

The mediating role of service quality in customer value and brand experience impact on repurchase intention

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Abstract - Understanding the impact of customer value and brand experience on repurchase intention, while optimizing service quality, is essential for ensuring sustainable business performance. This study examines the mediating role of service quality in the influence of customer value and brand experience on repurchase intention at PTNJM Bali Head Office. The research aims to determine the direct and indirect effects of customer value and brand experience on repurchase intention, considering service quality as a potential mediator. This study employs an explanatory research design with a quantitative approach. Data were collected from 100 respondents using questionnaires, observations, and interviews. A non-probability sampling method with purposive sampling was applied to ensure relevant participants. The collected data were analysed using SPSS Version 29 and Smart PLS Version 3 to assess the relationships among variables and the mediation effects of service quality. The analysis revealed that customer value does not have a positive and significant effect on repurchase intention, while brand experience positively and significantly influences repurchase intention. Additionally, service quality has a direct positive and significant impact on repurchase intention. However, the findings indicate that service quality does not mediate the relationship between customer value and repurchase intention, nor does it mediate the relationship between brand experience and repurchase intention. These findings suggest that while brand experience and service quality are critical factors in encouraging repurchase behaviour, customer value alone does not directly contribute to repeat purchases. Furthermore, service quality does not serve as an effective mediator in strengthening the impact of customer value and brand experience on repurchase intention. These insights provide valuable implications for businesses, highlighting the importance of enhancing brand experience and service quality to foster customer loyalty and long-term retention.

Keywords: repurchase intention, customer value, brand experience, service quality, mediating effect

1. Introduction

Business expansion activities must be oriented towards sustainability and long-term goals, not only for the benefit of the company but also by considering the interests of consumers. As part of business development efforts, optimization in operations presents a significant opportunity to expand business scale and growth, thereby increasing sales margins and brand value (Jaipong, 2022). Amidst the growing importance of business expansion in an era of rapid globalization and technological advancement, companies are required to continuously innovate, be creative, and demonstrate their best integrity in managing their operations

within the global competitive landscape (Winarno et al., 2022).

Hajj and Umrah are fundamental religious pilgrimages in Islam, requiring believers to fulfill all necessary conditions and obligations (Harahap, 2023). To support these religious practices, strategic management within Hajj and Umrah travel service companies is essential. Proper guidance and structured management help ensure that all stakeholders understand the company's vision and mission, ultimately achieving common goals. Companies can develop a control strategy by addressing the spiritual needs of pilgrims while incorporating religious context and branding elements into their service framework.

As these religious pilgrimages continue to gain popularity among Muslims, the demand for Hajj and Umrah services has significantly increased, leading to an overwhelming surge in the number of pilgrims (Safrina et al., 2023). A study highlights that in businesses such as Hajj and Umrah travel services, delivering exceptional service quality is crucial to enhancing customer satisfaction and maintaining a positive corporate image for future clients (Firdaus et al., 2023). This is supported by data on the waiting list for regular Hajj pilgrims in Indonesia, which reflects the growing demand for these religious travel services.

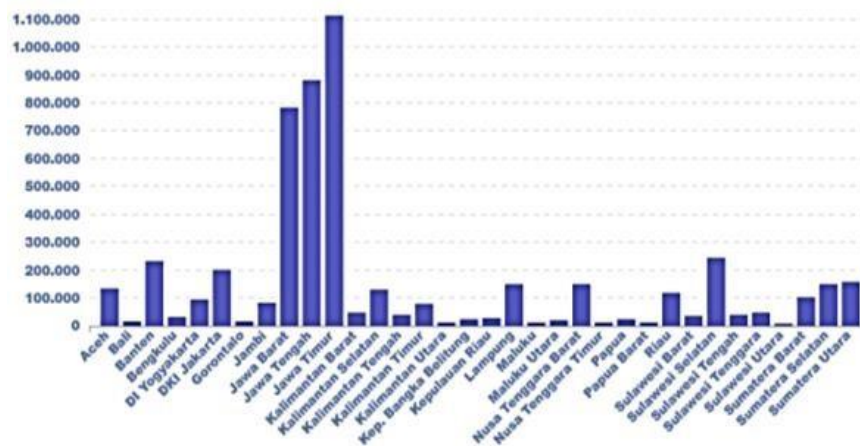


Figure 1. Data on the Waiting List of Regular Hajj and Umrah Pilgrims in Indonesia
(Source: Satu Data Kemenag)

Although Muslims form a minority in Bali, their commitment to performing religious pilgrimages such as Hajj and Umrah remains strong. The COVID-19 pandemic brought significant disruptions to these spiritual journeys, leading to a decline in Hajj registrations and a temporary halt in Umrah pilgrimages due to global travel restrictions. However, in the years following the pandemic, the enthusiasm of Balinese Muslim pilgrims has demonstrated remarkable resilience, as evidenced by the growing number of registrants eager to embark on these sacred journeys.

