



The influence of customer experience, service quality, word of mouth through consumer satisfaction on repurchase intention

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ABSTRACT

Purpose: The purpose of this study is to analyze and determine the effect of customer experience, service quality, and word of mouth through customer satisfaction on repurchase intention at Mrs. Imelda's Laundry in Rawamangun.

Methods: This research adopts a quantitative approach with an associative research strategy. The population consists of consumers of Mrs. Imelda's Laundry, with a purposive sampling technique used to obtain 100 respondents. Data were analyzed using SmartPLS 4.0 software.

Findings: This study concludes that customer experience has a direct and significant influence on repurchase intention, while service quality positively affects consumer satisfaction. However, consumer satisfaction, service quality, and word of mouth do not significantly drive repurchase intention, either directly or indirectly.

Practical Implication: The practical implication of this study suggests that businesses, particularly in the laundry service sector, need to identify and strengthen other factors beyond customer experience, service quality, and word of mouth that may have a stronger impact on customer satisfaction and repurchase intention, such as price competitiveness, convenience, and loyalty programs.

Keywords: *Customer Experience, Service Quality, Word of Mounth, Customer Satisfaction, Interest Repurchase*

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Abstrak

Tujuan: Tujuan dari penelitian ini adalah untuk menganalisis dan mengetahui pengaruh customer experience, kualitas layanan, dan word of mouth melalui kepuasan konsumen terhadap minat beli ulang pada Laundry Ibu Imelda di Rawamangun.

Metode: Penelitian ini menggunakan pendekatan kuantitatif dengan strategi penelitian asosiatif. Populasi penelitian adalah konsumen Laundry Ibu Imelda dengan teknik purposive sampling yang menghasilkan 100 responden. Analisis data dilakukan dengan software SmartPLS 4.0.

Hasil: Hasil penelitian menunjukkan bahwa customer experience memiliki pengaruh langsung dan signifikan terhadap niat beli ulang, sementara kualitas layanan berpengaruh positif terhadap kepuasan konsumen. Namun, kepuasan konsumen, kualitas layanan, dan word of mouth tidak secara signifikan mendorong niat beli ulang, baik secara langsung maupun tidak langsung.

Implikasi Praktis: Implikasi praktis dari penelitian ini adalah bahwa pelaku usaha, khususnya di sektor jasa laundry, perlu mengidentifikasi serta memperkuat faktor lain di luar customer experience, kualitas layanan, dan word of mouth yang berpotensi lebih berpengaruh terhadap kepuasan konsumen dan minat beli ulang, seperti daya saing harga, kemudahan akses, serta program loyalitas pelanggan.

Kata Kunci: Customer Experience, Kualitas Pelayanan, Word of Mouth, Kepuasan Konsumen, Minat Beli Ulang.

1. Introduction

The development of modern lifestyles has encouraged people to choose practical and efficient methods in fulfilling their daily needs. One example is the increasing use of laundry services. Nowadays, many students, employees, and office workers prefer to use laundry services due to the limited time available for activities such as studying, working, or engaging in other routines that often extend into late evenings. Uncertain weather conditions, particularly during the rainy season, further strengthen the public's tendency to rely on laundry services. This phenomenon makes the laundry business, especially kilo-based laundry, increasingly in demand as it provides a solution to the needs of modern society.

The laundry business is a service-oriented industry in which customer satisfaction becomes a key indicator of success. Consumer loyalty reflects the sustainability of this business. Service quality is considered good when the provider can deliver services in accordance with consumer expectations. This highlights that service quality is centered on fulfilling customer needs and desires while delivering services precisely as expected. Moreover, service quality can be measured by comparing customer expectations with their actual perceptions of the services received. Therefore, service quality is an essential factor that must be consistently maintained to achieve customer satisfaction.

Customer satisfaction can be defined as a consumer's response to an evaluation of a product or service that meets or exceeds their expectations. If performance falls short of expectations, consumers will feel disappointed; conversely, if performance meets expectations, they will feel satisfied; and if performance exceeds expectations, consumers will experience high satisfaction. This satisfaction level becomes a determinant of consumers' willingness to repurchase products or services.

