



FACTORS AFFECTING CUSTOMER REPURCHASE INTENTION: CASE STUDY ON FOOD DELIVERY APPLICATION

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ABSTRACT

This study aimed to determine the direct effect of e-service quality, e-promotion, and perceived value variables on repurchase decisions. As well as the indirect effect between e-service quality and e-promotion on repurchase decisions through perceived value as an intervening variable. The research uses a quantitative approach, and the data collection method uses a survey method with an instrument like a questionnaire. The object of research is 260 users of the food delivery application who are domiciled in the JABODETABEK area, aged 17 years and over, who have seen/used the food delivery online promotions food delivery application to shop at least twice in the last six months. The data analysis technique used SPSS software, and SEM analysis used LISREL software to process and analyze the research data. The results of the hypothesis test show that: (1) e-service quality affects repurchase decision; (2) e-promotion affects repurchase decision; (3) e-service quality affects repurchase decision through perceived value; (4) e-promotion affects repurchase decision through perceived value; (5) e-service quality affects perceived value; (6) e-promotion affects perceived value; (7) perceived value affects repurchase decision.

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INTRODUCTION

The requirements and behaviors of people have always changed occasionally, particularly during the COVID-19 pandemic age we are currently experiencing. Of course, there is a distinct trend in the food and beverage industry than before (FnB Preneur, 2021). This motivates businesspeople to start this venture both domestically and overseas. Companies that wish to work in the food and beverage sector must understand their target customers. Every country's cuisine has unique qualities. "The qualities of food are influenced by a number of variables, including the impact of the environment on the foodstuffs" (Putri, 2021).

Building a business in the food and beverage sector is a wise decision. The growth of technology is normally occurring extremely quickly, along with the advancement of more modern times (Adytya, 2021). This technology's emergence has also significantly impacted social and commercial aspects of human life (Yanti, 2021). This is evident in purchasing and selling operations, typically only done directly. With the advancement of this technology, online transactions for buying and selling can be made via social media (Prisilia, 2021).

Agustini (2021) estimates that there will be 202.6 million more internet users in 2021 than in 2020 (175.4 million). This is an increase of 11%. According to We Are Social's research, up to 170 million Indonesians actively utilize social media. This represents an increase of 10.25 percent (6.25%) from the previous year (Karnadi, 2021). Therefore, it can be said that many

people in Indonesia can guarantee a corporation's money. According to an online study of 17,063 business samples across Indonesia, the COVID-19 pandemic has contributed to the fall in operating income (Prisilia, 2021).

The quality of service can currently be obtained not just in person but also online, which is referred to as e-service quality. As defined by Pudjarti et al. (2019), E-service quality entails all phases of consumer contact with websites, including the degree to which websites can make it easier for these services to be provided successfully and efficiently. Consumers' purchase decisions are influenced by various factors, including the company's e-promotion efforts and the quality of its e-services.

E-promotion, according to Istanti (2017), is a strategy for raising brand awareness and sparking consumer interest in online purchases of goods and services. Consumers' perceived value of a product can occasionally be affected by a company's promotion. This assertion is supported by a study by Melisa et al. (2020), which claims that promotion considerably impacts perceived value.

Research by Sudaryanto et al. (2019) indicates that the likelihood of making a purchase increases with the attractiveness of the promotion being presented. This claim is further reinforced by a study by Sinha and Verma (2020), which found that sales promotion has a favorable and significant impact on perceived value. The consumer's perceived value can influence their repurchase decision.

A company's quality of e-services and marketing efforts might affect how potential customers think, which affects how they perceive their value and if they would make another purchase. Murdani et al. (2020) found a link between perceived value and e-service quality and consumers' propensity to make a repurchase decision. According to Melisa et al. (2020)'s data analysis findings, promotions positively and significantly affect repurchase decisions through perceived value.

"The Ready Meals Market Size, Share & Trends Report by Grand View Research estimates that the global ready-to-eat food market had a value of USD 159.15 billion in 2019 and is projected to increase at a compound annual growth rate (CAGR) of 5.5 percent from 2020 to 2027" (Amadea, 2021).

