

# The effect of customer experience, place attachment, customer satisfaction, and word-of-mouth on revisit intention

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## ABSTRACT

**Purpose-**E-commerce companies need to pay attention to the level of revisit intention on the services they provide. This ensures that their services can pay attention to consumer loyalty to continue making transactions on the service. This study aims to analyze the effect of customer experience, place attachment, customer satisfaction, and word-of-mouth on revisit intention for active users of Shopee e-commerce in Indonesia.

**Design/Methodology/Approach-**This study analyzes revisit intention in active users of Shopee e-commerce in Indonesia. The sample of this study consisted of 130 respondents. Research data was collected using an online questionnaire with a Likert scale. Data analysis was done using SPSS version 25 to test validity, reliability, and research hypothesis testing.

**Findings-**This study proves that all four hypotheses were accepted or supported. Customer experience, place attachment, customer satisfaction, and word-of-mouth are each partially proven to affect revisit intention positively. These four factors can increase consumers' intention to revisit Shopee e-commerce sites in online buying and selling transactions.

**Research limitations/implications-**The results of this study can be used as a reference for e-commerce companies to improve consumers' revisit intentions. Revisit intention is essential for e-commerce companies to maintain consumer loyalty and attract new consumers to buy and sell transactions through e-commerce.

**Originality/value-**There is no research on revisit intention that uses similar variables as in this study. Previous research analyzed factors that were different from those in this study. In addition, previous studies used objects in e-commerce that differed from this study.

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## 1. The Introduction

Schwab (2017) argued that this is the beginning of a revolution that fundamentally changes how individuals live, work, and relate. These changes will undoubtedly be related to changes in the economy and consumer wants or needs; thus, it becomes an opportunity for businesses to maintain good relations with customers and win market competition (Agustian et al., 2023).

However, amid these dynamic changes, the e-commerce industry is one sector that can respond to these changes more quickly and flexibly. With the advancement of technology and information, the e-commerce industry has expanded its reach globally, changed the way it shoppers, and created new opportunities to grow businesses.

Initially, the e-commerce industry started in developed countries because they developed the concept of online shopping, which then expanded to other countries (Jain et al., 2021). The development of the e-commerce industry has also increased significantly in Indonesia. Factors such as the development of broader Internet access, growth in the number of smartphone users, and support from the government to strengthen digital infrastructure have created a suitable environment for the e-commerce industry in Indonesia. This is evidenced by various e-commerce platforms, one of which is Shopee. Shopee officially entered Indonesia in 2015 and has grown rapidly by offering various advantages, such as promotions and live streaming features. Analysing how employees maintain dominance in the Indonesian e-commerce market is interesting. Shopee is an e-commerce industry that successfully acquires new customers and makes old users repeat visits (Tedry & Ellitan, 2023). Therefore, it is essential to understand the factors that influence consumer revisits, such as customer experience, place attachment, customer satisfaction, and word-of-mouth (WOM).

Revisit intention is part of behavioural intention (Liu & Lee, 2016). Revisit intention occurs when consumers consume products or services through e-commerce through an evaluation process, and is then expected to have a revisit intention (Liu & Lee, 2016). Revisiting intention is a critical factor in market competition in the e-commerce industry. Previous research has shown that several factors influence consumer behaviour, such as customer experience (Rather & Hollebeek, 2021), place attachment (Kim et al., 2017), customer satisfaction (Tuncer et al., 2021), and WOM (Rambocas et al., 2018).

The positive effect of customer experience on revisit intention was supported by the findings of Zhang et al. (2018). Consumer experience is a consideration for consumers when increasing repeat visits (Chang et al., 2014). In the context of this research, the nature of consumers' experiences while using e-commerce services will influence their decision to use e-commerce services. In addition, consumers who engage in activities that provide unique and rewarding experiences are more likely to want to do so again (Ali et al., 2016). Additionally, consumers with good and memorable experiences show good behavioural intentions, ultimately leading to revisiting intentions. When consumers feel an excellent mood and satisfaction, their intention to visit again will also increase. The experience aims to provide added value after feeling a pleasant impression, so that the experience will always be remembered and triggered to do it again. Experiences that consumers experience in the long term have the most substantial impact on return visits (Srivastava & Kaul, 2016). A positive customer experience can generate strong emotional attachment to a specific location, which may encourage return visits.

