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Examining the Role of Customer Experience and Perceived Value in Driving Repurchase Intention: The Mediating Effect of Customer Satisfaction on KAI Access Users

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ABSTRACT

This study examines the role of customer experience and perceived value in driving repurchase intention, with customer satisfaction as a mediating variable among KAI Access application users. Using a quantitative approach, the study surveyed 150 purposively selected respondents who had purchased tickets at least 3 times in the last 6 months. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS. The results indicate that customer experience significantly affects customer satisfaction ($\beta = 0.519$; $t = 5.048$; $p < 0.001$), and perceived value also positively affects customer satisfaction ($\beta = 0.338$; $t = 2.978$; $p = 0.003$). However, customer experience does not significantly influence repurchase intention ($\beta = 0.116$; $t = 0.866$; $p = 0.386$), and customer satisfaction also shows no significant effect on repurchase intention ($\beta = 0.265$; $t = 1.923$; $p = 0.055$). In contrast, perceived value significantly influences repurchase intention ($\beta = 0.375$; $t = 3.396$; $p = 0.001$). Furthermore, mediation analysis confirms that customer satisfaction does not mediate the relationship between customer experience and perceived value toward repurchase intention. These findings suggest that in utilitarian digital transportation services, repurchase behavior is primarily driven by rational value considerations rather than emotional experience or satisfaction. In practice, PT Kereta Api Indonesia should prioritize improving functional value through efficient service features, pricing strategies, and system reliability to strengthen customer repurchase intentions.

Keywords: Customer Experience, Perceived Value, Satisfaction, Repurchase Intention, KAI Access.

I. Introduction

The rapid development of digital technology in the Industry 4.0 era has transformed consumer behavior, including in Indonesia, compelling public transportation providers to adopt more efficient and integrated digital systems. However, sustaining user satisfaction and encouraging repurchase intention remain significant challenges in mobile-based public service applications. In response to this transformation, PT Kereta Api Indonesia (Persero) introduced the KAI Access application as a digital platform that enables

customers to purchase tickets, modify schedules, cancel trips, and access online check-in without visiting the station.

However, empirical evidence indicates that user satisfaction with the KAI Access application remains suboptimal. Although the application received an average rating of 3.7 in 2024, previous studies documented a decline in ratings to 2.3 during earlier observation periods, reflecting persistent user dissatisfaction (Damanhuri & Husein, 2024). Didin and Valentino (2020) found that the KAI Access app's usability rate was only 47.58%, indicating that the application still faces usability limitations. Citra et al. (2021) reported an improvement in usability, with a score of 79.6, categorized as high. Nevertheless, aspects related to ease of use and user satisfaction still require further evaluation. Customer experience in digital services consists of cognitive, affective, and relational dimensions (Molinillo et al., 2022). A positive experience may increase satisfaction and strengthen users' intention to continue using the application. However, customer experience alone may not fully explain repurchase behavior in utilitarian digital services. In addition to customer experience, perceived value is widely recognized as a key determinant of consumer behavioral intention. Perceived value reflects users' evaluation of functional benefits, convenience, and psychological advantages. Fernandes and Barfknecht (2020) demonstrate that perceived value directly affects satisfaction and repurchase intention within the realm of digital apps. This conclusion aligns with Ashfaq et al. (2019), who assert that contentment serves as a mediating variable that enhances the link between customer expectations and repurchase intention. Liao et al. (2022) underscore that service quality and perceived value significantly influence repurchase intention, with satisfaction serving as the primary connecting factor. Nonetheless, research findings about KAI Access in Indonesia remain inconclusive. Priyansah et al. (2023) determined that the quality of application services positively influences customer satisfaction and the propensity to repurchase. On the other hand, Bahrudin (2023) found that while the deployment of KAI Access markedly enhanced user satisfaction (correlation coefficient of 0.931), this improvement did not directly affect user loyalty. These findings indicate a potential gap between customer satisfaction and repurchase behavior.

This empirical-theoretical disparity indicates a research gap that warrants further investigation. Although several studies have examined KAI Access adoption through TAM, service quality, and promotional perspectives, limited empirical evidence integrates customer experience and perceived value simultaneously to explain repurchase intention. Prior findings also remain inconsistent regarding whether customer satisfaction directly translates into repeat usage in utilitarian digital transportation services. Therefore, this study examines customer satisfaction as a mediating mechanism to clarify how customer experience and perceived value influence repurchase intention within a state-owned digital transportation context. This study addresses two research questions: (1) How do customer experience and perceived value influence customer satisfaction among KAI Access users? (2) Does customer satisfaction mediate the relationship between customer experience, perceived value, and repurchase intention? This study is grounded in Expectation Confirmation Theory (ECT), which suggests that satisfaction is formed through the comparison between initial expectations and actual performance. Therefore, this study aims to examine the effect of customer experience and perceived value on repurchase intention, with customer satisfaction as a mediating variable among KAI Access users. The findings are expected to contribute to digital consumer behavior literature and provide managerial implications for improving public transportation service applications in developing countries.

