id
[2] Padjadjaran University, Sumedang, Indonesia, nenden.kostini@unpad.ac.id
[3] Padjadjaran University, Sumedang, Indonesia, ratih.purbasari@unpad.ac.id

Corresponding Author: mia20001@mail.unpad.ac.id

**Abstract:** Customer satisfaction is a key factor in determining whether consumers will return to buy a product or use a particular service. To build long-term relationships with customers, customer satisfaction is needed so that it can encourage repurchase intention. This is very important in an increasingly competitive and dynamic business world. The point of this research is to explore the influence of customer satisfaction on the repurchase intention of Abeglass' domestic customers and measure the level of Abeglass's Customer Satisfaction Index. This research uses a quantitative approach with a descriptive-verification research type. The Customer Satisfaction Index (CSI) method and simple linear regression are the analysis systems used in this research. The research results show that customer satisfaction influences repurchase intention for Abeglass products by 60.4%, with the remaining 39.6% influenced by other factors. The Customer Satisfaction Index results were 89.57% which were interpreted as indicating very satisfied criteria. Apart from that, there is also a gap in the assurance dimension of -0.35.

**Keywords:** Customer Satisfaction, Customer Satisfaction Index, Repurchase Intention.

## INTRODUCTION

The domestic glass industry holds the top ranking in ASEAN in terms of flat glass production, with a capacity of 1.225 million tonnes per year. Its contribution reaches 47.5% of the total flat glass production in this region. To improve the performance of the glass industry, the government utilizes industrial technology and develops local raw materials as a competitive advantage as reported by the Ministry of Industry (Kemenperin, 2019). In Indonesia, there are only 17 glass producing companies registered on the official government website regarding construction materials and equipment (https://simpk.pu.go.id/). Customer satisfaction plays a key role in a buyer's decision to repurchase an item. Satisfied customers are more likely to repurchase by (Fausta et al., 2023). Repurchase intention shows a customer's desire to repurchase goods or services that successfully meet their needs in terms of quality and benefits by (Ilyas et al., 2020). These two points are very important in the current competitive business world, where companies compete to retain customers and build

a loyal customer base which has an impact on the long-term success and stability of the company.

PT Abebersa Pratama is a company that operates in the field of decorative glass known as Abeglass. This company is located on Jl. Raya Narogong, Bantar Gebang, Bekasi Regency, West Java. Abeglass has main products including decorative glass, bevel glass, insulated glass, stain glass overlay, and tempered glass. It is known that product sales will experience a significant increase in 2022 as a result of the Increased Use of Domestic Products (P3DN) program.

**Table 1. Abeglass Sales Data for 2022**

| Abeglass Sales Data (Pcs) for 2022 | | | Total |
|---|---|---|---|
| Customer | Jan- June | Jul - Dec | |
| KP (Kayu Permata) | 73.306 | 76.449 | 149.755 |
| Local | 75.989 | 77.819 | 153.808 |
| Total | 149.295 | 154.268 | |

Sources: Abeglass Data Sales, 2022

Based on the results of a pre-survey with 20 respondents, the company's customers revealed that 65 percent of them repurchase more than three times a year. The main factor in this high number is also allegedly related to high customer satisfaction. It is known that the main factors that drive the high level of customer satisfaction at Abeglass are product quality and satisfactory service quality. It has been proven that the main factor that influences whether customers will repurchase or not is the quality of service. However, the pre-survey also shows that there is an additional element that allows customers to switch to competing brands, namely price increases. Based on the results of interviews with marketing staff, it is known that business customers tend to be sensitive to price increases, especially in an effort to maintain their company's financial stability. As a result, they are reluctant to pay more for the same product in the event of a price increase. Therefore, Abeglass prioritizes service quality to prevent customers from switching to competitors. In an increasingly competitive and dynamic business world, a company's ability to provide quality services can contribute greatly to long-term success.

As a form of its commitment to customer satisfaction, Abeglass provides a quick response to complaints. Throughout 2022, only two complaints were received and both were immediately followed up. This reflects that the company is trying to provide the best service to customers. According to (Ilyas et al., 2020), customer satisfaction is the combined impact of perception, assessment and emotional response to the experience of using a product or service. (Oliver in Indrasari, 2019), added that customer satisfaction is a psychological condition created by evaluating consumption experiences against expectations.

