

## THE INFLUENCE OF CUSTOMER EXPERIENCE ON INTEREST USING THE TIX.ID APPLICATION IN PURCHASING CINEMA TICKETS IN JAMBI CITY WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE

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### Abstract

*The perpetrator's business can use the internet and digital marketing as a medium for support activities marketing, like for do promotion, buying and selling process. One of them is the emergence of online sites and applications internet-based used to help do activity sales or purchase products online. Study this is study descriptive quantitative aim to explain the influence Customer Experience and Customer Satisfaction as well as interest use repeat consumers who have application Tix.Id. Population in research this is user application Tix.Id in Jambi City with sample as many as 75 respondents. Withdrawal sample use non-probability sampling with the technique purposive sampling. Data collection using google form. Deep data analysis techniques study this is Partial Least Square use application SmartPLS. Research results this show that: Customer Experience and Customer Satisfaction influential positive and significant to Interest Use Repeat, Customer Experience influential positive and significant to Customer Satisfaction. Customer Experience influence interest use repeat through customer satisfaction as intervening variable.*

**Keywords:** Customer Experience, Interest Use Repeat, Customer Satisfaction.

### Introduction

Development technology and information increasingly develop fast, and all digital, one development technology that delivers Lots of benefits namely the internet (Maharany et al., 2021). Based on data on (www.databoks.katadata.co.id) internet users in Indonesia up to with month july 2022 as many as 212.4 million user.

The digital age has changed the way of people and businesses communicate. Especially for communicating the benefits of something product to clients and help in decision purchases (Candelo, 2019). Trend use of the internet and digital marketing can be used by the perpetrator's business as a medium for support activities marketing, like for do promotion as well as for the buying and selling process (Mardiah & Hamdi, 2020). One of them that is the emergence of online sites as well as applications internet based used to help do activity sales or purchase products online.

Application Tix.Id is an application created by PT. Nusantara Raya Sejahtera, and is an application that provides booking ticket cinema online. With buy online, consumers no need again queue and free choose chair where only and when just. Application this can be downloaded on Playstore or the App Store.

Consumer in transact online, experience purchase first time was something very crushing purchase next, Customer experience is results interaction consumer with company in a manner physical and emotional. Interaction results this can imprint on the brain consumers and can influence evaluation consumer to company. Nice experience ever experienced by consumers will can make consumer feel comfortable at the moment buy a product or service (Diyanti et al., 2021).

From existence experience shopping done consumer will raises response good that positive (satisfaction) or negative (dissatisfaction), customer satisfaction or satisfaction customer that is how much Far performance from product in fulfil given needs to consumer is in accordance with expectations you have or no (Kotler & Armstrong, 2018). Behavior future consumers influenced by satisfaction and dissatisfaction consumer after do purchase product. If consumer feel satisfied, then There is possibility consumer for can buy and use product that return in matter this with use application Tix. Id later day.

Customer experience create exists satisfaction customers who can grow interest purchase as well as use repeat (Diyanti et al., 2021). Interest use repeat that is something decision taken consumer in matter consume goods or service more from once (repeated). Interest use According to Fred D. Davis in (Nicoletti, 2017) is intensity desire and drive strong for use something application. Where is the interest buy repeat or use is part from reaction or behavior purchase emerging consumers if where suitability between performance from product or services offered company produce interest buy consumer For consume as well as use it Again in the future come .

### Literature Review

#### Customer Experience

Customer experience that is response or perception subjective customer moment do interaction direct or No direct as well as transaction online shopping on products or services from something company (Diyanti et al., 2021). According to (Nilsson & Wall, 2017) component divided customer experience top 7 indicators For

measure experience consumer , which is also used in study (Ayaumi & Komariah, 2021; Cahyani et al., 2019; Insyra & Dwiridotjahjono, 2022) namely: 1). ease of use; 2) customer reviews; 3) customization security; 4) fulfillment reliability; 5) customer service; 6) store offerings