II. Literature Review and Hypothesis Development

2.1. Customer Experience

Customer experience refers to customers' holistic cognitive and affective responses arising from interactions with a brand across multiple touchpoints. Schmitt (1999) and Verhoef et al. (2009) conceptualize customer experience as comprising sensory, emotional, cognitive, behavioral, and relational dimensions that collectively shape service evaluation. These experiential dimensions interact to shape customers' overall cognitive and affective evaluation of service performance, which subsequently influences satisfaction judgments. In line with Expectation Confirmation Theory, positive experiential evaluations increase the

likelihood that service performance meets or exceeds customer expectations, thereby strengthening satisfaction. In digital service environments, customer experience is primarily shaped through application interfaces, where usability, design quality, and system responsiveness play central roles. Molinillo et al. (2022) demonstrate that interface quality and experiential design significantly improve customer satisfaction and loyalty in retail applications, while Ho and Chung (2020) confirm that customer engagement within mobile apps strengthens repurchase intention. Conversely, system instability and transactional inefficiency can weaken experiential evaluations and reduce user satisfaction (Didin & Valentino, 2020). Therefore, examining customer experience within the context of public transportation applications becomes particularly relevant. Maskur et al. (2025) argue that in utilitarian digital services, such as transportation applications, experience may serve as a minimum performance expectation rather than a differentiating factor. In public transportation platforms, users prioritize transactional accuracy, timeliness, and system reliability, which may moderate the impact of experiential factors on repurchase decisions. Accordingly, while customer experience may enhance satisfaction, it may not automatically translate into repurchase intention, particularly in utilitarian digital services where repurchase decisions are primarily driven by efficiency, reliability, and price considerations rather than emotional attachment.

2.2. Perceived Value

Zeithaml et al. (1996) characterize perceived value as consumers' comprehensive evaluation of a product's utility, grounded in the balance of advantages and costs. In public transportation applications such as KAI Access, perceived value is determined mainly by functional attributes, including transaction accuracy, schedule reliability, payment security, and operational efficiency, rather than purely emotional benefits. Pratiwi (2022) found that functional and emotional value significantly influence customer satisfaction, which in turn strengthens repurchase intention in digital service settings. Harefa and Aquinia (2024) demonstrate that functional value, particularly ease of use, system security, and transaction efficiency, has a more substantial influence on satisfaction and loyalty than emotional value in digital applications. Complementing these empirical findings, Holbrook (2005) argues that value is inherently subjective and context-dependent, meaning that users construct value judgments based on their interaction experiences and situational expectations. Zhang et al. (2021) identify functional, emotional, social, and epistemic value as significant determinants of repurchase intention, particularly when perceived value confirms users' expectations and enhances satisfaction. Fernandes and Barfknecht (2020) demonstrate that perceived value significantly increases repurchase intention through customer satisfaction, indicating that satisfaction functions as a mediating mechanism in digital service contexts. This relationship is consistent with Expectation Confirmation Theory, which posits that when perceived performance (value) meets or exceeds expectations, satisfaction is formed and subsequently strengthens continued usage intentions. This implies that public transportation providers should prioritize functional reliability and transactional accuracy to enhance perceived value and encourage repeat usage.

2.3. Customer Satisfaction

Customer satisfaction refers to customers' evaluative and emotional responses arising from the comparison between expected and perceived service performance, as Kotler and Keller (2012) define it: the emotional state resulting from the comparison between performance and expectations. This study adopts the Expectation Confirmation Theory (ECT) proposed by Oliver (1999), which posits that satisfaction arises when perceived performance meets or exceeds prior expectations and subsequently influences behavioral intention. This theoretical lens is particularly relevant in digital public transportation contexts, where users continuously evaluate service performance against prior expectations of reliability and efficiency. Within this framework, satisfaction functions as a mediating mechanism that explains how service evaluation translates into repurchase intention. In digital public transportation applications such as KAI Access, satisfaction depends heavily on consistent operational performance, transactional accuracy, and system reliability.

Molinillo et al. (2022) show that experiential quality significantly enhances satisfaction by improving users' perceptions of usability and emotional engagement in mobile service applications. Fernandes and Barfknecht (2020) and Zhang et al. (2021) confirm that satisfaction significantly predicts repurchase intention in digital service settings. However, prior studies indicate that in utilitarian services characterized by low switching costs and performance-oriented decision making, satisfaction does not automatically translate into loyalty, as repurchase decisions are often driven by functional efficiency, price considerations, and operational consistency (Maskur et al., 2025). This suggests that satisfaction with digital transportation services operates as a conditional mechanism, with its impact on repurchase intention depending on the dominance of functional considerations.