Service expectations and service perceptions experienced by customers are the two main components which according to (Parasuraman in Gede Wiyase, 2022), influence service quality. If the service meets expectations, it is considered to be of good quality or satisfactory. On the other hand, quality is considered perfect if what is delivered exceeds consumer expectations. On the other hand, the Customer Satisfaction Index (CSI) approach according to (Harmaja et al., 2022), aims to provide clear information regarding the level of customer satisfaction in a certain period so that companies can carry out routine evaluations to improve customer complaints and as a benchmark for improving services as added customer value.

From the context that has been described, the formulation of the research problem is whether customer satisfaction influences repurchase intention among domestic Abeglass customers, using surveys and the Customer Satisfaction Index (CSI). So, the point of this research is to explore the influence of customer satisfaction on the repurchase intention of

Abeglass' domestic customers and measure the level of Abeglass's Customer Satisfaction Index.

## METHOD

A quantitative scientific approach with descriptive verification research by (Sugiyono, 2018), was used in this research. Abeglass which is in the Jl. Raya Narogong District. Bantar Gebang is the research location. There are two main focuses of research, namely customer satisfaction (X) and repurchase intention (Y). Primary data applied in the study came from the results of respondent questionnaires and unstructured interviews with Abeglass marketing staff, while secondary data was obtained from company documentation, journals and books. Abeglass customers who have purchased and used Abeglass products are the population for this research. (Sugiyono, 2019), used systematic random sampling techniques with probability sampling techniques to collect samples. The sample criteria are business company customers who have repurchased Abeglass more than twice in 2022, with a total sample size of 40 company business customer respondents.

The Likert scale used in the questionnaire data measurement technique is used to assess the level of the instrumental variable scale as well as the level of importance (importance) and performance (performance). Data were analyzed by applying simple linear regression and the Customer Satisfaction Index (CSI). (Harmaja et al., 2022), explained that CSI is a way to evaluate customer satisfaction comprehensively by taking into account the importance of each characteristic of the product or service being assessed.

## RESULTS AND DISCUSSION

This session presents the main findings obtained from the research information that has been collected. The data is then analyzed using appropriate statistical methods.

### Validity Test Results

Before analyzing the data further, it is important to ensure the validity of the instrument. The first thing is to test the validity of the data as follows:

**Tabel 2. Validity Test Results**

| Variable | Dimention | Indicator | Correlation Coefficient | r tabel | Criteria |
|---|---|---|---|---|---|
| Customer Satisfaction (X) | Tangible | X1 | 0,656 | 0,312 | Valid |
| | | X2 | 0,695 | 0,312 | Valid |
| | | X3 | 0,646 | 0,312 | Valid |
| | | X4 | 0,586 | 0,312 | Valid |
| | | X5 | 0,666 | 0,312 | Valid |
| | Reliabel | X6 | 0,597 | 0,312 | Valid |
| | | X7 | 0,683 | 0,312 | Valid |
| | | X8 | 0,682 | 0,312 | Valid |
| | | X9 | 0,701 | 0,312 | Valid |
| | Responsiveness | X10 | 0,717 | 0,312 | Valid |
| | | X11 | 0,846 | 0,312 | Valid |
| | | X12 | 0,733 | 0,312 | Valid |
| | | X13 | 0,769 | 0,312 | Valid |
| | | X14 | 0,693 | 0,312 | Valid |
| | | X15 | 0,804 | 0,312 | Valid |
| | Assurance | X16 | 0,768 | 0,312 | Valid |
| | | X17 | 0,776 | 0,312 | Valid |
| | | X18 | 0,736 | 0,312 | Valid |
| | | X19 | 0,640 | 0,312 | Valid |
| | | X20 | 0,680 | 0,312 | Valid |
| | Empathy | X21 | 0,681 | 0,312 | Valid |

| Variable | Dimention | Indicator | Correlation Coefficient | r tabel | Criteria |
|---|---|---|---|---|---|
| | | X22 | 0,843 | 0,312 | Valid |
| | | X23 | 0,754 | 0,312 | Valid |
| | | X24 | 0,622 | 0,312 | Valid |
| Repurchase Intention (Y) | Transactional Intent | Y1 | 0,742 | 0,312 | Valid |
| | | Y2 | 0,780 | 0,312 | Valid |
| | | Y3 | 0,822 | 0,312 | Valid |
| | Referential Intent | Y4 | 0,838 | 0,312 | Valid |
| | | Y5 | 0,692 | 0,312 | Valid |
| | | Y6 | 0,740 | 0,312 | Valid |
| | Preferential Intent | Y7 | 0,764 | 0,312 | Valid |
| | | Y8 | 0,839 | 0,312 | Valid |
| | | Y9 | 0,691 | 0,312 | Valid |
| | Explorative Intent | Y10 | 0,766 | 0,312 | Valid |
| | | Y11 | 0,780 | 0,312 | Valid |
| | | Y12 | 0,767 | 0,312 | Valid |

Source: Data processed by researchers (2024)

Based on the results of the validity test, it can be concluded that the instrument used in this research is valid for measuring customer satisfaction and repurchase intention. The results of the validity test show that all research indicator variables have a correlation coefficient (r count) > r table, namely 0.312. So, all questionnaire results are valid, which means that all research instruments have met the expected validity criteria.

