

**WHAT DRIVES REPURCHASE INTENTION? MEDIATING ROLE OF CUSTOMER SATISFACTION AND CUSTOMER RELATIONSHIP MANAGEMENT WITH MARKETING MIX AS AN INDEPENDENT VARIABLE**

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**ABSTRACT**

This research was conducted to examine the relationship formed between marketing mix and repurchase intention by placing consumer satisfaction and customer relationship management as mediators. This research was conducted at Kimia Farma Pharmacy with the subjects being consumers in Banda Aceh City, totaling 120 respondents using a purposive sampling technique and analyzed using AMOS SEM. The results of this research prove that the marketing mix and customer relationship management are running well and consumer satisfaction and repurchase intention are at a high position. Then, the marketing mix run was proven to increase consumer satisfaction, customer relationship management, and repurchase interest. Likewise, the influence of satisfaction and customer relationship management also increases repurchase intention and partially mediates the relationship between the marketing mix and consumers' repurchase intention.

**Keywords:** Marketing Mix, Customer Satisfaction, Customer Relationship Management, Repurchase Intention.

**1. INTRODUCTION**

Kimia Farma Apotek (KFA) company, here mentioned as Kimia Farma Pharmacy, is a pharmacy in the form of a service company that operates in the public health sector. As a company operating in the public health sector, it is necessary to improve the quality of service because it affects the level of public trust and the value of income from sales of Kimia Farma pharmacy products. Kimia Farma Pharmacy is a subsidiary formed by Kimia Farma Holding Company to manage the existing pharmacies, to increase sales contribution to expand the company's consolidated sales. This is following the vision and mission of Kimia Farma. The vision of Kimia Farma is "To become an integrated health sector corporation capable of generating sustainable value growth through synergistic business configuration and coordination."

Repurchase intention occurs when consumers believe that the quality of the product and the service provided meet their expectations, leading them to plan on buying the product again. This intention creates a motivation that persists in their minds, and when the time comes to fulfill their needs, they are more likely to follow through on their intention. Even though a future purchase is not guaranteed, measuring purchase interest is typically done to better predict actual future purchases (Jeddi & Zaiem, 2010). According to (Rangkuti, 2017), repurchase intention represents a set of brand associations that consumers form in their minds. Initial survey regarding respondents' perceptions of repurchase intention which refers to various indicators proposed by (Amartuvshin, Chung, Sultan, & Al-Khaled, 2021) with research objects at Kimia Farma Pharmacy in Banda

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Aceh, the phenomenon was found that the management of Kimia Farma Pharmacy does not appear to have taken steps to improve services and a Kimia Farma Pharmacy do not yet have high appeal in the community.

In today's competitive situation, customer satisfaction is a powerful intangible asset for a company. Customer satisfaction is often measured as the difference between perceived experience expectations. (Oliver, 1977) developed a theoretical framework called the Expectancy-Disconfirmation Paradigm (EDP). For consumer satisfaction with services, two main things are closely related, namely consumer expectations regarding service quality and consumer perceptions of service quality. Consumers always evaluate the service they receive compared to what they expect or want (Negassa & Japee, 2023). Initial survey regarding respondents' perceptions of consumer satisfaction which refers to various indicators proposed by (Woodruff, Clemons, Schumann, Gardial, & Burns, 1991) with research objects at Kimia Farma Pharmacy in Banda Aceh, the phenomenon was found that consumers' expectations had not been met when purchasing various products, consumers not yet in a position to recommend to others to buy various products, consumers have not experienced the high quality of service provided, and consumers do not always buy products from Kimia Farma Pharmacy.

