THE EFFECT OF CUSTOMER EXPERIENCE AND RISK PERCEPTION ON REPURCHASE INTENTION OF BOBA DRINKS MEDIATED BY CUSTOMER SATISFACTION (STUDY ON MIXUE DENPASAR AREA)

Ni Luh Gede Sari Marta Kyana[1], I Made Wardana[2]
Universitas Udayana, Denpasar, Bali, Indonesia
Email: martakyana5@gmail.com

KEYWORDS:	ABSTRACT
Boba Drink Customers, Satisfaction, Customer Experience, Risk Perception, Repurchase Intention	One place that has been impacted by the phenomena of Mixue's rising popularity in Indonesia is Denpasar City, Bali. By 2023, Denpasar will already have fifty-eight percent of Bali's outlets. Conversely, Mixue's income is more likely to decrease. This study aims to investigate the role that satisfaction plays as a mediator between Mixue consumers' tendency to repurchase in Denpasar and their sense of experience and danger. This research is classified as associative quantitative research. The group under research consisted of consumers of Boba Mixue drinks in Denpasar City. The sample size was 158 respondents overall, and the method used was purposeful sampling. Data collection and surveying were done using a study instrument that resembled a questionnaire. In this work, the analytical approach used was PLS-based SEM analysis. The results showed that every variable had a significant effect. In the Denpasar region, satisfaction has a somewhat moderating role in resolving the impact of customer experience and risk perception on the desire to buy Boba Mixue beverages.

INTRODUCTION

The popularity of boba drinks has increased quite highly in the Southeast Asia region; as shown from Databoks data, in 2021, the boba drink market in Southeast Asia reached IDR 54.30 trillion. Indonesia is also listed as the largest boba drink market, with an estimated market value of Rp 24 trillion. Globalization has led to an increase in the variety of boba drink companies, giving customers more options when selecting the product they want. While Mixue is the Boba drink brand with the most outlets, the number of Boba drink companies is increasing.

Due to the growing popularity of Mixue in Indonesia, several entrepreneurs have opened Mixue restaurants around the country, including one in Denpasar City, Bali. In May 2023, Denpasar City has the most Mixue outlets in the Bali Province, according to data.goodstats.id. Conversely, the average per capita consumption of boba drinks and similar beverages decreased in Denpasar City between 2018 and 2023. Data on the drop in sales profits or earnings at the first Mixue location in Denpasar City between October 2021 and September 2023 corroborate this occurrence. The reduction in Denpasar City residents' boba drink consumption and sales profits that are below projections point to an issue—specifically, a hint of dwindling customer repurchase intentions.

Customers who make their initial purchase with a favorable attitude and want to make further purchases are said to have repurchase intention (Kotler & Keller, 2016). Based on this

The Effect Of Customer Experience And Risk Perception On Repurchase Intention Of Boba Drinks Mediated By Customer Satisfaction (Study On Mixue Denpasar Area)

Vol 3, No 6 June 2024

description, customers do not have a positive attitude and are reluctant to make purchases again. According to research by (Annisa et al., 2019), customer experience significantly affects repurchase intent. As reported on detik.com 2023, Mixue's customers had a bad experience and shared it on social media. This condition causes sales to tend to decline because customers do not get a pleasant experience when buying Boba Mixue Drink products in Denpasar City. This shows that the decline in repurchase intentions is influenced by the customer's experience of Mixue has not been maximized.

In addition to customer experience, risk perception factors can also influence repurchase intent (Daffa & Praswati, 2023). CNN Indonesia, in 2023, stated that consumers are now more aware of healthy eating. Therefore, they want to implement a diet that can overcome various health problems. The results of the pre-survey conducted on March 30 – April 7, 2023, on 31 respondents showed that 42% answered having concerns that Mixue boba drink has a negative impact on health. Based on the results of the pre-survey, it was concluded that customer concerns were high enough that customers easily felt wary and insecure about Mixue's boba drink. So this study uses risk perception as a variable that can influence repurchase intention.

The variables in this study that affect repurchase intentions include customer experience and risk perception. There are still research gaps based on earlier studies. According to a study by (Sayuti & Dewi, 2015), customer experience has a considerable impact on repurchase intention, whereas research by (Hutajulu et al., 2022) indicates that experience has a small but beneficial impact. Additionally, studies by (Daffa & Praswati, 2023) and (Rohman, 2017) indicate that risk perception influences repurchase intention factors in a negative and significant way, respectively, and in a positive but negligible one. Researchers are encouraged by these contradictory results to employ additional factors, such as customer happiness, as a mediator. Research by (Fitria et al., 2021) supports this, stating that the influence of customer experience on repurchase intentions might be positively and significantly mediated by customer satisfaction.

