

Increasing Customer Repurchase Intention: The Significance of Product Quality, Viral Marketing, and Customer Experience

Maribeth Adela^{1*}, Meylani Tuti²

^{1,2}Department of Management, Universitas ASA Indonesia, Indonesia

¹maribethadela73@gmail.com, ²meylanituti@stein.ac.id

*Corresponding Author

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ABSTRACT

This study aims to ascertain how repurchase intention is impacted by product quality, viral marketing, and customer experience. The study population consists of customers who have made repeat purchases. A purposive sampling technique is employed, yielding a sample size of 254 individuals and collecting data on customers with recurring transactions. Utilizing SmartPLS, the data analysis method involves a structural equation model. The findings of the study demonstrate that the three independent variables customer experience, viral marketing, and product quality significantly influence the dependent variable, repurchase intention. Implementing viral marketing strategies to launch products has successfully attracted repeat business from customers. Additionally, the experience of consuming the product and the quality of the product itself can also trigger consumers to make repeat purchases. These results underscore the importance of marketing strategies that focus on product quality and customer experience, as well as the effectiveness of viral marketing in enhancing customer loyalty through increased repurchase intentions.

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*Corresponding Author:

Maribeth Adela(maribethadela73@gmail.com)

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1. INTRODUCTION

A rising number of new gastronomic delicacies are becoming popular and growing into larger culinary enterprises, leading to increased competition in the industry. One such food commonly consumed in Indonesia is noodles, which come in various unique tastes and shapes. Mi Gacoan is a restaurant offering a primary menu consisting of spicy noodles at a reasonable price, making it an inexpensive brand with a reputation for providing sumptuous meals and drinks [1].

When customers have a pleasant experience with a business, they are more likely to make repeat purchases. Repurchase intention is the behavior of consumers who express interest in returning or buying more goods from a company. A memorable shopping experience is one of the many factors that can influence a buyer's inclination to repurchase. The contact between clients who are initially unfamiliar with a business, become new purchases, and eventually develop into devoted patrons is known as the customer experience. Research has shown that repurchase intention is influenced by customer experience [2].

Business owners use viral marketing to encourage customers to try their products and services. Viral marketing is a strategy that involves customers spreading news about a product through voice, recorded photos, and textual content online [3]. It is the most effective promotional method and is supported by business owners using technology more and more. Research has demonstrated that viral marketing consistently entices consumers to try the viral product again [4].

Product quality is the most crucial element that business owners must consider. Businesses in the culinary industry must provide high-quality products to attract and retain customers [5]. Customers are drawn to product quality, which also attracts competitors. Product quality is a crucial tool that marketers use to position their products uniquely. A product's ability to satisfy customers primarily depends on its quality. Product quality is the primary factor influencing customer loyalty [6].

This study investigates how business owners' use of viral marketing, the quality of their products, and customers' experiences using them can influence repeat business.

1.1. Literature Review

The findings of this study reveal a significant positive impact of Viral Marketing on Consumer Trust. Leveraging consumer-generated content to disseminate information about Cake by Nadia's products effectively increases business awareness. Moreover, the study underscores the substantial influence of Viral Marketing on Consumer purchase interest, mainly through compelling social media content featuring product displays and endorsements from satisfied customers, thereby stimulating repeat purchases. Notably, Consumer Trust emerges as a pivotal factor driving consumer repurchase intentions, emphasizing the importance of consistent service quality, strong customer relationships, and product reliability in fostering trust. Additionally, the study identifies Viral Marketing as a significant driver of consumer repurchase intentions, with Consumer Trust serving as an intervening variable[13].

The current research delves into the impact of viral marketing, encompassing viral advertising and electronic word-of-mouth (E-WOM), on consumer purchasing intent for smartphones in Northern Cyprus, with brand image and age as moderators. The findings underscore a significant influence of viral marketing on consumer buying intent, with viral advertising exerting a more pronounced effect compared to E-WOM, irrespective of brand image considerations. Interestingly, age groups did not significantly moderate this relationship. These results emphasize the imperative for organizations to prioritize viral marketing strategies across diverse sectors and fields due to its cost-effectiveness, rapid diffusion, and potential to enhance market share by ingraining product and company recall within consumers' minds[14].

Based on the two literature reviews presented, three significant factors need to be considered to increase customer repurchase intention: product quality, viral marketing, and customer experience. The first study indicates that product quality is crucial in building customer trust and driving repurchase intention. On the other hand, the second study highlights the role of viral marketing in influencing repurchase intention through establishing customer trust. Customer experience also plays a vital role in influencing repurchase intention by strengthening the relationship between customers and the brand. Therefore, a holistic strategy considering product quality, effective viral marketing, and positive customer experience will enhance customer repurchase intention.