Customer Relationship Management has often been narrowly defined as activities related to managing customer data. However, in a broader sense, customer relationship management encompasses the entire process of building and maintaining profitable relationships by delivering superior customer value and satisfaction. This process encompasses all aspects of achieving, retaining, and growing customer relationships. (Kotler & Keller, 2018). Previous studies stating the relationship between Customer Relationship Management and repurchase intention was carried out by (Intayos, Netpradit, & Samutachak, 2021), (Husna, Utami, & Chan, 2022), and (Alaros, Marjani, Shafiq, & Asirvatham, 2023) which stated that with the existence of Customer Relationship Management will further increase consumers' desire to have the intention to buy the product being marketed (repurchase intention). Initial survey regarding respondents' perceptions of Customer Relationship Management which refers to various indicators proposed by (Peppers & Rogers, 1995) with the research object at Kimia Farma Pharmacy in Banda Aceh, the phenomenon was found that this pharmacy does not yet have a complete database to get to know consumers better, does not try to give gifts to loyal customers and to consumers who make transactions with a certain nominal amount, and has not yet controlled the main market share with sales volumes that continue to increase because there are still several competitors who have better sales volumes.

"The marketing mix is a strategy used in marketing to widely convey information, introduce products, goods, and services, stimulate consumers to make purchases, and even shape their personal preferences for a product's image. Therefore, the marketing mix is one of the most important strategic elements in marketing products. According to (Kotler & Keller, 2018), the marketing mix is a set of marketing tools that are used to achieve marketing objectives in the target market." Previous research states that a marketing mix strategy is important in maintaining long-term relationships with customers, including satisfaction (Othman, Harun, Almeida, & Sadq, 2021); (Tielung & Untu, 2021); and (Elgarhy & Mohamed, 2023). Then, the marketing mix influences customer relationship management (Mohammadi & Sohrabi, 2018); (Al-Zyoud, 2019); and (Yusuf, Astuti, & Ariani, 2022) The relationship formed between marketing mix and repurchase intention can be traced in several studies conducted by (Trivedi & Sama, 2020), (Dash, Kiefer, & Paul, 2021), and (Ahmed, Streimikien, Qadir, & Streimikis, 2023). Initial survey

regarding respondents' perceptions of Customer Relationship Management which refers to various indicators proposed by (Campion, Papper, & Medsker, 1996) with research objects at Kimia Farma Pharmacy in Banda Aceh, the phenomenon was found that the promotion strategy carried out by Kimia Farma Pharmacy in Banda Aceh was classified as ineffective and did not have a big influence and Kimia Farma Pharmacy in Banda Aceh had employees who did not have the skills, attitudes, and the ability to build good relationships with consumers.