During the height of the COVID-19 pandemic, governments worldwide imposed strict travel restrictions to curb the spread of the virus. Saudi Arabia, the host country for the Hajj and Umrah pilgrimages, implemented rigorous policies, including limiting the number of international pilgrims and temporarily suspending Umrah services. These measures directly affected Muslims in Bali, where the already limited number of Hajj and Umrah pilgrims saw a sharp decline. Many prospective pilgrims had to postpone or cancel their plans due to uncertainties surrounding health protocols, financial difficulties, and travel restrictions.

Additionally, the economic impact of the pandemic affected many individuals and businesses, including travel agencies specializing in Hajj and Umrah services. Some agencies faced temporary closures, and the uncertainty surrounding international travel further discouraged new registrations. Consequently, for a period, there was a noticeable decline in the number of Hajj registrants, while Umrah pilgrimage activities came to a complete standstill.

Despite these challenges, the spirit of Muslim pilgrims in Bali remained unwavering. As global conditions improved and travel restrictions were gradually lifted, there was a resurgence of interest in Hajj and Umrah. This renewed enthusiasm can be attributed to several key factors.

(1) Spiritual Longing and Religious Commitment. For many Muslims, performing Hajj and Umrah is not just a religious obligation but also a deeply spiritual aspiration. The prolonged period of travel restrictions heightened the longing to visit the holy cities of Mecca and Medina. As soon as opportunities reopened, many Muslims in Bali prioritized fulfilling their pilgrimage, making up for the years lost due to the pandemic.

(2) Government and Organizational Support. The Indonesian government and various Islamic organizations played a significant role in facilitating the recovery of Hajj and Umrah pilgrimages. Initiatives such as financial assistance, flexible payment schemes, and priority access for previously registered pilgrims helped reignite interest in religious travel. Additionally, awareness campaigns reassured prospective pilgrims about the safety measures and health protocols implemented during the journey.

(3) Increasing Registrations and Waiting List Trends. The growing number of registered pilgrims in recent years serves as strong evidence of the resilience and determination of Balinese Muslims. Data from relevant authorities indicate a steady increase in Hajj registrations, with waiting lists continuing to expand. Similarly, Umrah services have resumed with high demand, reflecting the eagerness of pilgrims to embark on their spiritual journeys.

(4) Adaptation of Travel Agencies. Travel agencies specializing in Hajj and Umrah services have also adapted to the new normal by enhancing their service offerings. Digital platforms have facilitated easier registration processes, while improved travel packages with flexible scheduling options have encouraged more people to sign up.

Although the COVID-19 pandemic temporarily disrupted Hajj and Umrah pilgrimages for Muslims in Bali, their enthusiasm and commitment to fulfilling these sacred obligations have not diminished. The steady increase in registrations and the growing waiting lists indicate a strong resurgence in interest, driven by spiritual longing, government support, and the adaptability of travel agencies. This trend highlights the enduring significance of these religious journeys for the Muslim community in Bali, reaffirming their faith and dedication despite past challenges.

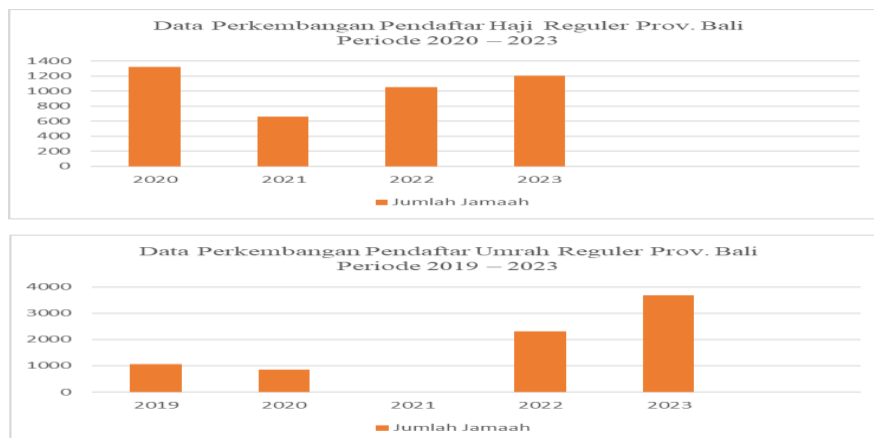


Figure 2. Data on the Development of Regular Hajj Registrants in Bali Province for the 2020–2023 Period and Umrah Registrants in Bali Province for the 2019–2023 Period
(Source: Kantor Pusat Kementerian Agama Provinsi Bali)

Based on data from the Simpu Ministry of Religious Affairs in 2024, it was recorded that the number of licensed and active travel agency owners or operators in Indonesia has reached 2,470. These licensed agencies are responsible for organizing and facilitating pilgrimage journeys, ensuring that pilgrims receive the best possible experience in performing their religious duties. Among these agencies, PT. Nazar Jaya Mandiri Bali (PTNJM Bali) has officially obtained permits as a **Penyelenggara Perjalanan Ibadah Umrah (PPIU)**, which authorizes it to arrange Umrah pilgrimages, and as a **Penyelenggara Ibadah Haji Khusus (PIHK)**, allowing it to organize special Hajj programs. These certifications signify the company's commitment to providing structured, reliable, and high-quality pilgrimage services.

