The role of benefit perception and customer satisfaction toward intention to continue moderated purchases experience preference satisfaction (study on Samsung consumers in Solo Raya)

Septiana Novita Dewi 1 *, Asri Laksmi Riani 2, Mugi Harsono 2, Ahmad Ikhwan Setiawan 2

1 Sekolah Tinggi Ilmu Ekonomi AUB, Surakarta, Indonesia
2 Faculty of Economics, Sebelas Maret University, Surakarta, Indonesia
*Corresponding author E-mail: septiana.dewi@aibpm.org

Abstract

Indonesian consumer behavior patterns have used the Internet trend, making them become information sharing and socialization to maintain the existence of the company. The pattern of personality, consumers, has also made changes in its customer organizations (Jaya-chandran et al., 2004). This research was first used as a result of research to find out the results of research and to reveal customer satisfaction with purchase intentions. The purpose of this study was to determine the effect, customer satisfaction on purchase intentions with the center of attention as moderating. The population in this study are consumers who choose to use Samsung Brand Mobile in Solo Raya Region. The sample studied was 180 respondents. Sampling was 180 respondents by multiplying 5 to 10 the number of parameters estimated (Ferdinand, 2014). The analytical method used in this study Structural Equation Modelling (SEM). Perceptions of negative and insignificant effects on purchase intention. Customer satisfaction is positive and significant towards purchase intention. The strength of the style modifies between customer satisfaction and repurchase intention.

Keywords: Perceptions of Benefits; Customer Satisfaction; Strength of Experience Preference; Intention to Keep Purchasing.

1. Introduction

The development of information technology, which has accelerated in recent years, has resulted in a shift in consumer behavior patterns (Labrecue et al., 2013). The study conducted Pentina et al., (2011) explains that the shift lies in the scope of the global economy arising from the growth recession in the global economic sector, which also has an impact on the strategies undertaken by producers in developing their strategies. Furthermore, it is also explained that the increasingly challenging patterns of consumer behavior require producers to save money through empowering the sale of goods, making goods as commodities, fragmented markets, and intensifying competition.

Indonesia's consumer behavior patterns have experienced a shift in trends thanks to the progress of internet media, making them become fond of sharing information and socializing to maintain the existence of the company. At the beginning of 2010 three new sub-cultures emerged regarding the type of customer one of which was in the trend of using information technology applications. The three sub-cultures consist of netizens (people who are actively involved in the community with internet facilities in general), online consumers (customers who have a tendency to shop via the internet) and consumers who use the Internet only to navigate information and experience (APJI, 2012) The tendency pattern of consumers in choosing applications for the development of information technology has also undergone a shift because the community grows in an environment that has developed technology with a set of understanding and consumer value (Kim, 2010).

The impact of shifting consumer behavior and tendencies is the consumer's demand for satisfaction with the product they choose. Even Kim & Lee, (2013) said that customer satisfaction is a determinant of customer decisions in the use of cellular operator services. Other researchers also say that customer satisfaction also impacts customer loyalty (Kandampully & Suhartanto, 2000). The concept of customer satisfaction has also been investigated in the scope of service organizations, as in studies (Bei and Chiao, 2001; Bielen & Demoulin, 2007; Chen et al., 2012; Chi et al., 2009). Furthermore, Bei & Chiao, (2001) measure customer satisfaction of users of automotive servise services for Toyota, Mitsubishi and Nissan products. The results of his study found that customer perceptions of service quality, product quality and perception of prices have an important role in determining customer satisfaction. These three dimensions are part of the perception of product quality.

The study conducted by Ryu et al., (2010) shows the results that hedonic values and utilitarian values have a significant effect on customer satisfaction and have a significant influence on repurchase behavior intention. Furthermore, Ryu et al., (2010) concluded a greater influence of satisfaction and behavioral intention than hedonic values. This study reveals that customer satisfaction acts as a partial mediator of the relationship between hedonic / utilitarian values and purchase behavior intentions.