The novelty of this study is that combining two different models means that researchers try to conduct research on the effect of customer experience and risk perception simultaneously on repurchase intent by using customer satisfaction as a mediation. Based on the data and information that has been described, the importance of examining the relationship between customer experience and risk perception of boba drink repurchase intentions is mediated by customer satisfaction.

The purpose of this study is to find that customer satisfaction is a key factor that directly impacts repurchase intentions and influences how much customer experience and risk perception affect these intentions. In the context of the Denpasar area, increasing customer satisfaction can be an effective strategy to increase customer loyalty to Mixue boba drinks.

RESEARCH METHODS

Primary data are used in this quantitative analysis. The study's demographic consisted of unidentified boba drink consumers in the Mixue Denpasar region. Four factors make up the variables to be studied in this study: customer satisfaction, risk perception, customer experience, and repurchase intention.

Vol 3, No 6 June 2024

The Effect Of Customer Experience And Risk Perception On Repurchase Intention Of Boba Drinks Mediated By Customer Satisfaction (Study On Mixue Denpasar Area)

This study's data gathering method involved 158 respondents who had at least once in the previous three months bought Boba Mixue beverages in the Denpasar region. Questionnaires were distributed online and in person using a Likert scale of 1-5. The number of indicators in this study is 17 indicators. Data analysis techniques in this study use two analytical techniques, namely descriptive statistics and inferential statistical analysis using PLS-based Structural Equation Modeling (SEM).

RESULTS AND DISCUSSION
Convergent validity

PLS is used to calculate the Convergent validity test for each of this construct's indicators (Partial Least Square). (Ghozali, 2018) clarified that the indicator might be deemed legitimate if the value is more than 0.7 by referring to the statement's definition.

Table 1
Convergent Validity Test Results with Loading Factor

	Satisfaction Customer	Purchase Intent Repeat	Experience Customer	Risk Perception
M1.1	0.731			
M1.2	0.883			
M1.3	0.933			
M1.4	0.897			
M1.5	0.869			
X1.1			0.871	
X1.2			0.876	
X1.3			0.829	
X1.4			0.707	
X1.5			0.829	
X2.1				0.848
X2.2				0.762
X2.3				0.911
Y1.1		0.846		
Y1.2		0.902		
Y1.3		0.829		
Y1.4		0.710		

Source: Processed Data, 2024

It is known that each study variable indicator has an outside loading value of >0.7 based on the data presentation in Table 1 above. This indicates that there is a strong reflecting association between the research item/indicator score and the constructs. in order for the study's indicators to be accepted as a reliable indicator of latent variables.

Additionally, AVE (Average Variance Extracted) values are examined in convergent validity testing. If the AVE value is more than 0.50, it is considered good (Ghozali, 2018). The values from the AVE table are as follows:

The Effect Of Customer Experience And Risk Perception On Repurchase Intention Of Boba Drinks Mediated By Customer Satisfaction (Study On Mixue Denpasar Area)

Vol 3, No 6 June 2024

Table 2
Convergent Validity Test Results with AVE

Constructs/Variables	Average variance extracted (AVE)
Customer Satisfaction	0.749
Repurchase Intent	0.680
Customer Experience	0.680
Risk Perception	0.710

Source: Processed Data, 2024

The Average Variance Extracted (Ave) values over 0.5 for each of the study model's constructs are displayed in Table 2. Therefore, it may be said that the study's four variables are valid.

Discriminant validity

This reflecting indicator may be evaluated based on cross-loading between research indicators and constructs, according to the discriminant validity test. If an indication in the desired construct has a higher loading factor value than the loading factor in other constructs, it might be considered legitimate. Following discriminant validity testing, the following outcomes are obtained:

Table 3
Discriminant Validity Test Results by Cross Loading

	Customer Satisfaction	Repurchase Intent	Customer Experience	Risk Perception
M1.1	**0.731**	0.377	0.377	-0.196
M1.2	**0.883**	0.612	0.545	-0.412
M1.3	**0.933**	0.594	0.587	-0.300
M1.4	**0.897**	0.491	0.518	-0.253
M1.5	**0.868**	0.552	0.494	-0.178
X1.1	0.551	0.655	**0.871**	-0.201
X1.2	0.538	0.687	**0.876**	-0.257
X1.3	0.489	0.609	**0.829**	-0.215
X1.4	0.350	0.441	**0.707**	-0.122
X1.5	0.474	0.569	**0.829**	-0.220
X2.1	-0.254	-0.315	-0.179	**0.848**
X2.2	-0.203	-0.305	-0.111	**0.762**
X2.3	-0.329	-0.420	-0.309	**0.911**
Y1.1	0.595	**0.846**	0.669	-0.363
Y1.2	0.619	**0.902**	0.657	-0.370
Y1.3	0.471	**0.829**	0.621	-0.329
Y1.4	0.273	**0.710**	0.399	-0.321

Source: Primary data processed, 2024

Table 3 above shows that when compared to the cross-loading value of other latent variables, each indicator has a cross-loading larger than 0.7. Thus, it may be said that each construct's indications are deemed legitimate.

The Heterotrait-Monotraite values in Table 4 show that the value of each construct is not

Vol 3, No 6 June 2024

The Effect Of Customer Experience And Risk Perception On Repurchase Intention Of Boba Drinks Mediated By Customer Satisfaction (Study On Mixue Denpasar Area)

more than 0.9, which means that each construct is declared valid at discriminant validity.

Table 4
Discriminant Validity Test Results with HTMT

	Heterotrait-monotrait ratio (HTMT)
Repurchase Intent <-> Customer Satisfaction	0,666
Customer Experience <-> Customer Satisfaction	0,642
Customer Experience <-> Repurchase Intent	0,815
Risk Perception <-> Customer Satisfaction	0,355
Risk Perception <-> Repurchase Intent	0,505
Risk Perception <-> Customer Experience	0,278

Source: Primary data processed, 2024

The Fornell-Larcker Criterion, which demonstrates variable validity when a variable has a higher correlation than the correlation between various variables, is the next validity test.

Table 5
Fornell Lakers Criterion Discriminant Validity Test Results

	Customer Satisfaction	Repurchase Intent	Customer Experience	Risk Perception
Customer Satisfaction	**0.865**			
Repurchase Intent	0.617	**0.825**		
Customer Experience	0.590	0.727	**0.825**	
Risk Perception	-0.318	-0.418	-0.251	**0.842**

Source: Primary data processed, 2024

It is possible to conclude that the model has strong discriminant validity since Table 5 demonstrates that the correlation value of its association construct is greater than that of other constructs. In this case, the lowest value for the Fornell Lakers Criterion is repurchase intent and customer experience of 0.825.

Composite reliability

This composite reliability test is intended to carry out tests on the reliability of research instruments on existing research models. The construct that can be said to have good reliability is a consistent research questionnaire for testing at a certain time with other times if all these variables have a higher value of composite reliability or Cronbach alpha compared to 0.70 (Latan & Ghozali, 2016).

**Table 6**
Composite Test Results Reliability

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite reliability (rho_c)
Customer Satisfaction	0.915	0.933	0.937
Repurchase Intent	0.843	0.869	0.894

The Effect Of Customer Experience And Risk Perception On Repurchase Intention Of Boba Drinks Mediated By Customer Satisfaction (Study On Mixue Denpasar Area)

Vol 3, No 6 June 2024

Customer Experience	0.882	0.897	0.914
Risk Perception	0.795	0.836	0.879

Source: Primary data processed, 2024

The Composite Reliability values for all constructs in Table 6 above are over 0.7, meaning that every construct in the calculated model satisfies the discriminant validity requirements.

The structural or inner model in this study can be seen in Figure 1 below.
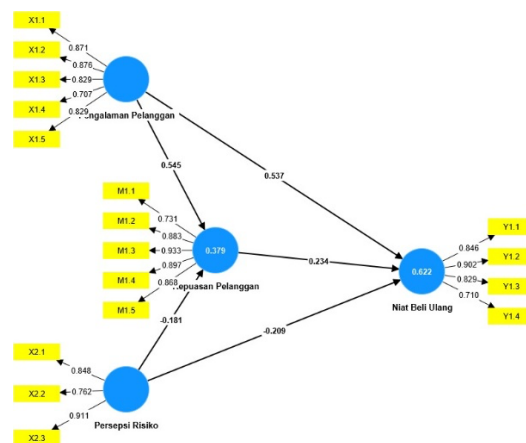
Figure 1
Structural Model Inner Model

Coefficient of Determination (R-Square)

The R-Square for each dependent variable is the first thing to look at when evaluating structural models using PLS. To determine how much the independent variable may explain the dependent variable, utilize R-Square. The impact of exogenous latent variables on endogenous variables increases with increasing R-Square value.