The next factor is that place attachment positively affects revisit intention. Research by Isa et al. (2020) and Zhou et al. (2022) proves that place attachment has a positive effect on revisit intention. The Stimulus-Organism-Response (SOR) model explains the relationship between place attachment and revisit intention. The SOR model suggests that the environment (as a stimulus) affects place attachment (as an organism), and in turn, affects revisit intention (as a response). Attachment feelings brought on by different types of product or service use can favour customer loyalty, as shown by inclinations to return (Chen-Yu et al., 2016). Positive experiences can be the foundation for developing place attachment and a powerful motivator for returning because they improve different facets of a customer's personality. Place attachment is a positive mind-set that motivates return visits (Isa et al., 2020). Customers are more likely to revisit a company if they are attached to it.

Saleem et al. (2017) and Rajput and Gahfoor (2020) proved the positive effect of customer satisfaction on revisit intention. Customer satisfaction is seen as a factor that ensures the profitability and loyalty of a company in the long run (Khadka & Maharjan, 2017). Phuong and Dai (2018) indicated that customers' behavioural intention to repurchase (in the context of this study, is to revisit) is a positive function of their perceptions of satisfaction and service quality. Customer satisfaction and revisit intention are interrelated, because satisfaction can strengthen

customers' decisions to revisit (Soleimani & Einolahzadeh, 2018). Satisfied customers are likely to reject competitive offers and return their first choice. Karunaratna and Kumara (2018) mentioned that customer satisfaction is an essential attribute for marketers because it is assumed to be a determinant of repeat sales and building customer loyalty.

Matute et al. (2016) and Abubakar et al. (2017) proved the positive effect of WOM on revisit intention. WOM promotion has been suggested for further research as it directly influences revisit intentions (Liu & Lee, 2016). Thus, when customers feel satisfied with a product or service, they are expected to recommend the product to a broad audience and are willing to return (Cantallops & Salvi, 2014). WOM communication from consumers is recognized as an essential factor for behavioural intention to revisit. WOM and revisit intentions are closely related (Rasoolimanesh et al., 2021). One of the main reasons that consumers intend to revisit is e-WOM (Kanwel et al., 2019). Consumers recommend and encourage others to revisit a service by sharing a positive experience. Positive WOM tends to stimulate consumers to visit again, whereas negative WOM reduces it. Positive WOM typically arises from memorable and pleasant experiences. Individuals share their positive experiences with others and the positive emotions associated with these experiences, which motivate them to visit again.

## 2. Literature Review and Hypothesis Development

Research conducted by Zhang et al. (2018) demonstrated the positive influence of customer experience on revisit intention. In this study, customer experience is assumed to be the impression consumers obtain after visiting or making transactions through e-commerce. The better the impression customers receive, the more positive the experience will be, thus allowing them to make repeat visits to e-commerce (Chang et al., 2014). Customer experiences in achieving revisit intention can be completed in several ways, such as creating experiences involving human senses, providing positive emotional experiences, providing good service, and building stronger customer relationships. E-commerce, which succeeds in creating a good customer experience, generates a feeling of satisfaction and makes customers interested in another visit.

### **H<sub>1</sub>: Customer Experience Has a Positive Effect on Revisit Intention**

Research conducted by Isa et al. (2020) and Zhou et al. (2022) proved that place attachment has a positive influence on revisit intention. The relationship between place attachment and intention to revisit a product or service. Isa et al. (2020) found that place attachment is a significant predictor of customer loyalty as represented by the intention to revisit. Feelings of attachment resulting from various forms of product or service consumption can positively influence consumer loyalty, as manifested by revisit intentions (Chen-Yu et al., 2016). Positive experiences enhance multiple aspects of a consumer's personality; therefore, they can be the basis for fostering place attachment, which can be a strong driver for revisiting. Place attachment is considered a favourable attitude that underlies repeat visits (Patwardhan et al., 2020). The emotional bond of attachment to a particular place resulting from a satisfying consumer experience can lead to repeated visits. The more attached a consumer is to a product or service, the higher the desire to visit it.