Consumers’ intention to continue purchasing has an impact on competitive advantage for the organization (Nagy & Kacmar, 2013). Customer perception and satisfaction are the basis for achieving a source of competitive advantage and creating value that customers feel. In fact, the essence of creating customer value...
in the context of developing new organizations is defined by cus-
tomer perceptions and satisfaction (Hills & LaForge, 1992). Com-
panies must understand how organizations play an important role 
in their ability to manage customer perceptions and levels of satis-
faction in order to create value and ensure customer satisfaction. 
This study develops a construct of experience preference strength 
in encouraging consumer purchase interest. It is important for 
consumers to notice that a purchase can be planned in one sense 
even though certain intentions are not stated verbally or in writing 
on the shopping list, and are also influenced by their preferences. 
In other words, the strength of customer preferences in this study 
was proposed as a new concept that was expected to provide an 
increase in the customer's intention to continue the purchase. In 
addition, this study has originality which according to the re-
searchers distinguishes from other research, namely to bring new 
concepts about the strength of customer preferences.

Table 1.1: The Mapping of Results Research of Influence Satisfaction 
and Continued Intention

<table>
<thead>
<tr>
<th>Researchers</th>
<th>Years</th>
<th>Analysis</th>
<th>Results</th>
</tr>
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<tbody>
<tr>
<td>Zboja &amp; Voorhees</td>
<td>2006</td>
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</tr>
<tr>
<td>Lewin et al.</td>
<td>2008</td>
<td>Regresi</td>
<td>Insignificant</td>
</tr>
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<td>2011</td>
<td>SEM</td>
<td>Significant</td>
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<td>2012</td>
<td>SEM</td>
<td>Significant negative</td>
</tr>
<tr>
<td>Hung et al.</td>
<td>2014</td>
<td>SEM</td>
<td>Significant</td>
</tr>
<tr>
<td>Farida &amp; Ardyan</td>
<td>2015</td>
<td>SEM</td>
<td>Insignificant</td>
</tr>
</tbody>
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Sources: Zboja & Voorhe, 2006; Lewin et al., 2008; Hsin Chang & Wang, 2011; Lee, 2011; Mittal & Gera, 2012; Hung et al., 2014; Farida & Ardyan, 2015.

These studies include controversy. Findings from many research-
ers discuss the relationship between customer satisfaction and the 
desire to buy by customers. Empirically, the effect of satisfaction 
on purchase is not significant (1) it contains characteristics of 
consumers, work, education, marital status, gender and location or 
place of residence, (2) the existence of individuals, (3) there are 
differences in organizations or companies in the research sample 
(Curtis, Abratt, Rhodes and Dion, 2011), (4) there is internal 
psychology in consumers (Howell, Pechlin & Iyer, 2012; Feng & 
Yanru, 2013) and (5) a positive time span for customers (Aksoy et 
al., 2011 ) This supports the research of Seider, Voss, Grewal & 
Goffrey, (2005) that consumer values will influence consumers in 
repurchase. However, like Curtis et.al. (2011) explains the need 
for research on research satisfaction, the relationship between 
satisfaction and performance is different as a research gap, the 
relationship between satisfaction and performance is weak or 
insignificant, or not significant for service companies, so the results 
appear.

Based on the research gap, this study aims to develop a model that 
can be used to provide different results. Some research needs to be 
done research that uses behavior and customer communication as 
moderating variables (Curtis et al., 2011) and internal psychology 
(Feng & Yanru, 2013). Based on Howell, Et., Al, (2012), an im-
portant factor in internal psychology in purchasing is customer 
preferences that have not been empirically proven, using current 
student performance variables.

Hypothesis development

a) The Influence of Benefit Perception toward Customers Satis-
faction

Consumer perceptions of their satisfaction when purchasing a 
product vary and their relationship to attitudes towards shopping 
(Kwon & Lee, 2003). Furthermore, Kwon & Lee, (2003) also 
observed the relationship between perceptions of attitudes towards 
spending and concerns about payment security. Consumers with 
a positive attitude towards shopping seem less concerned about 
payment security. Some researchers have previously tested the 
effect of perceived usefulness on satisfaction with the results that 
perceived usefulness has a positive and significant effect on cus-
tomer satisfaction (Hsin Chang & Wang 2011; Lee 2011; Hung et 
al., 2014). Kuo et al., (2012) describe repurchase intentions as a 
process to the extent to which customers are willing to buy the 
same product, service, simple, objective, and observable predictor 
of future buying behavior. Based on the description above, the 
following hypothesis can be developed:

Hypothesis 1: The Influences of Benefit Perceptions significant toward Customers Satisfaction.

b) The Influences of Benefit Perceptions toward Intention to 
Continue Purchasing