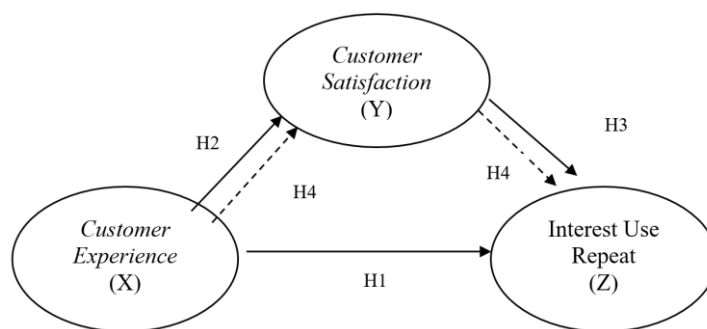
**Customer Satisfaction**

Customer Satisfaction that is how much Far performance from product in fulfil given needs to consumer is in accordance with expectations you have customer or no. The more tall level satisfaction you have customer will increase loyalty customer (Kotler & Amstrong, 2018). According to (Fornel et al in Tjiptono & Candra, 2017), there is a number of possible indicator used for measure satisfaction customers, which is also used in research (Astono, 2017; Thiodorus, 2022), namely: 1) satisfaction general; 2) satisfaction specific; 3) the level of expectation; 4) difference between expectations and reality

**Interest Use Repeat**

According to (Kotler & Keller, 2016) reuse intention is where a consumer feel satisfied with something product, accordingly hope with expected performance. It will create driving satisfaction creation purchase repeated to product or the same brand in the future come and will tell good stuff about product the according to (Priansa, 2017) interest use repeat consumer can be measured with 4 dimensions, which are also used in research (Auralia et al., 2022; Ayuumi & Komariah, 2021; Insyra & Dwiridotjahjono, 2022), namely: 1) interest transactional; 2) interest referential; 3) interest preferential; 4) interest explorative

**Framework Thinking**



**Figure 1** Framework Thinking

**Hypothesis**

- H1 : Customer experience influential significant to Interest Use Repeat TIX.ID application for consumers in Jambi City.
- H2 : Customer experience influential significant to Customer satisfaction use TIX.ID application for consumers in Jambi City.
- H3 : Customer satisfaction influential significant to Interest Use Repeat TIX.ID application for consumers in Jambi City.
- H4 : Customer experience influential significant to Interest Use Repeat TIX.ID application for consumers in Jambi City, via customer satisfaction as an intervening variable.

**Methods**

Study this consists from variable independent and dependent as well as exists intervening variable or variable intermediary. Variable independent is customer experience (X). On the intervening variable or intermediary is customer satisfaction (Z). And variables dependent is interest use repeat (Y).

Study This use population user application Tix.Id in Jambi City, the formula used in determine the sample (Malhotra, 2006) with amount sample as many as 75 respondents . Withdrawal sample in study this use non-probability sampling with technique purposive sampling. Data collection on research this using google forms. Generated data with ordinal data scale with scale measurement likert. Study this use technique analysis descriptive quantitative. Deep data analysis techniques study this is Partial Least Square use application SmartPLS.

**Result and Discusssion**

**Description Characteristics Respondents**

Based on type sex of the total sample of 75 people, total respondent man that is as many as 30 respondents or 40% and respondents Woman as many as 45 respondents or 60% of the total respondents research. This show that user application Tix.Id more dominated by users manifold sex girl.

Based on age out of a total of 75 respondents , respondents with age < 20 years there are 12 respondents or 16%, aged 21-30 years there were 52 respondents or 69%, aged 31-40 years there are 11 respondents or 15%, and age >40 years there are 0 respondents or 0% of the total respondents . With explanation on can see that consumer user most buy ticket cinema through application Tix.Id is those aged 21-30 years amount as many as 52 people with percentage 69 % of the total 75 respondents.

Based on type work respondent. There are 27 or 36% of respondents who have work as Student / Student , 21 or 28% of respondents Work as Employee Private , 1 or 1% of respondents Work as Civil Servants , 11 or 15% work as Entrepreneurs , and 15 or 20% of respondents own work other or work besides Student / Student, Employee Private, Civil Servants and Entrepreneurs. With thereby can concluded of the 75 respondents at most dominated by respondent student / students.

**Analysis Data Description**

Based on the data collected, summarized and analyzed For determine ranking respondent. Criteria decision evaluation grouped use interval class with category interval class : 1.00 - 1.80 means very not well , 1.81 - 2.00 means No well , 2.01 - 3.40 means enough , 3.41 - 4.20 means good , and 4.21 - 5.00 means very good . Following analysis descriptive variable research:

**Table 1. Assessment Respondents**

CustomerExperience (X)			Customer Satisfaction (Z)			Interest Use Repeat (Y)		
Indicator	Average	Category	Indicator	Average	Category	Indicator	Average	Category
X1	4.47	Very good	Z1	4.58	Very good	Y1	4.46	Very good
X2	4.53	Very good	Z2	4.52	Very good	Y2	4.57	Very good
X3	4,13	Good	Z3	4.49	Very good	Y3	4,16	Good
X4	4,40	Very good	Z4	4,41	Very good	Y4	4,40	Very good
X5	4.39	Very good	Z5	4.52	Very good	Y5	4,24	Very good
X6	4,31	Very good	Z6	4.46	Very good	Y6	4,32	Very good
X7	4,24	Very good	Z7	4.54	Very good	Y7	4.37	Very good
X8	4,44	Very good				Y8	4,32	Very good
X9	4.04	Good						
X10	4.08	Good						
X11	4.72	Very good						
Means	4,34	Very good		4.50	Very good		4.35	Very good