As an officially recognized Hajj and Umrah travel service provider, PTNJM Bali plays a crucial

role in facilitating religious journeys while maintaining its marketing strategies to attract new customers and encourage repeat pilgrimages. Ensuring customer satisfaction is a primary objective, as it directly influences the likelihood of returning customers who may participate in future Umrah, Hajj, or religious tours with the company. Understanding and analyzing marketing trends, customer preferences, and the repurchase intention of pilgrims is essential for sustainable business growth in the competitive travel industry.

PTNJM Bali recognizes that one of the key factors in customer retention is service quality. In addition to ensuring compliance with government regulations and religious guidelines, the company strives to provide seamless travel arrangements, comfortable accommodations, and spiritual guidance throughout the pilgrimage process. The experience of performing Umrah and Hajj is deeply personal and significant for every Muslim, making it imperative for travel agencies to provide reliable and trustworthy services.

In recent years, the demand for Hajj and Umrah services has seen fluctuations due to external factors, including the COVID-19 pandemic, which resulted in temporary travel restrictions and a sharp decline in pilgrim registrations. However, the industry has demonstrated resilience, with a steady recovery in the number of registrants following the reopening of pilgrimage travel. Despite the challenges posed by the pandemic, the enthusiasm of Muslim pilgrims, particularly in regions where they form a minority, such as Bali, has remained strong. PTNJM Bali has witnessed a positive trend in the number of registrations for both Umrah and special Hajj programs. This trend reflects an increasing interest among the Muslim community in Bali to undertake religious pilgrimages, whether through individual registrations or group tours. The company's ability to attract new customers and retain returning pilgrims is reflected in the data on Umrah and special Hajj registrations through various marketing channels, including online promotions, word-of-mouth referrals, and direct visits to the company's office.

To further enhance its services, PTNJM Bali continuously evaluates customer feedback and market trends, ensuring that its travel packages meet the expectations and spiritual needs of its clients. Additionally, the company remains committed to improving operational efficiency, expanding its network of partners in Saudi Arabia, and offering competitive pricing to accommodate a broader range of pilgrims. The data on Umrah and special Hajj registrations from January to August 2024 provides valuable insights into consumer behavior, preferences, and the effectiveness of the company's marketing strategies. By analyzing these trends, PTNJM Bali can refine its services, strengthen customer relationships, and maintain its position as a trusted provider of religious travel services in Indonesia.

Table 1: Umrah and Special Hajj Registration Table for the Period of January – August 2024
PT. NJM Bali (Source: PT. Nazar Jaya Mandiri Bali)

Umrah Reguler		Haji Khusus	
Provinsi	Jumlah	Provinsi	Jumlah
Bali	86	Bali	2
Jawa	70	Jawa	10
Kalimantan	26		
Sumatera	23		
Sulawesi	20		

Various studies and research reliably indicate that a company's awareness in creating and developing the implementation of marketing management involves periodic innovation and renewal of products and production. This is essential to increase sales figures by integrating knowledge and skills to enhance revenue, boost enthusiasm, and improve managerial and entrepreneurial performance (Kurniawan et al., 2023). This is also supported by the awareness and efforts of the Head Office of PT. Nazar Jaya Mandiri Bali in building marketing management in its business operations through an in-depth understanding of consumer behaviour.

To optimize the quota for Umrah and Hajj departures, the Head Office of PT. Nazar Jaya Mandiri Bali strives to enhance brand experience by providing interactions and experiences that cover all elements of the journey, from the planning stage to the execution of the pilgrimage in the Holy Land. In general, brand experience in a company also focuses on the types and characteristics of experiences provided by the brand, where customers are offered exclusive provisions related to the brand (Muttaqien et al., 2023).

Furthermore, the Head Office of PT. Nazar Jaya Mandiri Bali also pays close attention to the importance of service quality, which plays a significant role in supporting business operations. Service

quality is a crucial factor in helping both public and private companies understand consumer behaviour and fulfil the needs and desires of their customers (Mohammed et al., 2024). Referring to the discussion on the deep understanding of customer needs and expectations, as well as continuous efforts to improve service quality, this study aims to examine how service quality mediates the influence of customer value and brand experience on repurchase intention at the Head Office of PT. Nazar Jaya Mandiri Bali. This research intends to formulate marketing strategies aligned with the evolving behaviour of Hajj and Umrah participants in Bali, specifically for PT. Nazar Jaya Mandiri Bali.

Consumer behaviour refers to the process or activity of acquiring, using, and consuming a product or service (Komilovich et al., 2024). According to the Engel-Kollat-Blackwell Model and the Howard-Sheth Model (1990), consumer behaviour—often referred to as *consumer behaviour*—advocates a fundamental understanding of market development to create a more effective and efficient trade system. This is achieved by integrating intellectual, emotional, and social factors, allowing companies to better understand the stages of customer decision-making while considering their marketing performance efforts (Hafidah, 2024). Customer value refers to the understanding of current buyers, the potential for repeat purchases, and the creation of future innovations. In both traditional and conceptual contexts, customer value lies in company capital and sales revenue, which are key to business success and are supported by technological advancements (Paananen & Seppänen, 2024). Zeithaml's theory presents customer value from the customer's point of view. In obtaining what they desire, customers consider the overall benefits of a product or service in relation to the balance between its advantages and the cost incurred. Therefore, theoretical models of customer value continue to evolve to this day (Jin & He, 2024).

