

THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AND REPURCHASE INTENTION ON GOODS DELIVERY SERVICES

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Abstract: The purpose of this research is to examine the influence of service quality on customer satisfaction and repurchase intention on goods delivery services (JNE). The number of samples taken is 100 JNE consumers. The method used was purposive sampling by collecting data through questionnaires. The analysis technique used is the path analysis and sobel test. Based on the results of the analysis it was found that the quality of service has an effect on customer satisfaction is significantly positive, as well as service quality has a positive and significant effect on repurchase intention, and customer satisfaction has a significant positive repurchase intention. The results also show that customer satisfaction can mediate service quality with repurchase intentions. These results prove that to improve customer satisfaction, companies are expected to maintain service quality so that they create a commitment in repurchase intention.

Keywords: service quality, customer satisfaction, repurchase intention, JNE.

1. INTRODUCTION

Changes and developments in the field of technology have affected a large number of different fields in the world, both industrial economics and service economics. In line with technological developments, the need for shipping goods is increasing (Atmaja et al., 2017). One business that is engaged in shipping services is PT Tiki Jalur Nugraha Ekakurir (JNE). JNE is a courier service company that is engaged in package delivery and logistics in local and international areas that are supported online. JNE is a company that pays attention to the quality of its services, this is marked by 67 awards obtained by JNE from 1998 until 2018 (JNE, 2018). However, JNE has complaints such as delivery of JNE packages that are not on time (Hendrie, 2018), package details that have been packaged in wood during shipping, shipments are often canceled during shipping, and 148 health cards are disposed of Indonesia by JNE couriers .

The success of sales of service products is very dependent on the customer's assessment of service quality (Kaderi & Diahmarisa, 2003). Service quality is one of the factors that influence customers' decisions to repurchase delivery services (Aziz, 2014). Consumers in the present have begun to be selective in looking for good freight services in their services, because with good service, consumers will feel satisfied using these services.

Customer satisfaction is a key concept in the field of marketing and management, especially in the service industry (Heung, 2012). Satisfaction is used as an evaluation of from a specific purchase opportunity (Ekinci et al., 2008). If the customer is satisfied, he may want to use the service again, so that with the increasing number of repurchase intention, the company will feel a significant impact on the profits earned.

The repurchase intention is customer behavior where the customer responds positively to what has been given by a company and intends to make a return visit or re-consume the company's products (Hendarsono & Sugiharto, 2013). If the customer is satisfied with the first purchase, then the next purchase tends to be carried out repeatedly on one brand, so that decision making is no longer needed because customers already know deeply about the brand (Tatik, 2008: 15).

Some previous researchers have conducted research on the effect of service quality on customer satisfaction and repurchase intention. According to Heryani (2014), service quality has a positive effect on repurchase which is mediated by customer satisfaction on customers of Andoyo Motor Workshop in Yogyakarta Budiarti (2013) states that, service quality affects repurchase but the relationship is negative for customers of The Body Shop Malioboro Mall in Yogyakarta. Based on the description of the background and the research gap above, further research is needed relating to the influence of service quality on customer satisfaction and repurchase intention on goods delivery services (JNE) in Denpasar City.

2. THEORITICAL FRAMEWORK AND LITERATURE REVIEW

Quality is suitability for use in meeting customer needs and satisfaction (Juran, 1993: 32). Service is any action or activity that can be offered by a party to another party, which is basically intangible and does not have any ownership (Kotler, 2014: 83).

Quality encourages companies to make improvements in competing with competitors. This makes the company's strategic steps that have strong characteristics or character in their products and services to satisfy the needs of their customers

Satisfaction is the feeling that occurs in a customer upon completing a purchase, in the phase following the acquisition of a service (Senić, 2013). Satisfaction occurs when service providers meet customer expectations and norms (Pratminingsih, et al., 2014). If customers believe that the performance of a service is better than they expected, they are sure to be satisfied (Allameh, et al., 2015). Satisfied customers will be loyal longer and give good comments about the product and company (Ravichandran et al., 2010). The quality of services offered is in accordance with customer expectations so that the company will more easily understand customer desires and needs so that it impacts on increasing customer satisfaction which will create a form of customer loyalty (Hazra and Srivastava, 2009).

The repurchase intention is the purchase interest based on the buying experience that has been done in the past (Faradisa, 2016). A similar thing was expressed by Hellier (2003) that repurchase intention occurs when customers make repurchase activities for the second or more times, where the reason for repurchasing is mainly triggered by customer experience of the product or service. Simamora (2001: 106) states that the intention to repurchase a product because the basis of trust in the product is accompanied by the ability to buy the product.

