EXPLORING THE SERVICE QUALITY'S IMPACT ON REPURCHASE INTENTION IN SERVICE COURIER CUSTOMERS

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Abstrak

Tujuan dari penelitian ini adalah untuk memverifikasi Kualitas Layanan berdampak pada niat pelanggan terhadap Niat Beli Ulang secara langsung dan juga melalui Kepuasan Pelanggan dan Kepercayaan Pelanggan. Partisipan penelitian ini terdiri dari 162 pelanggan JNT yang dipilih menggunakan pendekatan purposive sampling. Data dianalisis menggunakan metode SEM dengan smart-PLS versi 4.0. Pengujiannya menggunakan berbagai metode seperti uji outer model, uji inner model, uji mediasi, dan uji hipotesis. Uji validitas menunjukkan bahwa nilai yang lebih besar dari 0,7 untuk faktor pemuatan dan nilai yang lebih besar dari 0,5 untuk rata-rata varians yang diekstraksi (AVE) dianggap valid. Hasil uji reliabilitas menunjukkan bahwa instrumen yang digunakan reliabel karena reliabilitas komposit dan Cronbach's alpha mempunyai nilai lebih besar dari 0,7. Hasil penelitian menunjukkan bahwa pengaruh Kualitas Pelayanan terhadap Minat Beli Ulang bersifat negatif dan tidak signifikan. Pada uji mediasi ditemukan bahwa pengaruh Kualitas Pelayanan terhadap kepuasan pelanggan dan kepercayaan pelanggan sama-sama positif. Selain itu, kepuasan pelanggan dan kepercayaan pelanggan mempunyai pengaruh positif dan signifikan terhadap minat beli ulang. Sedangkan kualitas pelayanan berpengaruh negatif dan tidak signifikan terhadap minat beli ulang. Perusahaan dapat meningkatkan niat beli ulang dengan menerapkan strategi pada peningkatan kepercayaan pelanggan, kepuasan pelanggan dan juga kualitas pelayanan.

Kata Kunci : Kualitas Pelayanan, Kepuasan Pelanggan, Niat Membeli Ulang, Ekspedisi

Abstract

The aim of this study was to verify the Service Quality impacts the intention of customers to Repurchase Intention directly and also through Customer Satisfaction and Customer Trust. The participants of this study comprised 162 JNT customers who were selected using a purposive sampling approach. The data underwent analysis using the SEM method with smart-PLS version 4.0. The examination employed various methods such as outer model test, inner model test, mediation test, and hypothesis testing. The validity test showed that values greater than 0.7 for the loading factor and values greater than 0.5 for the average variance extracted (AVE) were considered valid. The reliability test results showed that the instrument used was reliable because the composite reliability and Cronbach's alpha had a value greater than 0.7. The obtaining indicated that the impact of Service Quality on Repurchase Intention was both negative and not significant. In the mediation test, it was found that impact of Service Quality on customer satisfaction and customer trust was both positive. In addition, the impact of customer satisfaction and customer trust on repurchase intention was both positive and significant. Meanwhile, service quality had a negative and insignificant effect on repurchase intention. Companies can increase repurchase intentions by implementing strategies on increasing customer trust, customer satisfaction and also service quality.

Keywords: Service Quality, Customer Satisfaction, Repurchase Intention, Expedition

1. INTRODUCTION

The growth of the times makes technology continue to develop with all the innovations that are carefully made to provide convenience and increase efficiency in human life. Technology has become an integral part of various sectors, including the business world. The traditional business system has been transformed into a more modern and efficient one due to the changing and evolving usage of information media (Sabila & Omar, 2023). This development has an impact on all business sectors, one of which is a business in the service sector, namely the expedition business. JNT is one of the expedition business fields in Indonesia. JNT is a multinational company headquartered in Jakarta, Indonesia. The company was established on August 20, 2015. The company is engaged in the expedition business (J&T Express - Wikipedia). This makes the expedition business very important, especially during covid-19 which makes people need JNT services to send their online purchases. This makes expeditions develop with online shopping and fulfillment of needs that make expedition customers want everything to be practical and also get good service.

In Indonesia there are many delivery services, one of the services that has the best index in 2023 is JNT (Top Brand Awards, 2023). JNT is also one of the companies that is the destination of consumers, especially young people who are commonly called gen Z (GoodStats, 2023). From the information provided, it is possible to infer that JNT is the expedition most often used by Gen Z, which means that JNT has many advantages so that customers choose JNT as their preferred expedition. That makes researchers want to research 'why is JNT a frequently used expedition?' because this research might be a reference material for other expeditions to be more competitive so that customers, especially gen z, can use other expeditions as an expedition company. JNT is also one of the preferred expeditions for shipping goods because many customers work outside the city or settle outside the city so that customers cannot continue to be close to their families, JNT is one of the expeditions that makes it easy to still be able to connect with families who are outside the city or outside the island.