Table 7
R Square value

	R-square	R-square adjusted
Customer Satisfaction	0.379	0.371
Repurchase Intent	0.622	0.615

Source: Primary data processed, 2024

Table 7 indicates that the customer satisfaction variable has an R Square value of 0.379. According to the value, risk perception and customer experience account for 37.9% of the variation in customer satisfaction. However, 62.1% of the remainder was affected by factors not included in this analysis. The R Square value of the repurchase intent variable is 0.622. The value shows that 62.2% of the repurchase intent variable can be explained by customer satisfaction, customer experience, and risk perception. While the rest were influenced by other variables outside the variables in this study by 37.8%.

Vol 3, No 6 June 2024

The Effect Of Customer Experience And Risk Perception On Repurchase Intention Of Boba Drinks Mediated By Customer Satisfaction (Study On Mixue Denpasar Area)

Predictive Relevance Q-Square (Q2)

Using Predictive Relevance Q-Square (Q2), the structural model is then measured in the next phase. For structural models, the Predictive Relevance Q-Square (Q2) quantifies how effectively the model generates values and how well its parameters are estimated. If the Q-square value is more than zero, the model is predictively relevant; if it is less than zero, the model is not predictively relevant (Denziana & Yunggo, 2017).

Table 8
Q Square Value

	SSO	SSE	Q^2 (=1-SSE/SSO)
Customer Satisfaction	790.000	302.379	0.617
Repurchase Intent	632.000	337.873	0.465

Source: Primary data processed, 2024

Based on the test results, the Q-Square value on the customer satisfaction variable was 0.617, which is a good predictive relevance value. The repurchase intent variable obtained a Q-Square value of 0.465. So it can also be said to have a good predictive relevance value.

Goodness Of Fit (GoF)

This GoF value is obtained from the square root of the result of multiplying the average value of average variance extracted (AVE) with the average value of R-Square (R^2). The GoF criteria are in the range of 0 – 1 values with value interpretations of 0.1 (small GoF), 0.25 (moderate GoF), and 0.36 (large GoF). Here is the calculation of Goodness of Fit in structural model testing.

$$\text{GoF} = \sqrt{\overline{\text{AVE}} \times \overline{R^2}}$$
$$\overline{\text{AVE}} = \text{Median AVE} = 0{,}705$$
$$\overline{R^2} = \text{Median } R^2 = 0{,}5$$
$$\text{GoF} = \sqrt{\overline{\text{AVE}} \times \overline{R^2}}$$
$$= \sqrt{0{,}705 \times 0{,}5}$$
$$= \sqrt{0{,}353}$$
$$= 0{,}594$$

Based on the results of these calculations, a GoF value of 0.594 was obtained, which means that this research model already has a large GoF value. This value has an effect on the goodness of the structural model in this study,

Hypothesis Test (bootstrapping)

When a research challenge is stated as a question with a question mark, a hypothesis is a provisional response to the problem formulation. Thus, hypotheses may also be described as theoretical responses to formulations of research problems (Sugiyono, 2018). The following are presented: the results of direct and indirect influence tests.

Direct influence test results

The value of t-statistics indicates the hypothesis of this investigation. If the t-statistics values are greater than the t-table (1.96), then exogenous factors are said to have a direct impact

The Effect Of Customer Experience And Risk Perception On Repurchase Intention Of Boba Drinks Mediated By Customer Satisfaction (Study On Mixue Denpasar Area)

Vol 3, No 6 June 2024

on endogenous variables. The variable's importance is also evident in the p-values less than a predefined alpha threshold (α=0.05). Table 9 displays the test findings for each variable's direct effect in this investigation.

Table 9
Direct Effect Test Results

Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Customer Experience -> Customer Satisfaction	0.545	0.547	0.085	6.392	0.000
Risk Perception -> Customer Satisfaction	-0.181	-0.188	0.069	2.618	0.009
Customer Experience -> Repurchase Intent	0.537	0.519	0.091	5.892	0.000
Customer Experience -> Repurchase Intent	-0.209	-0.219	0.066	3.161	0.002
Customer Satisfaction -> Repurchase Intent	0.234	0.238	0.074	3.154	0.002

Source: Primary data processed, 2024

The initial sample value of 0.545 for the influence of customer experience on customer satisfaction is significant, and the T-statistic of 6.392, which is more than 1.96, suggests that the customer experience variable has a positive effect on customer satisfaction. This indicates that H1 is accepted, and it follows that consumer satisfaction with recommendations from those closest to them increases with customer experience (Riasma et al., 2018).