2.4. Repurchase Intention

Repurchase intention refers to an individual's conscious evaluation and decision to repurchase a service from the same provider, defined by Hellier et al. (2003) as the assessment of repurchase likelihood under current and anticipated future circumstances and conceptually linked to post-purchase evaluation processes. As a post-consumption behavioral outcome, it reflects the cognitive and affective evaluations formed during prior service encounters. In digital public transportation applications such as KAI Access, this intention is shaped by users' evaluation of prior service performance, perceived value, and consistent operational benefits, including reliability, transaction accuracy, and time efficiency. Maskur et al. (2021) found that in utilitarian digital services, particularly performance-oriented applications, repurchase intention is primarily driven by functional evaluations and system reliability rather than emotional gratification. Consistent with evaluation-based behavioral models, this indicates that in utilitarian service contexts characterized by performance-oriented decision-making, satisfaction operates as a necessary but insufficient condition for repurchase intention when functional performance considerations exert a more dominant influence.

2.5. The Mediating Role of Customer Satisfaction

Prior literature suggests that customer satisfaction serves as a mediating mechanism linking service evaluation to future behavioral intentions within the Expectation Confirmation Theory framework, which posits that satisfaction emerges from the comparison between expectations and perceived performance, thereby translating service evaluations into behavioral outcomes. Molinillo et al. (2022) and Ashfaq et al. (2019) demonstrate that satisfaction mediates the relationship between customer experience, perceived value, and repurchase intention in digital service contexts. However, Maskur et al. (2025) report that in utilitarian digital services, satisfaction does not consistently exert a direct effect on repurchase intention, as functional performance and operational efficiency may play a more dominant role. These inconsistent findings reveal an empirical gap regarding the conditional and inconsistent direct effect of satisfaction on repurchase intention, particularly in digital public transportation applications such as KAI Access, where service usage is largely performance-oriented. Accordingly, this study investigates whether customer satisfaction operates as a conditional mediating mechanism through which customer experience and perceived value influence repurchase intention.

2.6. Hypothesis Development

2.6.1. The Effect of Customer Experience on Customer Satisfaction

Schmitt (1999) conceptualizes customer experience as comprising sensory, emotional, cognitive, behavioral, and relational dimensions that collectively shape customers' evaluative judgments of service performance. Recent evidence in live-streaming commerce indicates that real-time interaction, storytelling, and visual engagement strengthen emotional involvement and trust formation, thereby enhancing evaluative

outcomes (Abbrar & Sumarlan, 2025). In digital environments, experiential quality, such as usability, application aesthetics, service speed, and system stability, plays a critical role in shaping satisfaction through both cognitive and affective evaluations. The cognitive dimension influences performance assessment, while the emotional dimension reinforces affective appraisal, both of which contribute to satisfaction formation. Verhoef et al. (2009) further argue that customer experience affects overall service evaluation, which, in turn, translates into satisfaction. Empirical studies consistently confirm that experiential quality enhances satisfaction in mobile and digital applications (Molinillo et al., 2022; Nisa & Tjahjaningsih, 2022; Syach & Tjahjaningsih, 2025). In public transportation applications such as KAI Access, these findings imply that usability, system reliability, and operational performance serve as primary determinants of customer satisfaction.

H1: Customer experience positively influences customer satisfaction.

2.6.2. The Effect of Perceived Value on Customer Satisfaction

Perceived value, defined as the trade-off between benefits received and costs incurred (Zeithaml et al., 1996), has consistently been recognized as a key determinant of customer satisfaction in digital services. Consumer value perceptions are shaped not only by economic considerations but also by individual characteristics, social influences, and technological environments that frame how benefits and sacrifices are interpreted within platform-based systems (Rusdian et al., 2024). Drawing on customer value theory, users evaluate digital applications based on functional and emotional benefits relative to the effort, time, and risk involved. In mobile applications, functional attributes such as ease of use, security, and service speed significantly enhance satisfaction (Harefa & Aquinia, 2024; Liao et al., 2022), while emotional value, including comfort and enjoyment, reinforces positive evaluations (Fernandes & Barfknecht, 2020). In utilitarian digital transportation services, value perceptions are particularly sensitive to reliability, time efficiency, and transactional accuracy because of the performance-oriented nature of service use. For instance, promotional offerings and convenience features in applications such as KAI Access increase users' perceived value, thereby enhancing satisfaction (Agus Triani & Yenita, 2023). Consistent with Expectation Confirmation Theory, when perceived value exceeds users' expectations, cognitive confirmation occurs, generating affective satisfaction as an evaluative outcome.

H2: Perceived value positively influences customer satisfaction.

