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

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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 (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 style modifies 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 (Labrecque 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 (APJJI, 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, Mitsubisi 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 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 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 researchers 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 toward Continuing Intention

Researchers	Years	Analysis	Results
Zboja & Voorhees	2006	SEM	Significant positive
Lewin et al.,	2008	Regresi	Insignificant
Hsin Chang & Wang	2011	SEM	Significant
Lee	2011	Regresi	Significant
Mittal & Gera	2012	SEM	Significant negative
Hung et al.,	2014	SEM	Significant
Farida & Ardyan	2015	SEM	Insignificant

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 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, Rhoades and Dion, 2011), (4) there is internal psychology in consumers (Howell, Pchelin & Iyer, 2012; Feng & Yanru, 2013) and (5) a positive time span for consumers (Aksoy et al., 2011) This supports the research of Seider, Voss, Grewal & Godfrey, (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 consumer communication as moderating variables (Curtis et al., 2011) and internal psychology (Feng & Yanru, 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 (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

Bhattacherjee, (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 conducted by Larsen et al. (2009), Kim, (2010), Hung et al. (2012) and Hsia Hsu et al. (2013) that the influence of perceived usefulness 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 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 Bijmolt et al., (2014) which found that customer satisfaction had a positive influence on consumer 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 Purchasin

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 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 & Bougie, 2010). This research 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 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 cutt-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 cutt-off are:

Table 2: Goodness Test Results of Fit Final SEM Models

No.	Goodness of Fit Index	Result of Testing	Cut-off Value	Note
1.	Chi-square	162.041	Expected small	Good
2.	Probability	.529	$\geq .05$	Good
3.	GFI	.944	$\geq .90$	Good
4.	AGFI	.928	$\geq .90$	Good
5.	TLI	1.001	$\geq .95$	Good
6.	CFI	1.000	$\geq .95$	Good
7.	RMSEA	.000	$\leq .08$	Good

(Sources: primer data process, 2018).

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

Table 3: The Result Hypothesis Test

	Estimate	S.E.	C.R.	P	Label
Customer Satisfaction <--- Perception of Benefit	.569	.083	6.867	***	Significant
Intention to Continue Purchasing <--- Perception of Benefit	-.005	.072	-.071	.943	no significant
Intention to Continue Purchasing <--- Customer Satisfaction	.325	.095	3.418	***	Signifikan
Exogenous Variable	Moderator Variable	Endogen Variable	Moderation Effect	p	Explanation

				Before	Total		
Customer Satisfaction	Strength of experience preferences	Intention to Continue Purchasing		.325	.455	.000	significant

(Sources: data processed, 2018).

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.083. 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 Bhattacherjee'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 Bhattacherjee (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.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 preference between customer satisfaction and the intention to resume repurchase

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

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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 (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 style modifies 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 (Labrecque 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 (APJJI, 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, Mitsubisi 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 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 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 researchers 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 toward Continuing Intention

Researchers	Years	Analysis	Results
Zboja & Voorhees	2006	SEM	Significant positive
Lewin et al.,	2008	Regresi	Insignificant
Hsin Chang & Wang	2011	SEM	Significant
Lee	2011	Regresi	Significant
Mittal & Gera	2012	SEM	Significant negative
Hung et al.,	2014	SEM	Significant
Farida & Ardyan	2015	SEM	Insignificant

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 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, Rhoades and Dion, 2011), (4) there is internal psychology in consumers (Howell, Pchelin & Iyer, 2012; Feng & Yanru, 2013) and (5) a positive time span for consumers (Aksoy et al., 2011) This supports the research of Seider, Voss, Grewal & Godfrey, (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 consumer communication as moderating variables (Curtis et al., 2011) and internal psychology (Feng & Yanru, 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 (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:

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

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

Bhattacherjee, (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 conducted by Larsen et al. (2009), Kim, (2010), Hung et al. (2012) and Hsia Hsu et al. (2013) that the influence of perceived usefulness 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 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 Bijmolt et al., (2014) which found that customer satisfaction had a positive influence on consumer 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 Purchasin

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 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 & Bougie, 2010). This research 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 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 cutt-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 2: Goodness Test Results of Fit Final SEM Models

No.	Goodness of Fit Index	Result of Testing	Cut-off Value	Note
1.	Chi-square	162.041	Expected small	Good
2.	Probability	.529	$\geq .05$	Good
3.	GFI	.944	$\geq .90$	Good
4.	AGFI	.928	$\geq .90$	Good
5.	TLI	1.001	$\geq .95$	Good
6.	CFI	1.000	$\geq .95$	Good
7.	RMSEA	.000	$\leq .08$	Good

(Sources: primer data process, 2018).

