

The Influence Of Sales Promotion And Customer Experience On Purchase Intention Mediated By Customer Satisfaction

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Sales Promotion, Customer Experience, Customer Satisfaction, Purchase Intention.

ABSTRACT

The fast-moving consumer goods (FMCG) retail business in Indonesia has been experiencing rapid growth since 2019. With over 3.6 million traditional retailers (warungs), the Indonesian economy has greatly benefited from this industry, with a business potential of up to US\$ 58 billions (Maulana, 2022). As digital transformation continues, business owners are increasingly digitizing their operations. The B2B e-commerce model is used to simplify the procurement process for shop owners. The purpose of the research is to examine the impact of Sales Promotions and Customer Experience on Purchase Intention mediated by Customer Satisfaction among AKSESMU digital application users in JABODETABEK. In addition, this research aims to identify the variables that directly or indirectly influence purchase Intention. Data was collected through an online survey using Google Forms from 207 respondents of AKSESMU digital application users in JABODETABEK. The collected data was analyzed using AMOS software version 24. The results indicate that Customer Experience and Customer Satisfaction have a significant and positive impact on the Purchase Intention of AKSESMU digital application in JABODETABEK.

INTRODUCTION

The digital economic era, in fact, has been underway since the 1980s, using personal computers (PCs) and the internet as key technologies used for business efficiency. The use of technology such as PCs and the internet is also the beginning of the development of e-commerce or electronic commerce. Along with technological developments, the digital economy era has finally entered the new digital economy era, marked by the existence of mobile technology, unlimited internet access, and the presence of cloud technology used in the digital economic process (Van Ark, 2016). Indonesia is a country that has great potential for the development of the digital economy. What supports the development of the internet economy in Indonesia is due to the large number of internet users in Indonesia (Google & Temasek, 2018). The number of internet users in Indonesia has reached 212.9 million in January 2023. This means that around 77% of Indonesia's population has used the internet. The number of internet users in January 2023 was 3.85% higher than in 2022. In January 2022, the number of internet users in Indonesia was recorded at 205 million and reached 212 million in January 2023. This means that around 77% of Indonesia's population has used the internet (Rizaty, 2023). The era of digital transformation of new retail is marked by the emergence of technology-based companies as suppliers of goods to traditional retail shops with various new business formats and forms in the digital retail business with the aim of building an ecosystem and enlarging the customer base and expanding the network (Bakhar et al., 2023).

The development of the retail business in Indonesia has continued to increase since 2019. Retail

in Indonesia has become one of the most promising market sectors in Asia, driven by population, the development of the middle class, and increasing urbanization (Yusnita, 2023). Retail activities in Indonesia are dominated by traditional retail (stalls and grocery stores). Stalls and grocery stores have become a micro business phenomenon that is in great demand, pursued and has good prospects in Indonesia and creates jobs. Stalls and grocery stores provide goods or services needed by the community. There will be 3.6 million traditional retail outlets recorded in Indonesia in 2021, spread across 34 provinces and having a positive impact on the national economy, with business potential reaching US\$ 58 billion (around 904.5 trillion per year) (Wijoyo et al., 2020). This is also stated in the press release of the Coordinating Ministry for Economic Affairs of the Republic of Indonesia (HM.4.6/49/SET.M.EKON.3/02/2023) in 2023, it was stated that the important role of MSME grocery stores has proven to be able to buffer national economic resilience. (Coordinating Ministry for Economic Affairs of the Republic of Indonesia, 2023).

One thing that drives increased retail sales performance is food and beverage sales. In December 2022, annual retail sales growth will continue to grow positively. IPR in December 2022 recorded growth of 0.7% (yoy), although lower than growth in the previous month of 1.3% (yoy).

The biggest challenge in the retail business is intense competition. With the large number of players in the market, retail businesses must compete with competitive prices, good product quality, and service that satisfies customers (Chen & Yang, 2021; Shi et al., 2020). For this reason, business strategies are mature and innovative and adapted to consumer behavior. So, in achieving their business goals, business actors combine Marketing which refers to Consumer Behavior in accordance with current needs (Dash et al., 2021; Nazir et al., 2023).