2.6.3. The Effect of Customer Experience on Repurchase Intention

Customer experience has been widely recognized as a critical determinant of repurchase intention in digital service environments. Verhoef et al. (2009) argue that favorable experiences create emotional connections with brands, strengthening customers' relational commitment. Empirical studies further demonstrate that experiential elements, such as usability, interface attractiveness, and interactivity, enhance repurchase intention and positive word-of-mouth in mobile and travel applications (Molinillo et al., 2022; Nguyen et al., 2024). In addition, emotional engagement, trust, and user involvement contribute directly to loyalty formation beyond immediate satisfaction (Mathori & Chasanah, 2023; Nisa & Tjahjaningsih, 2022). In technology-mediated environments characterized by low switching costs, users continuously evaluate platform performance through interface quality, responsiveness, and system reliability. Customer experience thus shapes cognitive appraisal and affective attachment, which subsequently reinforce behavioral commitment toward continued usage.

H3: Customer experience positively influences repurchase intention.

2.6.4. The Effect of Perceived Value on Repurchase Intention

Perceived value reflects customers' overall evaluation of a service based on the trade-off between benefits received and costs incurred (Zeithaml et al., 1996). In digital service contexts, where alternatives are

abundant and switching barriers are minimal, repurchase decisions depend primarily on whether users perceive that functional and emotional benefits, such as convenience, efficiency, and competitive pricing, outweigh the associated costs. Empirical studies consistently demonstrate that perceived value enhances repurchase intention in mobile and digital applications (Fernandes & Barfknecht, 2020; Liao et al., 2022; Zhang et al., 2021), a finding further supported in digital service settings (Pratiwi, 2022; Rahesa Wijaya & Tjahjaningsih, 2022). Beyond monetary considerations, perceived value also encompasses time efficiency, convenience, and risk reduction. As users can easily compare alternatives across platforms, value perceptions become dynamic and sensitive to performance consistency. Perceived value thus shapes cognitive evaluation and perceived utility, which, in turn, influence users' intention to continue engaging with the platform. Thus, higher perceived value is hypothesized to increase repurchase intention.

H4: Perceived value positively influences repurchase intention.

2.6.5. The Effect of Customer Satisfaction on Repurchase Intention

Customer satisfaction is a post-consumption evaluation that emerges when perceived performance meets or exceeds prior expectations (Oliver, 2014). Drawing on Expectation Confirmation Theory, positive confirmation generates satisfaction, which subsequently influences future behavioral intentions (Oliver, 1999). However, in digital contexts characterized by low switching costs and high price transparency, satisfaction alone may not automatically guarantee loyalty, particularly when competing platforms offer superior technological features or promotional incentives. In digital service environments, satisfaction reduces perceived risk, strengthens emotional attachment, and reinforces positive evaluations. As a cognitive-affective response, satisfaction consolidates performance appraisal into behavioral commitment, thereby increasing the likelihood of continued usage. Empirical evidence consistently confirms the influence of satisfaction on repurchase behavior across digital platforms (Anindita Hayuningtias et al., 2020; Hellier et al., 2003; Rahesa Wijaya & Tjahjaningsih, 2022). In the context of the KAI Access application, satisfied users demonstrate stronger intentions to continue using and repurchasing through the platform (Agus Triani & Yenita, 2023; Putra & Tarandhika, 2025).

H5: Customer satisfaction positively influences repurchase intention.

2.6.6. The Effect of Customer Experience on Repurchase Intention through Customer Satisfaction

Customer experience influences repurchase intention both directly and indirectly through customer satisfaction. Drawing on Expectation Confirmation Theory, experiential encounters shape users' cognitive appraisal of service performance, leading to expectation confirmation and generating affective satisfaction, which is then translated into behavioral intention. Satisfaction thus operates as a cognitive, affective conversion mechanism through which experiential evaluation is internalized into continued usage commitment. Empirical evidence supports this mediating process in digital service contexts, demonstrating that satisfaction links customer experience to loyalty and repeat purchase behavior (Ashfaq et al., 2019; Molinillo et al., 2022; Priliandani Salma Mutiara & Tjahjaningsih Endang, 2022; Syach & Tjahjaningsih, 2025). In digital environments characterized by intense competition and low switching costs, satisfaction becomes a crucial mechanism that transforms positive experiences into sustained usage intentions.

H6: Customer satisfaction mediates the relationship between customer experience and repurchase intention.

2.6.7. The Effect of Perceived Value on Repurchase Intention through Customer Satisfaction

Perceived value influences repurchase intention both directly and indirectly through customer satisfaction. When users evaluate that the benefits of a digital service exceed its associated costs, cognitive confirmation occurs, reinforcing perceived utility and generating affective satisfaction. Within Expectation

Confirmation Theory, satisfaction functions as a post-evaluative response that translates value appraisal into behavioral commitment. Empirical studies support this mediating mechanism in digital contexts, showing that satisfaction links perceived value to loyalty and repeat purchase behavior in mobile applications (Fernandes & Barfknecht, 2020; Liao et al., 2022; Pratiwi, 2022; Tjahjaningsih & Sari, 2019). In the context of KAI Access, higher perceived value has been shown to enhance satisfaction, thereby strengthening users' intention to reuse the application (Priyansah et al., 2023).