Saima et al. (2020), in a study by Purwanto & Prayuda (2024), state that brand experience is often perceived as a response to the sensory, psychological, and attitudinal aspects of customers towards brand characteristics, which ultimately influences customer attention and perception of a product. To mitigate competition, increase demand, and maximize profits, companies can develop superior products or services based on memorable customer experiences. This, in turn, fosters a sense of customer involvement in the production process. Moreover, aligning various types of brand experiences can open up new marketing opportunities for companies (Zeng et al., 2023). Customer repurchase intention plays a crucial role in improving a producer's performance by ensuring that a product meets customer needs and desires (Wardana & Dirgantara, 2023). According to Rohmatin & Andjarwati (2019), repurchase intention refers to an action taken by a customer who, after experiencing a certain level of loyalty towards a product, decides to repurchase it. This action is driven by their appreciation of the product's positive aspects and their desire to enjoy these benefits again in the future. According to Tjiptono (2017), in the same research journal, service quality is a condition where customers feel their expectations of loyalty are met, aligning with what they anticipated.

The researchers have summarized 10 previous studies into 5 priority studies as follows. The first study found a positive and significant influence of customer value and customer experience on repurchase intention and customer satisfaction. Each relationship between the variables had a significant effect, and path analysis indicated that customer satisfaction serves as a partial mediating variable. This means that customer value and customer experience indirectly influence repurchase intention through customer satisfaction (Safrina et al., 2023).

The second study revealed that brand experience and service quality positively influence customer satisfaction and repurchase intention. Customer satisfaction also plays a crucial role in strengthening repurchase intention. The findings suggest that store management should maintain customer satisfaction and enhance service quality by ensuring employee professionalism and providing fast service (Fahmi et al., 2021). The third study demonstrated that customer experience has a positive and significant impact on repurchase intention, while service quality does not significantly influence it. However, when customer satisfaction acts as an intervening variable, both customer experience and service quality positively and significantly affect repurchase intention. The study concluded that customer experience and service quality influence customer satisfaction by 56.7%, which in turn affects repurchase intention (Yanti, 2020).

The fourth study used Structural Equation Modelling (SEM) and found that service quality and consumer trust positively and significantly affect customer satisfaction. While service quality also significantly influences repurchase intention, consumer trust does not have a significant impact on it. Customer satisfaction plays a key role in encouraging repurchase behaviour (Gunawan et al., 2024).

The fifth study examined the impact of sensory marketing, brand experience, brand image, and perceived service quality on brand loyalty in luxury brands. The findings indicated that positive experiences in these aspects enhance consumer loyalty. Customer satisfaction serves as an essential

mediator that links sensory marketing, brand experience, brand image, and perceived service quality. The study suggests that to strengthen brand loyalty, marketers should prioritize sensory marketing initiatives, create outstanding brand experiences, manage brand perceptions, and provide high-quality services (Alfikry et al., 2024).

2. Method

The study was conducted at the Head Office of PT. Nazar Jaya Mandiri Bali for approximately three months to objectively address the research problem. The research object consists of the congregation at the Head Office of PT. Nazar Jaya Mandiri Bali. This study focuses on the factors influencing repurchase intention and examines their perceptions of the service quality provided by the company through customer value efficiency and brand experience.

There are two data sources in this study:

- **Primary data**, which includes responses from the congregation through questionnaires, observations, and interviews regarding customer value and brand experience in relation to repurchase intention, with service quality as an intervening variable at the Head Office of PT. Nazar Jaya Mandiri Bali.
- **Secondary data**, which is obtained from various sources, including documentation and records available at the Head Office of PT. Nazar Jaya Mandiri Bali and the Regional Office of the Ministry of Religious Affairs of Bali.

This study employs an explanatory research design with a quantitative approach. According to Sugiyono (2018, in Bahri, 2022), explanatory quantitative research requires an explanation of the relationships between variables that influence hypothesis testing. Therefore, this research aims to explore how these variables interact and impact one another.

Data collection methods include filling out questionnaires using a Likert scale, conducting direct field observations, and interviewing several informants such as the director, staff, and marketing personnel of the company.

This explanatory quantitative study utilizes **SPSS Version 29** and **Smart PLS Version 3** for data analysis. The following techniques are applied: (a) **Descriptive Statistical Analysis**. According to Sugiyono (2022), descriptive statistical analysis is necessary to analyze and describe data without making general conclusions. This analysis is typically used to determine the minimum and maximum values, mean, and standard deviation of the research data. (b) **Instrument Testing (Validity & Reliability)**.