The food delivery application is an application that makes booking more flexible and practical and allows many attractive promos, including free delivery fees. Many consumers provide their experience buying fast food products through the food delivery application. Consumers complain about the e-service quality of the food delivery application, which constantly crashes, so it is tough to use, especially when fast food restaurant holds promos on their products, even though the initial purpose of the food delivery application was to make it easier for consumers to order fast food products online from home. Based on some consumer reviews, the food delivery application often crashes when fast food restaurant holds promotions with purchases through the food delivery application. This has led to a lack of interest from

consumers to make purchases through the food delivery application.

LITERATURE REVIEW

e-Service Quality

"E-service quality is a metric used to assess how well a website for buying and selling goods and services satisfies online buyers' needs for online transactions" (Sholeh & Budiyanto, 2020:308). Information quality, security, website functionality, customer relationship, and responsiveness and fulfilment are the five characteristics that make up the quality of an e-service (Efria, 2018).

e-Promotion

E-promotion is a strategy to increase brand recognition and pique consumer interest in online purchases of goods and services (Istanti, 2017). Advertising, personal selling, sales promotion, direct marketing, and publicity are five signs of e-promotion (Putra & Basalamah, 2021).

Perceived Value

"A thorough consumer evaluation of a product's or service's advantages based on the impression of what has been provided and what has been acquired is known as perceived value" (Rohwiyati & Praptiestrini, 2020:27). The four components of perceived value are: social, emotional, functional, and epistemic value (Saidani et al., 2018).

Repurchase Decision

"Repurchase decisions are actions consumers take to make subsequent purchases as a result of their frequent and impulsive purchases, which might encourage loyalty to

products they perceive to be acceptable” (Kustianti, 2019:84). Transactional interest, referential interest, preferential interest, and exploratory interest are four signs of repurchase decisions (Salim & Widaningsih, 2017).

Relationship between e-Service Quality and Repurchase Decision

An online service known as "e-service quality" is one that is provided by sellers and is based on the exchange of information between customers and service providers so that customers will use the application again in the future” (Shafiee & Bazargan, 2018). Entrepreneurs must innovate to offer the greatest service in order to compete with rivals because the usage of technology in an application alters not only how it is provided but also how services are delivered (Prasetyo et al., 2021). Many elements, such as the level of service provided by social media or what is usually referred to as e-service quality, might affect consumers' repurchase decisions (Betania & Nuswantoro, 2020).

Previous research claims that e-service quality positively and significantly impacts repurchase decisions (Ivasty & Fanani, 2020; Suhaily & Soelasih, 2018; Ahmad et al., 2017; Prasetyo et al., 2021). The following hypothesis has been developed in light of this research:

H1: e-service quality has a positive and significant impact on repurchase decision.

Relationship between e-Promotion and Repurchase Decision

Promotion is an action that highlights a product's advantages and

persuades consumers to purchase it (Radji & Kasim, 2018). Even if a product is excellent, it will not sell well if there is ineffective marketing (Solihin, 2020). For customers to make repurchase, the promotion piques the curiosity of someone who was not previously interested in repurchasing a product and encourages them to try it (Radji & Kasim, 2018).

Previous research claims that e-promotion positively and significantly impacts repurchase decisions (Fikri & Lisdayanti, 2020; Lee & Charles, 2021; Prasetyo et al., 2021; Al-Adamat et al., 2020). This research led to the following hypothesis being formed:

H2: e-promotion has a positive and significant impact on repurchase decision.

Relationship between e-Service Quality and Repurchase Decision through Perceived Value

Consumers assess and evaluate the quality of the services they receive online (Wiryana & Erdiansyah, 2020). A relative evaluation of the benefits and costs associated with a good or service determines its perceived value (Wuisan & Kunadi, 2021). The ability of the business to add customers' perceived value is a crucial emphasis that may be used as a tactic to affect customers' decisions to repurchase products or services (Rohwiyati & Praptiestrini, 2020).

Previous research found that e-service quality positively and significantly impacts repurchase decisions through perceived value attests to this link (Ahmad et al., 2017; Prasetyo et al., 2021; Pham & Nguyen, 2019). Based on the

findings of this study, the following hypothesis was developed:

H3: e-service quality has a positive and significant impact on repurchase decision through perceived value.