The researcher identified a clear evidence gap in previous research on service quality. Previous research has discussed several aspects of Quality of Service, Customer Satisfaction, Customer Trust, and also Repurchase Intention. Investigation Results (Lestari & Wardana, 2023) stated that the effect of service quality on customer satisfaction was both negative and not significant. Meanwhile, (Abror et al., 2020) shows the results that the impact of service quality on customer satisfaction has a significant and positive, (Susanto et al., 2021) states that service quality has a negative impact on repurchase intention, however (Priscillia et al., 2021) states if service quality positively and directly impact on repurchase intention, and (Ginting et al., 2023) show that customer trust has no significant effect on repurchase intention, in contrast to (Shin et al., 2013) states if customer trust has positive influence on repurchase intention. Earlier studies have failed to address certain inconsistencies found in the results of preceding research. Researchers have identified evidence gaps in previous research that are contradictory in findings.

In finding differences in previous research, the variables that will be analyzed by researchers are service quality, customer satisfaction, customer trust, and repurchase intention. The objective of this study is to examine the correlation between service quality and the intention to repurchase, as well as comparing it by customer satisfaction
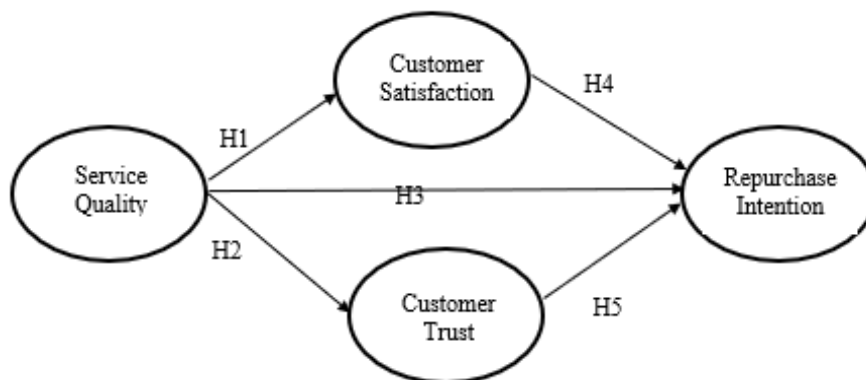
and customer trust.

Figure 1. Hypothesis

2. RESEARCH METHODS

This research used quantitative methods because researchers wanted to know the causal connection between service quality and repurchase intention. The method was by distributing questionnaires to JNT consumers, where researchers collected primary data directly through interviews and also distributed questionnaires to consumers regarding the impact of quality of service on repurchase intention. The research questionnaire consisted of 25 questions. This questionnaire consisted of 4 segments: service quality, customer satisfaction, customer trust and repurchase intention (Harpe, 2015)) which was measured using a 1-10 rating scale.

In this research, it utilized non-probability sampling techniques using purposive sampling. The sample required was JNT service users who had utilized the service two or more times. Based on these criteria, the researcher used Rao Purba equation, and the result is minimum of 96 sample (Sujarweni, 2015). The number of this research samples was 162 respondents.

3. RESULT AND DISCUSSION
Measurement Model (outer model)

In this research there are two measurement models, namely Validity Test and Reliability Test.

a. Convergent Validity

The purpose of this test is to assess how well the indicator reflects the concept being evaluated. This exam is deemed satisfactory if the external loading is > 0.7 and the Average Variance Extracted (AVE) is aminimum of 0.5. (Ghozali & Chariri, 2018).

Table 2 Convergent Validity Test

Variable	Indicator	Outer Loading	AVE	Hasil
	X1.1	0.898		
	X1.2	0.906		
	X1.3	0.849		
Service Quality (X1)	X1.4	0.847	0.806	VALID
	X1.5	0.919		
	X1.6	0.900		
	X1.7	0.922		

	X1.8	0.906		
	X1.9	0.888		
	X1.1	0.940		
	Z1.1	0.935		
	Z1.2	0.938		
Customer Satisfaction (Z1)	Z1.3	0.952	0.887	VALID
	Z1.4	0.946		
	Z1.5	0.939		
	Z2.1	0.945		
	Z2.2	0.952		
Customer Trust (Z2)	Z2.3	0.962	0.980	VALID
	Z2.4	0.936		
	Z2.5	0.970		
	Y1.1	0.959		
	Y1.2	0.964		
Repurchase Intention (Y1)	Y1.3	0.948	0.904	VALID
	Y1.4	0.959		
	Y1.5	0.924		

Source: Data output processed from Smart-PLS version 4.0

The Convergent Validity Test results show that all variables are declared valid because all Outer Loading values exceed 0.7 and the AVE value is >0.5.

b. Reliability Test

Composite Reliability and Cronbach's Alpha are reliable metrics, on a scale of values from zero to one. When the value exceeds 0.7, the reliability test is declared to have reliability.