The Covid-19 pandemic starting in early 2020 greatly affected the Indonesian economy due to Large-Scale Social Restrictions (PSBB), which resulted in a lockdown. This had a significant impact, the contraction in economic growth in 2020 was -2.07% which caused deflation or a drastic decline due to the lack of stability in the movement of economic development in Indonesia (Pratiwi, 2022). The condition of Covid-19 in 2021 is getting worse and social distancing is getting tighter, causing changes for retail businesses and consumers. In responding to the limitations that occur in terms of ease of shopping processes, transactions and product delivery services, and in order to remain able to survive and compete in the market, mature and innovative business strategies are needed. Retail business actors are forced to develop their businesses by combining marketing and technology strategies that are tailored to community needs and consumer behavior. By becoming more digital and faster, businesses are expected to be able to increase their online presence among the public. One effective solution for retail businesses is through e-commerce. The development of fast-moving consumer goods (FMCGs) retail shows an evolution in buyer-seller interactions, in the era of digital transformation, FMCGs and micro, small and medium enterprises (MSMEs) can easily use website applications to shop for various products from suppliers, make payments, and access a wider variety of products with more efficient delivery.

According to David Baum in (Pardede & Hinsia, 2023) said e-commerce is a set of technologies, applications and dynamic business processes to connect companies, consumers and society through electronic transactions and exchanges, services and information carried out online. electronic. If the conventional trading process requires buyers and sellers to meet face to face, in e-commerce this is no longer necessary. E-commerce is believed to be able to measure business progress, business reach and brand awareness. Various applications for online shopping are available. The supply chain from producers of basic household necessities such as foodstuffs, household equipment, personal care products, and home entertainment to consumers through retail marketers, which was previously conducted offline, has changed to online. People depend on online applications for daily activities. Not just during a crisis but for a long time.

PT Sumber Trijaya Lestari is a company committed to business development and empowerment

of MSMEs in Indonesia, especially stall and grocery store traders by providing easy access for AKSESMU Outlet partners (OBA) to get a variety of stall products at competitive prices and free delivery services. As a form of commitment, PT Sumber Trijaya Lestari is a trusted partner that provides access to accelerated development so that businesses become more successful. In response to people's needs in the pandemic era and the development of digitalization, in 2021 the company developed the AKSESMU digital application. AKSESMU (Acceleration of Business Partner Success) is a B2B digital application to make it easier for stalls, grocery stores and horeca (hotels, restaurants & cafes) to get supplies of business necessities with a variety of easy payments via cash on delivery, non-cash with Virgo e-wallet, bank transfer, virtual account and pay later, and also provides access to business financial records, retail business education, training and business assistance by having a free delivery service on the same day (free & same day delivery service). According to data from AKSESMU, since January 2022 there has been an increase in the number of members (stalls). In April 2023, there will be 232,640 stalls registered as AKSESMU members with 66,642 stalls actively making transactions or purchases without using the AKSESMU digital application, 41,264 stalls actively making transactions or purchases via the AKSESMU digital application and 124,734 stalls not actively making purchases.

From the data obtained, it can be seen that there is a phenomenon where registered stalls do not make purchases via the AKSESMU digital application so that there is a gap in terms of the number of members and the number of transactions. On the other hand, there is also a phenomenon related to the use of applications where stalls that are registered and actively making purchases do not make purchases through the AKSESMU digital application. This phenomenon then became a question for AKSESMU. Why do members who have registered not make purchases through the application, or no longer make purchases through the AKSESMU application. From several reviews on the Google Play Store, it is possible that members will not use the AKSESMU application for shopping because the products they want to buy in the application are not available or the products in the AKSESMU application are not complete. There are also several reviews that say that the prices in the AKSESMU application are too expensive, so they feel dissatisfied with the application and do not want to shop using the application.

The results of previous research according to studies by (Hongdiyanto et al., 2020) (Sohn & Kim, 2020) and (Chang, 2017) show that Promotion has a positive and significant effect on Purchase Intention. Research conducted by (Chen & Yang, 2020) and (Esmaeilpour & Mohseni, 2019), shows that Customer Experience has a positive and significant effect on Purchase Intention. Research conducted by (Khatoon et al., 2020) Customer Satisfaction plays an important role as a mediator and predictor of consumer Purchase Intention. Almakayeel (2023) researched that Customer Satisfaction influences Purchase Intention which is influenced by website Quality. Research conducted by (Ellitan & Richard, 2022) shows that Online Shopping Experience has a positive and significant influence on customer satisfaction. In other research conducted by (Molinillo, 2022) shows that not all Customer Experience has a positive effect on Customer Satisfaction. This shows that there is a research gap between studies.

By observing the phenomena above, the researcher gave the title of this research "**The Influence of Sales Promotion and Customer Experience on Purchase Intention Mediated by Customer Satisfaction**".

