

The Influence Of E-Service Quality and Price On Customer Satisfaction In Forming Repurchase Intention

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ABSTRACT

The purpose of this study was to determine 1) the effect of e-service quality on customer satisfaction 2) the effect of price on customer satisfaction 3) the effect of e-service quality on repurchase intention 4) the effect of price on repurchase intention and 5) the effect of customer satisfaction on repurchase intention. The sample of this research is 200 respondents who are J. Co-consumers who have purchased through a delivery website in the Greater Jakarta area. This research uses a purposive sampling technique. The SEM method used in this study uses SPSS software version 25 and AMOS version 26. The results show that 1) e-service quality has a positive and significant effect on customer satisfaction, 2) price has a positive and significant effect on customer satisfaction, 3) e-service quality has no positive and significant effect on repurchase intention, 4) price has a positive and significant impact on customer satisfaction. significant effect on repurchase intention, and 5) customer satisfaction has a positive and significant effect on repurchase intention.

Keywords:

E-Service Quality, Price, Customer Satisfaction, Repurchase Intention, Website Delivery, COVID-19

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INTRODUCTION

At the moment, the development of digital technology in Indonesia is growing rapidly. The development of increasingly sophisticated digital technology has led to an increasing number of people using the internet to facilitate their activities. The development of digital technology has also changed people's lifestyles which are usually done conventionally (offline) to all digital or online.

In line with the above phenomenon, the increase in internet users is also caused by government regulations. Starting from the beginning of 2020, the government urges all people not to carry out activities in public places and to stay active at home. This is due to the emergence of a virus outbreak that originated in China, namely the Coronavirus or Covid-19. To prevent the spread of the virus, the government has imposed Pembatasan Sosial Berskala Besar (PSBB) and Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM).

The imposition of these restrictions had a negative impact on various industrial sectors. In particular, the food and beverage industry experienced a decline in revenue in every restaurant and cafe. The decline in revenue caused most restaurants and cafes to close and transform from offline to online. The perceived impact makes restaurants and cafes have to optimize product sales online to survive in business competition. Therefore, buying and selling transactions with consumers can continue to be carried out without violating government regulations through electronic services or e-services.

J.Co Donuts & Coffee or commonly known as J.Co is a fast food

restaurant from Indonesia that specializes in doughnuts and coffee and has pioneered its business in several countries. Since the Covid-19 pandemic, J.Co closed most of its outlets in various cities and transformed into an e-service by using a delivery website. This makes J.Co get a lot of complaints from consumers about the inefficient quality of electronic services (e-service quality).

In addition, many consumers also consider that the price offered by J.Co is quite high when compared to its competitors. So that it makes consumers dissatisfied with the e-service quality and prices offered by J.Co and can cause a decrease in repurchase intention for J.Co customers. Based on the phenomena that have been described above, to find out more, researchers are encouraged to examine the effect of e-service quality and price on customer satisfaction in forming repurchase intentions.

LITERATURE REVIEW

Repurchase Intention

Repurchase intention is defined as the customer's desire to repurchase products from the same company, with benefits obtained based on their experience with the products that have been purchased (Hellier et al., 2003). According to Handoko (2017), repurchase is a purchase that has been made by consumers of a product and buys it back for the umpteenth time in the future. Furthermore, it is further explained by Rahmawati, Prihastuty & Azis (2018) that the intention to repurchase a product in the future is created through consumer interest in goods or services that provide benefits to consumer expectations. Based on the theory above, it can be concluded that a

repurchase intention is an act of consumers who will make repeat purchases in the future because a customer's perceived value is fulfilled based on previous experience.

Customer Satisfaction

According to Yamit (2010), customer satisfaction is the result (outcome) that is felt by the customer or the use of the product, both goods and services, which are equal to or exceed the expectations desired by consumers. Lovelock & Wirtz (2011) defines satisfaction as an attitude that is decided based on the experience gained by the buyer. Then re-explained by Kotler & Keller (2013) that customer satisfaction is a feeling of pleasure or disappointment of a consumer that arises because of comparing the perceived performance of the product (or result) to their expectations. Based on the theory that has been described previously, it can be concluded that customer satisfaction is the result obtained by customers from fulfilling their expectations based on the goods or services provided by the seller.