Several previous studies have demonstrated the relationship between service quality, customer satisfaction, and repurchase intention. Research by Ardiyansyah and Abadi (2023) found that service quality has a positive and significant effect on customer satisfaction, with customer satisfaction acting as a mediator in the relationship between service quality and repurchase intention. Furthermore, studies by Nilawati (2019), Wijaya & Djawoto (2019), and Ardiyansyah & Abadi (2023) also confirmed that word of mouth has a positive and significant effect on both customer satisfaction and repurchase intention. Word of mouth is a form of communication among consumers regarding their service experiences, which effectively influences purchasing decisions by building trust among customers.

Repurchase intention itself can be described as a consumer's willingness to repurchase a product or reuse a service based on prior purchasing experiences. A high repurchase intention reflects customer satisfaction derived from the services provided by the company. Therefore, repurchase intention is a critical aspect to consider when developing strategies for service-based businesses, including laundry services.

Based on the above explanation, this study aims to analyze the influence of customer experience, service quality, and word of mouth on repurchase intention through customer satisfaction in Mrs. Imelda's laundry business in Rawamangun, East Jakarta.

2. Theoretical background and hypothesis

Customer Experience

Customer experience represents the overall interaction between consumers and a company, encompassing emotional, cognitive, sensory, and behavioural aspects (Schmitt, 2010). Pleasant experiences can increase consumer satisfaction (Oliver, 2019) and influence consumers' tendency to repurchase products or services (Hasan, 2018). Based on these theories, the following hypotheses are formulated:

H1: Customer experience has a direct influence on consumer satisfaction.

H2: Customer experience has a direct influence on repurchase intention.

H8: Customer experience has an indirect influence on repurchase intention through consumer satisfaction.

Service Quality

According to Kotler & Keller (2018), service quality is defined as a form of consumer evaluation of the level of service received compared to the expected level of service. If the perceived service matches or exceeds expectations, then the service quality is considered good and satisfying. This satisfaction can encourage consumers to make repeat purchases and become loyal customers. Indrasari (2019) highlights that good service quality significantly increases consumer satisfaction, while Lupiyoadi (in Indrasari, 2019) affirms that service quality is an essential factor in attracting and retaining consumers for repurchase. Based on these theories, the following hypotheses are formulated:

H3: Service quality has a direct influence on consumer satisfaction.

H4: Service quality has a direct influence on repurchase intention.

H9: Service quality has an indirect influence on repurchase intention through consumer satisfaction.

Word of Mouth (WOM)

Electronic Word of Mouth (E-WOM) refers to information or stories about products, brands, or services shared by consumers who wish to exchange experiences and recommendations with others. When consumers are satisfied with a product, brand, or service, they tend to provide positive recommendations. According to Kotler and Keller (2018), word of mouth is a form of marketing communication in which consumers provide personal recommendations to potential consumers. WOM is considered highly powerful as it is perceived as more credible than formal advertising. Positive WOM can enhance consumer satisfaction (Siswanto & Maskan, 2020) and stimulate repurchase intention (Nilawati, 2019; Wijaya & Djawoto, 2019). Based on these theories, the following hypotheses are formulated:

H5: Word of mouth has a direct influence on consumer satisfaction.

H6: Word of mouth has a direct influence on repurchase intention.

H10: Word of mouth has an indirect influence on repurchase intention through consumer satisfaction.

Consumer Satisfaction

Consumer satisfaction refers to the level of pleasure or disappointment a person experiences after comparing the perceived performance of a product or service with their expectations (Oliver, 2019). Kotler and Keller (2018) assert that satisfied consumers tend to exhibit higher loyalty and are more motivated to make repeat purchases. Based on these theories, the following hypothesis is formulated:

H7: Consumer satisfaction has a direct influence on repurchase intention.

Repurchase Interest

Repurchase intention is defined as the consumer's willingness to repurchase products or services based on prior experiences (Hasan, 2018). Similarly, Kotler and Keller (2018) define purchase intention as the consumer behaviour that emerges in response to stimuli, reflecting the consumer's desire to make a purchase. Factors such as customer experience, service quality, word of mouth, and consumer satisfaction play significant roles in shaping repurchase intention.