Relationship between e-Promotion and Repurchase Decision through Perceived Value

Marketing communications that inform, persuade, and remind consumers about a product to sway their opinions or elicit a response are known as "promotion" (Handoko, 2017). Online promotion done in person may lead to more online repurchases. In this instance, consumer-perceived value is crucial in mediating the impact of promotions on rising repurchase intentions (Prasetyo et al., 2021).

Previous research claims that e-promotion positively and significantly impacts repurchase decisions through perceived value (Prasetyo et al., 2021; Al-Adamat et al., 2020). Based on the findings of this study, the following hypothesis was developed:

H4: e-promotion has a positive and significant impact on repurchase decision through perceived value.

Relationship between e-Service Quality and Perceived Value

The level to which a website successfully and efficiently provides customer facilities during product/service browsing, purchasing, and delivery is referred to as e-service quality. At the same time, consumer advantages and their comparisons to total expenses incurred determine the perceived value (Ciputra & Prasetya, 2020). Of course, the company must offer its customers the best services

available if it hopes to increase its perception of the worth of its goods and services.

Several earlier research claims that e-service quality has a positive and significant impact on perceived value (Aditi et al., 2021; Putri & Pujani, 2019; Pham & Nguyen, 2019).

H5: e-service quality has a positive and significant impact on perceived value.

Relationship between e-Promotion and Perceived Value

Every business should engage in the promotion. Promoting aims to develop an attention-grabbing message that persuades customers to take action (Puspitarini & Nuraeni, 2019). According to the literature, perceived value refers to a consumer's assessment of the distinctive advantages and benefits of a product or service compared to other options (Hanaysha, 2018). As a result, the consumer's perception of the campaign's value is based on the message it conveys.

Previous research claims that e-promotion positively and significantly impacts perceived value (Hanaysha, 2018; Septiano & Sari, 2021). Based on the findings of this study, the following hypothesis was developed:

H6: e-promotion has a positive and significant impact on perceived value.

Relationship between Perceived Value and Repurchase Decision

Consumers evaluate a product or service's perceived value by weighing the advantages, quality, services, costs, and profits they receive against the costs and sacrifices they make to obtain it (Satria et al., 2017). Consumers' ultimate choice of whether or not to

repurchase a good or service is influenced by the value they feel after making a purchase. If the customer believes that the other product or service the business offers fits their expectations, the repurchase will be realized (Prasetyo et al., 2021).

Several earlier research claims that perceived value has a positive and significant impact on repurchase

decision, according to several earlier research that supports this association (Manan et al., 2022; Ali & Bhasin, 2019; Johan et al., 2020; Pham & Nguyen, 2019). This research led to the following hypothesis being formed:

H7: perceived value has a positive and significant effect on repurchase decision.

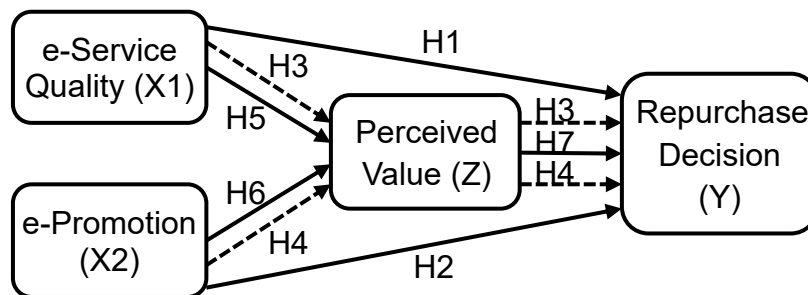


Figure 1. Hypothesized Framework

Source: Data Processed by Author (2022)

RESEARCH METHODS

Research Approach

The quantitative research method is the one employed. Quantitative approaches place emphasis on testing theories by quantifying study factors and statistically analyzing data (Husain, 2017). The study was carried out in June 2022.

Data and Sample

Non-probability sampling was used in this investigation as the sampling method. Non-probability sampling involves giving each component of the population that will be sampled a variety of chances or opportunities to participate in the sampling process (Safryani et al., 2020). This method was chosen by the researcher because the samples utilized in the study had distinctive qualities,

including being residents of the JABODETABEK region, being over the age of 17, and have used the food delivery application and online advertising at least twice in the previous six months. In this work, structural equation modelling (SEM) methods and LISREL software were employed (Husain, 2017). This survey has at least 200 respondents in each sample to reduce errors.