Tabel 3 Nilai Composite Reliability dan Cronbach's Alpha

Variable	Composite reliability	Cronbach's alpha	Hasil
Service Quality	0.974	0.973	Reliable
Customer Satisfaction	0.968	0.968	Reliable
Customer Trust	0.975	0.975	Reliable
Repurchase Intention	0.974	0.974	Reliable

Source: Data output processed from Smart-PLS version 4.0

In the Reliability Test, it can be shown that the indicators of all variables get a value above 0.7 and are declared to have good reliability.

Inner Model (Structural Model)

Inner models can be said to be structural models that are Commonly employed for forecasting cause-and-effect associations between variables that cannot be directly quantified and hidden variables.

Figure 2 Structural Model

Source: Data output processed from Smart-PLS version 4.0

R- Square

R- Square is a measurement tool that shows the extent to which the independent factor affects the outcome variable. When the R-Square value reaches 0.67, it is regarded as having a significant impact. It is categorized as moderate when it reaches 0.33, and regarded as weak when it reaches 0.19.

Table 4 R- Square

Variable	R- square	R- square adjusted
Customer Satisfaction	0.911	0.911
Customer Trust	0.856	0.855
Repurchase Intention	0.890	0.888

Source: Data output processed from Smart-PLS version 4.0

It can be concluded from the data above that the R-Square for Repurchase Intention has a value of 0.890 while the Adjusted R-square value is 0.888. This indicates that nearly 89% of the fluctuations in Repurchase Intention are influenced by factors such as the quality of service, customer satisfaction, and the level of trust the customer has. The remaining 11% is impacted by variables that were not taken into account in this study.

Mediation Test

In terms of mediation, there are three classifications. Non-mediation occurs when independent and dependent variables have positive correlation, while the mediating variable is negative. Full mediation happens when independent and dependent variables have a negative relationship with each other, while the mediating variable is positive. Partial mediation occurs when there is positive connection in independent and dependent variables, and the mediating variable is also positive. An outcome in conducting test the bootstrapping method with Smart-PLS 4.0 can be interpreted based on a P-value of less than 0.05 indicating a positive effect, and vice versa, that the P-value is more than 0.05 then it shows a negative effect.

Table 5 Path Coefficients

Variable	Original Sample	Sample Mean	Standard Deviation	T-statistics	P-values
Customer Satisfaction -> Repurchase Intention	0.744	0.716	0.208	3.573	0.000
Customer Trust -> Repurchase Intention	0.312	0.316	0.125	2.505	0.012
Service Quality -> Customer Satisfaction	0.955	0.955	0.010	94.848	0.000
Service Quality -> Customer Trust	0.925	0.924	0.021	45.070	0.000
Service Quality -> Repurchase Intention	-0.102	-0.076	0.170	0.598	0.550

Source: Data output processed from Smart-PLS version 4.0

Table 6 Specific Indirect Effect

Variable	Original Sample	Sample Mena	Standard Deviation	T-statistic	P-values
Service Quality -> Customer Satisfaction -> Repurchase Intention	0.710	0.683	0.197	3.602	0.000
Service Quality -> Customer Trust -> Repurchase Intention	0.289	0.292	0.115	2.515	0.012

Source: Data output processed from Smart-PLS version 4.0

On table 5 and 6 the data shows that, An impact of the quality service on Repurchase Intention if mediated by Customer Satisfaction in table 5, it is be able to be seen that the path coefficient between service quality and customer satisfaction has positive relationship, P-value is 0.000 <0.05. In addition, table 6 shows that the Specific Indirect Effect regarding Service Quality with Repurchase Intention through Customer satisfaction is positive, with a P-value is 0.000 <0.005. So, this connection is categorized as partial mediation. The effect of Service Quality on Repurchase Intention mediated by Customer Trust In table 5, it is able to be seen that the path coefficient between service quality and customer trust has positive connection, P-value is 0.000 <0.05. In addition, table 5 shows if the Specific Indirect Effect regarding Service Quality on Repurchase Intention through Customer Trust has positive relationship, with a P-value = 0.012 <0.005. So, this relationship is categorized as partial mediation.

Hypothesis Test

In Hypothesis Testing, we can see the T-Statistics and P-Value. A hypothesis can be received if the P-value <0.05. To find out this can be found in the Path Coefficient obtained from the bootstrapping Technique in Smart-PLS version 4.0.