Bhattacharjee, (2001) states that a user confirmation level and 
perceived usefulness (expectations of post acceptance) are two 
determinants of the intention to continue purchasing. Perceived 
benefits are positively related to the intention to continue using IT 
because the perception of benefits means achieving benefits that 
users expect through their experience of using certain IT (or vice 
versa if a disconfirmation). The influence of perceived usefulness 
on the intention to continue the use in line with the research con-
ducted by Larsen et al. (2009), Kim, (2010), Hung et al. (2012) 
and Hsia Hsu et al. (2013) that the influence of perceived useful-
ness on continuance intention is positive and significant. Based on 
the description above, the following hypothesis can be developed:

Hypothesis 2: The Influence of Perception of benefits has a signif-
ican toward The Intention to Continue Purchasing

c) The Influence of Customer Satisfaction toward Intention to 
Continue Purchasing

Fang et al., (2011) in his study found that the intensity of repur-
chase was influenced by trust, satisfaction and net benefits. These 
three factors have a positive influence on repurchase intention. 
Similar results were carried out by Bijmolt et al., (2014) which 
found that customer satisfaction had a positive influence on con-
sumer buying behavior. The same results were conducted by Ryu 
et al., (2010) who found that hedonic values had a significant posi-
tive effect on behavioral intensity; hedonic values had a signifi-
cant positive effect on customer satisfaction, utilitarian values had 
a positive effect on behavioral intensity and customer satisfaction 
had a significant positive effect on intensity. Consumer behavior. 
Based on the description above, the following hypothesis can be 
developed:

Hypothesis 3: The Influence of Customer Satisfaction has a signif-
ican toward The Intention to Continue the Purchase

d) The Influence Strength of Preference Experience Moderates 
The Effect of Customer Satisfaction on Intention to Continue 
Purchasing

Research conducted by Hellier et al., (2003) found an important 
role of perceived quality, perceived value, satisfaction, customer 
loyalty and brand preference at the intensity of customer repur-
chase by taking studies in retail retail customers and insurance 
customers. An interesting finding in this study is that there is a 
significant positive effect between perceived quality, perceived 
value, satisfaction, customer loyalty and brand preference on the 
intensity of customer repurchase. The results of the study found 
that the reference group moderated the influence between pur-
chase intensity and consumer decisions in making purchases. 
Cus-
tomer preferences also provide a positive relationship to the in-
ensity of customer purchases (Nguyen et al., 2012). Moreover, cus-
tomer preferences are also considered as a controlling factor in the 
relationship between satisfaction and customer intensity. Based on 
the description above, the following hypothesis can be developed:

Hypothesis 4: The Power of Experience Preference Moderates the 
Effect of Customer Satisfaction on the Intention to Continue

2. Research method

The design used in this study was developed with the aim of build-
ing different models at the same time as those that are rele-
ant to benefits, customer satisfaction, and the quality of data 
preferences and also things that can result in increased intentions. 
The types of research in this study can be classified as basic re-
search (fundamental research) (Now & Bougie, 2010). This re-
search was conducted in Solo Raya, namely in Surakarta City, 
Sukoharjo, Boyolali, Karanganyar, Klaten, Sragen and Wonogiri.
The population in this study were consumers who had used Samsung-branded Smartphone products in Solo Raya in the past year. The population in this study cannot be found (unlimited population). The sample studied was 180 respondents. Sampling is 180 respondents by multiplying 5 to 10 times the number of parameters estimated (Ferdinand, 2014). In this study, because the researcher has a sampling frame whose extent is unknown, the sampling technique used was purposive sampling, namely sampling that uses a specific purpose to select a sample of research (Now & Bougie, 2010). The analysis technique used in this study is Structural Equation Modeling (SEM), namely AMOS / Amos Graph.

3. Result and discussion

   a) The Testing of validity and reliability of the construct

   Testing for validity and construct reliability needs to be done to ensure that the indicators and variables in this study are valid and reliable for further analysis. The results of confirmatory factor analysis show the value of the loading factor of all indicators has a value above 0.6, which means that the indicator is valid in explaining existing variables / constructs. It can also be concluded that the estimation sample is the same as the population sample, and the goodness index of the other models also shows good value.

   b) Analysis of Structural Equation Modelling

   Analysis of structural equation models was carried out after confirmatory factor analysis and ensured that the confirmatory model was valid and reliable for each variable. Before evaluating the model, the Goodness of Fit Model from the model developed, the first step taken is to evaluate the assumptions of sample adequacy, assumptions of normality and outliers.