E-Service Quality

Santos (2003) defines e-service quality as an overall evaluation and customer assessment of the superiority and quality of electronic service delivery in the virtual market. The quality of electronic services has the potential to increase attractiveness, and customer retention, and can maximize the online competitive advantage of e-commerce. The definition of e-service quality according to Zeithaml, Bitner & Gremler (2009) is the extent to which a website provides convenience in shopping, buying efficiently and product delivery

effectively. Furthermore, Ladhari (2010) explains that the concept of e-service quality extends from the pre-purchase phase (ease of use, product information, ordering information, and protection of personal information) to the post-purchase phase (shipping, customer support, fulfilment, and return policy). Based on the theory that has been decomposed, it can be concluded that e-service quality is the development of traditional service quality into electronic service quality that provides convenience in shopping.

Price

According to Kotler & Armstrong (2011) price is the amount of money charged for a product, against the total value exchanged by consumers. The value will be exchanged for the benefits of owning or using the goods or services. Then Tjiptono (2019) also explained that price is one of the important aspects of consideration in marketing planning, market analysis and sales forecasting and is a crucial aspect in assessing a brand with competitors. According to Utami (2017) price is closely related to the basic value of customer expectations in creating a shadow and transaction experience. It can be concluded that the price is the value of money spent to get the desired goods or services.

Research Hypothesis

The following are the initial assumptions in this study:

- H1: There is a positive and significant influence between E-Service Quality on Customer Satisfaction.
- H2: There is a positive and significant influence between Price on Customer Satisfaction.

- H3: There is a positive and significant influence between E-Service Quality on Repurchase Intention.
- H4: There is a positive and significant influence between Price and Repurchase Intention.
- H5: There is a positive and significant influence between Customer Satisfaction on Repurchase Intention.

Satisfaction, and the dependent variable Repurchase Intention.

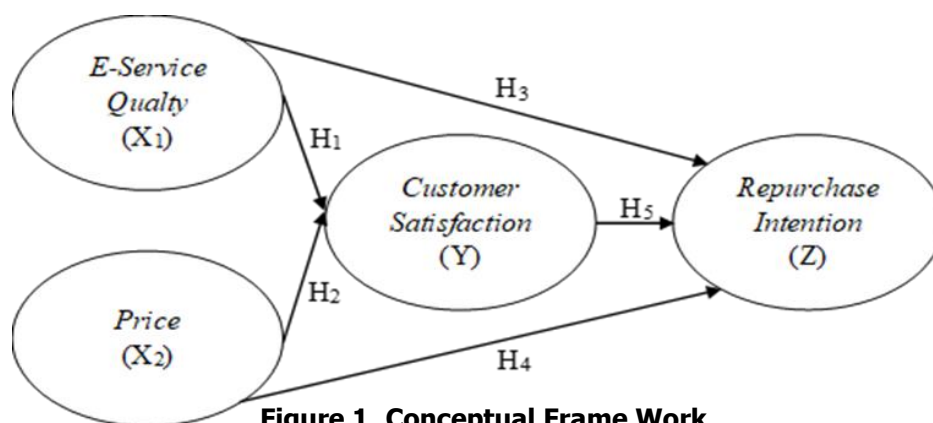


Figure 1. Conceptual Frame Work

Source: Processed by Researchers (2021)

METHODOLOGY

The research method used in this research is the quantitative method. The population in this study are consumers who have made purchases through the J.Co Donuts & Coffee delivery website at least twice in the last six months. This study uses a purposive sampling technique by taking 200 samples as respondents. The results of the data from this study will be processed and analyzed using the Structural Equation Model (SEM) method which will be operated with AMOS software version 26 and SPSS version 25. The variables contained in this study include the independent variable E-Service Quality, and Price, the mediating variable Customer