The outcomes demonstrated that a Mixue boba drink's flavor that appeals to customers' tastes significantly raises their level of pleasure. Mixue boba drinks that cater to customers' preferences enhance taste satisfaction and provide a personalized and satisfying experience. Furthermore, the diverse variety in the types of boba drinks in Mixue is considered an important factor that makes customers happy. The availability of different variants offers an alluring variety, creating excitement and satisfaction for customers looking for new and different experiences. The results also highlight the role of social media in improving customer experience. The ease of getting information about Mixue's boba drink through social media platforms gives customers quick and practical access to explore menus, promotions, and other customer reviews, thus enriching their experience. The level of customer trust in recommendations from the closest people has also proven to affect customer satisfaction positively. This trust can motivate customers to try new variants or spread their positive experiences to friends and family, improving overall customer satisfaction.

Perception of risk has an impact on client satisfaction. Table 9 shows that there is a negative correlation between the risk perception variable and customer satisfaction. The original sample value of -0.181 substantially indicates this relationship, with a T-statistic of 2.618, more than 1.96. This indicates that H2 is acceptable, and it follows that a client's perception of risk will influence how satisfied they are, with a larger risk seen by the consumer.

The findings indicated that ambiguity regarding the quality of the ingredients in Mixue boba drinks significantly and adversely affected customer satisfaction. When customers

Vol 3, No 6 June 2024

The Effect Of Customer Experience And Risk Perception On Repurchase Intention Of Boba Drinks Mediated By Customer Satisfaction (Study On Mixue Denpasar Area)

experience uncertainty or apprehension about the ingredients' quality in boba drinks, their satisfaction tends to decrease, fostering a sense of skepticism that hampers their consumption experience. Moreover, a decrease in customer perception, reflecting risk perception, has likewise been demonstrated to have a negative impact on customer satisfaction. When customers feel that consuming Mixue boba drinks may harm their image, this may create dissatisfaction and even reduce customers' repurchases of the brand. The long time spent buying Mixue boba drink is also a factor that negatively affects customer satisfaction. If customers feel that the purchase process takes excessive time, this can cause inconvenience and reduce customer satisfaction with Mixue products.

Customer experience affects repurchase intentions. Based on Table 9, the effect of customer experience on repurchase intention has an original sample value of 0.537 significantly with a t-statistic of 5.892 greater than 1.96. This indicates that the customer experience variable positively influences repurchase intentions. This means that H3 is accepted and it can be concluded that the higher the customer experience will have an impact on increasing customer repurchase intention (Darmawan & Yasa, 2022).

The findings indicate that a customer's inclination to repurchase is significantly positively impacted by a Mixue boba drink that meets their taste. When consumers have a satisfying taste experience, they form an emotional bond with the product and are more likely to decide to repurchase Mixue boba beverages that suit their individual tastes. Customer delight at the wide variety of Mixue boba drinks was also shown to positively influence repurchase intentions. Customers who feel cheerful in exploring a variety of drinks tend to be more inclined to reconsider making purchases at the same place. In the digital age, the ease of getting information on social media is emerging as an important factor influencing repurchase intent. Customers who can easily find information about Mixue's boba drink, including reviews, promotions, and current content on social media, tend to be more motivated to make a repurchase. Trust in recommendations from loved ones has also proven to impact repeat purchase intent positively. This trust creates a positive effect among customers, prompting them to re-select boba drinks recommended by those closest to them.

Table 9 shows that risk perception has an influence on repurchase intention, which has a significant original sample value of -0.209 with a t-statistic of 3.161 greater than 1.96, indicating that the risk perception variable has a negative effect on repurchase intention. This means that H4 is accepted, and it can be concluded that the higher the customer's risk perception, the lower the repurchase intention.

The findings indicate that there is a substantial negative correlation between repurchase intention and ambiguity over the quality of the components in Mixue boba beverages. Consumers often evaluate the elevated risk correlated with unpredictability in ingredient quality, hence diminishing their inclination to revisit the product. Furthermore, it has been demonstrated that a decline in customer perception, a measure of perceived risk, has a negative impact on the desire to repurchase. Consumers with low repurchase intentions were more likely to worry about potential negative social or reputational effects from consuming Mixue boba beverages. An extended shopping experience is another element that has a detrimental effect on the desire to repurchase. Consumers who believe that the shopping process takes too long

The Effect Of Customer Experience And Risk Perception On Repurchase Intention Of Boba Drinks Mediated By Customer Satisfaction (Study On Mixue Denpasar Area)

Vol 3, No 6 June 2024

are typically more devoted, less inclined to make further purchases and emphasize ease of use and efficiency (Raditya & Kerti, 2022).