H7: Customer satisfaction mediates the relationship between perceived value and repurchase intention.

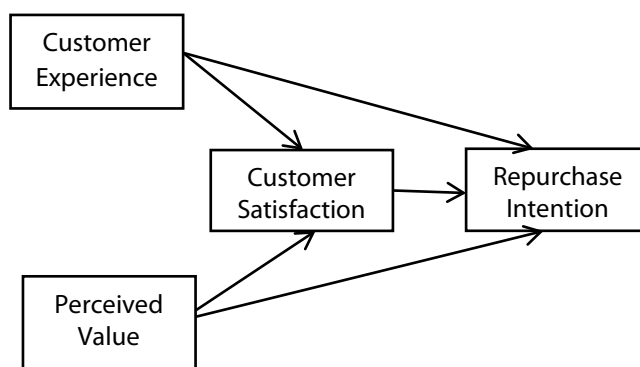


Figure 1. Conceptual Framework

III. Method

3.1. Design and Research Object

This study employs a quantitative methodology via a survey to examine the causal relationships among customer experience, perceived value, customer satisfaction, and repurchase intention. The study concentrates on users of the KAI Access app, particularly assessing their digital service experience and its influence on repurchase behavior. This research is grounded in Expectation Confirmation Theory (ECT) (Oliver, 1999), which posits that satisfaction arises from the comparison between perceived performance and prior expectations, and subsequently influences behavioral intentions. Within this framework, customer experience and perceived value represent evaluations of service performance, while customer satisfaction functions as a mediating mechanism that translates these evaluations into repurchase intention. The context of digital public transportation services is particularly relevant because these services are predominantly utilitarian and performance-oriented. In environments characterized by relatively low switching costs and high price transparency, users tend to base repurchase decisions primarily on functional reliability, efficiency, and transactional accuracy rather than emotional attachment alone. Therefore, examining behavioral intention within the KAI Access application provides meaningful insights into consumer decision-making in digital transportation platforms. KAI Access is the official mobile application of PT Kereta Api Indonesia (Persero), providing integrated digital services, including ticket booking, schedule changes, cancellations, e-boarding passes, and travel information.

3.2. Population, Sample, and Sampling Technique

The study population consists of active users of the KAI Access application in Indonesia. Respondents were required to meet the following criteria:

1. Active users of KAI Access
2. Purchased rail tickets at least three times within the preceding six months

3. Aged 17 years or older
4. Used the application independently for ticket booking
5. Willing to participate voluntarily

These criteria ensure that respondents have sufficient experience with continuous application use, thereby strengthening the validity of experiential evaluation. The study employs purposive sampling. While this technique allows targeted respondent selection, it may introduce self-selection bias and limit the generalizability of findings. Accordingly, the results are interpreted within the context of active KAI Access users rather than the entire population of railway customers in Indonesia. A total of 150 respondents were collected. The sample size is considered adequate for PLS-SEM analysis following the 10-times rule (Hair, Joseph F. et al., 2017), which suggests that the minimum sample size should be at least 10 times the maximum number of structural paths directed at any latent construct in the model. Additionally, PLS-SEM is suitable for predictive research models with moderate sample sizes and mediation structures. Demographic characteristics of respondents (gender, age, education level, and occupation) were collected to enable contextual interpretation of the results. Data were collected over one week, from 30 November to 7 December 2025, through online distribution of the questionnaire to eligible respondents.

3.3. Type and Source of Data

This study utilizes quantitative data derived from numerical responses to structured questionnaire items. Primary data were collected through an online questionnaire distributed via Google Forms. Secondary data were obtained from scholarly books and peer-reviewed national and international journals to support theoretical development and hypothesis formulation. The use of secondary data is limited to theoretical grounding and does not influence the empirical measurement process.

3.4. Data Collection Instruments

Data were collected using a structured online questionnaire. Each item was measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Measurement indicators were adapted from validated prior studies:

1. Customer Experience (cognitive, affective, sensory, relational dimensions)
2. Perceived Value (functional, emotional, social, epistemic value)
3. Customer Satisfaction
4. Repurchase Intention

Before full distribution, a pilot test was conducted with a small group of respondents to ensure clarity, content validity, and preliminary reliability (Cronbach's Alpha > 0.70). Necessary revisions were made to improve wording clarity and reduce ambiguity. Although procedural remedies were applied, the potential common-method bias inherent in self-reported surveys cannot be eliminated and is acknowledged as a methodological limitation.

3.5. Data Analysis Techniques

Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS version 4.0. PLS-SEM was selected because:

1. The study aims to examine predictive relationships.
2. The model includes mediation effects.
3. The data distribution does not require multivariate normality.

4. The sample size is moderate.

These characteristics align with recommendations by Hair, Joseph F. et al. (2017). The analysis was conducted in two stages:

1. Measurement model evaluation (outer model)
2. Structural model evaluation (inner model). Bootstrapping with 5,000 subsamples was used to test the significance of path coefficients at the 5% level.