RESULT AND DISCUSSION

Validity and Reliability Test Results

Table 1 EFA and Cronbach's Alpha of E-Service Quality

Item	Indicator	$\alpha = 0,901$
ESQ2	J.Co delivery website is well organized	0,774
ESQ6	J.Co delivery website has adequate security	0,766
ESQ3	Quick and easy to complete transactions via the J.Co delivery website	0,758
ESQ7	J.Co provides fast service through website delivery	0,743
ESQ4	It's easy to find what I need on the J.Co delivery website	0,731
ESQ1	J.Co's delivery website is visually appealing	0,721
ESQ8	J.Co is always willing to handle complaints and help customers	0,711
ESQ5	Online transactions with the J.Co delivery website are error-free	0,698
ESQ9	J.Co instils trust in customers in using website delivery	0,697
ESQ10	J.Co delivery website provides food and beverage recommendations based on customer preferences	0,692

Source: Author (2021)

Table 1 shows that the E-Service Quality variable has 10 indicators, with factor

loadings ranging from 0.692 to 0.774 which shows that all ESQ indicators are valid. Then, this variable also has a Cronbach's Alpha value of = 0.901, which means this variable can be trusted.

Table 1. EFA and Cronbach's Alpha of Price

Item	Indicator	$\alpha = 0,888$
P1	J.Co provides affordable prices	0,856
P2	J.Co provides competitive prices	0,768
P3	J.Co often offers special offers or occasional offers	0,847
P4	J.Co provides good service worth the price	0,852
P5	In general, J.Co's price is acceptable	0,833

Source: Author (2021)

Table 2 shows that the Price variable has five indicators, with factor loadings ranging from 0.768 to 0.856 which indicates that all ESQ indicators are valid. Then, this variable also has a Cronbach's Alpha value of = 0.888, which means this variable can be trusted.

Table 3. EFA and Cronbach's Alpha of Customer Satisfaction

Item	Indicator	$\alpha = 0,900$
CS1	I am satisfied with my decision to use the J.Co delivery website	,878
CS2	Based on all my experiences with this J.Co delivery website, I am very satisfied	,859
CS3	I thought I did the right thing when I decided to use this J.Co delivery website	,888
CS4	I always get what I want from the delivery website J.Co	,843
CS5	I continue to use the ordering service from the delivery website J.Co	,777

Source: Author (2021)

The table above shows that the Customer Satisfaction variable has five indicators, with factor loadings ranging from 0.777 to 0.888 which indicates that all ESQ indicators are valid. Then, this variable also has a Cronbach's Alpha value of =

0.900 which means this variable can be trusted.

Table 4. EFA and Cronbach's Alpha of Repurchase Intention

Item	Indicator	$\alpha = 0,914$
RI1	I will make more purchases through this J.Co delivery website in the future	,880
RI2	I will intensify purchases through this J.Co delivery website	,872
RI3	If I could, I would like to continue to use this J.Co delivery website to buy food and drinks	,868
RI4	I intend to continue buying food and drinks through this J.Co delivery website	,887
RI5	I would like to introduce and recommend this J.Co delivery website to others	,811

Source: Author (2021)

The table above shows that the Repurchase Intention variable has five indicators, with factor loadings ranging from 0.811 to 0.887 which shows that all ESQ indicators are valid. Then, this variable also has a Cronbach's Alpha value of = 0.914, which means this variable can be trusted.

Hypothesis Test

The model of each variable that has been analyzed through Confirmatory Factor Analysis is modified to obtain the goodness of fit value, after which the full SEM model is tested. This full model test is carried out to see whether each of the variables involved completely meets the goodness of fit requirements or not. The results of SEM processing using AMOS are shown in Figure 2 below.