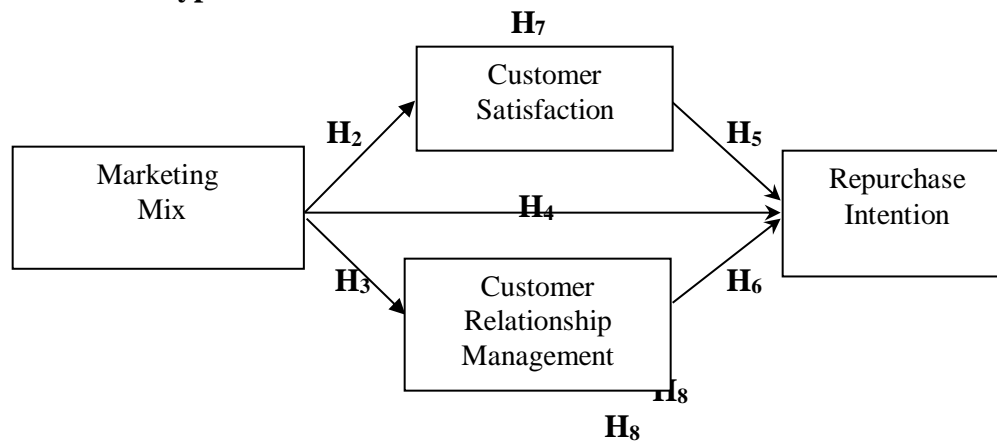
**2. LITERATURE**

**Table 1. Operation Variable**

No	Variable Definition	Indicator	Measurement Scale	Item
<b>Endogenous (Dependent) Variable</b>				
1.	<p><b>Repurchase intention</b></p> <p>Repurchase intention is part of the consumer behavior component in consumption attitudes, the tendency of respondents to act before the purchasing decision is implemented.</p> <p>(Amartuvshin et al., 2021)</p>	<p>1. Interested in finding information about the product</p> <p>2. Considering buying</p> <p>3. Interested in trying</p> <p>4. Want to know the product</p> <p>5. Want to have the product (Amartuvshin et al., 2021)</p>	Interval 1 – 5	<p>PI.1</p> <p>PI.2</p> <p>PI.3</p> <p>PI.4</p> <p>PI.5</p>
<b>Intervening (Mediasi) Variabel</b>				
2.	<p><b>Customer Satisfaction</b></p> <p>Customer Satisfaction is a post-purchase response that occurs as a result of comparing pre-purchase expectations and perceived performance. The level of expectation then becomes the standard by which the product is judged.</p> <p>(Woodruff et al., 1991)</p>	<p>1. Fulfillment of consumer expectations</p> <p>2. Desire to use the product</p> <p>3. Recommendation to others</p> <p>4. Quality of service that can fulfill consumer desires</p> <p>5. Loyalty to certain products or services</p> <p>6. Good reputation of the manufacturer</p> <p>7. Location of the product/service offered to consumers.</p>	Interval 1 – 5	<p>KK.1</p> <p>KK.2</p> <p>KK.3</p> <p>KK.4</p> <p>KK.5</p> <p>KK.6</p> <p>KK.7</p>

No	Variable Definition	Indicator	Measurement Scale	Item
		(Woodruff et al., 1991)		
<b>Exogenous (Independen) Variabel</b>				
3.	<p><b>Customer Relationship Management (CRM)</b></p> <p><b>Customer Relationship Management</b> aims to build and maintain a customer base that has a strong relationship commitment and is profitable for the company.</p> <p>(Campion et al., 1996)</p>	<ol style="list-style-type: none"> <li>1. Identify</li> <li>2. Acquire</li> <li>3. Maintain</li> <li>4. Develop</li> <li>5. Sustainable marketing (Campion et al., 1996)</li> </ol>	Interval 1 – 5	<p>CRM.1</p> <p>CRM.2</p> <p>CRM.3</p> <p>CRM.4</p>
4.	<p><b>Marketing Mix</b></p> <p><b>Marketing Mix</b> is a set of marketing tools used by marketers to achieve their marketing goals in the target market.</p> <p>(Kotler &amp; Keller, 2018)</p>	<ol style="list-style-type: none"> <li>1. Product</li> <li>2. Price</li> <li>3. Promotion</li> <li>4. Place</li> <li>5. People</li> <li>6. Process</li> <li>7. Physical Evidence (Kotler &amp; Keller, 2018)</li> </ol>	Interval 1 – 5	<p>MM.1</p> <p>MM.2</p> <p>MM.3</p> <p>MM.4</p> <p>MM.5</p> <p>MM.6</p> <p>MM.7</p>

**Model and Hypotheses**



**Figure 1. Research Model**

**A. Descriptive Hypothesis**

H<sub>1</sub> : Marketing mix, consumer satisfaction, customer relationship management, and repurchase intention are working well

**B. Verification Hypothesis**

**Direct Influence Verification Hypothesis**

H<sub>2</sub> : Marketing mix influences satisfaction

H<sub>3</sub> : Marketing mix influences customer relationship management

H<sub>4</sub> : Marketing mix influences repurchase interest

H<sub>5</sub> : Satisfaction influences repurchase intention

H<sub>6</sub> : Customer relationship management influences repurchase intention

**Mediation Hypothesis**

H<sub>7</sub> : Consumer satisfaction mediates the marketing mix impact on repurchase intention

H<sub>8</sub> : Customer relationship management mediates the marketing mix influence on repurchase intention

**3. METHOD**

This research was conducted on consumers of Kimia Farma Pharmacy in Banda Aceh with the object being marketing mix as an independent variable, dependent variables in the form of repurchase intention, and intervening variables in the form of consumer satisfaction and customer relationship management. This research used a sample size of 120 consumers using the proportionate stratified random sampling technique.