METHODS

Research design is a blueprint or plan for collecting data, analyzing data, measuring data created to answer empirical questions asked by researchers (Sekaran & Bougie, 2020). In addition, quantitative research methods are research methods that are based on positive philosophy and are used to survey certain populations or samples (Sugiyono, 2019). The design of this research is quantitative research with correlational methods where this research examines the topic of Purchase Intention. This research is entitled "The Effect of Promotion and Customer Experience on Purchase Intention Mediated by Customer Satisfaction (Empirical Study on the AKSESMU Digital Application in JABODETABEK)

The time scope used for this research is cross-sectional. This is because data must be collected once in a daily/weekly/monthly period to answer research statements (Sekaran & Bougie, 2020). The data sources in this research are the main and subordinate data sources (Hair et al., 2020). The main data source was obtained by collecting data from respondents using an online questionnaire to consumers using the AKSESMU digital application in JABOTABEK and subordinate data sources were obtained from literature study. Researcher want to explore topics related to Purchase Intention in the AKSESMU digital application.

RESULTS

Hypothesis Testing Results

In hypothesis testing, CR (Critical Ratio) and P-value are needed to find out how much influence one variable has on other variables (Pardede & Manurung, 2015). The results of the hypothesis test stated that one variable has a positive and significant effect on other variables if it meets the CR value requirements, namely ≥ 1.967 with a P-value ≤ 0.05 . The analysis process was carried out using Amos 24 and calculating the Sobel test to measure the mediation hypothesis using an analytical calculator (Ghozali, 2017).

Table 1. Hypothesis Test Results

Variable	Estimate	CR	P-Value	Information
SP → PI	0.990	1.391	0.164	Not significant
CEX → PI	-0.741	-0.806	0.420	Not significant
SP → CS	-0.973	-1.862	0.063	Not significant
CEX → CS	1.878	4.124	***	Significant
CS → PI	0.967	2.903	0.004	Significant

Source: Data has been processed by researchers (2023)

H1: Sales Promotion does not have a positive and significant effect on Purchase Intention.

The first hypothesis proves that Sales Promotion has no significant positive effect on Purchase Intention. Based on the hypothesis test carried out, the CR (critical ratio) value obtained was 1.391 and the p-value was 0.164 with an estimated value of 0.990, so it was stated that it did not meet the requirements so the first hypothesis was rejected. The CR value which is below 1.967 and the p-value which is above 0.05 proves that the first hypothesis is rejected.

H2: Customer Experience has no positive and significant effect on Purchase Intention.

The second hypothesis proves that Customer Experience has no significant positive effect on Purchase Intention. Based on the hypothesis test carried out, the CR (critical ratio) value obtained was -0.806 and the p-value was 0.420 with an estimated value of -0.741, so it was stated that it did not meet the requirements so the first hypothesis was rejected. The CR value which is below 1.967 and the p-value which is above 0.05 proves that both hypotheses can be rejected.

H3: Sales Promotion does not have a positive and significant effect on Customer Satisfaction.

The third hypothesis proves that Sales Promotion has no significant positive effect on Customer Satisfaction. Based on the hypothesis test carried out, the CR (critical ratio) value obtained was -1.862 and the p-value was 0.063 with an estimated value of -0.973, so it was stated that it did not meet the requirements so that the third hypothesis was rejected. The CR value which is below 1.967 and the p-value which is above 0.05 proves that the third hypothesis is rejected.

H4: Customer Experience has a positive and significant effect on Customer Satisfaction.

The fourth hypothesis proves that Customer Experience has a significant positive effect on Customer Satisfaction. Based on the hypothesis test carried out, the CR (critical ratio) value obtained was 4.124 and the p-value was 0.000 with an estimated value of 1.878, so it was stated that it had met the requirements so that the fourth hypothesis was accepted. The CR value which is above 1.967 and the p-value which is below 0.05 proves that the second hypothesis is accepted. Thus, if Customer Experience increases by 1 unit it will have a positive and significant effect on the increase of 1,878 units in Customer Satisfaction.

H5: Customer Satisfaction has a positive and significant effect on Purchase Intention.

The fifth hypothesis proves that Customer Satisfaction has a significant positive influence on Purchase Intention. Based on the results of the hypothesis test, it was found that the CR (critical ratio) value was 2.903 and the p-value was 0.004 with an estimated value of 0.967, so it was stated that it had met the requirements so that the fifth hypothesis was accepted. The CR value which is above 1.967 and the p-value which is below 0.05 proves that the fifth hypothesis is accepted. Thus, if Customer Satisfaction increases by 1 unit it will have a positive and significant effect on the 0.967 unit increase in Purchase Intention.

