

THE INFLUENCE OF PERCEIVED SERVICE AND E-SERVICE QUALITY TO REPURCHASE INTENTION THE MEDIATING ROLE OF CUSTOMER SATISFACTION CASE STUDY: GO-RIDE IN JAVA

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Abstract. Repurchase intention in the business world becomes critical to increasing the company's revenue. One of them is by improving the service quality which impacts on improving customer satisfaction and repurchase intention by customers. This study examined the relationship between the influence of the service quality and e-services quality toward repurchase with customer satisfaction as the intermediate variable. This research especially examines Go-Ride service from Go-Jek Indonesia in Java with the number of respondents of 415 respondents were obtained through a questionnaire. Data analyzed with multilinear regression and path analysis with classical assumption test. This study found that simultaneous or partially perceived service quality, perceived e-service quality, and customer satisfaction has a significant relationship to repurchase intention that determined with sig <0.005. The magnitude of the effect of service quality towards repurchase intention is 0.075, e-service quality 0.569, customer satisfaction towards repurchase intention is 0.74. This study found that customer satisfaction has an important effect to increase the repurchase intention of Go-Ride by Go-Jek Indonesia.

Keywords: service quality, e-service quality, customer satisfaction, repurchase intention

Introduction

Recently emerged a new trend in online shopping. Not only selling goods, but offers transportation services. This type of business rise as an answer and a solution to social problems such as congestion and the needs of the market that has a high mobility. It is relatively new in Indonesia and only a few companies that provide this service. Online transportation itself, appeared in Indonesia in 2010 by Go-Jek Indonesia by introducing Go-Ride. Go-Ride is an *ojek* that can be ordered online by mobile application. They are first company in Indonesia which offer online transportation, but become popular in 2014. After that, there are some companies that also offer same services. The high level of this competition certainly requires appropriate strategies to win the market. Today, most of related companies apply the low price to win the market. Based on the field observation, Gojek, Uber and Grab give the promotion with price which lower than conventional transportation price.

Unfortunately, this price get the controversy from the conventional transportation company. They think that set of the price violate the regulation of *pasal 20 UU NO 5 1999*, which set the price under production and operational cost or can be said as the predatory price. It because the consumers prefer to use them (Go-Jek, Uber, and Grab) than conventional transportation, so it can threaten the sustainability of conventional transportation business. This strategy may good impact in short term, but not sustainable for the long term. If they always set the lower price under operational cost to gain the customers and win the market competition, they will not sustain and need much of

money to subsidies this strategy. Even, Go-jek Indonesia still has deficit cash flow until now, due to the cost to promotion and subsidies (Go-Jek Management, 2016). In other hand, Nadiem Makarim (2016) CEO and Founder of Go-jek Indonesia said that they cannot run the business like burn the money, they always should give subsidies and promotion under their operational cost. If this strategy always utilize low price, they need much investment. Therefore, they need to make the other strategy, not only pricing strategy to lead the market and gain the customers. The other strategies that can be implemented by online transportation are increasing the service and e-service quality to increase customer satisfaction. As the company certainly want customers who are loyal to their services. This can be shown by the repurchase which carried out by the customers. The sustainability of the business depends on the repurchase intention of their customers. It is said by Cronin (2000) consumer repurchase intention becomes the key to sustain and success in the business globally.

Based on the literature (Oliveria, Roth & Gilland, 2002; Liu & Suomi, 2007) service quality is an important instrument in developing a competitive advantage in online retailing. This could be done by providing a high-quality service to consumers (Li & Suomi, 2007). Outstanding service quality will encourage consumers to re-open the service companies that will foster a sense of loyal customers to the company. According to previous research, good service quality affects customer satisfaction which will affect positively on customer repurchase intention on the same seller (Liu, 2012; Kim, 2005; Rust & Oliver, 1995). Kim (2005) argues that companies that provide high e-services quality to satisfy the desires and needs of consumers besides of will gain a competitive advantage over competitors would also encourage consumers to return to the company. E-service quality is a determinant of competitive advantage and factor in the long-term success of firms (Parasuraman et al., 2005).