According to Sugiyono (2022), validity testing refers to the accuracy of the data collected by researchers in representing the actual conditions of the research object. Reliability testing, on the other hand, measures whether the collected questionnaire data is consistent and dependable. (c) **Partial Least Square (PLS)**. According to Ghozali (2008), as cited in Maulidya (2020), PLS can be used to examine the relationships and test research propositions. This method helps determine the variations and research model for hypothesis testing. (d) **Hypothesis Testing**. This method involves formulating hypotheses by analyzing the relationships between variables using established values, assessment criteria, and conclusions derived from **Smart PLS**.

(e) **Mediation Test (VAF - Variance Accounted For)**. According to Hair et al. (2014), VAF is used in management and marketing to measure the contribution of mediating variables. VAF indicates the percentage of the total effect that is mediated by the mediating variable.

To ensure data validity, the researcher applies validity and reliability tests to questionnaire responses from selected respondents. Observations and interviews are also validated through documentation, including photographs and recordings.

3. Results and Discussion

3.1 Results

The final number of respondents in this study is 100, consisting of congregants who have previously purchased services from the Head Office of PT. Nazar Jaya Mandiri Bali.

Table 1. Respondents by Gender and Occupation

Gender	Frequency	Percentage	Occupation	Frequency	Percentage
Male	28	28%	Student	30	30%
Female	72	72%	Private Employee	28	28%
			Civil Servant	10	10%
			Entrepreneur	14	14%
			Others	18	18%
Total	100	100%	Total	100	100%

Table 2. Respondents by Age and Service Experience

Age (years)	Frequency	Percentage	Service Experience	Frequency	Percentage
< 20	3	3%	Never Used	0	0%
> 20	97	97%	Used Before	100	100%
Total	100	100%	Total	100	100%

The overall characteristics of the respondents align with the data and sample requirements of this study, as they have all previously used the services of PT. NJM Bali.

Table 3. Class Interval

Score Range	Measurement Criteria
1.00 – 1.80	Strongly Disagree / Very Low
1.81 – 2.60	Disagree / Low
2.61 – 3.40	Neutral / Medium
3.41 – 4.20	Agree / High
4.21 – 5.00	Strongly Agree / Very High

Source: Sugiyono, 2022

Customer Value = **4.36** *Brand Experience* = **4.26** *Repurchase Intention* = **4.25** *Service Quality* = **4.38**

Based on the average score of responses for the four variables, all fall within the "Very High" category, as their values range between 4.21 and 5.00.

3.2 Discussion

This section is used to determine the highest value (Max), lowest value (Min), average (Mean), and standard deviation for each variable.

Table 4 Test Result

Variabel	N	Min	Max	Mean	Std. Dev
<i>Customer Value</i>	100	14.00	45.00	39.000	4.537
<i>Brand Experience</i>	100	12.00	40.00	35.000	4.311
<i>Repurchase Intention</i>	100	6.00	20.00	17.000	2.332
<i>Service Quality</i>	100	14.00	50.00	44.000	5.225
Valid N (listwise)	100				

Table 5: Customer Value Validity Test

Statement Item	R-count	R-table	Result
Cusva1	0.754	0.195	Valid
Cusva2	0.677	0.195	Valid
Cusva3	0.668	0.195	Valid

Statement Item	R-count	R-table	Result
Cusva4	0.673	0.195	Valid
Cusva5	0.749	0.195	Valid
Cusva6	0.655	0.195	Valid
Cusva7	0.705	0.195	Valid
Cusva8	0.691	0.195	Valid
Cusva9	0.655	0.195	Valid

Table 6: Brand Experience Validity Test

Statement Item	R-count	R-table	Result
Branex1	0.721	0.195	Valid
Branex2	0.770	0.195	Valid
Branex3	0.648	0.195	Valid
Branex4	0.639	0.195	Valid
Branex5	0.631	0.195	Valid
Branex6	0.651	0.195	Valid
Branex7	0.723	0.195	Valid
Branex8	0.753	0.195	Valid

Table 7: Repurchase Intention Validity Test

Statement Item	R-count	R-table	Result
Repint1	0.829	0.195	Valid
Repint2	0.615	0.195	Valid
Repint3			

Table 8: Service Quality Validity Test

Statement Item	R-count	R-table	Result
Serqua1	0.768	0.195	Valid
Serqua2	0.725	0.195	Valid
Serqua3	0.729	0.195	Valid
Serqua4	0.699	0.195	Valid
Serqua5	0.730	0.195	Valid
Serqua6	0.715	0.195	Valid
Serqua7	0.668	0.195	Valid
Serqua8	0.656	0.195	Valid
Serqua9	0.725	0.195	Valid
Serqua10	0.809	0.195	Valid

The table above proves that all variables meet the validity criteria for each questionnaire statement, as all 100 respondents' results show that the calculated R-value (R-count) is greater than the table R-value (R-table) of 0.195.

