

The Effect of Online Customer Experience and Loyalty Programs on Repurchase Intention: The Mediating Role of Customer Satisfaction among Fore Coffee App Users in Padang City

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Abstract

This study aims to analyze the effect of Online Customer Experience and Loyalty Program on Repurchase Intention, both directly and indirectly through Customer Satisfaction as a mediating variable, among Fore Coffee application users in Padang City. This research uses a quantitative approach with Structural Equation Modeling–Partial Least Square (SEM-PLS 4) as the analytical technique. The sample consisted of 120 respondents selected through purposive sampling, namely consumers residing in Padang City, at least 17 years old, who own the Fore Coffee application, and have made at least one order through it. Primary data were collected through an online questionnaire. The results show that Online Customer Experience has a positive and significant effect on both Customer Satisfaction and Repurchase Intention. In contrast, Loyalty Program has no significant direct effect on either Customer Satisfaction or Repurchase Intention. Customer Satisfaction has a positive and significant effect on Repurchase Intention and is proven to mediate the effect of Online Customer Experience on Repurchase Intention, but does not mediate the effect of Loyalty Program on Repurchase Intention. These findings indicate that a strong digital experience is the primary driver of customer satisfaction and repurchase intention, whereas the FOREwards loyalty program has not yet played a significant role without being supported by digital experience quality and customer satisfaction.

Keywords: Online Customer Experience; Loyalty Program; Customer Satisfaction; Repurchase Intention.

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INTRODUCTION

The rapid development of information and communication technology has transformed the way companies interact with consumers, including in the coffee shop industry. Digital ordering systems, cashless payments, pick-up and delivery services, and app-based loyalty programs have increasingly become integral parts of the consumption process. In Padang City, the growing number of coffee shops and the expansion of national coffee chains have intensified market competition, encouraging businesses to provide digital experiences that are convenient, fast, and relevant to consumers. This competitive

environment has also provided consumers with a wider range of alternatives when choosing coffee shop services.

Fore Coffee is one of the coffee shop brands that adopts a digital-first approach. Through the Fore Coffee application, customers can place orders online, select pick-up or delivery options, make digital payments, access promotional offers, and collect FOREwards points. These features make the customer experience when using the application an important component of the value creation process. However, several user complaints have been reported, including unexpected application logouts, digital payment failures, and delays in updating FOREwards points. These issues indicate that the benefits of digitalization should be evaluated not only in terms of feature availability but also based on the actual experiences perceived by customers.

Online Customer Experience refers to the overall perceptions and responses formed by consumers during their interactions with a company through digital environments. In mobile applications, this experience may include ease of use, interface quality, service responsiveness, personalization, transaction security, and overall experience evaluation (Keiningham et al., 2023; Chiu et al., 2022). A positive digital experience can lead to more favorable evaluations of a service and, ultimately, increase consumers' intention to continue using the same platform.

In addition to digital experience, companies also employ Loyalty Programs as an important customer relationship management strategy. Loyalty programs commonly provide points, discounts, cashback, or other rewards based on customers' transactions. At Fore Coffee, the FOREwards program offers benefits such as Fore Points, vouchers, and other rewards. Conceptually, loyalty programs can create additional value and encourage customer retention (Demoulin & Zidda, 2022). However, their effectiveness largely depends on customers' perceptions of the program's value, convenience, relevance, and reliability.

According to Expectation Confirmation Theory, customer satisfaction emerges from consumers' evaluation of the extent to which their actual experiences meet or exceed their prior expectations. Satisfaction may subsequently serve as a mechanism linking customer experiences with post-purchase behavior. Previous studies have demonstrated that customer experience and customer satisfaction are associated with repurchase behavior in digital services (Rather & Sharma, 2022; Dewi & Giantari, 2022). Therefore, Customer Satisfaction is positioned as a mediating variable in this study to explain how Online Customer Experience and Loyalty Program influence Repurchase Intention.

Although studies on digital customer experience and repurchase behavior have been widely conducted in the contexts of e-commerce and digital services, research simultaneously examining Online Customer Experience, Loyalty Program, Customer Satisfaction, and Repurchase Intention among coffee shop application users in Padang City remains limited. Previous studies have also reported inconsistent findings regarding the role of loyalty programs in influencing consumer behavior. Therefore, this study aims to analyze the effects of Online Customer Experience and Loyalty Program on Repurchase Intention, both directly and indirectly through Customer Satisfaction, among Fore Coffee application users in Padang City.

METHODOLOGY

This study employed a quantitative approach with a causal descriptive design. The research was conducted in Padang City and used Structural Equation Modeling–Partial Least Squares (SEM-PLS) to examine the relationships among Online Customer Experience (X1), Loyalty Program (X2), Customer Satisfaction (Z), and Repurchase Intention (Y). The data consisted of primary data collected through an online questionnaire and secondary data obtained from journals, books, and other relevant supporting documents.