4. RESULT

H1 : Descriptive Hypothesis

Table 2. One Sample Test

	Test Value = 3.41					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Marketing mix	16,904	119	0,000	0,58335	0,3990	0,5299
Customer Satisfaction	15,780	119	0,000	0,15316	0,2218	0,4141
Customer Relationship Management	13,808	119	0,005	0,44978	0,4390	0,6129
Repurchase Intention	21,128	119	0,008	0,61020	0,4087	0,5990

Based on the OST test results in Table 1 above, it is evident that all the resulting significance values are less than 5%, indicating that overall, all the variables in this research have been well realized.

4. DATA ANALYSIS RESULTS

1. CFA Test

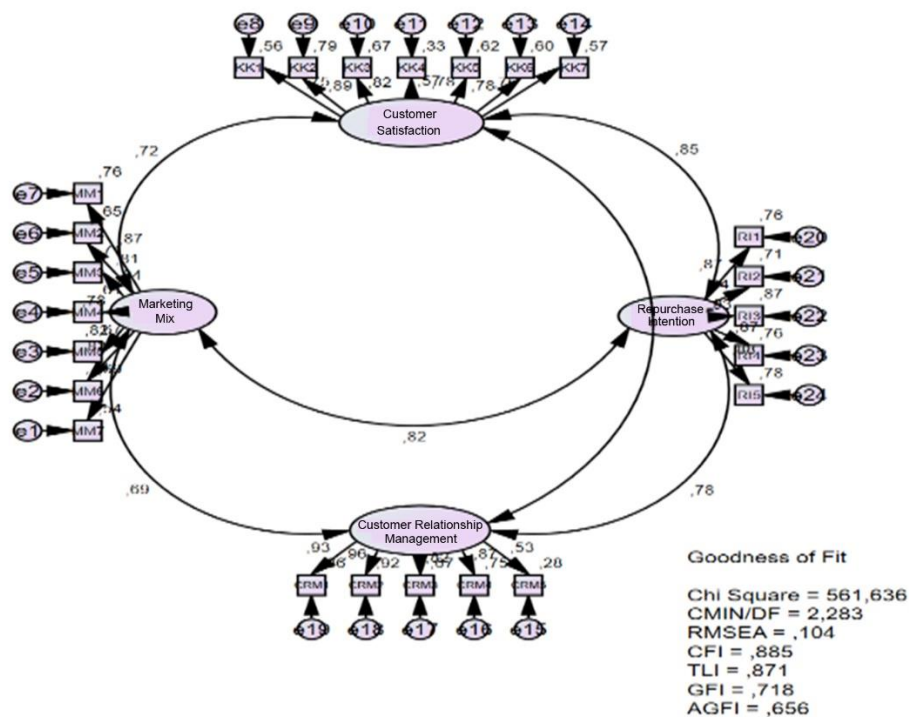


Figure 2. CFA Test Results (post respecification)

**Table 3. Loading Factor**

	Estimate
MM7 <--- Marketing_Mix	,733
MM6 <--- Marketing_Mix	,833
MM5 <--- Marketing_Mix	,819
MM4 <--- Marketing_Mix	,783
MM3 <--- Marketing_Mix	,843
MM2 <--- Marketing_Mix	,807
MM1 <--- Marketing_Mix	,871
KK1 <--- Customer_Satisfaction	,747
KK2 <--- Customer_Satisfaction	,888
KK3 <--- Customer_Satisfaction	,821
KK4 <--- Customer_Satisfaction	,574
KK5 <--- Customer_Satisfaction	,784
KK6 <--- Customer_Satisfaction	,776
KK7 <--- Customer_Satisfaction	,757
CRM5 <--- CustomerRelationship_Management	,532
CRM4 <--- CustomerRelationship_Management	,866
CRM3 <--- CustomerRelationship_Management	,819
CRM2 <--- CustomerRelationship_Management	,959
CRM1 <--- CustomerRelationship_Management	,930
RI1 <--- Repurchase_Intention	,871
RI2 <--- Repurchase_Intention	,845
RI4 <--- Repurchase_Intention	,871
RI5 <--- Repurchase_Intention	,884
RI3 <--- Repurchase_Intention	,932