3.6. Measurement Model Evaluation

The measurement model was evaluated to assess validity and reliability.

3.6.1. Convergent Validity

1. Outer loading ≥ 0.70
2. Average Variance Extracted (AVE) ≥ 0.50

3.6.2. Discriminant Validity

1. Fornell-Larcker criterion
2. Heterotrait-Monotrait Ratio (HTMT) < 0.90

3.6.3. Reliability

1. Cronbach's Alpha ≥ 0.70
2. Composite Reliability ≥ 0.70

These threshold values follow recommendations by Hair, Joseph F. et al. (2017).

3.7. Structural Model Evaluation and Hypothesis Testing

3.7.1. Structural model evaluation was conducted using:

1. R-square (R^2) to assess predictive power
2. Path coefficients to determine direction and magnitude of relationships
3. Bootstrapping (5,000 resamples) to test statistical significance

3.7.2. A hypothesis is supported if:

1. t-statistic > 1.96
2. p-value < 0.05

3.7.3. Mediation effects were examined through indirect effect analysis to determine whether customer satisfaction partially or fully mediates the relationship between:

1. Customer experience and repurchase intention
2. Perceived value and repurchase intention

Interpretation of results will align with Expectation Confirmation Theory and the contextual characteristics of utilitarian digital services, emphasizing how cognitive performance evaluation translates into affective satisfaction and subsequent behavioral commitment.

IV. Research Result and Discussion

4.1. Description of Data and Respondents

This study examined active users of the KAI Access application who had purchased train tickets at least 3 times in the last 6 months. Data were collected from November 30 to December 7, 2025, using an online questionnaire distributed via Google Forms. The questionnaire applied a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The measurement items were adapted from established, validated scales used in prior studies, including Schmitt (1999), Zeithaml et al. (1996), and Oliver (1999), and adjusted to fit the context of digital transportation services. A total of 170 responses were received. After screening for completeness, eligibility criteria, and response consistency, 150 valid responses were retained for further analysis. Twenty responses were excluded because they did not meet the minimum usage requirement or contained incomplete answers.

Table 1. Respondent Description

Respondent Description	Category	Number (People)	Percentage (%)
Gender	Female	91	60.67
	Male	59	39.33
Total		150	100
Age	17-20 years	12	8
	21-25 years	45	30
	26-30 years	60	40
	> 30 years	33	22
Total		150	100
Work	Student/University Student	31	20.67
	Private Employee	79	52.67
	Civil Servant	14	9.33
	Entrepreneur	18	12
	Other Occupation	8	5.33
Total		150	100
Frequency of Ticket Purchase (6 months)	3-4 times	64	42.67
	5-6 times	49	32.67
	7-10 times	27	18
	> 10 times	10	6.67
Total		150	100

The majority of respondents were female (60.67%), aged 26-30 years (40%), and employed in the private sector (52.67%). Most respondents purchased tickets 3-4 times in the last six months (42.67%), indicating moderate to high usage intensity. Because the data were collected via online self-administered questionnaires, potential self-selection bias may be present. Only users who were active and willing to participate were included. Therefore, the findings should be generalized with caution.

4.2. Outer Model

The measurement model was evaluated using SmartPLS 4.0. The assessment included convergent validity and internal consistency reliability.

4.2.1. Validity Test

Table 2. Validity Test

Variable	Indicator	Outer Loading
Customer Experience	X1_1	0.671
	X1_2	0.666
	X1_3	0.760
	X1_4	0.741
	X1_5	0.736
Perceived Value	X2_1	0.532
	X2_2	0.742
	X3_3	0.688
	X4_4	0.734
Satisfaction	Y1	0.641
	Y2	0.777
	Y3	0.749
	Y4	0.804
Repurchase Intention	Z1	0.719
	Z2	0.705
	Z3	0.772
	Z4	0.751
	Z5	0.620

Most indicators show outer loadings above 0.70, indicating good indicator reliability. Several indicators with loadings between 0.50 and 0.70 were retained because they were theoretically relevant and did not reduce composite reliability. According to Hair et al. (2017), indicators within this range may be retained in SEM-PLS if overall construct reliability is adequate. The Average Variance Extracted (AVE) values for Customer Experience (0.513), Satisfaction (0.512), and Repurchase Intention (0.555) exceed the recommended threshold of 0.50. Although the AVE of Perceived Value (0.462) is slightly below 0.50, it was retained because the composite reliability value exceeds 0.70, indicating acceptable convergent validity.

4.2.2. Reliability Test

Table 3. Reliability Test

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Customer Experience	0.762	0.768	0.840	0.513
Perceived Value	0.603	0.620	0.772	0.462
Satisfaction	0.760	0.770	0.839	0.512
Repurchase Intention	0.729	0.730	0.832	0.555

All constructs demonstrate Composite Reliability (ρ_c) values above 0.70, ranging from 0.772 to 0.840, indicating satisfactory internal consistency. Cronbach's Alpha values are also acceptable. Although Perceived Value has a Cronbach's Alpha of 0.603, this is still considered acceptable in exploratory research using SEM-PLS. Overall, the measurement model meets the reliability and validity requirements.