Source: Processed data, 2023

Based on Table 1 of the 75 respondents taken as sample, is known part big evaluation respondent to customer experience, very good (Mean 4.34). To customer satisfaction, very good (Mean 4.50). As well as against interest use repeat, Very good (Mean 4.35).

**Analysis and Hypothesis Testing**

**Table 2 Average variance extracted (AVE)**

No	Variable	Average variance extracted (AVE)
1	CustomerExperience	0.528
2	Interest Use Repeat	0.594
3	Customer Satisfaction	0.680

Source: Processed data, 2023

Based on results testing is known that all variable own more AVE value big from 0.5 up to can concluded that all valid variable based on validity test converge

**Table 3 Cross Loading**

No	Indicator	Variable		
		X	Y	Z
1	CE1	0.689	0.536	0.597
2	CE10	0.744	0.509	0.437
3	CE11	0.587	0.513	0.510
4	CE2	0.816	0.630	0.657
5	CE3	0.601	0.415	0.365

6	CE4	0.748	0.527	0.550
7	CE5	0.762	0.594	0.609
8	CE6	0.769	0.534	0.539
9	CE7	0.836	0.570	0.575
10	CE8	0.718	0.593	0.603
11	CE9	0.675	0.445	0.368
12	CS1	0.610	0.594	0.763
13	CS2	0.599	0.694	0.889
14	CS3	0.689	0.730	0.907
15	CS4	0.609	0.681	0.857
16	CS5	0.706	0.585	0.829
17	CS6	0.458	0.515	0.675
18	CS7	0.589	0.618	0.832
19	MPU1	0.701	0.801	0.678
20	MPU2	0.686	0.779	0.751
21	MPU3	0.409	0.623	0.374
22	MPU4	0.507	0.828	0.581
23	MPU5	0.563	0.734	0.492
24	MPU6	0.630	0.898	0.644
25	MPU7	0.552	0.783	0.598
26	MPU8	0.424	0.684	0.503

Source: Processed data, 2023

Based on results testing is known that every variable own cross loading value for every more latent variables big of cross loading between one latent variable with other latent variables, so can concluded that every valid variable for discriminant validity test.

**Table 4** Composite reliability

No.	Variable	Cronbach's alpha	Composite reliability
1	CustomerExperience	0.909	0.924
2	Interest Use Repeat	0.901	0.920
3	Customer Satisfaction	0.920	0.937

Source: Data processed, 2023

Based on testing, because mark cronbach's alpha and composite reliability show results more tall from 0.7, can concluded that all variable respond condition reliability.

**Table 5** R-square value

No.	Variable	R-square
1	Interest Use Repeat	0.657
2	Customer Satisfaction	0.551

Source: Data processed, 2023

From the results testing *R-square* mark For variable Interest Use Repeat that is as big 0.657 means variable *Customer Experience* can explained variation variable Interest Use Repeat of 65.7% and the rest of 34.3% is influenced by other variables that are not researched in study this . *R-squared* for variable *Customer Satisfaction* is known of 0.551 or in other words variable *Customer Experience* can explain change variable *Customer Satisfaction* of 55.1% and the remaining 44.9% is influenced by other variables that are not researched in study this. Value (*Predictive Relevance*) can counted as following:

$$Q2 = 1 - (1 - R2_1) (1 - R2_2) \dots \dots \dots (1)$$

$$Q2 = 1 - (1 - 0.657) (1 - 0.551)$$

$$Q2 = 1 - (0.343) (0.449)$$

$$Q2 = 1 - (0.15)$$

$$Q2 = 0.85 \text{ or } 85\%$$

Calculation results *Q-Square (Predictive Relevance)* produce a value of 85% has the meaning that the model has mark good observation. Meaning 85% relationship between variable can described by models. Based on results calculation above R2 and Q2 with strong and good model criteria , then can next with analysis testing hypothesis .