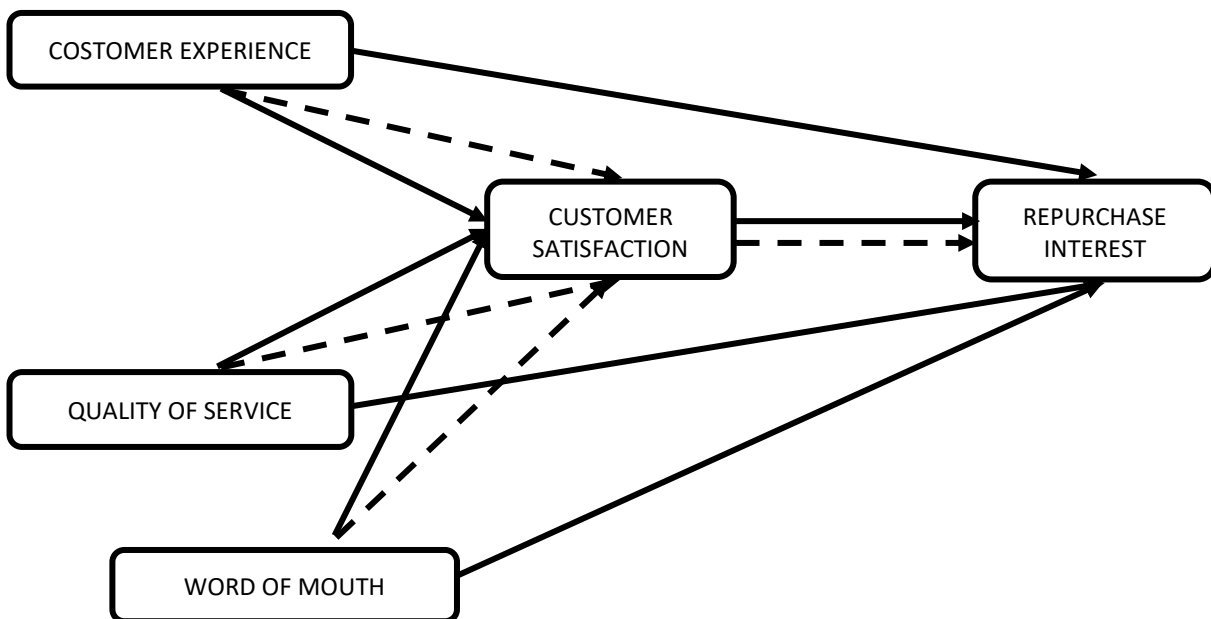


Figure 1. Conceptual Framework

3. Methods

This study employed an associative quantitative research strategy to examine the effect of customer experience, service quality, and word of mouth on repurchase intention through consumer satisfaction among laundry service users in East Jakarta, with a specific focus on Mrs. Imelda's Laundry in Rawamangun. The population consisted of consumers who had used the laundry service at least twice. Sampling was carried out using a purposive sampling technique, with the criteria being residents of Rawamangun aged 15 years and above. Using the Slovin formula with a 10% margin of error, a total of 98 respondents was determined to be the sample size. Data were collected through questionnaires and analysed using SmartPLS 4.0, which included descriptive analysis, outer model evaluation to test validity and reliability, inner model evaluation to assess structural relationships, and hypothesis testing using t-statistics (>1.96) and p-values (<0.05) to determine acceptance or rejection of hypotheses.