   Based on an analysis of goodness of fit indices, the structural model is said to be a model fit. The SEM model produces goodness of fit presented in Table 2, then the value of the results of this model conformity test is compared with the recommended cut-off value for each value in accordance with the Goodness of Fit Indices. A good model that has a Goodness of Fit index in accordance with the suggested cut-off are:

<table>
<thead>
<tr>
<th>No.</th>
<th>Goodness of Fit Index</th>
<th>Result of Testing</th>
<th>Cut-off Value</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Chi-square</td>
<td>162.041</td>
<td>Expected</td>
<td>Good</td>
</tr>
<tr>
<td>2.</td>
<td>Probability</td>
<td>.529</td>
<td>≥ .05</td>
<td>Good</td>
</tr>
<tr>
<td>3.</td>
<td>GFI</td>
<td>.944</td>
<td>≥ .90</td>
<td>Good</td>
</tr>
<tr>
<td>4.</td>
<td>AGFI</td>
<td>.928</td>
<td>≥ .90</td>
<td>Good</td>
</tr>
<tr>
<td>5.</td>
<td>TLI</td>
<td>1.001</td>
<td>≥ .95</td>
<td>Good</td>
</tr>
<tr>
<td>6.</td>
<td>CFI</td>
<td>1.000</td>
<td>≥ .95</td>
<td>Good</td>
</tr>
<tr>
<td>7.</td>
<td>RMSEA</td>
<td>≤ .08</td>
<td>Good</td>
<td></td>
</tr>
</tbody>
</table>

   (Sources: primer data process, 2018).

   The results of hypothesis testing in this study are presented in Table 3 below:

<table>
<thead>
<tr>
<th>Customer Satisfaction</th>
<th>Intention to Continue Purchasing</th>
<th>Effect</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>-0.005</td>
<td>-0.072</td>
<td>-.071</td>
<td>.943 no significant</td>
</tr>
</tbody>
</table>

   Table 3: The Result Hypothesis Test

   4. Discussion

   a) The Effect of Benefit Perceptions toward Customer Satisfaction

   The test results show that the perception of benefits has a positive and significant effect on customer satisfaction, indicated by the estimated parameters between the variables formed resulting in a CR value of 6.867 and the standardized coefficient beta relationship to the perception of benefits with customer satisfaction of 0.83. The CR value of 6.867 is greater than 1.961 for a significant level of 5%, so it can be concluded that this hypothesis is supported. Besides that, it can be seen from the p-value, from this study there is a p-value of .000 for this research model, because the p-value is less than .05, this hypothesis is supported.

   Benefit perception has a positive and significant effect on customer satisfaction, supporting Bhattacharjee’s (2001) research that a perceived level of perceived customer is a determining factor and has an important role in customer satisfaction. This is also due to the role of perceptions that will form positive thoughts by customers that affect the level of perceived customer satisfaction. This finding supports the research conducted by Larsen et al. (2009), Lee et al. (2011), Hung et al. (2012), and Yuan et al. (2014).

   b) The Effect of Benefit Perception toward Intention to Continue Purchasing

   The test results show that the perception of benefits has a negative and not significant effect on the intention to continue the purchase, indicated from the estimated parameters between the variables formed resulting in a CR value of -0.071 and the standardized coefficient beta relationship to perceived benefits with the intention of continuing purchases of -0.005. The CR value of -0.071 is smaller than 1.961 for a significant level of 5%, so it can be concluded that this hypothesis is not supported. In addition, it can be seen from the p-value, from this study p-value of 0.943 for this research model, because the p-value is less than 0.05, this hypothesis is supported.

   The results of this test do not support the research conducted by Bhattacharjee (2001), namely that the perception of benefits has a significant effect on the intention to continue the purchase. This result implies that the perceived benefit of the customer is only able to give a positive impression on Samsung products, but does not determine the customer with a positive perspective that will have the intention to continue repurchasing. This finding does not support the research conducted by Larsen et al. (2009), Lee et al. (2011), Lin et al. (2011), Hung et al. (2012), and Yuan et al. (2014).

   c) The Effect of Customer Satisfaction toward Intention to Continue Purchasing

   The test results show that customer satisfaction has a positive and significant effect on the intention to continue the purchase, indicated from the estimated parameters between the variables formed resulting in a CR value of 3.418 and the standardized beta coefficient of customer satisfaction with the intention of continuing the purchase of .325. The CR value of 3.418 is greater than 1.961 for a significant level of 5%, so it can be concluded that this hypothesis is supported.