**Reliability Test Results**

In the next stage, it is necessary to carry out a reliability check to ensure the consistency and stability of the research findings data instrument when repeated many times under the same conditions. The test applies Cronbach's alpha as follows:

**Table 3. Reliability Test Results**

| No | Variable | Cronbach's Alpha | Explanation |
|---|---|---|---|
| 1 | Customer Satisfaction (X) | 0,953 | Reliable |
| 2 | Repurchase Intention (Y) | 0,934 | Reliable |

Source: Data processed by researchers (2024)

The reliability test calculation shows that the Cronbach's Alpha coefficient per variable shows a number > 0.60. Based on these results, all questionnaire items are stable (reliable) and show sufficient consistency for this research.

**Normality Test Results**

Before carrying out further statistical analysis, it is necessary to ensure whether the data distribution follows a normal distribution pattern. Application of Kolmogorov-Smirnov via normality test:

**Table 4. Normality Test results**

| | One-Sample Kolmogorov-Smirnov |
|---|---|
| N | 40 |
| Test Statistic | 0,67 |
| Asymp. Sig. (2-tailed) | 0,200 |

Source: Data processed by researchers (2024)

The Kolmogrov-Smirnov method in the normality test shown in table 5 above, has a significant number of 0.200 > 0.05. So the conclusion is that the residual data is normally distributed.

### Linearity Test Counts

Next, calculate the linear pattern by applying the ANOVA test. Here are the results:

**Table 5. Linearity Test Counts**

**ANOVA Table**

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|---|
| Repurchase Intention * Customer Satisfaction | Between Groups | (Combined) | 1154.558 | 22 | 52.480 | 3.855 | .003 |
| | | Linearity | 836.542 | 1 | 836.542 | 61.453 | .000 |
| | | Deviation from Linearity | 318.016 | 21 | 15.144 | 1.112 | .416 |
| | Within Groups | | 231.417 | 17 | 13.613 | | |
| | Total | | 1385.975 | 39 | | | |

Source: Data processed by researchers (2024)

Based on the linearity test analysis, a linearity deviation of sig was obtained. (0,416) > sig (0,05) which shows a linear relationship. This finding validates a linear relationship by showing no discernible departure from linearity. The hypothesis that there is a significant linear relationship between customer satisfaction and repurchase intention is supported by these findings.

### Simple Linear Regression Test

Next, calculate a simple linear regression test as follows:

**Table 6. Results of Simple Linear Regression Test**

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 836.542 | 1 | 836.542 | 57.857 | .000[b] |
| | Residual | 549.433 | 38 | 14.459 | | |
| | Total | 1385.975 | 39 | | | |

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Customer Satisfaction

Source: Data processed by researchers (2024)

From the results of simple linear regression analysis, it was found that the significance threshold was (0.00) < (0.05) and the calculated F was 57.857. The linear regression model displays the influence of the customer satisfaction variable (X) on the repurchase intention variable (Y). Therefore, reject H0 and accept H1, which is the basis for decision-making in this simple linear regression test.

### Correlation Coefficient Test Results

In addition, table 7 illustrates the extent to which customer satisfaction influences repurchase intention:

**Table 7. Correlation Coefficient Test results**

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .777[a] | .604 | .593 | 3.802 |

a. Predictors: (Constant), Customer Satisfaction

b. Dependent Variable: Repurchase Intention

Source: Data processed by researchers (2024)

The correlation or relationship value (R) was obtained at 0.777 based on the results of the correlation test. Based on these findings, a coefficient of determination (R Square) of 0.604 was calculated, which represents the magnitude of the correlation coefficient and the impact of the customer satisfaction variable of 60.4% on the repurchase intention of domestic Abeglass customers, while factors not included in the model influence the remaining percentage, namely 39 .6%. On the other hand, according to the Guilford Emperical Ruseli correlation coefficient level, the degree of closeness of influence is in the sufficient category, namely in the range (> 0.40 - < 0.70).