4. Results and Discussion

Validity and Reliability Test

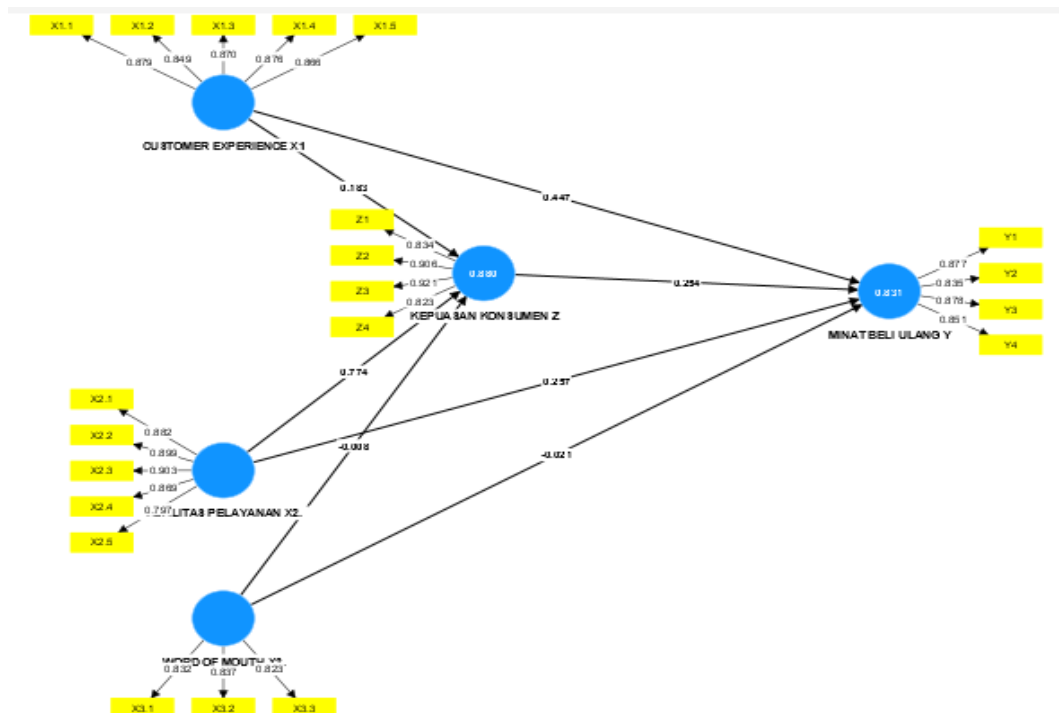


Figure 2. Outer Model Scheme

The validity and reliability tests were conducted to ensure that the measurement model used in this study met the required criteria. The outer model test indicates that all indicators fulfill the validity and reliability requirements. The re-estimation values of the outer model for all indicators are greater than 0.70, while the Average Variance Extracted (AVE) values for each construct exceed 0.50. These results confirm that all constructs meet the convergent validity criterion.

The reliability test also demonstrates that the composite reliability values of all constructs are above 0.70. Furthermore, the Cronbach's Alpha values of each construct are also greater than 0.70, indicating high internal consistency. Therefore, it can be concluded that the measurement instruments in this study are both valid and reliable.

Table 1. Validity and Reliability Test Results

Variable	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
Customer Experience	0.753	0.939	0.918
Service Quality	0.760	0.927	0.894
Word of Mounth	0.759	0.940	0.920
Customer Satisfaction	0.740	0.919	0.883
Repurchase Intention	0.690	0.870	0.777

Source: Processed Data (2024)

Based on the AVE results, all variables have values above 0.50, namely: customer experience (0.753), service quality (0.760), word of mouth (0.759), customer satisfaction (0.740), and repurchase intention (0.690). This indicates that all constructs meet the convergent validity requirement. Furthermore, the composite reliability values are: customer experience (0.939), service quality (0.927), word of mouth (0.940), customer satisfaction (0.919), and repurchase intention (0.870). Since all values are greater than 0.70, it can be concluded that all research variables are reliable. The Cronbach's Alpha values are also above 0.70, indicating that all constructs have high internal consistency. Therefore, the questionnaire used in this study is valid and reliable.

Structural Model Analysis

The inner model test was conducted to determine the extent to which the independent variables explain the dependent variables. The R^2 value for repurchase intention is 0.68, meaning that customer experience, service quality, word of mouth, and customer satisfaction together explain 68% of the variance in repurchase intention, while the remaining 32% is explained by other variables not included in the research model.

Table 2. Inner Model Test Results (R^2)

Construct	R^2	Category
Customer Satisfaction	0.64	Strong
Repurchase Intention	0.68	Strong

Source: Processed Data (2024)

These R^2 values, which fall into the strong category, indicate that the research model is quite good in explaining consumer repurchase intention.

Hypothesis Testing

Hypothesis testing was carried out using path analysis with PLS-SEM. The results show that customer experience, service quality, and word of mouth have varying effects on consumer satisfaction and repurchase intention, either directly or indirectly.