**2. GOF Test Results**

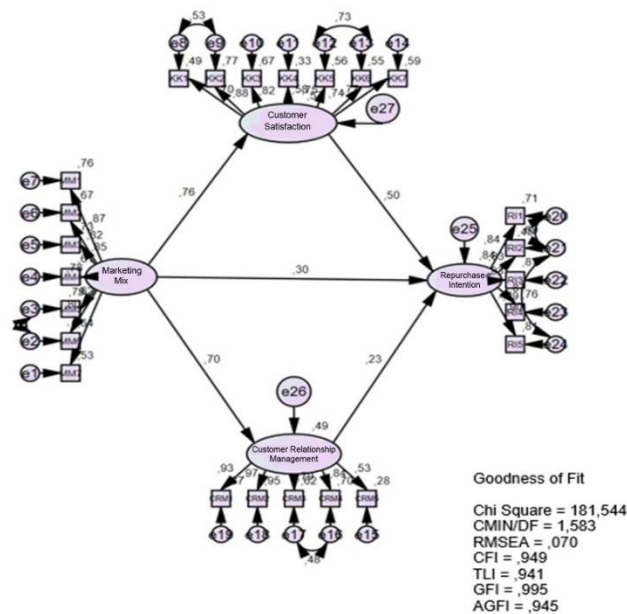


Figure 3. GOF Test Results after MI

Table 4. Measurement Model Test Result

Goodness of Fit Index	Cut off Value	Result	Evaluasi Model
Chi-Square	< 240.995	181.544	Fit
RMSEA	≤ 0.08	0.070	Fit
GFI	≥ 0.90	0.995	Fit
AGFI	≥ 0.90	0.945	Fit
CMIN/DF	≤ 2.00	1.583	Fit
TLI	≥ 0.90	0.941	Fit
CFI	≥ 0.90	0.949	Fit

Table 5. Regression Weight

Effect Test	Estimate		S.E.	C.R.	P
	Std.	Unstd			
Marketing mix on customer satisfaction	0.756	0.840	0.134	6.249	***
Marketing mix on customer relationship management	0.697	0.635	0.127	4.983	***
Marketing mix on repurchase intention	0.297	0.389	0.135	2.873	0.004
Customer relationship management on repurchase intention	0.232	0.333	0.112	2.981	0.003
Customer Satisfaction on repurchase intention	0.500	0.590	0.118	4.976	***



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**H2: Relationship of Marketing Mix to Satisfaction**

The H2 test result produces  $CR\ 6,249 > 1.96$ , and  $p\text{-value}\ 0.000 < 0.05$ , proving that marketing mix influences satisfaction. The magnitude is 0.756, explaining that implementing a marketing mix will increase consumer satisfaction. (Othman et al., 2021) conducted research supporting the view that the marketing mix has a positive and significant impact on customer satisfaction and loyalty. The study revealed that satisfaction plays a mediating role in the relationship between the marketing mix and the satisfaction of Umrah pilgrims. This research is valuable for the Umrah travel industry in Malaysia and other countries, as it provides insights into the importance of marketing mix strategies in fostering long-term customer relationships. Tielung & (Tielung & Untu, 2021) demonstrated in their research that the marketing mix factors are correlated with consumer satisfaction. This research complements previous studies suggesting that the marketing mix plays a vital role in enhancing customer satisfaction within a company. Additionally, research by (Ellitan, 2023) revealed that product, price, place, and promotion significantly influence customer satisfaction and subsequently impact customer loyalty. The study also found that customer satisfaction partially mediates the product, price, place, and promotion impact on customer loyalty.