3. RESEARCH HYPOTHESIS

The results of research conducted by Heryani (2014) state that there is a positive and significant influence between the quality of service on customer satisfaction. Yunus (2014) and Irnandha (2016) also state that there is a positive and significant effect of service quality variables on customer satisfaction variables. Budiarti (2013) which states that service quality variables directly influence customer satisfaction, Based on the theory that has been explained and the results of research that has been done before, then in this study the following hypothesis is proposed,

H₁ : Service quality has a significant positive effect on customer satisfaction

Research conducted by Rizqulloh (2015) states that service quality has a positive and significant effect on repurchase intention. The same thing was expressed by Aryadhe and Rastini (2016) that service quality had a positive and significant effect on repurchase intention, Adixio and Saleh (2013) also stated that service quality had a significant positive effect on repurchase intention. Based on the theory that has been explained and the results of the research that has been done before, then in this study the following hypothesis is proposed:

H₂: Service quality has a significant positive effect on repurchase intention

The results of research conducted by Puspitasari (2011) suggest that customer satisfaction has a significant effect on increasing repurchase intention. Palma and Andjarwati (2016) also state that there is a significant effect of customer satisfaction on repurchase intention. Yan, et al. (2015) that customer satisfaction positively and significantly affects repurchase intention. Based on the theory that has been explained and the results of the research that has been done before, then in this study the following hypothesis is proposed:

H₃ : Customer satisfaction has a significant positive effect on repurchase intention

The results of research conducted by Adixio and Saleh (2013) state that service quality has a significant positive effect on repurchase intention through mediating customer satisfaction. This is also supported by Heryani (2014) who states that the higher the quality of service provided, it can provide customer satisfaction and customer satisfaction generated will increase repurchase intention. Based on the theory that has been explained and the results of the research that has been done before, then in this study the following hypothesis is proposed:

H₄: Customer satisfaction mediates service quality on repurchase intention

4. RESEARCH METHOD

The purpose of this research to examine the effect of service quality on customer satisfaction and repurchase intention JNE freight forwarding services. The method of determining the sample of this study is non probability sampling in the form of purposive sampling with a total sample of 100 respondents. The population in this study are all consumers in the city of Denpasar who have used JNE services with an infinite number. The analysis technique used is path analysis and sobel test.

5. RESULT

Path analysis was used to test the data in this study, with the following results:

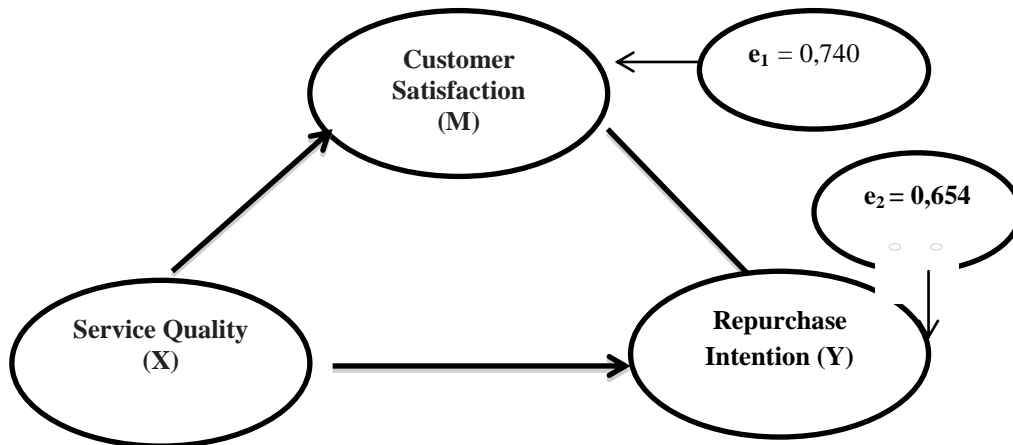


Figure 1: Path Analysis Result

Table 1: Results of Path Analysis of Regression Equations I

Model	R Square	Standardized Coefficients		Sig.
		Beta		
Service Quality	0,451	0,672		0,000

Source : processed data

Based on the results of analysis of substructural path 1 presented in Table 1, the structural equations are as follows:

$$M = \beta_1 X + e_1$$

$$M = 0,672X + e$$

Table 2: Results of Path Analysis of Regression Equations II

Model	R Square	Standardized Coefficients		Sig.
		Beta		
Service Quality	0,571	0,255		0,00
Customer Satisfaction		0,560		0,000