### **H<sub>2</sub>: Place Attachment Has a Positive Effect on Revisit Intention**

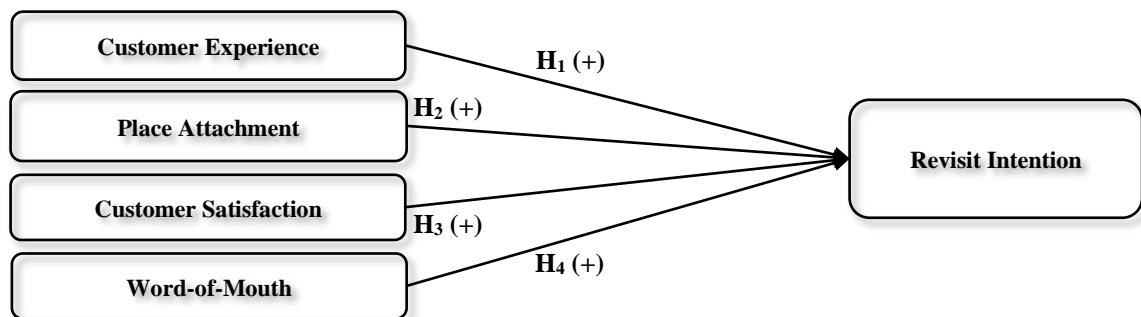
Research conducted by Saleem et al. (2017) and Rajput and Gahfoor (2020) demonstrated the positive influence of customer satisfaction on revisit intention. Customer satisfaction measures the ability of products and services to meet or exceed expectations. If companies want their products or services to be considered valuable by consumers, customer satisfaction must be achieved (Zameer et al., 2015). In this study, e-commerce is the service context. Customers who feel satisfied tend to be loyal to e-commerce services (Suki, 2017) and are willing to visit or make transactions again through the service. This means that when customer needs are met, this satisfaction encourages consumers to make repeat purchases; this study is a return visit.

### **H<sub>3</sub>: Customer Satisfaction Has a Positive Effect on Revisit Intention**

Research conducted by Matute et al. (2016) and Abubakar et al. (2017) demonstrated the positive influence of WOM on revisit intention. Revisit intention refers to consumers' willingness to return to a particular product or service. Positive WOM is a form of support from consumers who are satisfied with and willing to recommend it to others (de Leaniz et al., 2024). Promotion by positive WOM refers to favourable verbal or non-verbal communication about a product or service that is shared based on one's experience (Giao & Vuong, 2024). When customers share positive experiences and impressions, WOM positively affects revisit intentions. Consumers who feel satisfied with a product or service are willing to recommend the product or service to others and visit them again. Positive WOM from coworkers, friends, and family increases revisit intention (Nikookar et al., 2015).

#### **H<sub>4</sub>: Word-of-Mouth Has a Positive Effect on Revisit Intention**

Figure 1 shows the research model used to analyze the factors influencing revisit intentions. This study examined the positive influence of customer experience, place attachment, customer satisfaction, and WOM on revisit intention.



**Figure 1. Research Model**

### **3. Research Methodology**

The population of this research is all Indonesians who are active users of the Shopee e-commerce application. The population of this study was relatively large or unknown with certainty. Therefore, it is necessary to use specific techniques to determine the sample. The sample was determined using a purposive sampling technique, and was selected based on the characteristics defined by the researcher. The sample criteria for this study are that Indonesian people have been active users of the Shopee e-commerce application for at least one year, are at least 17 years old, and have made purchases at Shopee more than twice. Based on these criteria, the number of respondents obtained was 130 participants were included.

Data for this study were obtained through questionnaires distributed online using Google Forms. The questionnaire contained statement indicator items that represented each research variable. The variables of customer experience, place attachment, customer satisfaction, and revisit intention each consisted of five indicator items. The WOM variable in this study has six indicator items. Each of these indicator items is measured using a five-point Likert scale. Data analysis was performed using SPSS version 25 to test validity, reliability, and research hypotheses.