Table 9 Reliability Test of Variables

Variable	Cronbach's Alpha	Result
Customer Value	0.861	Reliable
Brand Experience	0.836	Reliable
Repurchase Intention	0.742	Reliable
Service Quality	0.896	Reliable

3.2.4 PLS (Partial Least Square)
Convergent Validity

Table 10 Results of Convergent Validity Test

Variable	Indicator	Outer Weights	Loading Factor	Result
Customer Value (X1)	Cusva1	0.168	0.777	Valid
	Cusva2	0.173	0.719	Valid
	Cusva3	0.156	0.684	Valid
	Cusva4	0.140	0.670	Valid
	Cusva5	0.173	0.757	Valid
	Cusva6	0.150	0.687	Valid
	Cusva7	0.157	0.718	Valid
	Cusva8	0.147	0.689	Valid
	Cusva9	0.150	0.649	Valid
Brand Experience (X2)	Branex1	0.178	0.744	Valid
	Branex2	0.211	0.776	Valid
	Branex3	0.178	0.690	Valid
	Branex4	0.133	0.583	Valid
	Branex5	0.134	0.562	Valid
	Branex6	0.220	0.720	Valid
	Branex7	0.178	0.739	Valid
	Branex8	0.184	0.753	Valid
Repurchase Intention (Y)	Repint1	0.349	0.837	Valid
	Repint2	0.347	0.676	Valid
	Repint3	0.338	0.763	Valid
	Repint4	0.286	0.751	Valid
Service Quality (Z)	Serqua1	0.146	0.800	Valid
	Serqua2	0.133	0.733	Valid
	Serqua3	0.139	0.732	Valid
	Serqua4	0.136	0.715	Valid
	Serqua5	0.138	0.732	Valid
	Serqua6	0.131	0.704	Valid
	Serqua7	0.138	0.691	Valid
	Serqua8	0.121	0.680	Valid
	Serqua9	0.134	0.727	Valid
	Serqua10	0.143	0.827	Valid

3.2.5 Discriminat Validity (Cross Loading)

Table 11 Cross Loading

Indikator	Customer Value	Brand Experience	Repurchase Intention	Service Quality
Cusva1	0.777	0.566	0.403	0.675
Cusva2	0.719	0.580	0.503	0.638
Cusva3	0.684	0.602	0.417	0.597
Cusva4	0.670	0.516	0.360	0.544
Cusva5	0.757	0.566	0.461	0.664
Cusva6	0.687	0.604	0.425	0.558
Cusva7	0.718	0.541	0.402	0.615
Cusva8	0.689	0.543	0.348	0.591
Cusva9	0.649	0.439	0.377	0.589
Branex1	0.567	0.744	0.418	0.564
Branex2	0.618	0.776	0.604	0.574
Branex3	0.562	0.690	0.459	0.526
Branex4	0.347	0.583	0.411	0.332
Repint1	0.349	0.662	0.837	0.256
Repint2	0.472	0.644	0.676	0.644
Repint3	0.473	0.490	0.763	0.520
Repint4	0.369	0.480	0.751	0.387
Serqua1	0.710	0.640	0.371	0.800
Serqua2	0.617	0.528	0.469	0.733
Serqua3	0.638	0.558	0.535	0.732
Serqua4	0.629	0.569	0.462	0.715
Serqua5	0.652	0.505	0.484	0.732
Serqua6	0.607	0.580	0.446	0.704
Serqua7	0.611	0.638	0.475	0.681
Serqua8	0.611	0.638	0.475	0.681
Serqua9	0.611	0.638	0.475	0.681
Serqua10	0.611	0.638	0.475	0.681

3.4 Reliability Test

3. Results and Discussion

3.1 Results

The examination of the influence of Customer Value, Brand Experience, Repurchase Intention, and Service Quality, which has undergone hypothesis testing using SPSS Version 29 and Smart PLS Version 3, will be explained as follows:

a) The Influence of Customer Value (X1) on Repurchase Intention (Y) at the Head Office of PT. Nazar Jaya Mandiri Bali.

Based on the inner model, the influence of Customer Value (X1) on Repurchase Intention (Y) has a coefficient value of -0.142, indicating a directional relationship, with a p-value of $0.404 > 0.05$ (5%), meaning there is no significant influence. In other words, the lower the customer value, the lower the repurchase intention.

According to the theoretical review in the previous chapter, a study suggests that customer value requires an understanding of current buyers, the opportunity for repeat purchases, and the creation of future innovations using the company's model and certain supporting factors. Zeithaml's theory explains customer value from the customer's point of view. To obtain the desired outcome, customers consider the overall benefits of a product or service in equilibrium with costs, making it an essential reference in fulfilling their needs.

As stated by Laila Indra Wahyuni, an Accounting staff member at PT. Nazar Jaya Mandiri Bali, in our interview:

"The most anticipated, appreciated, and memorable aspects for pilgrims during their Umrah journey with PT. Nazar Jaya Mandiri are the unity, harmony, and mutual care among the pilgrims. These moments leave a lasting impression, which is why many pilgrims recommend NJM and choose to travel again with NJM."

It is possible that all pilgrims who have used NJM's services have experienced positive impacts. However, these experiences may not provide a maximized personal feeling, only leaving behind a sense of satisfaction and memorable moments.