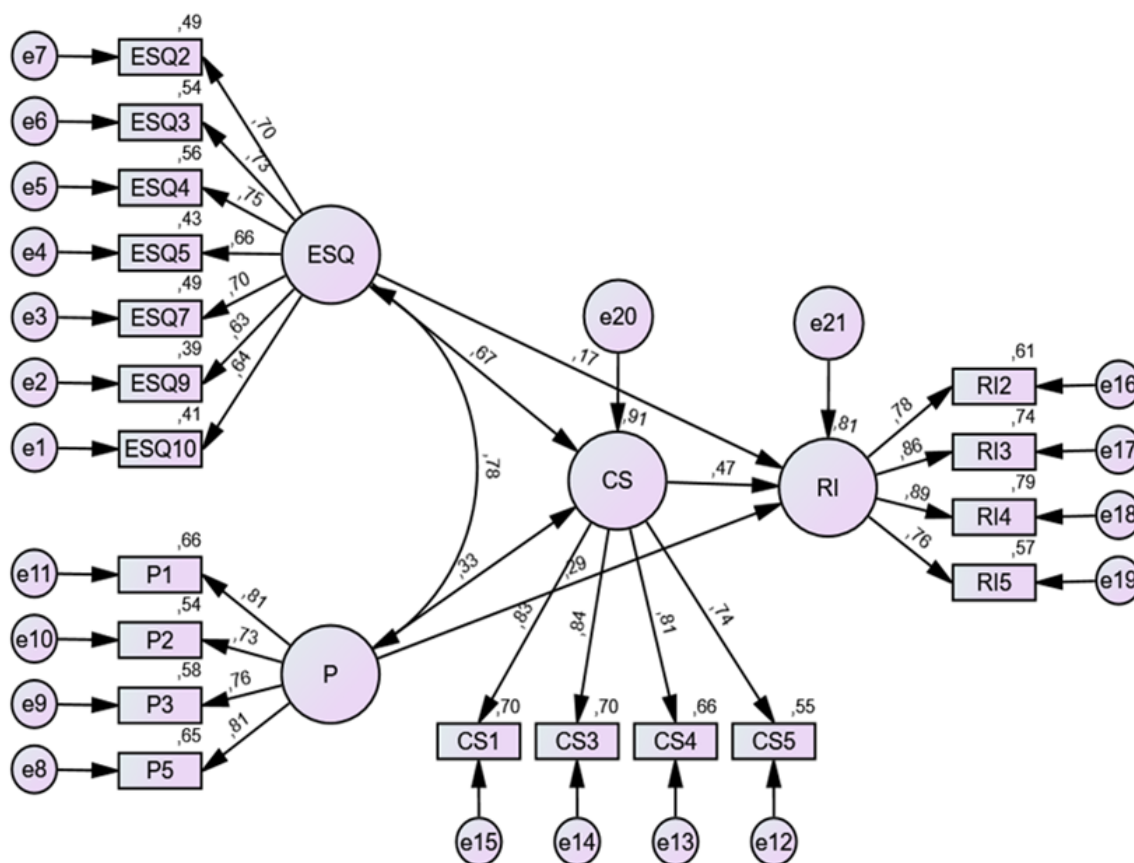


Figure 2. First Order Construct Full Model

Source: Author (2021)

Table 2. The goodness of Fit Full Model

Item	Value	Description
Chi-square	238,858	
DF	146	
Probability	0,000	Poor fit
CMIN/DF	1,636	Good fit
AGFI	0,858	Marginal fit
GFI	0,891	Marginal fit
TLI	0,955	Good fit
RMSEA	0,057	Good fit
CFI	0,962	Good fit

Source: Author (2021)

Based on the goodness of fit table above, it can be concluded that the model cannot be said to be fit. This is because there are index values that do

not meet the requirements, namely Probability = 0.000, AGFI = 0.858 and GFI = 0.891. Therefore, it is necessary to modify the construct by re-testing by reducing several indicators, so that the researcher gets a full construct model that meets the fit criteria. This can be done by looking at the output modification indices.

In the full model test after modification, two indicators were reduced from the e-service quality variable, namely ESQ9 and ESQ10, one indicator from the price variable, namely P2, one indicator from the customer satisfaction variable, namely CS5, and no reduction was made to indicators from the repurchase intention variable. . This

is done so that the construct being tested meets the fit requirements, so that the remaining five indicators are for E-Service Quality, the remaining three indicators are for Price, and the remaining three indicators are for Customer Satisfaction.