The data analysis began by conducting a validity test. A validity test was conducted based on the factor loading value of the indicator item for each variable. If the factor loading value exceeded 0.6, the indicator item was considered valid (Hair et al., 2020). However, if the factor loading value is less than 0.6, the indicator item must be removed and data testing is repeated. After completing the validity test, we proceeded with a reliability test for each research variable. The reliability test was measured based on Cronbach's alpha value for each variable. If the Cronbach's alpha value is more than 0.6, the variable can be considered reliable (Hair et al., 2020). Finally, we tested our research hypothesis. The research hypothesis was accepted if it showed a significance value less than 0.05. If the significance value is greater than 0.05, the hypothesis is rejected (Ghozali, 2018).

#### 4. Result and Discussion

##### Characteristic Respondent

Table 1 shows the data regarding the respondents' characteristics. Based on the data obtained, the respondents of this study were dominated by men (78 respondents) and women (52 respondents). The age of respondents was dominated by those between 21 and 24 years, that is, 75 respondents. The most dominant respondent's income was between Rp 1,000,000 and Rp 2,999,999 million rupiah, with as many as 76 respondents. Most respondents were college students, with as many as 95 respondents.

**Table 1. Characteristic Respondent**

Classification	Description	Total
Gender	Male	78
	Female	52
Age	17 – 20 Years Old	20
	21 – 24 Years Old	75
	25 – 29 Years Old	21
	>= 30 Years Old	14
Salary	< Rp 1.000.000	17
	Rp 1.000.000 – Rp 2.999.999	76
	>= Rp 3.000.000	37
City	Student	95
	Private Employee	27
	Public Servant	4
	Other	4

Source: Primary Data Processed (2024)

##### Validity Test

**Table 2. Validity Test Result**

Indicator	Customer Experience	Place Attachment	Customer Satisfaction	Word-of-Mouth	Revisit Intention
CE 1	0.769				
CE 2	0.751				
CE 3	0.611				
CE 4	0.625				
CE 5	0.783				
PA 1		0.820			
PA 2		0.793			
PA 3		0.734			
PA 4		0.829			
PA 5		0.829			
CS 1			0.860		
CS 2			0.713		
CS 3			0.717		
CS 4			0.711		
CS 5			0.811		
WM 1				0.626	
WM 2				0.691	
WM 3				0.702	
WM 4				0.695	
WM 5				0.730	
WM 6				0.768	
RI 1					0.784
RI 2					0.782
RI 3					0.737
RI 4					0.684
RI 5					0.711

Source: Primary Data Processed (2024)

Table 2 presents the validity test results for the research data. All indicator items representing customer experience (CE), place attachment (PA), customer satisfaction (CS), word-of-mouth (WM), and revisit intention (RI) are proven to be valid. The factor-loading value of each indicator item was greater than 0.6.

### Reliability Test

Table 3 shows that all variables used in this study were reliable. This can be proven by the Cronbach's alpha value of each variable, which is greater than 0.6. The Cronbach's alpha values of the customer experience, place attachment variable is 0.860, customer satisfaction variable is 0.821, WOM variable is 0.795, and revisit intention variables were 0.747, 0.860, 0.821, 0.795, and 0.792, respectively.

**Table 3. Reliability Test Result**

Variable	Cronbach's Alpha
Customer Experience	0.747
Place Attachment	0.860
Customer Satisfaction	0.821
Word-of-Mouth	0.795
Revisit Intention	0.792

Source: Primary Data Processed (2024)

### Hypothesis Test

Table 4 shows that the four hypotheses of this study were accepted because they had a significance value of less than 0.05. In this study, customer experience, place attachment, customer satisfaction, and WOM had a partial positive effect on revisit intention. This means that the four variables can encourage an increase in revisit intention.