## Coefficient Test Calculation

The primary results of the conducted coefficient analysis and the statistical significance pertaining to the model will be provided in this section. These are the outcomes:

**Table 8. Coefficient Test Calculation**

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 3.529 | 6.234 | | .566 | .575 |
| | Customer Satisfaction | .446 | .059 | .777 | 7.606 | .000 |

a. Dependent Variable: Repurchase Intention

Source: Data processed by researchers (2024)

The calculated t value of the customer satisfaction variable is 7.606 > t table of 2.024 according to the assessment of the simple linear regression test above. On the other hand, the customer satisfaction value (regression coefficient/b) is 0.446 and the constant value (a) is 3.529. The results show that the regression equation is: Y = a+bX, so Y = 3,529 + 0,446X. In this way, the constant value of the repurchase intention variable is 3.529, while the regression coefficient X is 0.446. For every one percent increase in the customer satisfaction value, the repurchase intention value increases by 0.446. So, it can be said that the regression coefficient is positive with the customer satisfaction variable (X) influencing repurchase intention (Y).

From all stages of simple linear regression testing, it was found that the customer satisfaction variable (X) had a significant and positive effect on repurchase intention (Y). This finding is in line with research by(Ellitan et al., 2022), which states that customer satisfaction has an important (strong) influence on repurchase intention. More specifically, satisfied consumers are more likely to repurchase in the future than dissatisfied consumers. This is also supported by research conducted by (Miandari et al., 2021; Pungki Rahmawati et al., 2018; Salsabila et al., 2022; Saputra et al., 2022; Tufahati et al., 2021; Wilson et al., 2019)

## Overall Dimension Gap Value

In this research, the SERVQUAL method was used to identify and calculate gaps between customer expectations and their perceptions of the services received. The existence of this gap is an indication of areas that need to be improved by the company to achieve the desired level of customer satisfaction. The results of the SERVQUAL gap calculation are as follows:

**Table 9. Overall Dimension Gap Value**

| Dimention | Atribute | Performance | Importance | Gap |
|---|---|---|---|---|
| Tangibel | P1 | 4,30 | 4,55 | -0,25 |
| | P2 | 4,18 | 4,45 | -0,28 |

| | P3 | 3,70 | 3,70 | 0,00 |
|---|---|---|---|---|
| | P4 | 4,15 | 4,15 | 0,00 |
| | P5 | 4,30 | 4,35 | -0,05 |
| Reliabel | P6 | 4,53 | 4,73 | -0,20 |
| | P7 | 4,53 | 4,58 | -0,05 |
| | P8 | 4,45 | 4,48 | -0,02 |
| | P9 | 4,55 | 4,45 | 0,10 |
| Responsiveness | P10 | 4,43 | 4,50 | -0,08 |
| | P11 | 4,35 | 4,43 | -0,08 |
| | P12 | 4,43 | 4,53 | -0,10 |
| | P13 | 4,43 | 4,55 | -0,13 |
| | P14 | 4,38 | 4,50 | -0,13 |
| | P15 | 4,53 | 4,40 | 0,13 |
| Assurance | P16 | 4,60 | 4,58 | 0,02 |
| | P17 | 4,35 | 4,70 | -0,35 |
| | P18 | 6,73 | 4,38 | 2,35 |
| | P19 | 4,60 | 4,55 | 0,05 |
| | P20 | 4,53 | 4,75 | -0,23 |
| Empathy | P21 | 4,35 | 4,55 | -0,20 |
| | P22 | 4,38 | 4,58 | -0,20 |
| | P23 | 4,30 | 4,53 | -0,23 |
| | P24 | 4,35 | 4,55 | -0,20 |

Source: Data processed by researchers (2024)

Based on the results from table 9, the largest gap value is at point P17 with the statement reading "Queue for goods according to demand for goods" with the gap value obtained being -0.35. This can result in delivery delays, stock imbalances and unsatisfied customers. From the results of an unstructured interview with Abeglass, it was explained that the delays occurred due to several things such as a lack of availability of raw materials to be used, inadequate request dates for the ongoing production process, as well as obstacles or damage to the machines used. On the other hand, when there is a delay in an order, the company rarely informs about the conditions experienced unless there are questions from the customer regarding the progress of their order.