   Besides that, it can be seen from the p-value, from this study there is a p-value of .000 for this research model, because the p-value is less than 0.05, this hypothesis is supported. Based on the test results it is known that customer satisfaction has a positive and significant influence on the intention to continue purchasing, this indi-
cates that customer satisfaction is the main determinant of the beliefs that affect customer behavior in buying a product in this case is Samsung products, so it will influence sustainability decisions in the use of information technology. This finding supports the research conducted by Lee et al. (2010) and Lee et al. (2011)

d) The role of Moderating Strength Preference Experience in the relationship between Customer Satisfaction and Intention to Continue Purchasing

The results show that the strength of experience preference as a moderating variable strengthens the relationship between customer satisfaction and the intention to continue purchasing positively and significantly. The positive influence coefficient indicates that the intention to continue the purchase will strengthen the positive influence indirectly on the research model.

This study supports the research conducted by Hellier et al., (2003) found an important role of perceived quality, perceived value, satisfaction, customer loyalty and brand preference on the intensity of customer repurchases which in this case is influenced by customer preferences.

5. Conclusion

The conclusions in this study are as follows:

1) Perception of benefits has a positive and significant effect on customer satisfaction.
2) Perception of benefits has a negative and insignificant effect on the intention to continue the purchase.
3) Customer satisfaction has a positive and significant effect on the intention to continue the purchase.
4) The strength of the experience preference between customer satisfaction and the intention to resume purchase.

References


The role of benefit perception and customer satisfaction

by Leon Akbar
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Abstract

Indonesian consumer behavior patterns have used the Internet trend, making them become information sharing and socializing to maintain the existence of the company. The pattern of personality, consumers, has also made changes in its customer organizations (Jayachandran et al., 2004). This research was first used as a result of research to find out the results of research and to reveal customer satisfaction with purchase intentions. The purpose of this study was to determine the effect, customer satisfaction on purchase intentions with the center of attention as moderating. The population in this study are consumers who choose to use Samsung Brand Mobile in Solo Raya Region. The sample studied was 180 respondents. Sampling was 180 respondents by multiplying 5 to 10 the number of parameters estimated (Ferdinand, 2014). The analytical method used in this study Structural Equation Modelling (SEM). Perceptions of negative and insignificant effects on purchase intention. Customer satisfaction is positive and significant towards purchase intention. The strength of the style of modify between customer satisfaction and repurchase intention.

Keywords: Perception of Benefits, Customer Satisfaction, Strength of Experience Preference, Intention to Keep Purchasing,

1. Introduction

The development of information technology, which has accelerated in recent years, has resulted in a shift in consumer behavior patterns (Labrocco et al., 2013). The study conducted Penine et al., (2011) explains that the shift lies in the scope of the global economy arising from the growth recession in the global economic sector, which also has an impact on the strategies undertaken by producers in developing their strategies. Furthermore, it is also explained that the increasingly challenging patterns of consumer behavior require producers to save money through empowering the sale of goods, making goods as commodities, fragmented markets, and intensifying competition.

Indonesia's consumer behavior patterns have experienced a shift in trends thanks to the progress of internet media, making them become fond of sharing information and socializing to maintain the existence of the company. At the beginning of 2010 three new sub-cultures emerged regarding the type of customer one of which was in the trend of using information technology applications. The three sub-cultures consist of netizens (people who are actively involved in the community with Internet facilities in general), online consumers (customers who have a tendency to shop via the internet) and consumers who use the internet only to navigate information and experience (APJII, 2012). The tendency pattern of consumers in choosing applications for the development of information technology has also undergone a shift because the community grows in an environment that has developed technology with a set of understanding and consumer value (Kim, 2010).

The impact of shifting consumer behavior and tendencies is the consumer's demand for satisfaction with the product they choose. Even Kim & Lee, (2013) said that customer satisfaction is a determinant of customer decisions in the use of cellular operator services. Other researchers also say that customer satisfaction also impacts customer loyalty (Kandampully & Suhartanto, 2000). The concept of customer satisfaction has also been investigated in the scope of service organizations, as in studies (Bei and Chiao, 2001; Bielen & Demoolin, 2007; Chen et al., 2012; Chi et al., 2009). Furthermore, Bei & Chiao, (2001) measure customer satisfaction of users of automotive service services for Toyota, Mitsubishi and Nissan products. The results of his study found that customer perceptions of service quality, product quality and perception of price have an important role in determining customer satisfaction. These three dimensions are part of the perception of product quality.

