

# The influence of service experience quality on repurchase intention in B2B environment

**Seochul Jang**

Changwon National University

**Joonheui Bae**

Kyungpook National University

**C. Anthony Di Benedetto**

Temple University

**Kyung Hoon Kim**

Changwon National University

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## **Abstract**

This study investigates the influence of service experience quality on relationship quality and repurchase intention in B2B setting. The 218 data were gathered from customers and service providers in the industry of capital goods. The collected data is analyzed using structural equation modeling to test the research hypotheses. It is found that service experience generates favorable long-term effects such as repurchase intention. The results also show a stronger indirect effect of service experience quality on repurchase intentions through relationship quality. Keywords: service experience quality, relationship quality, repurchase intention, capital goods industry, B2B

## **Keywords:**

## **Track:**