During observations at the company, it was evident that Umrah packages are not offered at low prices, requiring a significant financial commitment depending on individual economic conditions. Therefore, careful consideration and prioritization are needed when deciding on a repeat purchase based on the value of the product and its associated costs.

b) The Influence of Brand Experience (X2) on Repurchase Intention (Y) at the Head Office of PT. Nazar Jaya Mandiri Bali

Based on the inner model, the influence of Brand Experience (X2) on Repurchase Intention (Y) has a coefficient value of 0.490 and a p-value of $0.000 < 0.05$ (5%), indicating a significant influence. This means that the better the brand experience, the higher the repurchase intention.

According to the theoretical review in the previous chapter, brand experience is believed to have a real and essential impact on future transactions or repeat purchases.

As stated by Muhammad Alfian Nur Hamid, NJM's marketing representative, in our interview:

"When introducing our brand, we offer services that truly cater to the needs of the pilgrims, from the departure process to the facilities in Mecca and Medina. By showcasing documentation from previous pilgrimages, we ensure full confidence, encouraging them to travel with us again."

Pilgrims will feel the impact of the brand introduced if intellectual value is leveraged to stimulate their emotional perspective, fostering dedication and loyalty as repeat customers. Observations at the company demonstrated that emotional and intellectual experiences were enhanced by sharing testimonials and compelling stories about the company's services. Additionally, flexible and dedicated socialization efforts were conducted, such as during consultations and the Umrah/Hajj pilgrimage.

c) The Influence of Service Quality (Z) on Repurchase Intention (Y) at the Head Office of PT. Nazar Jaya Mandiri Bali

Based on the inner model, the influence of Service Quality (Z) on Repurchase Intention (Y) has a coefficient value of 0.397 and a p-value of $0.043 < 0.05$ (5%), indicating a significant influence. This means that the better the service quality, the higher the repurchase intention.

According to the theoretical review in the previous chapter, achieving customer loyalty that aligns with expectations dynamically influences their mindset and criteria in choosing, purchasing, and using the same product, even if it has a different brand in the future.

As stated by Ahmad Sunaryo Jumai, the President Director of PT. Nazar Jaya Mandiri Bali, in our interview:

"In my opinion, our services are excellent. Providing good and informative service significantly builds pilgrims' trust. Every year, we send hundreds, even thousands, of pilgrims, generating promising revenue. Our company is officially recognized and well-known among government circles."

Observations further revealed that the company is committed to providing the best services for both potential and loyal pilgrims. This includes optimizing reliability and responsiveness in promoting Umrah/Hajj packages, addressing pilgrims' concerns and needs, and efficiently managing the departure and return process through both direct and indirect interactions.

d) The Influence of Customer Value (X1) and Brand Experience (X2) on Repurchase Intention (Y) Mediated by Service Quality (Z) at the Head Office of PT. Nazar Jaya Mandiri Bali

Based on the inner model, the influence of Customer Value (X1) on Repurchase Intention (Y) mediated by Service Quality (Z) has a coefficient value of 0.280 and a p-value of $0.057 > 0.05$ (5%). Additionally, the influence of Brand Experience (X2) on Repurchase Intention (Y) mediated by Service Quality (Z) has a coefficient value of 0.080 and a p-value of $0.233 > 0.05$ (5%), indicating no significant influence. This means that lower customer value and brand experience result in lower repurchase intention, even when supported by service quality.

Based on the VAF (Variance Accounted For) value, the mediation effect of Service Quality (Z) on the relationship between Customer Value (X1) and Repurchase Intention (Y) is $0.0742 < 20\%$, indicating no mediation effect. Meanwhile, the mediation effect of Service Quality (Z) on the relationship between Brand Experience (X2) and Repurchase Intention (Y) is $20\% < \text{VAF } 0.2960 < 80\%$, indicating partial mediation.

According to the theoretical review in the previous chapter, customer value influences customer behavior, including purchasing decisions and loyalty toward a company's products or services.

As stated by Rizkyta Reza Prasetyo, an NJM Admin staff member, in our interview:

"Pilgrims are provided with the best service, subscription convenience, and priority registration, allowing us to maintain loyal customers. These efforts are reinforced by direct feedback from them during interactions, fostering loyalty in their hearts."

Observations indicated that the company has yet to fully optimize instructions, guidance, and services during the pilgrimage, as well as socialization programs for Umrah with NJM. Many pilgrims remain unclear about the activities they will undertake with the company.

Customers are more likely to engage in future interactions after receiving a positive response that meets their specific needs in alignment with the service standards of the purchased product.

As stated by Ahmad Sunaryo Jumai, the President Director of PT. Nazar Jaya Mandiri Bali:

"We always strive to maximize our resources and quality to deliver benefits aligned with the selected packages. By relying on our human resources and creating memorable experiences, many of our customers become informal marketers, automatically boosting our service sales."

Observations also indicated that the company prioritizes high-quality service by optimizing employee performance, tour leaders, and religious guides, offering comprehensive Umrah packages, providing informative communication services, and ensuring effective repeat purchase opportunities. However, the company seldom conducts periodic evaluations of its marketing strategy, customer value

management, and brand experience development, leading to discrepancies between planning and desired outcomes.

