

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Conclusion**

The food and beverage industry is a promising industrial sector and has a significant contribution to the economy of Indonesia. One of Indonesia's Gross Domestic Product contributions is the high consumption rate of Indonesian citizens because Indonesia is positioned as one of the most populated countries worldwide. The food and beverages industry is also known for its profitability prospect and the ability to survive in ever-critical conditions because food and beverages are the primary needs of people.

As competition becomes inevitable, managers and business owners need to figure out some strategies to maintain the customers and survive the competition. One of the marketing tools that need to be noticed is customer experience. Customer experience involves the customer's response from the customer journey, and due to its complexity, customer satisfaction and loyalty are used to measure the customer experience.

Repurchase intention is an issue in a B2B company due to the nature of the buying process in the B2B industry. The buying process is complicated, and it involves many departments in the company and bulk transactions. This can be an issue because if the customer decides not to repurchase from a specific company, their remaining product or raw material will be wasted and reduce company profit. Ensuring a good customer experience can increase customer satisfaction and loyalty, retaining customers and promoting repurchase intention.

The study on customer experience in the B2B sector is still minimal. Therefore, this research analyses customer experience's effect on repurchase intention with customer loyalty and satisfaction as the mediation variables. From the research, it can be concluded that customer experience has a significant effect on repurchase intention, loyalty, and satisfaction. The relationship between customer loyalty and customer satisfaction to repurchase intention was also

showing a significant result. The mediation through customer loyalty and customer satisfaction also indicates a significant effect.

To improve customer experience, the customer experience dimension can be enhanced—the dimensions including sensory, emotional, behavioral, intellectual, and relational. One method proven to increase both customer satisfaction and customer loyalty is the usage of social media. Social media usage in B2B is a purpose-oriented perspective. The salesperson can communicate business goals through social media, including selling, branding, and after-sales service. Thus, sales can actively provide customized information, establish interpersonal social relationships, and influence customers to purchase the products.

## **5.2 Suggestion**

Research on customer experience in B2B is still limited, making it an interesting field to explore. Current research is studying the customer experience in the beverage B2B manufacturing industry. Further research can be done on other types of B2B industry. The result has shown that the  $R^2$  value of customer repurchase intention in this research is 77.4% affected by customer experience, loyalty, and satisfaction. It means there are 22.6% of other variables that can be explored for future research. Analysis on the mediation effect also resulting in partial mediation. Thus, the chance to explore other variables that mediate customer experience and customer repurchase intention is interesting to be discussed more, for instance: trust (Trivedi & Yadav, 2020), brand engagement (A. R. Utomo, 2020), and more.

This research is hoped to contribute to the managerial aspects of the organization. Managers need to explore some strategic methods to create a more wonderful customer journey, resulting in high customer retention and repurchase intention. The usage of social media is proven to increase both customer loyalty and customer satisfaction. Five dimensions of customer experience, sensory, emotional, behavioral, intellectual, and relational, can also be improved to increase customer

experience—the example of some methods that can be applied in PT. Health Today Indonesia will be discussed in the following paragraphs.

The sensory dimension is related to the experience using the sense. To improve this dimension, PT. Health Today Indonesia, especially the Research and Development department, can try on some formulations and technology to create a creative and practical innovation.

The emotional dimension is related to the feelings and emotions when customers encounter the organization. Customers are willing to establish an emotional bond with the organization after giving a welcoming and good impression throughout the customer journey. Thus, PT. Health Today Indonesia needs to improve and ensure the customer will get the best service during trials, company visits, purchase decisions, and after purchase.

The behavioral dimension is related to the impact of an organization's environment on customer behavior. A warm and welcoming atmosphere will leave a good impression and make the customer relax and comfortable trying the products. Therefore, PT. Health Today Indonesia needs to build up a friendly and pleasant atmosphere to feel comfortable while conducting a trial on the product.

The intellectual dimension is related to the rational decision of buying process. As the buying process in the B2B industry is in a bulk transaction, it requires rational and careful decision-making before purchasing. When an organization can provide much information about the products, including the lead time or supporting documents, it is truthful and reliable. Thus, PT. Health Today Indonesia needs to become a truthful and reliable company by providing lead-time orders, product specifications, and regulatory-related documents.

The relational dimension is vital in building a relationship with customers. One example of relational dimension is when a customer is invited to an event organized by the organization. To improve this dimension, PT. Health Today

Indonesia can hold some exhibitions and invite the customers to attend the customers to the showroom.

By improving the customer experience, customer satisfaction, and customer loyalty, the organization can survive the tight competition in the market.