Table 3. Hypothesis Test Results

Hypothesis	Variable Relationship	T-Statistic	P-Value	Conclusion
H1	Customer Experience → Consumer Satisfaction	1,252	0,211	Rejected
H2	Customer Experience → Repurchase Intention	2,533	0,011	Accepted
H3	Service Quality → Consumer Satisfaction	5,1191	0,000	Accepted
H4	Service Quality → Repurchase Intention	1,278	0,201	Rejected
H5	Word of Mouth → Consumer Satisfaction	0,096	0,924	Rejected
H6	Word of Mouth → Repurchase Intention	0,211	0,833	Rejected
H7	Consumer Satisfaction → Repurchase Intention	1,434	0,152	Rejected
H8	Customer Experience → Repurchase Intention (via Consumer Satisfaction)	0,790	0,429	Rejected
H9	Service Quality → Repurchase Intention (via Consumer Satisfaction)	0,078	0,938	Rejected
H10	Word of Mouth → Repurchase Intention (via Consumer Satisfaction)	0,365	0,172	Rejected

Source: Processed Data (2024)

The results of the first test indicate that the p-value is 0.211, which is greater than the threshold of 0.05, and the T-statistic is below 1.96. These findings suggest that customer experience does not have a significant effect on consumer satisfaction; therefore, the first hypothesis is rejected.

The second test shows that the T-statistic is 2.533 with a p-value of 0.011, which is below 0.05. This demonstrates that customer experience has a significant direct effect on repurchase intention, and consequently, the second hypothesis is accepted.

The third test reveals that the T-statistic is 5.119 with a p-value of 0.000, which is less than 0.05. This result indicates that service quality exerts a significant positive effect on consumer satisfaction.

In contrast, the fourth test shows a T-statistic of 1.278 and a p-value of 0.201, both of which exceed the threshold values. This implies that service quality does not significantly influence repurchase intention; thus, the fourth hypothesis is rejected.

The fifth test indicates a T-statistic of 0.096 and a p-value of 0.924, signifying no significant effect. Therefore, word of mouth is not found to influence consumer satisfaction, and the fifth hypothesis is rejected.

Similarly, the sixth test demonstrates that the T-statistic is 0.096 with a p-value of 0.924, which exceeds 0.05. This confirms that word of mouth does not significantly affect repurchase intention; hence, the sixth hypothesis is rejected.

The seventh test shows that the T-statistic is 1.434 and the p-value is 0.152, which are

both greater than the threshold values. These results indicate that consumer satisfaction does not significantly influence repurchase intention, leading to the rejection of the seventh hypothesis.

The mediation tests provide further insights. The eighth test reports a T-statistic of 0.790 with a p-value of 0.429, which is greater than 0.05. This suggests that customer experience does not indirectly affect repurchase intention through consumer satisfaction; thus, the eighth hypothesis is rejected.

The ninth test shows that the T-statistic is 0.078 and the p-value is 0.938, both of which are above the threshold. This indicates that service quality does not indirectly influence repurchase intention through consumer satisfaction, and the ninth hypothesis is rejected.

Finally, the tenth test presents a T-statistic of 0.365 with a p-value of 0.172, which also exceeds 0.05. This implies that word of mouth does not indirectly influence repurchase intention through consumer satisfaction. Therefore, the tenth hypothesis is rejected.

Discussion

Direct Influence of Customer Experience on Consumer Satisfaction

The findings reveal that customer experience does not directly influence consumer satisfaction at Mrs. Imelda's Laundry in Rawamangun. This suggests that customer experience does not necessarily lead to consumers feeling satisfied or impressed. Based on the indicators, it appears that the laundry still lacks effectiveness in providing a memorable experience for its customers. In practice, this implies that the business should design more engaging touchpoints, such as personalised service, better ambience, or digital interaction, so that the experience can truly translate into consumer satisfaction.

Direct Influence of Customer Experience on Repurchase Intention

The results indicate that consumers of Mrs. Imelda's Laundry responded positively to their experiences, which encouraged their intention to repurchase. Positive impressions across the dimensions of sense, feel, think, act, and relate have successfully stimulated consumer interest. This suggests that not only are customers likely to return, but they may also recommend the laundry services to others. These findings underscore the importance of refining customer journey design, ensuring that each stage of service delivery consistently leaves a favourable impression on consumers. These findings are consistent with research conducted by Ailudin and Sari (2019), which demonstrated the significant influence of customer experience on repurchase intention.

Direct Influence of Service Quality on Consumer Satisfaction

The findings confirm that consumer perceptions of service quality at Mrs. Imelda's Laundry significantly enhance satisfaction. Good service encourages consumers to remain loyal to a brand. The laundry has met the five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. This supports the view that service quality is an important determinant of consumer satisfaction. Practically, this means that continuous staff training, investment in modern equipment, and maintaining service consistency are essential to sustain and improve consumer satisfaction. The results are consistent with Kumara et al. (2021), who found that service quality strongly influences consumer satisfaction.