4.3. Structural Model / Inner Model

The structural model was analyzed using the bootstrapping procedure in SmartPLS 4.0 to test the significance of the hypothesized relationships.

4.3.1. Coefficient of Determination (R^2)

Table 4. R-Square (R^2) Values

	R-squared	R-squared adjusted
Satisfaction	0.639	0.634
Repurchase Intention	0.476	0.465

Customer Experience and Perceived Value explain 63.9% of the variance in Satisfaction ($R^2 = 0.639$), indicating substantial explanatory power. Meanwhile, Repurchase Intention has an R^2 of 0.476, indicating that the model explains 47.6% of the variance. This suggests moderate predictive ability.

4.3.2. Hypothesis Testing Results

Table 5. Hypothesis Testing Results

Hypothesis	Jalur	Koefisien	t-stat	p-value	Keputusan
H1	CX → S	0.519	5.048	0000	Supported
H2	PV → S	0.338	2.978	0.003	Supported
H3	CX → RI	0.116	0.866	0.386	Not Supported
H4	PV → RI	0.375	3.396	0.001	Supported
H5	S → RI	0.265	1.923	0.055	Not Supported
H6	CX → S → RI	0.137	1.686	0.092	Not Supported
H7	PV → S → RI	0.089	1.629	0.103	Not Supported

Note: Significance level at $p < 0.05$

The findings show:

1. Customer Experience → Satisfaction ($\beta = 0.519$; $p < 0.001$) - Supported
2. Perceived Value → Satisfaction ($\beta = 0.338$; $p = 0.003$) - Supported
3. Customer Experience → Repurchase Intention ($\beta = 0.116$; $p = 0.386$) - Not Supported
4. Perceived Value → Repurchase Intention ($\beta = 0.375$; $p = 0.001$) - Supported
5. Satisfaction → Repurchase Intention ($\beta = 0.265$; $p = 0.055$) - Not Supported

These results indicate that Perceived Value is the strongest predictor of Repurchase Intention.

4.4. Discussion

4.4.1. The Effect of Customer Experience on Satisfaction (H1)

The results confirm that Customer Experience significantly influences Satisfaction ($\beta = 0.519$; $p < 0.001$). This finding supports the experiential marketing theory (Schmitt, 1999) and the customer experience framework (Verhoef et al., 2009), which suggest that user interaction quality affects satisfaction evaluation. This result is consistent with Molinillo et al. (2022), who found that digital service experience positively affects customer satisfaction. In the context of KAI Access, ease of use, clarity of information, and transaction convenience enhance user satisfaction.

4.4.2. The Effect of Perceived Value on Satisfaction (H2)

Perceived Value significantly influences Satisfaction ($\beta = 0.338$; $p = 0.003$). This finding supports value theory (Zeithaml et al., 1996), which states that satisfaction arises from evaluating benefits relative to sacrifices. In the KAI Access context, functional benefits such as pricing transparency, transaction speed, and ticket availability play a dominant role in shaping satisfaction. This result aligns with Fernandes and Barfknecht (2020) in digital service research.

4.4.3. The Effect of Customer Experience on Repurchase Intention (H3)

Customer Experience does not significantly influence Repurchase Intention ($p = 0.386$). This suggests that although users may have a positive experience, it does not directly determine repeat usage decisions. This finding differs from studies in hedonic digital platforms. However, it aligns with Ho and Chung (2020), who argue that in utilitarian services, functional value plays a more dominant role than experiential aspects.

4.4.4. The Effect of Perceived Value on Repurchase Intention (H4)

Perceived Value significantly affects Repurchase Intention ($\beta = 0.375$; $p = 0.001$). This indicates that economic and functional considerations primarily drive users' decisions to repurchase. This finding supports rational decision theory (Kotler & Keller, 2012), which explains that repeat purchase behavior is influenced by perceived utility and value. In utilitarian services such as transportation applications, users prioritize efficiency and cost-effectiveness.

4.4.5. The Effect of Satisfaction on Repurchase Intention (H5)

Satisfaction does not significantly affect Repurchase Intention ($p = 0.055$). Although satisfaction is generally associated with loyalty (Oliver, 1999), in essential services such as transportation, users may continue using the service out of necessity rather than emotional attachment. This finding indicates that satisfaction functions as a basic evaluative outcome rather than a direct determinant of behavioral intention in this context.