Besides of service quality, it is also encouraging the creation of repurchase intention is customer satisfaction. According Heiller et al. (2003), overall customer satisfaction associated to the intensity to reuse services from the same provider. Khalifa and Liu (2007) also emphasized that when consumers are satisfied with an online shop then repurchase intention of consumers to shop online will increase. Consumers who purchased from the same company have a tendency to become loyal customers and provide direct impact on the success of the company in the future. Moreover, by maintaining the existing customers are five times more profitable than seeking new customers (Gupta & Kim, 2007).

Therefore, the important of service and e-service quality and customer satisfaction from the customer, so the research will examine the perceived service quality towards the service of Go-Ride by Go-Jek Indonesia. Perceived service and e-service quality will shows the level of service quality and its relationship with customer satisfaction which can effect repurchase intention.

Research Objective

- a) To understand the relationship between perceived service and e-service quality with Customer Satisfaction of Go-Ride in Java
- b) To understand the relationship between perceived service and e-service quality with repurchase intention of Go-Ride in Java
- c) To understand relationship between customer satisfaction with repurchase intention of Go-Ride in Java

Research Question

The research questions are needed to answer and solve the problems statement of this research. Below are the research questions:

- a) What is perceived service and e-service quality have positive relationship with Customer Satisfaction of Go-Ride in Java?

- b) What is perceived service and e-service quality have positive relationship with repurchase intention of Go-Ride in Java?
- c) What is the customer satisfaction has positive relationship with repurchase intention of Go-Ride in Java?

Theoretical Framework

Service Quality

Service quality becomes important factor of developing a competitive advantage in e-commerce. It is one of the most critical elements for maintaining long-term relationships with customers, building customer loyalty, and encouraging repeat purchases (Li & Suomi, 2007). Therefore, service quality has a greatly effects both customer satisfaction and customer loyalty and a significant factor in determining the failure and success of an online business by influencing online customer shopping experiences (Tung Hsuan Liu, 2012).Chase, 2008).

The assessment of service quality is largely based on servqual by Parasuraman et al.'s (1988) original development of the measure of perceived service quality. There are 5 dimension of service quality, they are tangible, reliability, responsiveness, empathy, and assurance.

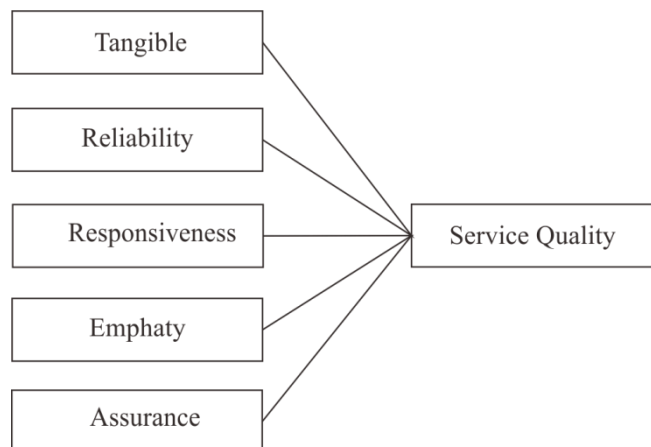


Figure 2.1 Servqual of Service Quality

According to the factors that influence the service quality, the researcher chooses 4 indicators which correlated to build the service quality. It is based on the previous research that choose the indicators which correlated with the study (Ristiana & Effy, 2013). The indicators that can be used are tangible, reliability, empathy, and assurance.