**Customer Satisfaction Index results**
Customer Satisfaction Index (CSI) is used in various industries to evaluate customer satisfaction and identify areas for improvement. The CSI results on Abeglass are as follows:

**Table 10. Customer Satisfaction Index Results**

| No | Mean Importance Score (MIS) | Mean Satisfaction Score (MSS) | Weight Factors (WF) | Weight Score (WS) |
|---|---|---|---|---|
| Tangible | | | | |
| 1 | 4,55 | 4,30 | 4,23 | 18,20 |
| 2 | 4,45 | 4,18 | 4,14 | 17,29 |
| 3 | 3,70 | 3,70 | 3,44 | 12,74 |
| 4 | 4,15 | 4,15 | 3,86 | 16,02 |
| 5 | 4,35 | 4,30 | 4,05 | 17,40 |
| Reliable | | | | |
| 6 | 4,73 | 4,53 | 4,40 | 19,89 |
| 7 | 4,58 | 4,53 | 4,26 | 19,26 |
| 8 | 4,48 | 4,45 | 4,16 | 18,53 |
| 9 | 4,45 | 4,55 | 4,14 | 18,84 |
| Responsiveness | | | | |
| 10 | 4,50 | 4,43 | 4,19 | 18,53 |
| 11 | 4,43 | 4,35 | 4,12 | 17,91 |

| | | | | |
|---|---|---|---|---|
| 12 | 4,53 | 4,43 | 4,21 | 18,63 |
| 13 | 4,55 | 4,43 | 4,23 | 18,73 |
| 14 | 4,50 | 4,38 | 4,19 | 18,32 |
| 15 | 4,40 | 4,53 | 4,09 | 18,53 |
| Assurance | | | | |
| 16 | 4,58 | 4,60 | 4,26 | 19,58 |
| 17 | 4,70 | 4,35 | 4,37 | 19,02 |
| 18 | 4,38 | 6,73 | 4,07 | 27,38 |
| 19 | 4,55 | 4,60 | 4,23 | 19,47 |
| 20 | 4,75 | 4,53 | 4,42 | 20,00 |
| Emphaty | | | | |
| 21 | 4,55 | 4,35 | 4,23 | 18,42 |
| 22 | 4,58 | 4,38 | 4,26 | 18,62 |
| 23 | 4,53 | 4,30 | 4,21 | 18,10 |
| 24 | 4,55 | 4,35 | 4,23 | 18,42 |
| Total Weight Factors | | | | 447,84 |
| Total Customer Satisfaction Index (CSI) | | | | 89,57 |

Source: Data processed by researchers (2024)

Abeglass's Customer Satisfaction Index (CSI) is 89.57% in accordance with the customer satisfaction value which is at a CSI level of 81% - 100% which means "very satisfactory" by (Nada Maqhfirah & Fitriani, 2023). So, Abeglass' performance has been in line with customer expectations. In line with research by Tanaro et al. (2021), the Customer Satisfaction Index which is in the "very satisfactory" category must still be maintained. Especially in the assurance dimension, item number 18 "reliability of production and marketing operator employees in the eyes of their customers" has the highest weight, namely 27.38. However, Abeglass is expected to continue improving customer service to ensure higher satisfaction, so that the CSI score can be close to perfect, namely 100%.

**CONCLUSION**

Conclusions that can be drawn to overcome a problem are based on the analysis findings explained in the previous chapter. The hypothesis is accepted that there is a positive and significant correlation between customer satisfaction and repurchase intention for domestic Abeglass customers of 0.604, reaching 60.4%, while the remaining 39.6% is likely influenced by other variables outside the model. Furthermore, Abeglass's Customer Satisfaction Index of 89.57% is in the "very satisfactory" category. However, from the results of the SERVQUAL gap calculation, a figure of -0.35 was found at point P17 in the statement "Queue for goods according to demand for goods" in the customer satisfaction variable in the assurance dimension, which means that the service results don't meet customer expectations.

Based on the findings, there is a crucial situation for Abeglass, namely the problem of queues that do not match the demand for goods (order delays). The strategies that can be proposed for Abeglass to overcome this problem are: The enterprise may employ multiple approaches to enhance customer contentment and fortify Abeglass's standing amidst rivals. First and foremost, it's critical to proactively communicate with customers by email, message, or WhatsApp confirmation in case of a delay. This can be accomplished by providing frequent updates on the status of the order, which can improve an otherwise unpleasant experience. Second, working with distributors and suppliers to optimize the supply chain guarantees that there won't be any shortages of materials to meet the demands of customers. Third, repairing machines and performing preventive maintenance regularly lowers the possibility of damage that could delay production. Last but not least, tailoring requested dates guarantees that customer requests and production processes are in sync, preventing overlaps that may cause delays. By putting the aforementioned plan into practice, the company hopes

to lessen the issue of customers waiting in line for products that don't meet demand, which will boost customer satisfaction and improve Abeglass' standing relative to its rivals.

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