**H3: Relationship of Marketing Mix and Customer Relationship Management**

The H3 test result finds that the  $CR\ 4.983 > 1.96$  and  $p\ 0.000 < 0.05$ , proving that marketing mix influences customer relationship management. The magnitude is 0.697, explaining that as the marketing mix level increases, customer relationship management also improves. These findings align with (Mohammadi & Sohrabi, 2018) research, which demonstrated that marketing mix elements have a positive and significant impact on customer relationship management and customer satisfaction. Customer relationship management acts as a partial mediator between marketing mix elements and customer satisfaction, contributing to customer retention, satisfaction, and acquisition of new customers. Additionally, (Yusuf et al., 2022) found that: (1) Digital Marketing Mix Strategy significantly affects Customer Relationship Management for MSMEs 4.0 DKI Jakarta, (2) Customer Relationship Management significantly impacts the Marketing Performance of MSMEs 4.0 DKI Jakarta, and (3) Digital Marketing Mix Strategy significantly influences the Marketing Performance of MSME 4.0 DKI Jakarta. (Al-Zyouid, 2019) with his research also shows that the marketing mix seems to influence the efficiency of customer relationship management practices in organic goods marketing companies in Jordan. The most influential variable is price, which is considered high for organic products in Jordan, and that is the reason customers tend to avoid them.

**H4: Relationship of Marketing Mix to Repurchase Intention**

The H4 test proves that  $CR\ 2.873 > 1.96$  and  $p\ 0.004 < 0.05$ , showing that the marketing mix influences repurchase intention. The magnitude is 0, 297 or 29.7 %, explaining that the higher the level of marketing mix provided, the more repurchase intention will increase. The evidence supporting a relationship between these two variables is bolstered by empirical studies conducted by researchers in the HR field. (Trivedi & Sama, 2020) demonstrated in their research the clear benefits of selecting expert influencers over attractive celebrity influencers for marketing communications related to consumer electronics products. They also empirically established the mediating role of brand attitude and brand admiration, and uncovered the moderating effects of

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engagement. (Dash et al., 2021) conducted research that demonstrates the significance of brand identity and brand image in determining customer satisfaction and repurchase interest. Additionally, the study highlights the substantial impact of customer satisfaction on repurchase intention. The research also emphasizes the influence of the Marketing 4.0 approach, which centers on brand identity and brand image, in affecting customer satisfaction, consequently increasing customer repurchase interest. (Ahmed et al., 2023) carried out research that concluded the significant influence of green psychology (as a mediator) and green advertising (as a moderator) on the relationship between attitude, environmentally friendly customer value (including environmental image and perceived value), and the preference for environmentally friendly purchases. The findings of this research are valuable for researchers and academics seeking theoretical insights into green purchasing approaches. Furthermore, the results can assist marketers in crafting green marketing strategies to attain sustained competitive advantages in the long run.