E-service Quality

E-service quality is defined as overall customer evaluations and judgments regarding the excellence and quality of e-service delivery in the virtual marketplace (Santos, 2003). Prior studies on service quality measures have been applied to assess the quality of virtual community websites (Kuo, 2003), satisfaction with e-commerce channels (Devaraj et al., 2002), and determinants of website success (Liu & Arnett, 2000). The measurement is the development of a concept that has been proposed by Parasuraman in 1998 on servqual. E-SQ has seven dimensions, namely efficiency, fulfillment, system availability, privacy, responsiveness, compensation and contact. Meanwhile Li, Liu and Suomi (2009) suggested the measurement scale consists of nine dimensions taken from the company's perspective and the perspective of the consumer. Nine of these dimensions is ease of use, website design, reliability, responsiveness, system availability, empathy, experience, privacy, and trust. The research will use 7 indicators that correlated with the study, they are security, reliability, responsiveness, application design, trust, ease of use and fulfillment.

Perceived Service Quality

Perceived service quality is defined as consumers' judgment about business's overall distinction or dominance (Parasuraman, Zeithaml & Berry, 1988). In simple words Jiang and Wang, (2006) defined it as the consumer's evaluation of the service performance received and how it compared with their expectation. Another aspect Jiang and Wang, (2006) pointed out that, evaluations are not based on service attributes; rather these depend on a customer's feelings or memory. So, customers measure service quality in terms of how much pleasure they have received from a service.

Customer Satisfaction

Heiller et al., (2003) defines customer satisfaction as the overall feeling of happiness and satisfied perceived by consumers, resulting from the ability to meet the wishes, expectations and needs of consumers in respect of services provided by the company. Kotler (2000) defines customer satisfaction as a result perceived by consumers on the performance of companies according to their expectations. Spais and Vasileiou, (2006) and Wisnalmawati (2005) defines customer satisfaction as the level of feeling glad or disappointed from customers after comparing the perceived performance or results to expectations.

Repurchase Intention

Repurchase intention is customer behavior to respond positively to the quality of service of a company and intend to make a return visit and reintroduce the products of the company (Cronin, 2000). Repurchase intention is defined as an individual consideration associated with the purchase of a product from a company, which is influenced by environmental conditions (See Hellier et al., 2003, Spais and Vasileiou 2006, Atchariyachanvanich et al., 2006). Repurchase Intention is the intention to repurchase for a product twice or more, whether the same product or different (Zeng, Zuahao, Rong, and Zhilin, 2009).

Hypothesis Development

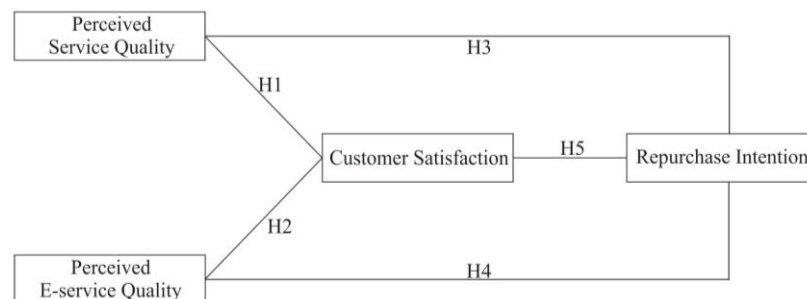


Figure 2.3 Research Framework

- H1 : Perceived service quality has positively relationship with Customer Satisfaction
- H2 : Perceived E-service Quality has positively relationship with Customer Satisfaction
- H3 : Perceived Service quality has positively relationship with Repurchase Intention
- H4 : Perceived E-service Quality has positively relationship with Repurchase Intention
- H5 : Customer Satisfaction has positively relationship with Repurchase Intention

Methods

2.1 Research Design

In this research, researcher uses quantitative data. It means that the data that will be conducted will formed in number. According the type of data, researcher will uses questioner to collect the data. For making the research more structured, researcher will use research design as seen in Figure 3.1

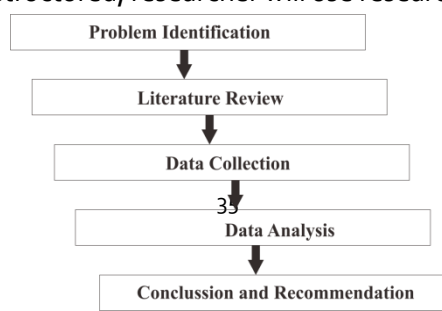


Figure 2.1 Research Design

Population and Sample

Population

The population for this research is the people who have used the service from the Go-jek (Go-ride), it's determined by the total people who have downloaded the application from google playstore and app store. The total population is about 11 millions users.