Data Collection Techniques

Primary data are used in the data collection process for this investigation. Answers to questions distributed to respondents are used to collect primary data (Keneq, 2020). The first source collected this information by having respondents complete a questionnaire (respondent).

Survey Instruments

Researchers will use a questionnaire as a study tool. This is done so that researchers may quickly and accurately obtain responses from respondents using the provided rating scale.

The Likert scale is the measurement scale utilized in this study's questionnaire. The Likert scale used is six (1=totally disagree, 2=disagree, 3=slightly disagree, 4=slightly agree, 5=agree, 6=totally agree). According to Sa'adah and Prasetyo (2018), and was divided into six categories to make it simpler for subjects to complete questionnaires, clarify, and make it easier for researchers to measure the outcomes.

Data Analysis Techniques

In this study, researchers processed and analyzed the research data using the LISREL software's SPSS and SEM (Structural Equation Modeling) programs. Because SEM is considered more accurate, researchers use it to obtain a more complete understanding of a model. SEM can directly identify measurement errors in addition to knowing the pattern of relationships between variables and their indicators or the relationships between one variable and another (Robi et al., 2017).

RESULTS AND DISCUSSION

Up to 260 respondents were found through the distribution of the questionnaires, and these individuals may be considered a representative sample. According to age, the majority of respondents (103 persons, or 39,6 percent) were between the ages of 22 and 26. The

remainder is made up of 99 people in the age group of 17 to 21 years, 17 in the range of 27 to 31 years, 16 in the range of 32 to 36 years, and 25 in the age group of >36 years.

Based on gender, it was discovered that 170 respondents, or as much as 65,4% of all respondents, were female. Male respondents made up 90 of the remaining respondents, or up to 34.6%. According to the place of residence, DKI Jakarta accounted for 60.8% of all participating respondents (158 people). The remaining spaces were filled at the same time by 17 people lived in Bogor, 27 people lived in Depok, 24 people lived in Tangerang, and 34 people lived in Bekasi.

Based on employment, it can be shown that 133 respondents, or up to 51.2%, were students or former students, who made up the most significant percentage of respondents. The remaining respondents were made up of 26 respondents with different employment, 78 respondents were private employees, nine respondents were self-employed, and 14 respondents were civil servants. The respondents who participated the most at the level of respondents' monthly spending were between Rp 1.001.000-Rp 3.000.000, 101 persons or 38.8%, according to the level of expenditure per month. Respondents with a variety of expenditure levels come in second.

Based on the amount they spent each month on food and drink, the respondents who participated the most were 80 people, or 30.8%, who spent between Rp 201.000 and Rp 400.000. A total of 37 respondents had an expenditure level of less than Rp 200.000, 45 respondents had an

expenditure level of between Rp 401.000 and 600.000, 40 respondents had an expenditure level between Rp 601.000 and 800.000, 29 respondents had an expenditure level between Rp 801.000 and Rp 1.000.000, and 29 respondents had an expenditure level above Rp 1.000.000.

The indicator is deemed valid in this study's validity test, which employs the Pearson test if the factor loadings are more significant than the r-table.

The r-table in this study has a significance level of 5%, 260 samples, and a value of 0.1217. Each indication is therefore considered valid if its factor loadings are more than 0.1217. For each variable, researchers employed Cronbach's Alpha test. Cronbach's Alpha is regarded as dependable if its value is greater than 0.70. In the meantime, Cronbach's Alpha is regarded as untrustworthy if its value is lower than 0.70.

Table 1. Validity and Reliability Test Result

Variables	Indicators	Factor Loadings	Cronbach's Alpha
e-Service Quality (X1)	ESQ1	0,869	0,920
	ESQ2	0,811	
	ESQ3	0,855	
	ESQ4	0,856	
	ESQ5	0,832	
	ESQ6	0,858	
e-Promotion (X2)	EP1	0,825	0,880
	EP2	0,794	
	EP3	0,823	
	EP4	0,829	
	EP5	0,840	
Repurchase Decision (Y)	RD1	0,811	0,903
	RD2	0,841	
	RD3	0,857	
	RD4	0,870	
	RD5	0,880	
Perceived Value (Z)	PV1	0,821	0,895
	PV2	0,830	
	PV3	0,869	
	PV4	0,858	
	PV5	0,821	

Source: Data Processed by Author (2022)

Confirmatory Factor Analysis. Correlation tests are used in Confirmatory Factor Analysis (CFA), which tries to find correlations between variables. This test also verifies that the model was constructed in accordance with the theory. First-order confirmatory factor analysis was performed in this investigation.