4.4.6. The Role of Customer Satisfaction in Mediating Customer Experience on Repurchase Intention (H6)

The results indicate that Customer Satisfaction does not mediate the relationship between Customer Experience and Repurchase Intention ($p > 0.05$). Although Customer Experience significantly influences Satisfaction, this satisfaction does not translate into a stronger intention to repurchase. This finding suggests that, in the context of utilitarian digital services, satisfaction may function primarily as an evaluative outcome rather than a behavioral driver. In other words, positive experiences improve users' perceptions of the service, but they are not sufficient to stimulate repeat purchase decisions. This result aligns with Verhoef et al. (2009), who argue that in functional service environments, behavioral intentions are more strongly influenced by value considerations than experiential aspects. Empirical support from Maskur et al. (2025) and Nguyen et al. (2024) also indicates that, on digital service platforms oriented toward efficiency, satisfaction does not always act as a significant mediator. Theoretically, this finding refines the traditional experience, satisfaction, loyalty chain by showing that, in essential transportation services, experiential improvements enhance satisfaction but do not automatically generate repeat-purchase intention. Users of KAI Access appear to prioritize functional efficiency and necessity over emotional evaluation when deciding to repurchase.

4.4.7. The Role of Customer Satisfaction in Mediating Perceived Value on Repurchase Intention (H7)

The findings show that Customer Satisfaction does not mediate the relationship between Perceived Value and Repurchase Intention ($p > 0.05$). Perceived Value directly influences Repurchase Intention without passing through Satisfaction. This result supports Zeithaml (1996) and Holbrook (2005), who emphasize that perceived value can directly shape behavioral intention. In the context of KAI Access, users appear to base their repurchase decisions primarily on practical and economic evaluations rather than on post-consumption emotional responses. This finding is consistent with Liao et al. (2022), who report that in utilitarian digital services, satisfaction plays a limited mediating role compared to perceived value. The absence of mediation indicates that perceived value exerts an immediate influence on behavioral intention. In essential services such as digital transportation platforms, users may skip effective evaluation stages and directly assess whether the service delivers efficiency, affordability, and reliability. This finding contributes to the literature by demonstrating that, in efficiency-driven digital platforms, the value-behavior relationship can operate independently of satisfaction, thereby challenging the assumption that satisfaction is always a necessary mediator of repurchase intention.

V. Conclusion

This study examined the influence of Customer Experience and Perceived Value on Repurchase Intention, with Customer Satisfaction as a mediating variable, among users of the KAI Access application. The findings indicate that Customer Experience and Perceived Value have a positive and significant effect on Customer Satisfaction. This suggests that usability, information clarity, and transaction convenience are important determinants of users' evaluations of digital transportation services. However, Customer Experience and Customer Satisfaction do not have a significant direct effect on Repurchase Intention. In contrast, Perceived Value emerges as the strongest predictor of Repurchase Intention. This indicates that rational and functional considerations, such as service efficiency, pricing transparency, transaction speed, and practical benefits, primarily drive users' decisions to repurchase. Furthermore, Customer Satisfaction does not mediate the relationship between Customer Experience or Perceived Value and Repurchase Intention. This finding suggests that, in utilitarian digital transportation services, behavioral intention is more directly influenced by value perception than by affective evaluation.

Overall, this study contributes to the literature on digital consumer behavior by demonstrating that in essential service applications, perceived value plays a more dominant role than experiential and emotional factors in driving repurchase intention. The findings refine the traditional satisfaction-loyalty framework by showing that satisfaction may not always act as a mediating mechanism in efficiency-oriented digital platforms. Practically, the findings suggest that digital transportation providers should prioritize enhancing functional value, including system reliability, transaction speed, pricing transparency, and service efficiency. Strengthening these aspects may be more effective in increasing repurchase intention than focusing solely on experiential or emotional improvements.

VI. Limitations and Future Research Agenda

This study has several limitations. First, the research model focused on Customer Experience, Perceived Value, and Customer Satisfaction as the main explanatory variables of Repurchase Intention. Other potentially relevant factors, such as trust, habit, switching cost, or service quality dimensions, were not included. These variables were intentionally excluded to maintain model parsimony and to focus on value-based evaluation mechanisms. Future studies are encouraged to incorporate these additional constructs to provide a more comprehensive understanding of behavioral intention in digital transportation services. Second, this study employed a cross-sectional research design, which captures users' perceptions at a single point in time. Although this approach is appropriate for analyzing structural relationships using SEM-PLS, it

does not allow observation of changes in perception and behavior over time. Future research may adopt a longitudinal design to examine how repeated usage influences perceived value, satisfaction, and long-term behavioral intention. Third, this study treated KAI Access users as a homogeneous group. Differences based on travel frequency, travel purpose (e.g., commuter, leisure, or business), or route characteristics (short distance vs. long distance) were not examined. These factors may influence repurchase behavior differently. Future research could apply segmentation analysis or multigroup analysis to explore potential behavioral variations across user groups. Finally, data were collected through an online self-administered questionnaire, which may introduce self-selection bias and subjective response bias. Future research may combine survey data with behavioral data (e.g., actual purchase frequency) to enhance methodological robustness.

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