According to Table 9, there is a significant original sample value of 0.234 for the influence of customer satisfaction on repurchase intention, with a t-statistic of 3.154 more than 1.96. Repurchase intentions are positively impacted by the customer satisfaction variable, it may be concluded. Thus, it can be said that H5 is acceptable and that there would be a positive correlation between increased customer satisfaction and repurchase intentions.

The results showed that the quality of Mixue boba drinks in the Denpasar Region plays a major factor in customer satisfaction. Customers who perceive the high quality of boba drinks tend to express higher levels of satisfaction and therefore, have a greater intent to make repeat purchases. Furthermore, good service is identified as an important indicator of customer satisfaction. Customers who receive friendly, efficient, and professional service feel valued, increasing their satisfaction and creating a more positive repeat purchase intent (Dewi et al., 2020); (Pramyda & Yasa, 2021), 2021; (Putri & Yasa, 2022) Punctuality in serving Mixue boba drinks is crucial to customer satisfaction.

Customers who feel that the service is delivered efficiently and on time tend to give higher satisfaction ratings and are more likely to choose to purchase boba drinks. The affordable price factor proves to be a significant consideration in increasing customer satisfaction. Customers who feel they are getting value in proportion to the price paid have higher satisfaction, which can drive repeat purchase intent. In addition, the strategic location is also a significant indicator. Customers tend to be more satisfied if the location where the boba drinks is within an easily accessible range, which can provide convenience and increase repeat purchase intent.

Indirect Influence Test Results

Exogenous variables are expressed to indirectly affect endogenous variables if the results of t-statistics > t-table (1.96). The significance of the variable can also be seen from the value of P-Values that < a predetermined alpha level (α=0.05). The results of the indirect influence test of each variable in this study can be seen in Table 10.

Table 10
Indirect Effect Test Results

Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Customer Experience -> Customer Satisfaction -> Repurchase Intent	0.127	0.130	0.048	2.677	0.007
Risk Perception -> Customer Satisfaction -> Repurchase Intent	-0.042	-0.047	0.026	2.264	0.010

Source: Primary data processed, 2024

Table 10 shows that the original sample value of 0.127 is significant, with a t-statistic of 2.677 greater than 1.96. It can be concluded that the customer satisfaction variable can mediate the effect of customer experience on repurchase intentions. This means that H6 is accepted and

Vol 3, No 6 June 2024

The Effect Of Customer Experience And Risk Perception On Repurchase Intention Of Boba Drinks Mediated By Customer Satisfaction (Study On Mixue Denpasar Area)

it can be concluded that higher customer satisfaction will have an impact on increasing the relationship between customer experience and increased repurchase intentions.

Mediation hypothesis testing refers to the PLS approach proposed by (Joseph et al., 2022). Judging from Table 10, the variable customer experience of repeat purchase intent has a t-statistic value greater than 1.96, so the effect of A is significant (hypothesis 3). The effect of customer experience on satisfaction has a value greater than 1.96; hence, the C effect is significant (hypothesis 1). Furthermore, the effect of satisfaction on repurchase intent with a t-statistic greater than 1.96 (hypothesis 5), then the D effect is significant so that the A, C, and D effects significantly indicate satisfaction mediates the relationship of customer experience with partial repurchase intent (Prabawa et al., 2022).

Customer satisfaction variables, including quality, service, punctuality, affordable prices, and strategic location, create a positive attitude toward Mixue's boba drink. This positive attitude, as a result of satisfaction, influences repurchase intent, according to the concept of attitude in the theory of Planned Behavior. Customer satisfaction can also create positive subjective norms towards recommending and returning to buy Mixue boba drinks. If consumers are satisfied with their experience, they are more likely to share a positive outlook and motivate others to make repeat purchases, according to the concept of subjective norms in Planned Behavior theory. Behavioral control can be perceived through customer satisfaction with various aspects, such as quality, price, and service. If customers feel they have control or confidence in choosing and making repurchases, this can increase repurchase intent according to the concept of behavioral control in Planned Behavior theory.