Table 7 Hypothesis Test

Variable	Analys
Service Quality -> Customer Satisfaction	Coefficient = 0.955 P Value = 0.000 T- Statistics = 94.848 T- Tabel = 1.654 T- Statistics > T- Tabel
Service Quality -> Customer Trust	Coefficient = 0.925 P Value = 0.000 T- Statistics = 45.070 T- Tabel = 1.654 T- Statistics > T-Tabel
Service Quality -> Repurchase Intention	Coefficient = -0.102 P Value = 0.550 T- Statistics = 0.598

	T- Tabel = 1.654
	T- Statistics < T-Tabel
Customer Satisfaction -> Repurchase Intention	Coefficient = 0.744
	P Value = 0.000
	T- Statistics = 3.573
	T- Tabel = 1.654
	T- Statistics > T-Tabel
Customer Trust -> Repurchase Intention	Coefficient = 0.312
	P Value = 0.012
	T- Statistics = 2.505
	T- Tabel = 1.654
	T- Statistics > T-Tabel

Source: Data output processed from Smart-PLS version 4.0

Hypothesis 1: the effect of Service Quality (X1) on Customer Satisfaction (Z1)

It is able to be seen if the coefficient value is (0.955) with t-statistic (94.848) > t-table (1.654) and value (0.000) < 0.05. Therefore, Ha1 is accepted. This suggests if the variable of service quality, when coupled on customer satisfaction, positively and significantly impacts customer JNT.

Hypothesis 2: the impact of Service Quality (X1) on Customer Trust (Z2)

It can be seen if the coefficient value is (0.925) with t-statistic (45.070) > t-table (1.654) and p-value (0.000) < 0.05. Therefore, Ha2 is accepted. This indicates if the service quality variable with customer trust has positive and significant impact on customer JNT.

Hypothesis 3: The effect of Service Quality (X1) on Repurchase Intention (Y1)

It can be seen if the coefficient value is (-0.102) with t-statistic (0.598) < t-table (1.654) and p-value (0.550) > 0.05. Therefore, Ha3 is rejected. This indicates if the service quality variable with Repurchase Intention has negative and insignificant impact on customer JNT.

Hypothesis 4: the impact of Customer Satisfaction (Z1) on Repurchase Intention (Y1)

It can be seen if the coefficient value is (0.744) with t-statistic (3.573) > t-table (1.654) and p-value (0.000) < 0.05. Therefore, Ha4 is accepted. This indicates if the Customer Satisfaction variable with Repurchase Intention has positive and significant impact on customer JNT.

Hypothesis 5: the impact of Customer Trust (Z2) on Repurchase Intention (Y1)

It can be seen if the coefficient value is (0.312) with t-statistic (2.505) > t-table (1.654) and p-value (0.012) < 0.05. Therefore, Ha5 is accepted. This indicates if the customer trust variable with Repurchase Intention has positive and significant impact on customer JNT.

Discussion

From the outcome of the research, the validity test and reliability test of the quality of service, customer satisfaction, customer trust, and repurchase intention variables were valid and reliable because the value of all variables was above 0.7. R-square testing the value was above 0.67 and testing the mediation by the connection between Service Quality on Repurchase Intention mediated of customer satisfaction and customer trust was Partial Mediation. In addition, when testing the hypothesis, it showed if there was positive and significant influence of Service Quality on Customer Satisfaction, It is in line with research by (Abror et al., 2020) and It is different with

research by (Lestari & Wardana, 2023) . It was found if there was positive and significant influence of Service Quality on Customer Trust. It also indicated if there was positive and significant influence of Customer Satisfaction on Repurchase Intention. It was found that a positive and significant influence of Customer Trust on Repurchase Intention, It agreed with research by (Shin et al., 2013) and It did not agreed with the research by (Ginting et al., 2023) . It was found that the negative and insignificant impact of Service Quality on Repurchase Intention and It is in line with research by (Susanto et al., 2021) and differently by (Priscillia et al., 2021).

4. CONCLUSION

The findings from this study will bring a beneficial effect on the company. It will enable the company to enhance repurchase intention by implementing strategies focused on elevating customer satisfaction. On the other hand, companies can also increase repurchase intentions by implementing strategies on increasing customer trust and also implementing strategies directly on improving service quality. In this study, it was found that what allows companies to increase repurchase intentions is to implement strategies that focus on increasing customer satisfaction, as can be seen from the higher loading factor. These strategies include activities to fulfill service expectations, improve consumer experience, and boost the company's brand so that it becomes the preferred choice for consumers. By doing so, the company will create an environment where consumers feel confident in selecting JNT. Another strategy that can be used to increase repurchase intention is customer trust, which is in the form of fulfilling Trusting belief, Trusting Intention, improving the company so that consumers trust the company, increasing the company's claims to increase consumer confidence, increasing in providing good expedition services. This study has limitations when looking for samples of consumers who send products to JNT companies, because usually those who send products to JNT companies are sellers.

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