#### **H5: Relationship of Consumer Satisfaction and Repurchase Intention**

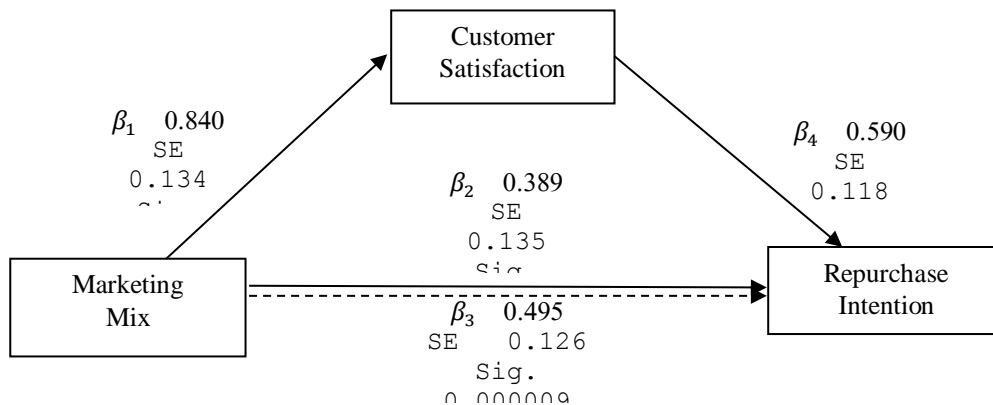
The H5 test result meets the requirements for acceptance, namely CR 4.976 > 1.96 and  $p < 0.000$ , proving that consumer satisfaction influences repurchase intention. The magnitude is 0.500, explaining that increasing consumer satisfaction will increase repurchase intention. This is following the opinion of (Abdelkader & Hassan, 2021) whose research proves that there is a clear and statistically significant influence of marketing based on experience on repurchase interest. Research by (Maffett & Brusa, 2022) found that customer satisfaction, brand advocacy, brand loyalty, and brand resonance play a role in mediating the relationship between experiential marketing and repurchase intention to varying degrees. Brand advocacy was found to be the strongest mediator in this relationship. The study also concluded that advertising has a positive and significant effect on purchasing interest and consumer satisfaction and that consumer satisfaction in turn increases repurchase intention. Another study by (Almakayeel, 2023) discovered that the quality of travel websites is associated with the quality of customer satisfaction, which subsequently impacts their intention to make a purchase.

#### **H6: Relationship of Customer Relationship Management and Repurchase Intention**

The H6 test result meets the requirements for acceptance, namely CR 2.981 > 1.96 and  $p < 0.000$ , proving that customer relationship management influences repurchase intention. The magnitude is 0.232, meaning strengthening customer relationship management will increase repurchase intention. These results are in line with the evidence carried out in the research of (Intayos et al., 2021) with their research showing strong support for the proposed model, especially in the experienced group, while several hypotheses were supported in the group without experience. By controlling perceived behavior, attitudes, and subjective norms, customer relationship management can better influence repurchase intention. This study helps managers to design more effective customer relationship management strategies. In a study conducted by (Husna et al., 2022), it was found that all five direct hypotheses tested showed significant influence, including the impact of customer relationship management on repurchase interest. Additionally, both of the two indirect hypotheses tested also yielded significant results, indicating that customer trust can serve as a mediator between endogenous and exogenous variables. (Alaros et al., 2023) with their research stated that customer relationship management with a prediction

consumption intention approach (Data Mining, Machine Learning, and Deep Learning) was proven to affect increasing purchase intention.

**H7: Satisfaction in Mediating the Marketing Mix on Repurchase Intention**



**Figure 4. Testing the H7 Model**

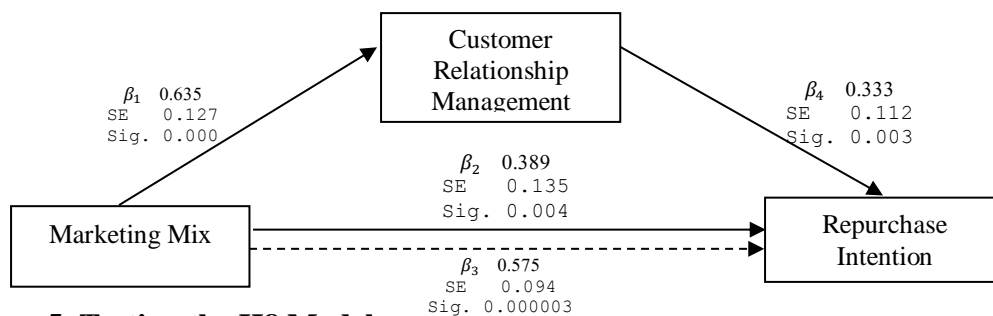
Figure 4 above is a H7 model with the satisfaction variable as the mediator. The Sobel test results are as follows.