2. METHOD

2.1. Theoretical Overview and Hypothesis Development

2.1.1. Repurchase Intention

After receiving something from the business they liked, repurchase intention is the behavior of consumers who express interest in returning or buying more of the company's goods [7]. On the other hand, repurchase intention, as defined by Hellier is the decision to make another purchase from the same business. When customers like a product they have previously purchased, they will likely repurchase it. Customers may get devoted to both the goods and the retailer based on their level of happiness. Customers believe that a product's attributes reflect their preferences. Thus, customers can only consider for a short time to choose the name of the meal or product they want.

When a product is accompanied by experiences ranging from the initial purchase to the intention to repurchase, it shows that customers are confident in the product and may easily recommend it to others. Companies must preserve the user experience, product quality, and efficient marketing strategies to sustain this

repurchase intention behavior and keep their products competitive. In addition, Kotler and Keller found that repurchase intention includes signs of transactional, referential, preferential, and exploratory intentions.

2.1.2. Customer Experience and Repurchase Intention

Griffin suggests that businesses should focus on attracting new customers, retaining existing ones, and encouraging repeat purchases. Experience refers to applying newly acquired knowledge or skills [8]. Customer experience, on the other hand, refers to the interactions between a business and its customers, including first-time customers who eventually become loyal patrons [9]. Additionally, customer experience involves customers' detailed and personal reactions after engaging in those interactions [10].

Repurchase intention refers to a customer's propensity to make more purchases or utilize previously used services [11]. Humans communicate about their experiences daily, according to Smilansky, and life is a culmination of all the experiences one has had. Similarly, customers who have always engaged in certain activities, such as consuming a product or utilizing a service, will not hesitate to purchase and use the good or service again if they have a fantastic experience. The cooperative efforts of all employees, including managers and staff members who have direct contact with customers, also contribute to the overall customer experience. For instance, if a customer files a complaint regarding a product or service, the company will address the issue promptly and in an easy-to-use manner, resulting in a positive customer experience. However, a poor customer experience will result from a poor and convoluted reaction from the business [12]. A company's reputation among customers is a benefit, so it is essential to consider the sense, feel, think, act, and related components of the customer experience [15]. Prior studies by Prastyaning Sih, have demonstrated the impact of customer experience on the intention to repurchase. Based on the description above, the hypothesis proposed by the author is as follows:

H1: Customer Experience influences Repurchase Intention

2.1.3. Viral Marketing and Repurchase Intention

When customers use voice, recorded photos, and textual content from the internet to spread the news about a product, this is known as viral marketing [16]. Aside from that, users can use viral marketing to spread the word about a product to others by sharing anecdotes about it [17]. Sharing of information is the process of viral marketing. External and internal company parties employ viral marketing as a kind of promotion. An internal party works for the company and helps their family members learn about it in the meanwhile, from outside sources, specifically, clients who have used a product or service and are willing to recommend it and spread the word about it without receiving payment from the business.

Wilson, states that the six components of viral marketing are the best product or service, effective communication response services, product information dissemination at different scales, leveraging consumer influence and encouragement, growing current communication networks, and creating additional resources. A network of people or people who can promote goods or services is another idea in viral marketing. This idea likewise depends on a digital network that may present, get acceptance, generate a desire to buy, and eventually turn into a transaction that affects sales figures. As a result, viral marketing is more intriguing than ever [18]. According to Kaplan and Haenlein, viral marketing has three components: the messenger, the message, and the setting.

Including viral marketing in marketing tactics also increases the likelihood that customers who have attempted to acquire a product will do so again. Customers who have previously bought a product and intend to do so again are said to have repurchase intention [19]. Customers who are satisfied with a product are likely to make repeat purchases, which fosters customer loyalty and encourages them to recommend it to others. Businesses must create and implement viral marketing strategies to enable consumers to repurchase products in the digital era [20]. Prior studies have demonstrated the impact of viral marketing on the intention to repurchase [21]. Based on the description above, the hypothesis proposed by the author is as follows:

H2: Viral Marketing influences Repurchase Intention

2.1.4. Product Quality and Repurchase Intention

According to Harsanto, a product is any form that can be classified as actual goods, services, or intangible qualities of goods that can satisfy and fulfill customers. In contrast, quality is when customer expectations are met or exceeded through the company's products [22]. When these two elements are combined,

product quality becomes a component of positioning, or what might be called a unique feature that customers can remember, and it becomes a significant component of several other characteristics that marketers use [23]. Moreover, customer happiness can be influenced by various factors, including product quality [24].