In the full model test after modification, two indicators were reduced from the e-service quality variable, namely ESQ9 and ESQ10, one indicator from the price variable, namely P2, one indicator from the customer satisfaction variable, namely CS5, and no reduction was made to indicators from

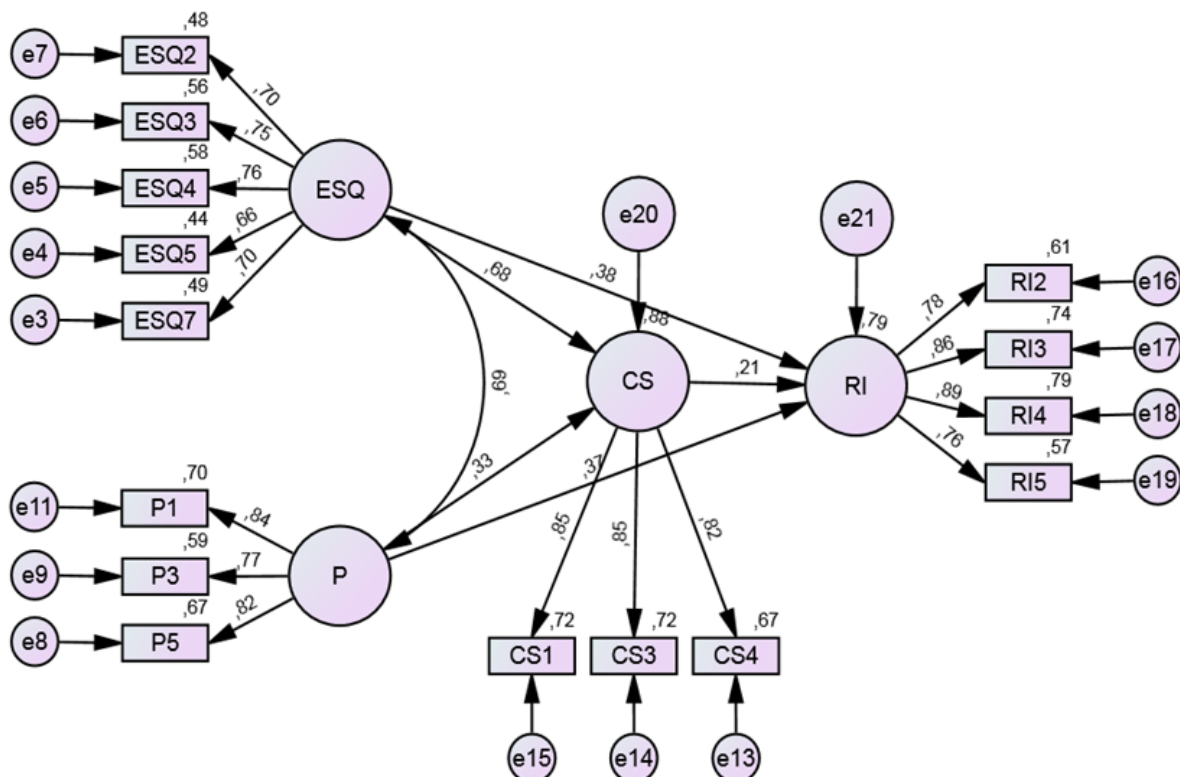


Figure 3. First Order Construct Full Model After Modification

Source: Author (2021)

Table 3. The goodness of Fit Full Model After Modification

Item	Value	Description
Chi-square	95,246	
DF	84	
Probability	0,189	Good fit
CMIN/DF	1,134	Good fit
AGFI	0,918	Good fit
GFI	0,942	Good fit
TLI	0,993	Good fit
RMSEA	0,026	Good fit
CFI	0,994	Good fit

Source: Author (2021)

the repurchase intention variable. This is done so that the construct being tested meets the fit requirements, so that the remaining five indicators are for E-Service Quality, the remaining three indicators are for Price, and the remaining three indicators are for Customer Satisfaction.