The study conducted by Ryu et al., (2010) shows the results that hedonic values and utilitarian values have a significant effect on customer satisfaction and have a significant influence on repurchase behavior intention. Furthermore, Ryu et al., (2010) concluded a greater influence of satisfaction and behavioral intention than hedonic values. This study reveals that customer satisfaction acts as a partial mediator of the relationship between hedonic/utilitarian values and purchase behavior intentions. Consumers' intention to continue purchasing has an impact on competitive advantage for the organization (Nguy & Kacmar, 2013). Customer perception and satisfaction are the basis for achieving a source of competitive advantage and creating value that customers feel. In fact, the essence of creating customer value...
in the context of developing new organizations is defined by customer perceptions and satisfaction (Hills & LaForge, 1992). Companies must understand how organizations play an important role in their ability to manage customer perceptions and levels of satisfaction in order to create value and ensure customer satisfaction. This study develops a construct of need satisfaction in encouraging consumer purchase interest. It is important for consumers to notice that a purchase can be planned in one sense even though certain intentions are not stated verbally or in writing on the shopping list, and are also influenced by their preferences. In other words, the strength of customer preferences in this study was proposed as a new concept that was expected to provide an increase in the consumer's intention to continue the purchase. In addition, this study has originality which according to the researchers distinguishes from other research, namely to bring new concepts about the strength of customer preferences.

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These studies include controversy. Findings from many researchers discuss the relationship between customer satisfaction and the desire to buy by customers. Empirically, the effect of satisfaction on purchase is not significant (1) it contains characteristics of consumers, work, education, marital status, gender and location or place of residence, (2) the existence of individuals, (3) there are differences in organizations or companies in the research sample (Curtis, Abratt, Rhodes and Dion, 2011), (4) there is internal psychology in consumers (Howell, Pechlan & Iyer, 2012; Feng & Yann, 2013) and (5) a positive time span for consumers (Alsoy et al., 2011) This supports the research of Saeder, Voss, Grewal & Godfrey, (2013) that consumer values will influence consumers in repurchase. However, like Curtis et al. (2011) explains the need for research on satisfaction satisfaction, the relationship between satisfaction and performance is different as a research gap, the relationship between satisfaction and performance is weak or insignificant, or not significant for service companies, so the results appear. Based on the research gap, this study aims to develop a model that can be used to provide different results. Some research needs to be done research that uses behavior and consumer communication as moderating variables (Curtis et al., 2011) and internal psychology (Feng & Yann, 2013). Based on Howell, Et., Al, (2012), an important factor in internal psychology in purchasing is customer preferences that have not been empirically proven, using current student performance variables.

Hypothesis development

a) The Influence of Benefit Perception toward Customers Satisfaction

Consumer perceptions of their satisfaction when purchasing a product vary and their relationship to attitudes towards shopping (Kwon & Lee, 2003). Furthermore, Kwon & Lee, (2003) also observed the relationship between perceptions of attitudes towards spending and concerns about payment security. Consumers with a positive attitude towards shopping seem less concerned about payment security. Some researchers have previously tested the effect of perceived usefulness on satisfaction with the results that perceived usefulness has a positive and significant effect on customer satisfaction (Han Chang & Wang 2011; Lee 2011; Hung et al., 2014). Kuo et al., (2012) describe repurchase intentions as a process to the extent to which customers are willing to buy the same product, service, simple, objective, and observable predictor of future buying behavior. Based on the description above, the following hypothesis can be developed:

Hypothesis 1: The Influences of Benefit Perceptions significant toward Customers Satisfaction.

b) The Influence of Benefit Perception toward Intention to Continue Purchasing

Bhattachurjee, (2001) states that a user confirmation level and perceived usefulness (expectations of post acceptance) are two determinants of the intention to continue purchasing. Perceived benefits are positively related to the intention to continue using IT because the perception of benefits means achieving benefits that users expect through their experience of using certain IT (or vice versa if a disconfirmation). The influence of perceived usefulness on the intention to continue use the line with the research conducted by Larsen et al. (2009), Kim, (2010), Hung et al (2012) and Hsin Hsu et al. (2013) that the influence of perceived usefulness on contiguity intention is positive and significant. Based on the description above, the following hypothesis can be developed:

Hypothesis 2: The Influence of Perception of benefits has a significant toward The Intention to Continue Purchasing.

c) The Influence of Customer Satisfaction toward Intention to Continue Purchasing