Table 10 shows that the original sample value of -0.042 is significant with a T-statistic of 2.264 greater than 1.96. It can be concluded that customer satisfaction variables can mediate the influence of risk perception on repurchase intent. This means that H7 is accepted, and it can be concluded that higher customer satisfaction will have an impact on decreasing the level of customer risk perception, which will increase repurchase intent.

Mediation hypothesis testing refers to the PLS approach proposed by (Joseph et al., 2022). Judging from Table 10, the risk perception variable for repurchase intent has a t-statistic value greater than 1.96, so the A effect is significant (hypothesis 4). The effect of risk perception on satisfaction has a value greater than 1.96; hence, the C effect is significant (hypothesis 2). Furthermore, the effect of satisfaction on repurchase intent with a t-statistic greater than 1.96 (hypothesis 5), then the D effect is significant so that significant A, C, and D effects show satisfaction mediates the relationship of risk perception with partial repurchase intent.

In the theory of planned behavior, the more positive subjective behaviors and habits are to a conduit, and the stronger the control the individual has over the volitional control factors that exist, the stronger the individual's intention to perform a particular conduit. When customers are satisfied with the product or service they receive, they may reduce or eliminate the perception of risk associated with the purchase. When customers are satisfied with their experience, this can create a positive impression of the product. Customers feel that the product or service meets or even exceeds their expectations. A high level of satisfaction can reduce the customer's risk perception of the product. Customers may feel more confident that they are

The Effect Of Customer Experience And Risk Perception On Repurchase Intention Of Boba Drinks Mediated By Customer Satisfaction (Study On Mixue Denpasar Area)

Vol 3, No 6 June 2024

making the right decision and that the risks associated with such purchases are minimal. The customer's intention to make a repeat purchase increases with a decrease in risk perception.

CONCLUSION

Based on the research above, it can be concluded that customer experience positively affects Mixue's customer satisfaction in the Denpasar Area. This means that the more pleasant the experience felt by Mixue customers, the more it will impact Mixue customer satisfaction in the Denpasar Area. Risk perception negatively affects Mixue's customer satisfaction in the Denpasar Area. This means that the worry/risk perception of Mixue customers will have an impact on decreasing Mixue customer satisfaction in the Denpasar Area. Customer experience positively affects Mixue's intention to repurchase in Denpasar Area. This means that the more pleasant the Mixue customer experience will have an impact on increasing the repurchase intention of Mixue customers in the Denpasar Area. Risk perception negatively affects Mixue's intention to repurchase in the Denpasar Area. This means that the higher the customer's risk concern/perception will have an impact on decreasing Mixue's repurchase intention in the Denpasar Area. Satisfaction positively affects Mixue's intention to repurchase in the Denpasar Area. This means that a higher level of customer satisfaction with Mixue will have an impact on increasing Mixue's repurchase intention in the Denpasar Area. Customer satisfaction can mediate the effect of customer experience on Mixue's repurchase intent in the Denpasar Area. This means that higher customer satisfaction will have an impact on the higher the relationship between customer experience and increasing Mixue's repurchase intention in the Denpasar Area. Customer satisfaction can mediate the influence of risk perception on Mixue's repurchase intention in the Denpasar Area. Higher customer satisfaction will decrease customer risk perception, increasing Mixue's repurchase intention in the Denpasar Area.

Suggestions that researchers convey in the hope that future studies can be more comprehensive and can improve this research include the following: Mixue business owners in Denpasar are advised to overcome the low references from customer relations experience to Mixue Boba drinks. This can be achieved by strengthening direct interaction between brands and customers, such as providing a platform that allows customers to share their experiences with others. Management needs to pay attention to the decline in customer image that occurs. This can be done through a thorough evaluation of business processes, service, and product quality and making the necessary changes to improve customer perception. It is also important that Mixue's efforts to overcome customer dissatisfaction with untimely service. Mixue can improve time management in service processes, improve coordination between teams, and strengthen operational infrastructure to ensure more efficient services.

BIBLIOGRAPHY

Annisa, A. N., Suwandari, L., & Adi, P. H. (2019). Analisis Pengaruh Customer Experience, User Experience, Dan Hambatan Berpindah Terhadap Minat Beli Ulang (Studi Pada Konsumen Go-Jek Di Kota Purwokerto). *Proceeding of International Conference Sustainable Competitive Advantage*, *9*(1).