Direct Influence of Service Quality on Repurchase Intention

Although service quality reflects efforts to meet consumer needs and expectations, the level of service provided by Mrs. Imelda's Laundry has not been sufficient to encourage repeat

purchases. Despite fulfilling specific indicators, the overall service quality did not lead to repurchase behaviour. This finding suggests that improving service alone is insufficient; the business must complement it with loyalty programs, pricing strategies, or promotions to reinforce repurchase behaviour. This finding is consistent with Utami (2022), who also reported no significant effect of service quality on repurchase intention.

Direct Influence of Word of Mouth on Consumer Satisfaction

Although word of mouth generally reflects consumers' willingness to share positive information and recommendations, in this study, it failed to enhance satisfaction with Mrs. Imelda's Laundry. Consumers did not perceive sufficient value in the services to talk positively or recommend them effectively. From a practical perspective, this highlights the need to first improve core service quality and customer experience before relying on word-of-mouth promotion, as satisfied customers are more likely to advocate for the service voluntarily. This result aligns with Mahdiani (2019), who also found no significant relationship between word of mouth and consumer satisfaction.

Direct Influence of Word of Mouth on Repurchase Intention

While word of mouth is often considered an effective and low-cost promotional tool, in this case, it did not contribute to repurchase behaviour. Poor service quality at Mrs. Imelda's Laundry likely weakened consumers' willingness to recommend the service. For managerial practice, this means the company must actively build consumer trust and satisfaction so that word-of-mouth promotion becomes more organic and impactful.

Direct Influence of Consumer Satisfaction on Repurchase Intention

The findings suggest that, although higher consumer satisfaction is typically associated with stronger repurchase intention, in this study, the relationship was not significant. This may be due to the gap between consumer expectations and the actual quality of service. In practice, this implies that businesses should not only aim to satisfy but also to exceed customer expectations, ensuring that satisfaction translates into actual behavioural loyalty.

Indirect Influence of Customer Experience on Repurchase Intention through Consumer Satisfaction

The results show that consumer satisfaction does not mediate the relationship between customer experience and repurchase intention. This suggests that creating good experiences directly targets behavioural outcomes, without overly relying on satisfaction as a means to achieve this. Businesses could enhance this by embedding unique value propositions that trigger immediate repurchase intention.

Indirect Influence of Service Quality on Repurchase Intention through Consumer Satisfaction

Consumer satisfaction cannot act as a mediator between service quality and repurchase intention. This means that while service quality may lead to satisfaction, additional strategies, such as loyalty rewards or personalised engagement, are needed to convert satisfaction into repeat purchases.

Indirect Influence of Word of Mouth on Repurchase Intention through Consumer Satisfaction

The findings suggest that consumer satisfaction does not mediate the relationship between word of mouth and repurchase intention. This emphasises that word of mouth must be supported by consistent service delivery and brand reputation, so that positive recommendations naturally translate into stronger repurchase behaviour.

5. Conclusion

This study concludes that customer experience has a direct and significant influence on repurchase intention, while service quality positively affects consumer satisfaction. However, consumer satisfaction, service quality, and word of mouth do not significantly drive repurchase intention, either directly or indirectly. These findings highlight that creating positive customer experiences is more effective in encouraging repurchase than relying solely on satisfaction or recommendations. Therefore, businesses should focus on designing memorable and engaging customer journeys while complementing them with strategies such as loyalty programs, emotional connection, and value-added services to strengthen consumer loyalty.

This study has several limitations that need to be acknowledged. First, the research was conducted only on customers of Mrs. Imelda's Laundry in Rawamangun, which may limit the generalizability of the findings to other service industries or broader geographical contexts. Second, the study relied on cross-sectional data, which may not fully capture changes in consumer behavior over time. Third, the research variables were limited to customer experience, service quality, word of mouth, consumer satisfaction, and repurchase intention, while other potential factors such as price perception, trust, or brand image were not examined.

Based on these limitations, future research is suggested to expand the sample to different service sectors and wider regions to enhance generalizability. Longitudinal studies may also be conducted to better capture the dynamics of consumer behavior. In addition, incorporating other variables such as price fairness, digital marketing strategies, trust, and brand image may provide a more comprehensive understanding of factors influencing consumer satisfaction and repurchase intention.

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