The population consisted of Fore Coffee application users residing in Padang City. The sample was selected using non-probability sampling with a purposive sampling technique. Respondents were required to reside in Padang City, be at least 17 years old, have the Fore Coffee application installed, and have completed at least one transaction through the application. Based on 12 indicators and a sample size criterion of 10 times the number of indicators, a total of 120 respondents were included in the study. The questionnaire employed a five-point Likert scale.

The study variables consisted of Online Customer Experience as the first independent variable, Loyalty Program as the second independent variable, Repurchase Intention as the dependent variable, and Customer Satisfaction as the mediating variable. The constructs were measured using indicators established in the research instrument and adapted to the context of mobile food and beverage applications. Online Customer Experience covered ease of use, interface quality, responsiveness, personalization, transaction security, and overall experience. Loyalty Program included reward value, program convenience, relevance, trust, and participation motivation, while Repurchase Intention and Customer Satisfaction were measured using the indicators specified in the research instrument.

Data analysis was performed using SmartPLS 4 through evaluation of the outer and inner models. The outer model was assessed using outer loadings, Average Variance Extracted (AVE), cross-loadings, Cronbach's Alpha, and Composite Reliability. The inner model and hypothesis testing were conducted through bootstrapping. Direct effects were considered statistically significant when the T-statistic was greater than 1.96 and the P-value was less than 0.05. Indirect effects were examined to evaluate the mediating role of Customer Satisfaction.

RESULTS AND DISCUSSION

1. Respondent Characteristics

A total of 120 respondents participated in this study. Based on the research data, 61 respondents (50.83%) were male and 59 respondents (49.17%) were female. All respondents were at least 17 years old and were Fore Coffee application users who met the research criteria.

2. Description of Research Variables

The research variables represent the aspects used to explain and measure the phenomena examined in this study. This study consists of four variables: Online Customer Experience, Loyalty Program, Repurchase Intention, and Customer Satisfaction. Online Customer Experience (X1) refers to the overall perceptions and responses formed by consumers during their interactions with a company through digital environments. In this study, customer experience includes ease of application use, interface quality, service responsiveness, personalization, transaction security, and the overall experience of using the Fore Coffee application.

Loyalty Program (X2) refers to a program designed by a company to retain customers by providing benefits or rewards based on transactional activities. In the Fore Coffee application, the loyalty program is implemented through FOREwards, which provides benefits in the form of points, vouchers, and other rewards. This variable includes reward value, program convenience, relevance of benefits, trust, and consumer motivation to participate.

Repurchase Intention (Y) refers to consumers' intention or tendency to repurchase products or services they have previously used. In this study, Repurchase Intention refers to the willingness of Fore Coffee application users in Padang City to make another purchase through the same application after completing a previous transaction.

Customer Satisfaction (Z) refers to consumers' evaluation of their product or service experience based on the extent to which actual experiences meet their expectations. In this study, Customer Satisfaction refers to users' level of satisfaction with the ordering process and service experience through the Fore Coffee application.

Respondents' assessments showed that Online Customer Experience had a mean score of 4.12, with an achievement level of 82.47%, and was categorized as very strong. Loyalty Program had a mean score of 3.89, with an achievement level of 77.60%, and was categorized as strong. Repurchase Intention had a mean score of 4.10, with an achievement level of 82.00%, and was categorized as very strong, while Customer Satisfaction had a mean score of 4.16, with an achievement level of 83.30%, and was also categorized as very strong.

Table 1. Description of Research Variables

Variable	Mean	TCR	Category
Online Customer Experience	4.12	82.47%	Very Strong
Loyalty Program	3.89	77.60%	Strong
Repurchase Intention	4.10	82.00%	Very Strong
Customer Satisfaction	4.16	83.30%	Very Strong

Measurement Model Evaluation

The outer model evaluation results indicate that all research constructs met the convergent validity criteria, as all Average Variance Extracted (AVE) values exceeded 0.50. The Composite Reliability values for all constructs were also above 0.70. However, the Cronbach's Alpha value for the Loyalty Program construct was 0.354, indicating low internal reliability. This condition represents a measurement limitation that should be considered when interpreting the study results.

Table 2. Convergent Validity and Construct Reliability

Construct	AVE	Cronbach's Alpha	Composite Reliability
Online Customer Experience	0.714	0.605	0.834
Loyalty Program	0.607	0.354	0.730
Repurchase Intention	0.648	0.533	0.807
Customer Satisfaction	0.678	0.563	0.769

Hypothesis Testing

The SEM-PLS bootstrapping results indicate the direction and significance of the relationships among variables, as presented in Tables 3 and 4. A hypothesis was considered supported when the P-value was below 0.05.