**Table 6. H7 Test**

Input:	Test statistic:	Std. Error:	p-value:
a 0.840	Sobel test: 3.90887985	0.12678824	0.00009273
b 0.590	Aroian test: 3.87883239	0.12777041	0.00010496
s <sub>a</sub> 0.134	Goodman test: 3.9396366	0.1257984	0.00008161
s <sub>b</sub> 0.118	Reset all	Calculate	

There is a direct influence between the marketing mix on repurchase intention which is partially mediated by satisfaction.

**H8: Customer relationship management in Mediating the Marketing Mix and Repurchase Intention**



**Figure 5. Testing the H8 Model**

Figure 5 above is a H8 model formed with the customer relationship management variable as the mediator. The Sobel test results are as follows.

**Table 7. H8 Test**

Input:		Test statistic:	Std. Error:	p-value:
a	0.635	Sobel test: 2.5555302	0.08274408	0.01060262
b	0.333	Aroian test: 2.51858796	0.08395776	0.01178264
s <sub>a</sub>	0.127	Goodman test: 2.59414723	0.08151234	0.00948259
s <sub>b</sub>	0.112	Reset all	Calculate	

These results indicate that there is a direct influence between the marketing mix on repurchase intention which is mediated by customer satisfaction (partial mediation).

**5. CONCLUSION**

The study's findings demonstrate that the descriptive hypothesis is supported by the research variables. It is also evident that implementing marketing mix strategies improves satisfaction, customer relationship management, and intention to repurchase. Additionally, the results indicate that as customer satisfaction increases and customer relationship management is consistently implemented, repurchase intention also increases. Moreover, satisfaction and customer relationship management are shown to partially mediate the relationship between the marketing mix and repurchase intention. Therefore, the model is applicable in chemical pharmaceutical companies to enhance the repurchase intention of their products. This discovery underscores the academic utility of the model, which can be further validated and utilized in the future to advance theory development. The study's limitations are related to the research subjects, specifically the Kimia Farma company, and the variables associated with the model. Several recommendations have been formulated based on the survey data.

1. For the promotional strategy carried out by Kimia Farma Pharmacy to be effective and have a big influence, it is best to be able to identify the target market to find out how interested consumers are; and determine the mission to be achieved because the application of the product marketing aims for several goals such as creating a good impression among consumers, determining the quality of business products, creating products that can compete with other business products, and of course, increasing consumer purchasing power for business products; create a concept map as a promotional strategy because later it will contain an outline of the steps in carrying out product promotion; take advantage of social media such as Instagram, Facebook, Twitter and TikTok; provide the best service, promotions with additional price discounts; and promotions with guarantees for certain products.
2. So that consumer expectations can be met when purchasing products at Kimia Farma Pharmacy in Banda Aceh, it is best to always strive to provide quality products, serve consumers in a friendly manner, and pay special attention to meeting customer needs and expectations both in products and customer service, adjust product prices, offer guarantee

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purchasing products, build effective communication, give rewards to loyal customers, build closer relationships with customers, conduct customer satisfaction surveys, and utilize social media.

3. For consumers to recommend to other people to buy medicines at Kimia Farma Pharmacy in Banda Aceh, it is best to always try to make consumers believe in our products, make consumers loyal, increase the role of consumers, improve personal relationships, and finally ask consumers for permission to be able to recommend to other people.
4. For Kimia Farma Pharmacy in Banda Aceh, to have a good perception of service, it is best to always maintain drug quality, brand reputation, communication and branding, customer experience, price, customer support, and perceived value.
5. So that consumers always try to be able to consider buying medicines at Kimia Farma Pharmacy in Banda Aceh, they should continue to update the latest medicines and have quality variants and replace products that are not competitive and lack interest. Then, to attract consumer interest, Kimia Farma Pharmacy in Banda Aceh should regularly hold promotions on various platforms that are frequently used by consumers, provide quality products, serve consumers in a friendly manner, pay special attention to meeting customer needs and expectations both in product and customer service, adjust product prices, offer product purchase guarantees, build effective communication, give rewards to loyal customers, build closer relationships with customers, conduct customer satisfaction surveys, and utilize social media.

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