## Hypothesis Test

**Table 6** Path Coefficient Results

No	Hypothesis	Original Samples	Sample Mean	Standard deviation	t statistics	P values
<b>Direct effect</b>						
1	Customer Experience (X) -> Interest Use Repeat (Y)	0.383	0.384	0.116	3,292	0.001
2	Customer Experience ( X) -> Customer Satisfaction (Z)	0.743	0.749	0.055	13,577	0.000
3	Customer Satisfaction (Z) -> Interest Use Repeat (Y)	0.485	0.485	0.109	4,439	0.000
<b>Indirect effect</b>						
4	Customer Experience (X) -> Customer Satisfaction (Z) -> Interest Use Repeat (Y)	0.360	0.363	0.086	4.176	0.000

Source: Data processed, 2023

### **Influence Customer Experience to interest use repeat**

Influence customer experience to interest use repeat own mark original sample of 0.743 or 74.3% so direction connection customer experience to Interest Use Repeat is positive. Based on with t test results testing produce t- count 3.292 > t- table 1.992 as well mark significant with P- values of 0.001. Because the value is 0.001 < 0.05 then hypothesis accepted. From the results testing can concluded that Customer Experience influence Interest Use Repeat in a manner positive and significant. This supported by findings (Diyanti et al., 2021; Hayunda, 2022; Mustikasari et al., 2021; Prawira & Sidharta, 2021).

### **Influence Customer Experience to Customer Satisfaction**

Influence customer experience to customer satisfaction own the original sample value of 0.383 or 38.3% so direction connection customer experience to customer satisfaction is positive. Based on with t test results testing produce t- count 13.577 > t- table 1.992 as well mark significant with P-values of 0.001. Because the value is 0.000 < 0.05 then hypothesis accepted. From the results testing can concluded that Customer Experience influence Customer Satisfaction in a manner positive and significant. this supported by findings in research previously by (Alfred Tjandra, 2018; Diyanti et al., 2021; Mustikasari et al., 2021; Nilsson & Wall, 2017; Theresia & Wardana, 2019; Zaid & Patwayati, 2021).

### **Influence Customer Satisfaction to interest use repeat**

Influence customer satisfaction to interest use repeat own mark original sample of 0.485 or 48.5% so direction connection customer satisfaction to interest use repeat is positive. Based on with t test results testing produce t- count 4.439 > t- table 1.992 as well mark significant with P-values of 0.000. Because the value is 0.000 < 0.05 then hypothesis accepted. From the results testing can concluded that Customer Satisfaction influence Interest Use Repeat in a manner positive and significant. This supported with findings by (Nilsson & Wall, 2017; Prawira & Sidharta, 2021; Theresia & Wardana, 2019)

### **Influence Customer Experience to Interest Use Repeat through Customer Satisfaction**

Influence customer experience to interest use repeat through customer satisfaction own mark original sample of 0.360 or 36% so direction connection customer satisfaction to interest use repeat is positive, based on with t test results testing produce t- count 4.716 > t- table 1.992 as well mark significant with p-values of 0.000 < 0.05 then concluded that customer experience to interest use repeat through customer satisfaction influential in a manner positive and significant.

Based on path coefficient between customer expertise and interests use repeat from direct effect to indirect effect value significant and permanent significant, then hypothesis accepted with effect mediation part (partial mediation). This result in line with findings by (Diyanti et al., 2021; Hayunda, 2022; Mustikasari et al., 2021) who found that customer experience influential positive significant to interest use repeat through customer satisfaction (satisfaction).

## **Conclusion**

Based on results research that has been obtained, then can concluded as following :

1. Customer Experience influential positive and significant to Interest Use Repeat Application Tix.Id in Purchase Tickets Cinemas in Jambi City, the means the more good experience or perceived experience user application Tix.Id so the more Interest also increased Use Repeat Application Tix.Id.
2. Customer Experience influential positive and significant to Perceived Customer Satisfaction user Application Tix. Id in Purchase Tickets Cinemas in Jambi City, p the means the more Good experience or perceived experience user Tix app. So the more Satisfaction also increases or level satisfaction felt by users Application Tix.Id.
3. Customer Satisfaction influential positive and significant to Interest Use Repeat felt user Application Tix.Id In Purchase Tickets Cinemas in Jambi City, p the means the more Good Satisfaction or the satisfaction you get and feel user Tix app. So the more Interest also increased Use Repeat consumer to user Application Tix.Id.
4. Customer experience influential significant to Interest Use Repeat through customer satisfaction as intervening variables with effect mediation part (partial mediation) on usage application Tix.Id in Jambi City, increasingly Good perceived experience will raises perceived satisfaction consumer or user Tix.Id which will influence interest use repeat application Tix. Id.

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