Table 3. Direct Effect Testing Results

Hypothesis	Relationship	Direct	T-	P-	Decision
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		Effect	statistics	values	
H1	Online Customer Experience → Customer Satisfaction	0.374	3.645	0.000	Supported
H2	Online Customer Experience → Repurchase Intention	0.297	3.520	0.000	Supported
H3	Loyalty Program → Repurchase Intention	0.228	2.388	0.017	Supported
H4	Loyalty Program → Customer Satisfaction	0.095	1.067	0.286	Not Supported
H5	Customer Satisfaction → Repurchase Intention	0.280	2.789	0.005	Supported

Table 4. Indirect Effect Testing Results

Hypothesis	Relationship	Indirect Effect	T-statistics	P-values	Decision
H6	Online Customer Experience → Customer Satisfaction → Repurchase Intention	0.083	2.171	0.030	Supported
H7	Loyalty Program → Customer Satisfaction → Repurchase Intention	0.064	1.780	0.075	Not Supported

Effect of Online Customer Experience on Customer Satisfaction

Online Customer Experience had a positive and significant effect on Customer Satisfaction ($\beta = 0.374$; $T = 3.645$; $p < 0.001$). This finding indicates that the better the customer experience when using Fore Coffee's digital channels, the higher the level of satisfaction perceived by customers. This result reinforces the importance of convenience, usability, and the quality of digital interactions in shaping customers' post-transaction evaluations, as also indicated by Pires et al. (2025).

Effect of Online Customer Experience on Repurchase Intention

Online Customer Experience also had a positive and significant effect on Repurchase Intention ($\beta = 0.297$; $T = 3.520$; $p < 0.001$). This means that a positive digital experience can increase customers' tendency to make repeat purchases. A favorable experience may reduce barriers in the ordering process and create positive perceptions of the service, consistent with Chiu et al. (2022).

Effect of Loyalty Program on Repurchase Intention

Loyalty Program had a positive and significant effect on Repurchase Intention ($\beta = 0.228$; $T = 2.388$; $p = 0.017$). This result indicates that the perceived benefits of loyalty programs can encourage consumers to make repeat purchases. Therefore, loyalty programs can serve as an important instrument for maintaining repeat purchasing behavior, as suggested by Demoulin and Zidda (2022).

Effect of Loyalty Program on Customer Satisfaction

Loyalty Program did not have a significant effect on Customer Satisfaction ($\beta = 0.095$; $T = 1.067$; $p = 0.286$). Although the coefficient was positive, the statistical evidence was insufficient to confirm a significant effect. This finding suggests that loyalty program benefits may not necessarily be a primary determinant of customer satisfaction, which may instead be more strongly influenced by the overall service experience, as discussed by Dwiana et al. (2025).

Effect of Customer Satisfaction on Repurchase Intention

Customer Satisfaction had a positive and significant effect on Repurchase Intention ($\beta = 0.280$; $T = 2.789$; $p = 0.005$). The higher the level of satisfaction experienced by users, the greater their tendency to make repeat purchases. Satisfaction can serve as a positive evaluation that strengthens consumers' willingness to continue using Fore Coffee services, consistent with Rather and Sharma (2022).

The Mediating Role of Customer Satisfaction

Customer Satisfaction was found to mediate the effect of Online Customer Experience on Repurchase Intention (indirect effect = 0.083; $T = 2.171$; $p = 0.030$). This finding indicates that digital experience is not only directly associated with repurchase intention but also influences it indirectly through increased customer satisfaction.

In contrast, Customer Satisfaction did not mediate the effect of Loyalty Program on Repurchase Intention (indirect effect = 0.064; $T = 1.780$; $p = 0.075$). This result is consistent with the finding that Loyalty Program did not have a significant effect on Customer Satisfaction, causing the mediation pathway to remain statistically insignificant, in line with Dewi et al. (2022).

Practical Implications

The findings indicate that Fore Coffee management should maintain and further improve the quality of the digital customer experience because this variable is significantly associated with both Customer Satisfaction and Repurchase Intention. Loyalty programs should also be designed around benefits that are genuinely perceived as valuable by customers so that they can effectively support repeat purchases. At the same time, improving Customer Satisfaction should remain a key managerial priority because satisfaction is significantly associated with customers' intention to repurchase.

CONCLUSION

Based on the findings from 120 Fore Coffee application users in Padang City, Online Customer Experience had a positive and significant effect on both Customer Satisfaction and Repurchase Intention. Loyalty Program had a positive and significant effect on Repurchase Intention but did not significantly affect Customer Satisfaction. Customer Satisfaction also had a positive and significant effect on Repurchase Intention.

Customer Satisfaction was found to mediate the relationship between Online Customer Experience and Repurchase Intention, whereas its mediating effect on the relationship between Loyalty Program and Repurchase Intention was not significant. Overall, the findings highlight digital customer experience and customer satisfaction as important factors in explaining repurchase intention among Fore Coffee application users in Padang City. The results also indicate that loyalty programs should be viewed as part of the overall customer experience rather than as the sole driver of repeat purchases.

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