The instrument test findings show six indicators for the e-service quality variable. No indicators were eliminated after the model on the first-order construct was processed, and the Goodness of Fit Indices test may be considered good because every assessment has a fit value.

Table 2. e-Service Quality First Order Construct

Goodness of Fit Indices	Value	Model Explanation
Chi-Square	0,93	Fit
GFI	1,00	Fit
RMSR	0,00	Fit
RMSEA	0,00	Fit
AGFI	0,99	Fit
TLI	1,01	Fit
CFI	1,00	Fit

Source: Data Processed by Author (2022)

The e-promotion variable in the instrument test results comprises five signs. No indicators were eliminated after the model on the first-order

construct was processed, and the Goodness of Fit Indices test may be considered good because every assessment has a fit value.

Table 3. e-Promotion First Order Construct

Goodness of Fit Indices	Value	Model Explanation
Chi-Square	0,00	Fit
GFI	0,96	Fit
RMSR	0,02	Fit
RMSEA	0,07	Fit
AGFI	0,88	Marginal Fit
TLI	0,99	Fit
CFI	0,99	Fit

Source: Data Processed by Author (2022)

The repurchase decision variable contains five signs in the instrument test findings. No indicators were eliminated after the model on the

first-order construct was processed, and the Goodness of Fit Indices test may be considered good because every assessment has a fit value.

Table 4. Repurchase Decision First Order Construct

Goodness of Fit Indices	Value	Model Explanation
Chi-Square	0,00	Fit
GFI	0,98	Fit
RMSR	0,01	Fit
RMSEA	0,04	Fit
AGFI	0,93	Fit
TLI	1,00	Fit
CFI	1,00	Fit

Source: Data Processed by Author (2022)

The perceived value variable in the instrument test findings comprises five signs. No indicators were eliminated after the model on the

first-order construct was processed, and the Goodness of Fit Indices test may be considered good because every assessment has a fit value.

Table 5. Perceived Value First Order Construct

Goodness of Fit Indices	Value	Model Explanation
Chi-Square	0,10	Fit
GFI	0,99	Fit
RMSR	0,01	Fit
RMSEA	0,00	Fit
AGFI	0,96	Fit
TLI	1,00	Fit
CFI	1,00	Fit

Source: Data Processed by Author (2022)

Table 6 displays the findings of the structural model equation. The first hypothesis that “e-service quality has a positive and significant impact on repurchase decision” was accepted. This hypothesis has a standardized total effects value of 0,38 and a t-value of 2.87. The findings corroborates the study conducted by Wiryana and Erdiansyah (2020), which found that e-service quality influences repurchase decisions.

The second hypothesis that “e-promotion has a positive and significant impact on repurchase decision” was accepted. This hypothesis has standardized total effects of 0.32 and a t-value of 2,96. The findings support the assertion made by Al-Adamat et al. (2020) that e-promotion influences the repurchase decision.

The third hypothesis that “e-service quality has a positive and significant impact on repurchase decision through perceived value” was accepted. This hypothesis has standardized total effects of 0,09 and a t-value of 2,08. The findings corroborate those of Ahmad et al. (2017), who found that the perceived value of online buying is how e-service quality influences repurchase decisions.

The fourth hypothesis that “e-promotion has a positive and

significant impact on repurchase decision through perceived value” was accepted. This hypothesis has standardized total effects of 0,08 and a t-value of 2,00. The findings corroborate the study conducted by Al-Adamat et al. (2020), which claims that perceived value is how e-promotion influences repurchase decisions.