Source: processed data

Based on the results of the analysis of substructural path 2, the structural equations are as follows:

$$Y = \beta_2 X + \beta_3 M + e_2$$

$$Y = 0,255X + 0,560M + e$$

Table 3: Standard Error Value Test Result

Test result	Standard Error value	Explanation
Pe ₁	0,740	Variable standard error of customer satisfaction e ₁
Pe ₂	0,654	Standard error variable repurchase intention e ₂

Source: processed data

Standard error values as follows:

$$e_i = \sqrt{(1-R_i^2)}$$

$$Pe = \sqrt{(1-R^2)} = \sqrt{(1-0,451)} = 0,740$$

$$Pe = \sqrt{(1-R^2)} = \sqrt{(1-0,571)} = 0,654$$

The results of the total determination coefficient are calculated as follows:

$$R^2_m = 1 - (Pe_1)^2 (Pe_2)^2$$

$$= 1 - (0,740)^2 (0,654)^2$$

$$= 0,765$$

Table 4: Direct Effects, Indirect Effects and Total Effect Between Variables

Variable Effect	Indirect Effects Through Mediation		Total Effect
	Direct Effect	$(\beta_1 \times \beta_3)$	
X → M	0,672	-	0,617
X → Y	0,255	$(0,547 \times 0,427) = 0,234$	0,765
M → Y	0,560	-	0,421

Source: processed data

Based on Table 4. it can be seen that service quality variables have a direct effect on repurchase intention variables and indirect effects through customer satisfaction variables. The number of indirect effect coefficients can be calculated by multiplying the path coefficients of service quality variables into customer satisfaction variables with variable satisfaction customer path coefficients to repurchase intention variables of $(0.547 \times 0.427) = 0.234$.

Table 5: Sobel Test Results

Sobel	Value	Explanation
Z hitung	5,0989	Mediate
Sig.	0,000	Significant

Source: processed data

Based on the calculation sobel test, the value of Z calculated is 5.0989, which means it is greater than Z table which is 1.9824 ($5.0989 > 1.9847$). It can be concluded that customer satisfaction is able to mediate the effect of service quality on repurchase intentions.

5.1 HYPOTESIS TEST

These results indicate that service quality variables have a positive and significant effect on customer satisfaction on JNE in Denpasar City. The test results show that the better the quality of JNE services in Denpasar, the customers will be more satisfied. The results of this study are in accordance with the formulation of the hypothesis which states that the effect of service quality on customer satisfaction. The results of this study support the research conducted by Heryani (2014), Yunus (2014), and Irnandha (2016).

The test results show that the better the quality of service for JNE customers in Denpasar, the higher the repurchase intention. The results of this study are in accordance with the hypothesis formulation which states that the effect of service quality on repurchase intention. The results of this study support the research conducted by Rizqulloh (2015), Aryadhe and Rastini (2016), and Adixio and Saleh (2013).

The result indicate the higher the satisfaction of JNE customers in Denpasar, the higher the intention to repurchase, the results of this study are in accordance with the hypothesis formulation which states that the effect of customer satisfaction on the intention to repurchase. The results of this study support the research conducted by Puspitasari (2011), Palma and Andjarwati (2016), and Yan, et al. (2015).

These results indicate that customer satisfaction can mediate the effect of service quality on the repurchase intention customers who use JNE services can be accepted. The effect of mediation in this study is partial mediation, because service quality has a direct, or indirect influence on the intention to repurchase, so that with customer satisfaction it can increase the intention to repurchase the services offered by JNE. The results of this study are in accordance with the formulation of the hypothesis which states that customer satisfaction mediates service quality to repurchase intentions. The results of this study support the research conducted by Adixio and Saleh (2013), Heryani (2014).

6. CONCLUSION, RECOMMENDATION, AND LIMITATIONS

The implications of this study try to emphasize the real benefits of the results of research to encourage service businesses to maintain maximum service quality in order to keep customers satisfied with the overall service so that the repurchase intention customers can be maintained.

The strategy that can be carried out by the company is to improve service quality so that it remains focused on maintaining customer trust in accordance with customer expectations so as to minimize complaints against JNE, and be able to increase customer satisfaction and ultimately encourage the repurchase intention of using JNE courier services in Denpasar.

This research is only carried out at certain time points (cross section) while the environment, trends and habits can change at any time, therefore this research is important to do again and research is only done in Denpasar City, so the results of this study are not necessarily the same as the results similar research in other fields.

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