H6: Customer Satisfaction does not have a positive and significant mediating effect on Sales Promotion on Purchase Intention.

For the sixth hypothesis test, a Sobel test was carried out using the analytical calculator tool to help measure the mediation hypothesis.

Table 2. Sobel test results for hypothesis 6

Variable	Estimate	CR	P-Value	Information
SP → CS → PI	-0.669	-1.569	0.117	Not significant

Source: Data has been processed by researchers (2023)

The sixth hypothesis proves that customer satisfaction does not have a significant positive effect in mediating Sales Promotion on Purchase Intention. Based on the hypothesis test carried out, the CR (critical ratio) value obtained was -1.569 and the p-value was 0.117 with an estimated value of -0.669 which stated that it did not meet the requirements so that the sixth hypothesis was rejected. The CR value which is below 1.967 and the p-value which is above 0.05 proves that the sixth hypothesis can be rejected.

H7: Customer Satisfaction has a positive and significant mediating effect on Customer Experience on Purchase Intention.

For the seventh hypothesis test, a Sobel test was carried out using the analytical calculator tool to help measure the mediation hypothesis.

Table 3. Sobel test results of hypothesis 7

Variable	Estimate	CR	P-Value	Information
CEX → CS → PI	1.509	2.373	0.018	Significant

Source: Data has been processed by researchers (2023)

The seventh hypothesis proves that Customer Satisfaction has a significant positive effect in mediating Customer Experience on Purchase Intention. Based on the hypothesis test carried out, the CR (critical ratio) value obtained was 2.373 and the p-value was 0.018, with an estimated value of 1.509 it was stated that it met the requirements so that the seventh hypothesis was accepted. The CR value which is below 1.967 and the p-value which is above 0.05 proves that the seventh hypothesis can be accepted.

Discussion

1. The Influence of Sales Promotion on Purchase Intention

The first hypothesis in the research shows that the hypothesis is rejected. This is because the CR in H4 is 1.391 and the p-value is 0.164 which causes the hypothesis to be rejected. Hypotheses that are not accepted can be caused by a number of factors. In accordance with the results of a field review conducted by researchers through interviews with users of the AKSESMU application, another factor that is the cause of this rejection is that the prices offered through sales promotions are still not in line with the expectations of users of the AKSESMU digital application, so that the user's purchase intention is not formed. AKSESMU digital application. Therefore, it is very important to review the form of sales promotion provided. The results of this research are not in line with the results of previous research according to studies by (Hongdiyanto et al., 2020), (Sohn & Kim, 2020) and (Chang, 2017) which show that Promotion has a positive and significant effect on Purchase Intention.

2. The Influence of Customer Experience on Purchase Intention

The second hypothesis in the research shows that the hypothesis is rejected. This is because the CR in H5 is -0.806 and the p-value is 0.420 which causes the hypothesis to be rejected. In accordance with the results of a field review conducted by researchers through interviews with users of the AKSESMU application, the factors that cause there to be no interest in purchasing even though the customer's experience in using the application is good are driven by the limited number and type of products sought in the application, apart from that it is also caused by due to less competitive price factors. The results of this research reject the results of previous research conducted by (Chen & Yang, 2020) showing that the important role of Customer Experience has a significant effect on Consumer Purchase Intention, and in other research by (Esmailpour & Mohseni, 2019) shows that Customer Experience has a positive and significant effect on Purchase Intention.

3. The influence of sales promotion on customer satisfaction

The third hypothesis in the research shows that the hypothesis is rejected. This is because the CR in H1 is -1.862 and the p-value is 0.063 which causes the hypothesis to be rejected. In accordance with the results of a field review conducted by researchers through interviews with users of the AKSESMU application, apart from the sales promotion provided being less attractive, the products included in the sales promotion were unavailable. Sales Promotion is not balanced with product availability in the application, resulting in the absence of strong Purchase Intention. The results of this hypothesis test also reject the results of research conducted by (Abd Wahab et al., 2016) showing that Promotion is a factor that can influence Customer Satisfaction, (Jannah et al., 2019) researched that Promotion has a positive and significant effect on Customer Satisfaction. And in line with research conducted by (Kim, Cho, & Kim, 2019) shows that Promotion does not have a completely significant effect on Customer Satisfaction.