Table 4. Hypothesis Testing Results

Hypothesis	Variable	C.R	P	Results
H ₁	E-Service Quality → Customer Satisfaction	7,235	***	Accepted
H ₂	Price → Customer Satisfaction	4,284	***	Accepted
H ₃	E-Service Quality → Repurchase Intention	0,916	0,359	Rejected
H ₄	Price → Repurchase Intention	2,052	0,04	Accepted
H ₅	Customer Satisfaction → Repurchase Intention	3,509	***	Accepted

Source: Author (2021)

The following is an explanation of each of the hypotheses of this study based on the table of hypothesis testing results above:

1. H₁ = E-Service Quality has a positive and significant effect on Customer Satisfaction

The hypothesis test of E-Service Quality on Customer Satisfaction is accepted, this is because the p-values owned are smaller than 0.05, which is 0.000. Then it is supported by the C.R value which has met a value greater than 1.96, which is 7.235. It can be concluded that the first hypothesis is accepted.

2. H₂ = Price has a positive and significant effect on Customer Satisfaction

The Price hypothesis test on Customer Satisfaction is accepted, this is because the p-values owned are smaller than 0.05. which is 0.000. Then it is supported by the C.R value which has met a value greater than 1.96, which is 4.284. It can be concluded that the second hypothesis is accepted.

3. H₃ = E-Service Quality has a positive and significant effect on Repurchase Intention

The hypothesis test of E-Service Quality on Repurchase Intention is rejected, this is because the P value is

greater than 0.05, which is 0.359. Then the C.R value does not support because it does not meet the value greater than 1.96, which is 0.916. It can be concluded that the third hypothesis is rejected.

4. H₄ = Price has a positive and significant effect on Repurchase Intention

Price's hypothesis test on Repurchase Intention is accepted, this is because the P values owned are smaller than 0.05, which is 0.04. Then it is supported by the C.R value which has met a value greater than 1.96, which is 2.052. It can be concluded that the fourth hypothesis is accepted.

5. H₅ = Customer Satisfaction has a positive and significant effect on Repurchase Intention

The hypothesis test of Customer Satisfaction on Repurchase Intention is accepted, this is because the p-values are smaller than 0.05, which is 0.000. Then it is supported by the C.R value which has met a value greater than 1.96, which is 3.509. It can be concluded that the fifth hypothesis is accepted.

CONCLUSION

Based on the results of research and testing that have been carried out, the conclusions that can be drawn are that E-Service Quality has been proven to have a positive and significant effect on Customer Satisfaction. Through the results of this test, it can be proven that the better the E-Service Quality provided by the company, the better the level of Customer Satisfaction. Price is proven to have a positive and significant effect on Customer Satisfaction. Through the results of this test, it can be proven that

the better the price offered by the company, the better the level of satisfaction felt by the customer. E-Service Quality does not have a positive and significant effect on Repurchase Intention. Through the results of this test, it can be seen that even though the E-Service Quality provided by the company is very good, it does not guarantee that customers will intend to repurchase at J.Co through the J.Co delivery website. Price is proven to have a positive and significant effect on Repurchase Intention. The results of this test, prove that an affordable price and the services provided can make customers satisfied and plan to make repeat purchases at J.Co through the J.Co delivery website. Customer Satisfaction is proven to have a positive and significant effect on Repurchase Intention. Through the results of this test, it can be proven that the higher the level of satisfaction felt by the customer, the higher the customer's intention to repurchase at J.Co through the J.Co delivery website.

Suggestions

1. Further research can use e-service quality variables with different research objects considering that the digital marketing era is growing rapidly.
2. Further research can use the object of this research, but with different variables, because there are still many variables that have the potential to be developed such as post-usage usefulness, behavioural intention Yeo, Goh & Rezaei (2017), e-recovery

service quality and loyalty intention (Zehir & Narcikara, 2016).

3. Further research can be carried out with a wider range, both in terms of area coverage, number of samples and research models.

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