The fifth hypothesis that “e-service quality has a positive and significant impact on perceived value” was accepted. This hypothesis has standardized total effects of 0,37 and a t-value of 4,05. The findings concur corroborates the study conducted by Aditi et al. (2021) and Putri and Pujani (2019), which found that perceived value is influenced by e-service quality.

The sixth hypothesis that “e-promotion has a positive and significant impact on perceived value” was accepted. This hypothesis has standardized total effects of 0,32 and a t-value of 3,64. The findings concur with Hanaysha (2018) study, which found that e-promotion influences perceived value.

The seventh hypothesis that “perceived value has a positive and significant impact on repurchase decision” was accepted. This hypothesis has standardized total effects of 0,25 and a t-value of 2,38.

The findings concur with the study by Johan et al. (2020), which found that

e-promotion influences the choice to repurchase.

Table 6. The Result of the Structural Equation Model

Hypothesis	Variables	Standardized Total Effects	T-values	Explanation
H1	RD - ESQ	0,38	2,87	Accepted
H2	RD - EP	0,32	2,96	Accepted
H3	RD PV ESQ	0,09	2,08	Accepted
H4	RD PV EP	0,08	2,00	Accepted
H5	PV - ESQ	0,37	4,05	Accepted
H6	PV - EP	0,32	3,64	Accepted
H7	RD - PV	0,25	2,38	Accepted

Source: Data Processed by Author (2022)

CONCLUSION

Any theory can be believed. The researchers used the standardized total effects test scores and t-values to draw this conclusion. Additionally, this study has several ramifications. Respondents gave the average e-service quality variable a favorable response. The indication with the highest percentage of affirmative responses was “Responsive customer service via the food delivery app influenced me to make a repurchase” to which 50,8% of respondents agreed, indicating the importance of maintaining the high standard of this electronic service.

Respondents gave the average e-promotion variable a favorable review. “Trade shows or sponsorship of a specific activity/event carried out by fast food restaurant motivated me to make a repurchase using the food delivery application” which earned a positive response from 47,3% of respondents and was the signal that received the highest percentage of positive votes. Therefore, the company's promotion efforts must be as effective as possible to raise the volume of repurchase decisions through the application.

Responses to the repurchase decision variable were mostly favorable. “I will check for more product information in the food delivery application” and “I would be glad if I made a product purchase again using the food delivery application” earned the highest percentages of favorable replies from respondents, which is 49,6% each. Therefore, the product information supplied must be the main priority for interest in repurchase decisions to exist on the food delivery application.

Respondents gave the average perceived value variable a favorable answer. The question “I feel satisfied when using the service on the food delivery application” received the highest percentage of positive responses, which is 50,2%, indicating that the value of the consumers' time, money, and energy must always be pursued to be proportional to the quality of electronic services offered.

The report also offers a number of recommendations. “The food delivery app's fast-paced system that is always operating correctly caused me to make a repurchase” is the indicator in the e-service quality

variable that receives the most negative reaction, chosen by 0,8% disagree and 3,8% slightly do not agree. This indicates a sluggish performance of the food delivery application system. The current application system must be enhanced by removing flaws and cache for the application to function correctly.

The indicator “My decision to make repurchase through the food delivery app was impacted by the fast food restaurant notification I received” picked by 1,2% disagree and 3,1% somewhat slightly disagree, obtained the largest percentage of negative responses in the e-promotion variable. This indicates that a large number of customers still find fast food restaurant notifications to be less appealing. In order to enhance consumer interest in making repurchase decisions through the application, the notifications issued must be appealing by including promotions in each notification sent.

“Food delivery application is my major choice when I want to buy food/beverage” was the indicator in the repurchase decision variable that generated the most negative feedback, with 1,2% disagreeing and 5,8% slightly disagreeing. This indicates that customers do not generally favor the food delivery application. To promote customer interest in repurchasing through the application, it is vital to improve the system's quality and offer alluring promotions continually.

In the perceived value variable, the indicator that received the highest negative response was “I get benefits when making transactions on the food delivery application”, chosen by 0.8% strongly disagree,

0,8% disagree, and 3,1% somewhat disagree. This means that consumers still feel they do not get benefits when making transactions on the food delivery application, so the fast food restaurant needs to create promotional content that prioritizes the benefits that consumers get when making transactions, such as the ease of buying fast food products that can be done from anywhere.

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