**Table 4. Hypothesis Test Result**

Hypothesis	Coefficient	Sig.
Customer Experience → Revisit Intention	0.283	0.000
Place Attachment → Revisit Intention	0.117	0.029
Customer Satisfaction → Revisit Intention	0.365	0.000
Word-of-Mouth → Revisit Intention	0.198	0.000

Source: Primary Data Processed (2024)

## Discussion

### The Effect of Customer Experience on Revisit Intention

The results of testing the first hypothesis showed a positive effect of customer experience on revisit intention. This means that the higher and more positive the customer experience, the higher is the level of consumer revisit intention. Consumers with a positive experience when using e-commerce tend to use the platform again to conduct transactions (Chang et al., 2014). The results of this study align with those of previous research conducted by Zhang et al. (2018), which show that customer experience has a positive effect on revisit intention. A positive experience with a product or service is an essential factor in predicting future behavioural intentions (Ali et al., 2016). A positive experience can lead to positive future consumer behaviour, such as revisiting intentions.

### The Effect of Place Attachment on Revisit Intention

The results of testing the second hypothesis showed a positive effect of place attachment on revisit intention. This means that the higher the place attachment, the greater the intention of e-commerce users to revisit it. Place attachment is the emotional bond between individuals and places (Hernández et al., 2020). This proves that place attachment makes customers think that e-commerce is the right choice to fulfil their needs and that they will continue using the service. The results of this study align with those of Isa et al. (2020) and Zhou et al. (2022) in that place attachment has a positive effect on revisit intention. According to Chen-Yu et al. (2016),

attachment feelings brought on by different product or service consumption types can favour customer loyalty, as shown by inclinations to return. A customer's positive experiences can be the foundation for developing place attachment, a powerful motivator for returning because they improve various areas of their personality. A customer's desire to return to business increases with their level of attachment to that service or product.

### **The Effect of Customer Satisfaction on Revisit Intention**

The results of testing the third hypothesis showed positive customer satisfaction with customer sanctions. This means that high customer satisfaction significantly contributes to encouraging customer intention to return to visit or use the same products and services. In the context of this study, customer satisfaction is obtained from the comparison between product or service performance, quality, or other results perceived by consumers and the evaluation standards they have; in other words, customer satisfaction is measured based on the ability of the product or service to meet consumer expectations. Consumer satisfaction encourages increased repurchase behaviour and intention to recommend to others (Prayag et al., 2017), so customer satisfaction can encourage return visit intentions. The results of this study are consistent with those of research conducted by Saleem et al. (2017) and Rajput and Gahfoor (2020) which show that customer satisfaction has a positive effect on revisit intention.

### **The Effect of Word-of-Mouth on Revisit Intention**

The results of testing the fourth hypothesis showed a positive effect of WOM on revisit intention. This means that high WOM significantly contributes to encouraging customer revisit intention. Shopee have a large user base, which encourages communication between users to share information about the shop. Therefore, WOM greatly influences revisit intention (Nikookar et al., 2015). This is in line with the research conducted by Matute et al. (2016) and Abubakar et al. (2017), who showed that WOM positively affects revisit intention. Satisfied consumers are encouraged to disseminate their experiences through WOM and, in turn, enable other consumers to visit again. Consumers with a satisfying experience automatically share their positive feedback and are willing to return without consideration.

## **5. Conclusion**

This study proves that all four hypotheses were accepted or supported. Customer experience, place attachment, customer satisfaction, and WOM have been partially proven to positively affect revisit intention. These four factors can increase consumers' intention to revisit Shopee e-commerce sites in online buying and selling transactions. The limitations of this study are that the number of respondent samples is still too small, it does not include respondents who represent every region in Indonesia, and it is limited to Shopee e-commerce users. Therefore, the results of this study cannot be used as a reference to determine the factors that influence revisit intention among e-commerce consumers in Indonesia. Based on these limitations, future research is expected to expand the number of respondent samples and use other variables that have not been studied to develop research results related to factors that influence revisit intention. The results of this study can be used as a reference for e-commerce companies to improve consumers' revisit intentions. Revisit intention is essential for e-commerce companies to maintain consumer loyalty and attract new consumers to buy and sell transactions through e-commerce.

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