Product quality is also a tool for competition with other similar items; businesses constantly strive to match or surpass competitors' levels of quality to draw in customers and capture market share. Given the connection between cleanliness and our bodies' health, the cleanliness of food products is a significant concern. Product quality indicators are a product's look, texture, and flavor [25]. In addition, food that looks good will taste better than stuff that doesn't. However, appearances alone are not enough; even a good appearance must complement the proper texture and taste. If each of these criteria has been satisfied, the caliber of the food product can compete.

One of the factors that influences a customer's decision to make a repeat purchase is the quality of the product. Repurchase intention refers to the activity consumers take to make a purchase after a prior purchase. Customers frequently believe that if we purchase high-quality goods, we will repurchase them if needed. Based on the description above, the hypothesis proposed by the author is as follows

H3: Product quality influences Repurchase Intention

The following image, which explains the research framework, can be understood from the preceding description:

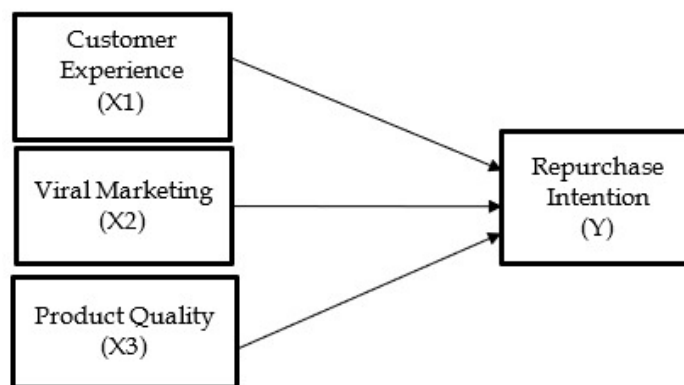


Figure 1. Conceptual Model

Source: Author 2023

2.2. Data Collection

Customers who have purchased Mie Gacoan products make up the study's population. Employing a purposive sampling approach means selecting the number of samples you wish to study by taking into account specific criteria while choosing the samples. A total of 254 participants responded by using the supplied link, sharing it on social media, or responding in person. In the Jakarta region, research was done on several Gacoan noodle eateries.

2.3. Analysis Method

A Likert scale with the following explanation was used to gauge the opinions of the respondents: 5 (strongly agree), 4 (agree), 3 (neutral), 2 (disagree), and 1 (strongly disagree). With the use of SmartPLS, the Structure Equation Model was used to analyze the data. The model's validity and reliability were tested first, then the hypothesis, multicollinearity, F, R, and SRMR tests, and a discriminant validity test were conducted.

3. RESULT AND DISCUSSION

3.1. Responden

Table 1. Description of Respondents

Source: Author 2023

Demographics	Frequency	Percentage (%)
Gender		
Men	83	32.7
Women	171	67.3
Age		
<20 year	43	16.9
20 - 30 year	171	67.3
31 – 40 year	31	12.2
>40 year	9	3.5
Occupation		
Students	82	32.3
Civil servants	11	4.3
Entrepreneur	35	14.2
employee	94	37
Housewife	31	12.2
Number of Visits		
2 time	91	35.8
3 – 5 time	96	37.8
>5 times	67	26.4
Positive aspects of Mie Gacoan		
Product	188	74
Athmosfer	54	21.3
Price	181	71.3
Location	48	18.9
Positive aspects of Mie Gacoan		
Social Media	118	46.5
Family/Frend	129	50.8
observe immediately	87	34.3
Characteristics of the product you like		
Menu Variants	138	54.3
Spicy level	140	55.1
Taste	114	44.9
Appearance	34	13.4

According to the respondent profile, women outnumbered men (67.5%), and most respondents (67.5%) gave an age range of 20 to 30 years old. Most employees filled out the form (37.3%), followed by students (32.2%). 35.8% of respondents who completed the study had visited twice, compared to 37.8% who had gone three to five times. 74% of respondents said they loved the goods, while 71.3% said they liked the pricing. Most respondents who learned about the product did so from friends and family (50.8%) and social media (46.5%). The respondents' favourite feature of the product is its level of spiciness, which stands at 55.1%. This is followed by the menu variant, which comes in at 54.3%, and the taste, which comes in at 44.9%.