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

Table 3: The Result Hypothesis Test

	Estimate	S.E.	C.R.	P	Label
Customer Satisfaction <--- Perception of Benefit	.569	.083	6.867	***	Significant
Intention to Continue Purchasing <--- Perception of Benefit	-.005	.072	-.071	.943	no significant
Intention to Continue Purchasing <-- Customer Satisfaction	.325	.095	3.418	***	Signifikan
Exogenous Variable	Moderator Variable	Endogen Variable	Moderation Effect	p	Explanation

	Strength of experience preferences	Intention to Continue Purchasing	Before	Total		
Customer Satisfaction			.325	.455	.000	significant

(Sources: data processed, 2018).

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.083. 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 Bhattacherjee'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 Bhattacherjee (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.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 preference between customer satisfaction and the intention to resume repurchase

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The role of benefit perception and customer satisfaction

2.10

LEMBAR
HASIL PENILAIAN SEJAWAT SEBIDANG ATAU *PEER REVIEW*
KARYA ILMIAH : JURNAL ILMIAH*

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

Jumlah Penulis   : 4 Orang (Septiana Novita Dewi, Asri Laksmi R, **Mugi Harsono**, Ahmad Ikhwan S)

Status Pengusul   : ~~Penulis pertama~~ / penulis ke 3 / ~~penulis korespondasi**~~

Identitas Jurnal Ilmiah :
	a.	Nama Jurnal	: **International Journal of Egineering & Technology**
	b.	Nomor ISSN	: **2319 - 8613, 0975 - 4024**
	c.	Volume,nomor,bulan,tahun	: **Vol. 7 No. 4, 2018**
	d.	Penerbit	: **Science Publishing Corporation**
	e.	DOL artikel (jika ada)	:
	f.	Alamat web Jurnal	: https://www.sciencepubco.com/index.php/ ijet/article/view/22519
	g.	Terikdeks di Scimagojr/Thomson Reuter ISI knowledge atau di.............**	

Kategori Publikasi Jurnal Ilmiah   :
(beri ˅ pada kategori yang tepat)

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☐ Jurnal Ilmiah Nasional Terakreditasi
☐ Jurnal Ilmiah Nasional/Nasional terindeks di DOAJ, CABI, COPERNICUS**

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b. Ruang lingkup dan kedalaman pembahasan (30%)	6			5.2
c. Kecukupan dan kemutahiran data/informasi dan metodologi (30%)	6			5.0
d. Kelengkapan unsur dan kualitas terbitan/jurnal (30%)	6			5.5
Total = (100%)	20			17.2

Nilai Pengusul = (40% x 17.2) / 3 = **2.3** (Penulis ketiga)

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e. Indikasi Plagiat :

Similarity Index 16%, tidak ada indikasi plagiasi

f. Kesesuaian bidang ilmu :

Substansi penelitian sesuai dengan bidang ilmu manajemen.

Surakarta, ...2 0 MAY 2020....

Reviewer ½**

Prof.Dr. Hunik Sri Runing Sawitri.,M.Si
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Bidang Ilmu   : Manajemen

*Dinilai oleh dua Reviewer secara terpisah

2.10

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HASIL PENILAIAN SEJAWAT SEBIDANG ATAU *PEER REVIEW*
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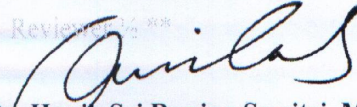   ☐ Jurnal Ilmiah Nasional/Nasional terindeks di DOAJ, CABI, COPERNICUS**

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b. Ruang lingkup dan kedalaman pembahasan (30%)	6			5.50
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d. Kelengkapan unsur dan kualitas terbitan/jurnal (30%)	6			5.75
Total = (100%)	20			18.75
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Data cukup dan metodologi mutakhir

d. Kelengkapan unsur dan kualitas terbitan :

Kualitas terbitan baik

e. Indikasi Plagiat :

Similarity Index 16%

f. Kesesuaian bidang ilmu :

Sesuai dengan bidang ilmu

Surakarta, ...2 2 MAY 2020........

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