Fang et al., (2011) in his study found that the intensity of repurchase was influenced by trust, satisfaction and net benefits. These three factors have a positive influence on repurchase intention. Similar results were carried out by Bijnol et al., (2014) which found that customer satisfaction had a positive influence on customer buying behavior. The same results were conducted by Ryu et al., (2010) who found that hedonic values had a significant positive effect on behavioral intensity, hedonic values had a significant positive effect on customer satisfaction, utilitarian values had a positive effect on behavioral intensity and customer satisfaction had a significant positive effect on intensity. Consumer behavior. Based on the description above, the following hypothesis can be developed:

Hypothesis 3: The Influence of Customer Satisfaction has a significant toward The Intention to Continue The Purchase.

d) The Influence Strength of Preference Experience Moderates the Effect of Customer Satisfaction on Intention to Continue Purchase

Research conducted by Helier et al., (2003) found an important role of perceived quality, perceived value, satisfaction, customer loyalty and brand preference at the intensity of customer repurchase by taking studies in retail retail customers and insurance customers. An interesting finding in this study is that there is a significant positive effect between perceived quality, perceived value, satisfaction, customer loyalty and brand preference on the intensity of customer repurchase. The results of the study found that the reference group moderated the influence between purchase intensity and consumer decisions in making purchases. Customer preferences also provide a positive relationship to the intensity of customer purchases (Nguyen et al., 2012). Moreover, customer preferences are also considered as a controlling factor in the relationship between satisfaction and customer intensity. Based on the description above, the following hypothesis can be developed:

Hypothesis 4: The Power of Experience Preference Moderates the Effect of Customer Satisfaction on the Intention to Continue

2. Research method

The design used in this study was developed with the aim of building different models at the same time as those that are relevant to benefits, customer satisfaction, and the quality of data preferences and also things that can result in increased intentions. The types of research in this study can be classified as basic research (fundamental research) (Now & Bonige, 2010). This research was conducted in Solo Raya, namely in Sunbarka City, Sukoharjo, Boyolali, Karanganyar, Klaten, Slagen and Wonogiri.
The population in this study were consumers who had used Samsung-branded Smartphone products in Solo Raya in the past year. The population in this study cannot be found (unlimited population). The sample studied was 180 respondents. Sampling is 180 respondents by multiplying 5 to 10 times the number of parameters estimated (Feinberg, 2014). In this study, because the researcher has a sampling frame whose extent is unknown, the sampling technique used was purposive sampling, namely sampling that uses a specific purpose to select a sample of research (Now & Bougie, 2010). The analysis technique used in this study is Structural Equation Modeling (SEM), namely AMOS / Amos Graph.

3. Result and discussion

a) The Testing of validity and reliability of the construct. Testing for validity and construct reliability needs to be done to ensure that the indicators and variables in this study are valid and reliable for further analysis. The results of confirmatory factor analysis show the value of the loading factor of all indicators has a value above 0.6, which means that the indicator is valid in explaining existing variables / constructs. It can also be concluded that the estimation sample is the same as the population sample, and the goodness index of the other models also shows good value.

b) Analysis of Structural Equation Modeling. Analysis of structural equation models was carried out after confirmatory factor analysis and ensured that the confirmatory model was valid and reliable for each variable. Before evaluating the Goodness of Fit Model from the model developed, the first step taken is to evaluate the assumptions of sample adequacy, assumptions of normality and outliers. Based on an analysis of goodness of fit indices, the structural model is said to be a model fit. The SEM model produces goodness of fit presented in Table 2, then the value of the results of this model conformity test is compared with the recommended cut-off value for each value in accordance with the Goodness of Fit indices. A good model that has a Goodness of Fit index in accordance with the suggested cut-off are:

<table>
<thead>
<tr>
<th>No.</th>
<th>Goodness of Fit Index</th>
<th>Result of Testing</th>
<th>Cut-off Value</th>
<th>Note</th>
</tr>
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<td>1.</td>
<td>Chi-square</td>
<td>162.041</td>
<td>Expected</td>
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</tr>
<tr>
<td>2.</td>
<td>Probability</td>
<td>52.9</td>
<td>≥ 0.95</td>
<td>Good</td>
</tr>
<tr>
<td>3.</td>
<td>GFI</td>
<td>941.07</td>
<td>≥ 0.90</td>
<td>Good</td>
</tr>
<tr>
<td>4.</td>
<td>AICF</td>
<td>928.07</td>
<td>≥ 0.90</td>
<td>Good</td>
</tr>
<tr>
<td>5.</td>
<td>TLI</td>
<td>1.001</td>
<td>≥ 0.95</td>
<td>Good</td>
</tr>
<tr>
<td>6.</td>
<td>CFI</td>
<td>1.001</td>
<td>≥ 0.95</td>
<td>Good</td>
</tr>
<tr>
<td>7.</td>
<td>RMSEA</td>
<td>0.000</td>
<td>≤ 0.08</td>
<td>Good</td>
</tr>
</tbody>
</table>

(Sources: primer data process, 2018).