Implications Of Data

a) Theoretical Implications

a. Customer Value (X1) does not have a positive and significant effect on Repurchase Intention (Y). One supporting study was conducted by Safrina et al. (2023) in their research titled "The Influence of Customer Value and Customer Experience on Repurchase Intention Through Customer Satisfaction as an Intervening Variable (Study on Pilgrims of PT. Penata Rihlah Jakarta)." This study found that the Customer Value variable has a positive and significant influence on Repurchase Intention. However, there is a discrepancy in test results between this study and previous research. This indicates that there might be other, more dominant variables or factors influencing repurchase intention, such as brand personal interaction, loyalty factors, or the emotional value associated with the company. As a result, the actual impact cannot be definitively measured. Additionally, competition and economic conditions may have a stronger influence on repurchase intention than customer value. If the collected data is not representative enough, it could lead to insignificant analytical results. Furthermore, customer value comprises various dimensions, and this study may not have sufficiently emphasized all relevant aspects.

b. Brand Experience (X2) has a positive and significant effect on Repurchase Intention (Y). This is supported by a study conducted by Kristyani and Kristiyana (2022) titled "The Influence of Viral Marketing, Brand Experience, and Brand Image on Repurchase Intention (Survey on Scarlett Whitening Skincare Consumers at Muhammadiyah University of Ponorogo)." The study found that the calculated t-value exceeded the critical t-table value ($4.334 > 0.05$) with a significance value of ($0.000 < 0.05$), demonstrating that an increased utilization of brand experience opportunities positively impacts repurchase intention.

c. Repurchase Intention (Y) has a positive and significant effect on Service Quality (Z). One supporting study was conducted by Wulandari and Ayu (2023) titled "The Influence of Brand Pride, Web Design Quality, E-Service Quality, and Customer Experience on Repurchase Intention in E-Commerce Shopee Among Millennial Consumers of FEBI UIN KHAS Jember Students." The study showed that the e-service quality variable partially has a positive and significant effect on repurchase intention. This finding indicates that higher repurchase intention leads to an increased demand for better service quality.

d. Customer Value (X1) and Brand Experience (X2) through Repurchase Intention (Y) do not have a significant effect on Service Quality (Z).

Existing studies suggest that repurchase intention is influenced by factors such as product quality, perceived value, and brand experience but does not directly relate to service quality. This finding aligns with consumer behavior trends, where customers tend to be critical, concerned, and positive about the value they receive, which in turn drives loyalty and their intention to make repeat purchases. Consequently, repurchase intention serves as a bridge between customer value and service quality improvement in its application. Emotional interactions and strong brand associations enhance repurchase intention, often influenced by status and service quality consistency. This, in turn, provides feedback to the company, encouraging them to enhance brand experiences while considering repurchase intentions and service improvement processes. The entire data implications in this study can serve as considerations for the Head Office of PT. Nazar Jaya Mandiri Bali in developing performance processes and service quality to enhance customer evaluation and brand experience, taking into account loyalty effects and the preferences of the pilgrims.

b) Practical Implications

a. These findings highlight the need for reevaluating strategies to enhance customer loyalty. The company can shift its focus to other crucial factors such as pricing strategies, comfort and security measures, and the emotional and spiritual factors influencing the pilgrims.

b. Significant effort and consistency from the company will lead to better customer evaluation and experiences.

This will make customers feel more comfortable transacting again and benefit from the company's efficient services. Additionally, ensuring employee comfort and satisfaction is essential for fostering motivation and enthusiasm in meeting customer expectations. Positive customer evaluations and experiences, sustainable repurchase effectiveness, and improved service quality will ultimately benefit both PT. Nazar Jaya Mandiri Bali and its customers.

c. Despite some findings showing in

significant effects, the study remains valuable in providing new insights and practical implications for the relevant industry and future research.

4. Conclusion

Based on the analysis results above, it can be concluded that there is no positive and significant influence of Customer Value on Repurchase Intention. However, there is a positive and significant influence of Brand Experience on Repurchase Intention, as well as a positive and significant influence of Service Quality on Repurchase Intention. Additionally, there is no positive and significant influence of Customer Value on Repurchase Intention when mediated by Service Quality, and there is no positive and significant influence of Brand Experience on Repurchase Intention when mediated by Service Quality.

Suggestions

It is recommended to further improve the quality of services within the company to create a significant impact on the company's performance and profitability in terms of customer evaluation, experience, and repeat purchases of products or services. The company can upgrade its models, equipment, and infrastructure to enhance customer satisfaction for both prospective and existing pilgrims. Additionally, the company should pay more attention to the impact of customer evaluation and brand experience when managing workflows and employee performance in handling issues and interacting with customers. This can be achieved by providing clear information and specialized training for employees to ensure a positive impression.

Future researchers may conduct studies related to this topic or use this analytical model. They can include additional variables and a larger population to obtain more valid data and generate new and diverse research findings. It is hoped that this study will be beneficial and contribute to the advancement of knowledge and research, particularly in the field of management.

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