Daffa, E. N. F. M., & Praswati, A. N. (2023). Pengaruh Persepsi Kegunaan Dan Persepsi Resiko Terhadap Niat Pembelian Ulang Food Delivery App Pada Generasi Milenial Dengan Kepercayaan Sebagai Variabel Mediasi. *Jurnal Lentera Bisnis*, *12*(2), 359–378.

Vol 3, No 6 June 2024

The Effect Of Customer Experience And Risk Perception On Repurchase Intention Of Boba Drinks Mediated By Customer Satisfaction (Study On Mixue Denpasar Area)

Darmawan, M. H., & Yasa, N. N. K. (2022). The role of experiential value in mediating experiential marketing on repurchase intention. *International Research Journal of Management, IT and Social Sciences*, *9*(1), 168–180.

Denziana, A., & Yunggo, E. D. (2017). Pengaruh Profitabilitas, Struktur Aktiva, Dan Ukuran Perusahaan Terhadap Struktur Modal Perusahaan Pada Perusahaan Real Estate And Property Yang Terdaftar Di Bursa Efek Indonesia Tahun 2015. *Jurnal Akuntansi Dan Keuangan*, *8*(1).

Dewi, C. R. A., Yasa, N. N. K., Giantari, I., Sukawati, T. G. R., Setiawan, P. Y., & Setini, M. (2020). The Effect of Security, Trust, and Ease of Use towards Repurchase Intentions Mediated by E-satisfaction on Online Travel Agent. *Jour of Adv Research in Dynamical & Control Systems*, *12*(8), 340–354.

Fitria, D. N. T., Yohana, C., & Saidani, B. (2021). Pengaruh Pengalaman Pelanggan Terhadap Niat Membeli Kembali Dengan Kepuasan Pelanggan Sebagai Variabel Intervening. *Jurnal Bisnis, Manajemen, Dan Keuangan*, *2*(2), 592–610.

Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25*.

Hutajulu, M., Tawas, H. N., & Rogi, M. (2022). Pengaruh Experiential Marketing, Kualitas Makanan dan Kepercayaan Terhadap Minat Beli Ulang Pada Ayam Geprek Bensu Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, *10*(4), 2109–2120.

Joseph, F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)*. SAGE Publications, Incorporated.

Kotler, P., & Keller, K. L. (2016). Manajemen Pemasaran (Edisi 12). Jakarta: Erlangga. Malhotra, NK (2014). *Riset Pemasaran Pendekatan Terapan*.

Latan, H., & Ghozali, I. (2016). Partial Least Squares konsep, metode dan Aplikasi Menggunakan program WarpPLS 5.0 (Ketiga). *Badan Penerbit Universitas Diponegoro: Semarang*.

Prabawa, I. M. A., Ekawati, N. W., Yasa, N. N. K., & Suparna, G. (2022). *The Role Of Consumer Satisfaction In Mediating The Effect Of Customer Experience And Brand Image On Repurchased Intention: A Study On Olx Autos Dealer Indonesia*.

Pramyda, B. A., & Yasa, N. N. K. (2021). The Effect of Servicescape on Customer Satisfaction and Repurchasing Intentions in Millenials (Study at the Bali Branch of Simpang Raya Restaurant). *SSRG-International Journal of Economics and Management Studies*, *8*(10), 115–125.

Putri, K. A. M. A., & Yasa, N. N. K. (2022). The role of customer satisfaction as mediating variable on the effect of brand image towards coffee shop customer's repurchase intention. *European Journal of Business and Management Research*, *7*(2), 149–154.

Raditya, P. I. G. K. G., & Kerti, Y. N. N. (2022). *The role of customer satisfaction to mediate the effects of product quality and E-WOM on customer loyalty: a study on Bhineka Muda coffee shop customers*.

Riasma, D. K. P., Rahyuda, K., & Yasa, N. N. K. (2018). The role of satisfaction and trust in mediating the relationship of brand experience and loyalty. *International Journal of Economic, Commerce and Management*, *1*(1), 66–77.

The Effect Of Customer Experience And Risk Perception On Repurchase Intention Of Boba Drinks Mediated By Customer Satisfaction (Study On Mixue Denpasar Area)

Vol 3, No 6 June 2024

Rohman, A. (2017). *Buku dasar-dasar manajemen*. Intelegensia Media.

Sayuti, M. H., & Dewi, C. K. (2015). Analisis pengaruh customer experience terhadap minat beli ulang konsumen pada kafe Nom Nom Eatery Bandung. *EProceedings of Management*, *2*(2).

Sugiyono. (2018). *Metode Penelitian kuantitatif, kualitatif dan R & D / Sugiyono*.