3.2. Analyst

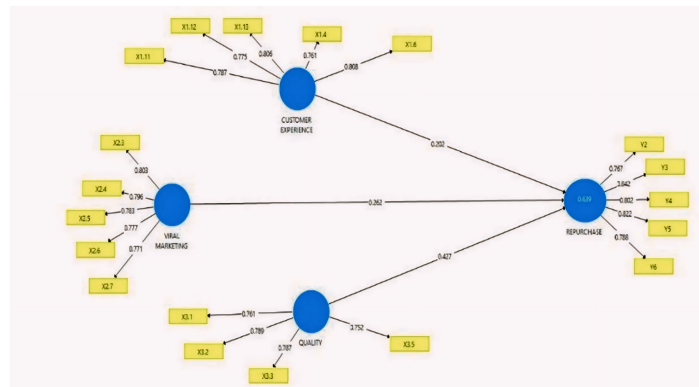


Figure 2. Structural Model

Source: Author 2023

Repurchase intention is the endogenous variable in this study, while customer experience, viral marketing, and product quality are the exogenous variables. According to Cho, if the outer loading value is more than 0.05, Cronbach's alpha is a reliability coefficient utilized for convergent validity. The structural model clarifies why no variable indicator has an outer loading value of less than 0.05, allowing for the use of these indicators in subsequent studies.

Table 2. Evaluation of Measurement Models

Source: Author 2023

Variable	Indicator	Item	Loading Factor	Reability	AVE
Customer Experience	1. Sense	X1.4	0,761	0,847	0,620
	2. Feel	X1.6	0,808		
	3. Think	X1.11	0,787		
	4. Act	X1.12	0,755		
	5. Relate	X1.13	0,806		
Viral Marketing	1. The Messenger	X2.3	0,803	0,846	0,618
	2. The Message	X2.4	0,796		
	3. The Environment	X2.5	0,783		
		X2.6	0,777		
		X2.7	0,771		
Quality Product	1. Appearance	X3.1	0,761	0,775	0,597
	2. Texture	X3.2	0,789		
	3. Flavor	X3.3	0,787		
		X3.5	0,752		
Repurchase Intention	1. Transactional Intent	Y2	0,767	0,864	0,647
	2. Referential Intent	Y3	0,842		
	3. Preferential Intent	Y4	0,802		
	4. Explorative Intent	Y5	0,822		
		Y6	0,788		

Table 2 demonstrates that to ascertain the discriminant validity value and verify the cross-loading value, it is also necessary to confirm each indicator's AVE value or the average value of the variable extract. The AVE value in the variables customer experience (X1), viral marketing (X2), product quality (X3), and repurchase intention (Y1) in the table shows that all of the variables have strong discriminant validity, meeting the requirement of having a value >0.5 .

Table 3. Discriminant Validity – Fornell Larcker
Author 2023

Variable	Customer Experience	Product Quality	Viral Marketing	Repurchase Intention
Customer Experience	0,788			
Product Quality	0,652	0,773		
Viral Marketing	0,680	0,739	0,805	
Repurchase Intention	0,762	0,684	0,709	0,786

The test is considered excellent if the root of the AVE in the concept is higher than the correlation of other latent variable constructs. The purpose of discriminant validity is to gauge the reflective model's correctness. It has a minimum criterion of 0.5 and is considered better if it surpasses that threshold. Since all values in the preceding table have numbers more than 0.5, the results are promising.

Table 4. Multicollinearity Test
Author 2023

Variable	Customer Experience	Quality	Repurchase	Viral Marketing
Customer Experience			2,581	
Quality			2,034	
Repurchase				
Viral Marketing			2,791	

The data above shows a VIF value of 2.034 to 2.791, which means no more than 0.5. These results indicate that multicollinearity is not a problem for continuing research. The next step is to carry out a coefficient of determination test.

Table 5. Coefficient of determination test
Author 2023

Variable	R2	R2 Adjusted
REPURCHASE	0,639	0,635

In Table 5, the R2 value indicates the coefficient of determination. This can be observed from the adjusted R2 value results, which indicate that the coefficient of determination is used to quantify the model's capacity to explain how the influence of independent variables, individually or jointly, can influence the dependent variable. As the endogenous variable repurchase intention has a coefficient of determination R2 of 0.639, it can be inferred that 63.9% of the influence of the independent variable on repurchase intention co-occurs. Other variables that are not examined in this investigation impact the remaining 36.1%. The corrected R2 value, also known as the coefficient of determination, showed test findings of 0.635, or 63.5%, with the remaining 36.5% being explained by independent variables not included in this study.