4. The Influence of Customer Experience on Customer Satisfaction

The fourth hypothesis in the research proves that the hypothesis is accepted where Customer Experience has a positive and significant effect on Customer satisfaction. This is because the CR in H2 is 4.124 and the p-value is 0.000 which causes the hypothesis to be accepted. In accordance with the results of a field review conducted by researchers through interviews with users of the AKSESMU application, the users were satisfied with using the AKSESMU digital application. There is an increase in the benefits of the features provided by AKSESMU, there has been an increase in positive experiences in using the application by users of the AKSESMU digital application. The hypothesis results are in line with research conducted by (Ellitan & Richard, 2022) examining that Online Shopping Experience has a positive and significant influence on Customer Satisfaction and supports research by (Pei et al., 2020) showing that Customer Experience has a positive influence on Customer Satisfaction.

5. Customer Satisfaction terhadap Purchase Intention

The fifth hypothesis in the research shows that the hypothesis is accepted. This is because

the CR in H2 is 2.903 and the p-value is 0.004 which causes the hypothesis to be accepted. The main factor is that AKSESMU has succeeded in increasing Customer Satisfaction of its digital application users, thus influencing Purchase Intention. This is also in accordance with the results of a field review conducted by researchers through interviews with users of the AKSESMU application who said that they were satisfied with using the AKSESMU digital application and would use the AKSESMU digital application to purchase shop needs. The results of this research are in accordance with the theory which states that consumer decisions really depend on their satisfaction or dissatisfaction or what is called post-purchase behavior (Kotler & Armstrong, 2018). In line with research by (Kusumadewi & Saraswati, 2020) which states that customers' repurchase interest can be influenced by maintaining and growing their existing sense of satisfaction. A good experience from the company can influence customers to decide to make repeat purchases. The results of this hypothesis test are also in line with previous research conducted by (Khatoon et al., 2020) Customer Satisfaction plays an important role as a mediator and predictor of consumer Purchase Intention.

6. The influence of Sales Promotion on Purchase Intention which is mediated by Customer satisfaction

The sixth hypothesis in the research proves that the hypothesis is rejected. This is shown by the CR result of -1,569 and p-value of 0.117 which causes the results to be rejected. Even though Sales Promotion can increase customer satisfaction, brand preferences, and economic conditions, etc., it can influence the purchasing interest of users of the AKSESMU digital application. Based on the phenomenon in the explanation at the beginning and in accordance with the results of field reviews conducted by researchers through interviews with users of the AKSESMU digital application, product availability in the application is still very lacking, so even though there is a sales promotion, users do not get what they want so that customers Satisfaction is not fulfilled. Therefore, product unavailability needs to be taken into account and needs to always be met in order to meet the needs of users of the AKSESMU digital application. Insufficient availability of goods makes it possible for users to feel dissatisfied because their needs at the time of purchase cannot be met.

7. The influence of Customer Experience on Purchase Intention is mediated by Customer Satisfaction

The seventh hypothesis in the research shows that the hypothesis has been accepted. This is shown by the CR result of 2.373 and p-value of 0.018 which causes the results to be accepted. In accordance with the results of field reviews conducted by researchers through interviews with AKSESMU application users, users feel satisfied in using the AKSESMU digital application, positive customer experiences create positive perceptions of the AKSESMU digital application, thereby increasing user trust and satisfaction. When users feel satisfied, they tend to have an interest in purchasing through the AKSESMU digital application.

CONCLUSION

In the research entitled "The Influence of Sales Promotion and Customer Experience on Purchase Intention Mediated by Customer Satisfaction (Empirical Study on the AKSESMU Digital Application in JABODETABEK)," the research results obtained can be concluded as follows: First, Sales Promotion does not have a significant positive influence on Purchase Intention. Second, Customer Experience also does not have a significant positive influence on Purchase Intention. Third, Sales Promotion does not have a positive and significant effect on Customer Satisfaction. Fourth, Customer Experience has a positive and significant effect on Customer Satisfaction. Fifth, Customer Satisfaction has a positive and significant effect on Purchase Intention. Furthermore, the research results confirm that Sales Promotion does not have a positive and significant impact on Purchase Intention when mediated by Customer Satisfaction. On the contrary, the research results confirm that Customer Experience has a positive and significant impact on Purchase Intention when mediated by Customer Satisfaction. The results of this research provide valuable insight into the relationship between Sales

Promotion, Customer Experience, Customer Satisfaction, and Purchase Intention in the context of the AKSESMU digital application in the JABODETABEK area.

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