The results of hypothesis testing in this study are presented in Table 3 below:

<table>
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<tr>
<th>Table 3: The Result Hypothesis Test</th>
</tr>
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<td>Estimate</td>
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<td>Customer Satisfaction $\rightarrow$ Perception of Benefit Intention to Continue Purchasing $\leftrightarrow$ Perception of Benefit Intention to Continue</td>
</tr>
<tr>
<td>Intention to Continue Purchasing $\rightarrow$ Perception of Benefit Intention to Continue</td>
</tr>
<tr>
<td>Exogenous Variable Modera-</td>
</tr>
<tr>
<td>Explanation for Exogenous Variable</td>
</tr>
</tbody>
</table>

4. Discussion

a) The Effect of Benefit Perceptions toward Customer Satisfaction. The test results show that the perception of benefits has a positive and significant effect on customer satisfaction, indicated by the estimated parameters between the variables formed resulting in a CR value of 6.867 and the standardized coefficient beta relationship to the perception of benefits with customer satisfaction of 0.93. The CR value of 6.867 is greater than 1.961 for a significant level of 5%, so it can be concluded that this hypothesis is supported. Besides that, it can be seen from the p-value, from this study there is a p-value of 0.000 for this research model, because the p-value is less than 0.05, this hypothesis is supported.

b) The Effect of Benefit Perception toward Intention to Continue Purchasing. The test results show that the perception of benefits has a negative and not significant effect on the intention to continue the purchase, indicated from the estimated parameters between the variables formed resulting in a CR value of -0.071 and the standardized coefficient beta relationship to perceived benefits with the intention of continuing purchase of -0.05. The CR value of -0.071 is smaller than 1.961 for a significant level of 5%, so it can be concluded that this hypothesis is not supported. In addition, it can be seen from the p-value, from this study p-value of 0.943 for this research model, because the p-value is less than 0.05, this hypothesis is supported.

c) The Effect of Customer Satisfaction toward Intention to Continue Purchasing. The test results show that customer satisfaction has a positive and significant effect on the intention to continue the purchase, indicated from the estimated parameters between the variables formed resulting in a CR value of 3.418 and the standardized coefficient beta coefficient of customer satisfaction with the intention of continuing the purchase of 3.25. The CR value of 3.418 is greater than 1.961 for a significant level of 5%, so it can be concluded that this hypothesis is supported. Besides that, it can be seen from the p-value, from this study there is a p-value of 0.000 for this research model, because the p-value is less than 0.05, this hypothesis is supported. Based on the test results it is known that customer satisfaction has a positive and significant influence on the intention to continue purchasing, this indi-
icates that customer satisfaction is the main determinant of the beliefs that affect customer behavior in buying a product in this case is Samsung products, so it will influence sustainability decisions in the use of information technology. This finding supports the research conducted by Lee et al. (2010) and Lee et al. (2011) d) The role of Moderating Strength Preference Experience in the relationship between Customer Satisfaction and Intention to Continue Purchasing

The results show that the strength of experience preference as a moderating variable strengthens the relationship between customer satisfaction and the intention to continue purchasing positively and significantly. The positive influence coefficient indicates that the intention to continue the purchase will strengthen the positive influence indirectly on the research model.

This study supports the research conducted by Helfert et al., (2003) found an important role of perceived quality, perceived value, satisfaction, customer loyalty and brand preference on the intensity of customer repurchases which in this case is influenced by customer preferences

5. Conclusion

The conclusions in this study are as follows: 1) Perception of benefits has a positive and significant effect on customer satisfaction. 2) Perception of benefits has a negative and insignificant effect on the intention to continue the purchase. 3) Customer satisfaction has a positive and significant effect on the intention to continue the purchase. 4) The strength of the experience preference between customer satisfaction and the intention to resume repurchase.

References


The role of benefit perception and customer satisfaction

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NIP. 195904011986012001
Jabatan : Guru Besar
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NIP. 195604031986012001
Jabatan : Guru Besar
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