Table 6. Prediction Accuracy Test (Q2)
Author 2023

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
CUSTOMER EXPERIENCE	1270,000	726,523	0,428
QUALITY	1016,000	681,889	0,329
REPURCHASE	1270,000	676,179	0,468
VIRAL MARKETING	1270,000	733,454	0,422

This Q2 test demonstrates a good value for the generated observation value visible in Q square (Q2). The observation value's findings are promising, provided the Q2 value is greater than 0. Table 6 shows that every variable has Q2 results greater than zero.

Table 7. F test

Variable	Customer Experience	Quality	Repurchase	Viral Marketing
Customer Experience			0,044	
Quality			0,249	
Repurchase				
Viral Marketing			0,068	

The F-square test with a minimum value of 0.02 is used to assess the degree of significant effect between variables. All of the variables in the preceding table have an F-square value of more than 0.02; therefore, it can be concluded that the value satisfies the requirements. A value of 0.02 is considered small, a value of 0.15 is considered medium, and a value of 0.35 is considered high.

Table 8. Path Coefficient
Author 2023

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (—O/STDEV—)	P Values	Result
CUSTOMER EXPERIENCE -> REPURCHASE	0,202	0,200	0,084	2,405	0,017	Accepted
QUALITY -> REPURCHASE	0,427	0,426	0,079	5,443	0,000	Accepted
VIRAL MARKETING -> REPURCHASE	0,262	0,267	0,087	3,002	0,003	Accepted

The route coefficient indicates the direction of the variable relationship. This value can determine whether a hypothesis is accepted or rejected and has a positive or negative direction. The P values criterion indicates that the value range is between 0 and 1, and the condition for the t-table path coefficient is >1.96 . If the hypothesis falls between -1 and 0, it can be considered negative or rejected; if it is positive, it can be considered accepted. The data in Table 8 supports the hypothesis that the customer experience variable influences repurchase intention; a t-statistic of 2.405 (>1.96) and a P value of 0.017 (0) suggest that the effect of viral marketing can lead to repurchase intention. Additionally, the t-statistic value of 5.433 (>1.96) and the P value of 0.000 (0) supported the hypothesis regarding the impact of the product quality variable on repurchase intention. With a t-statistic of 3.002 (>1.96) and a P value of 0.003 (0), the association between the final variable viral marketing and repurchase intention indicates that there is an influence of product quality on repurchase intention, indicating that the hypothesis is accepted.

3.3. Discussion

Customers' experiences are crucial for businesses that offer goods or services. Providing customers with a great experience will boost sales and foster customer loyalty, which may influence the likelihood that they will make additional purchases. The relationship between clients who do not know your firm at first, become new purchasers, and eventually become devoted patrons, is known as the customer experience. The research's conclusions clarify that consumers' perceptions can influence their propensity to make repeat purchases.

Using social media as a promotional tool is the first thing that piques customers' interest, aside from the customer experience. Viral marketing is one of our promotional techniques that can succeed with intense promotion. Customers who tell others about a product through storytelling are known as viral marketers. Customers were drawn to this time by the long lines they saw; as a result, many more were interested in the noodles' flavor and spiciness. Word of mouth began to spread, and those closest to one another were invited to sample the many goods available.

For customers to benefit from viral marketing favorably, high-quality products must also sustain many customers prepared to wait in line. Customer satisfaction is driven by product quality, which can be any aspect or factor. Alternatively, product quality can be considered a unique selling point that stands out from the competition and is prioritized by marketers over several other factors. The study's findings indicate that one factor that may affect repeat purchases is product quality. Since product quality is still regarded as a standard in the culinary industry, business owners must continue to prepare their efforts internally through marketing tactics and external efforts.

4. CONCLUSION

This study underscores the pivotal factors influencing customer repurchase intention, notably emphasizing product quality, customer service, and viral marketing. Firstly, it affirms that consumers are more inclined to repurchase products of superior quality, underlining the enduring impact of quality assurance on brand loyalty and repeat business. Additionally, the study underscores the significance of positive customer experiences, indicating that superior customer service fosters a sense of trust and satisfaction, enhancing the likelihood of repeat purchases.

The research highlights the potency of viral marketing in driving repurchase intentions, suggesting that well-executed viral campaigns can significantly influence customer behavior and stimulate repeat purchases. By leveraging viral marketing strategies effectively, businesses can extend their reach, enhance brand visibility, and cultivate a community of loyal customers predisposed to repurchase. The study underscores the imperative for entrepreneurs to prioritize product quality, customer service excellence, and innovative viral marketing initiatives to foster customer satisfaction, drive repeat purchases, and sustain long-term business growth in dynamic market environments.

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