Sample

In this section, researcher will calculate and explain the number of sample that needed for the research.

Calculate the number of samples

To determine the number of samples that researcher needed based on the total population, researcher will use Slovin formula with error rate 5% to calculate the minimum number of samples.

Slovin Formula :

So, for the total population about 11 millions, the number of samples are :

$$n = \frac{N}{1 + Ne^2}$$
$$n = \frac{11.000.000}{1 + (11.000.000 \times 0.05^2)} = \frac{11.000.000}{27501} = 399.98 \approx 400$$

According to the calculation above, the minimum number of samples that researcher needed is 400 respondents.

Sampling Method

The researcher will use non-probability sampling method which is using judgemental sampling. The target respondents is the people who have used service of Go-ride from Go-jek Indonesia.

Data Collection

In collecting the data, researchers will conduct a survey using a questionnaire. Selection of this method due to the large population and scattered in various cities in Java (Only for the cities which has available of Go-jek). The questionnaire would used the Likert Scale, which score ranges 1 untill 5. The number 1 represent the lowest score and 5 represent the highest score.

Validity

Validity is the degree to measure the accuracy of the supposed. The researcher uses Spearman rank-order correlation coefficient. The result from the calculation of the data which determined by rs (value of pearson correlation) compared with the Spearman table with 95% of confidence interval. The rs which higher than r table would be accepted.

Reliability

Reliability represents to what extent the observed variable measures the real value and is "error free" (Hair & Black, 2006). The research would used Chronbach Alpha to test the questionnaire's reliability. The reliability coefficient normally ranges between 0 and 1. The greater value or closeer to 1, the greater consistency of the items.

Data Analysis Method

Below are the data analysis method that would be used by the researcher to analys the data from the questionnaire:

SPSS

The research used SPSS to make statistical calculation of the data. It would be used to measure the validity and reliability, and also the linear regression.

Multi Linear Regression

Linear regression is a statistical method which used to denote the extent of linear relationship between the dependent variable and one or more independent variables. The objective of linear regression is to determine the value of the dependent variable based the values of one or more independent variables. In this case, the researcher will utilize the multiple regression, it is because the data uses more than one independents that influence dependent variables.

Path Analysis

Path analysis is used to delineate and test the model of the relationship between variables in the form of causation (Sugiyono: 2009). According to Hair & Black (2006), path analysis conducts simple bivariate correlations to predict the relationships each variable in a system of structural equations. It is also to understanding the strength of relationship between each variable. It can contribute the direct relationship or indirect relationship towards dependent variable.

Results and Discussion

Validity

Table 3.1 Validity Result
Correlations

		X1	X2	X3	Y	Score_Total
X1	Pearson Correlation	1	.694**	.618**	.469**	.869**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	415	415	415	415	415
X2	Pearson Correlation	.694**	1	.729**	.620**	.939**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	415	415	415	415	415
X3	Pearson Correlation	.618**	.729**	1	.789**	.825**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	415	415	415	415	415
Y	Pearson Correlation	.469**	.620**	.789**	1	.720**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	415	415	415	415	415
Score_Total	Pearson Correlation	.869**	.939**	.825**	.720**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	415	415	415	415	415

** . Correlation is significant at the 0.01 level (2-tailed).

According to the value of r_s , it can be concluded that with 415 respondents and confident interval 95%, all the variables is valid.

3.2 Reliability

Table 3.2 Reliability Result

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.953	0.956	42

The data has reliability score 0.953. It means that the data has high reliability which close to the 1.

Path Analysis

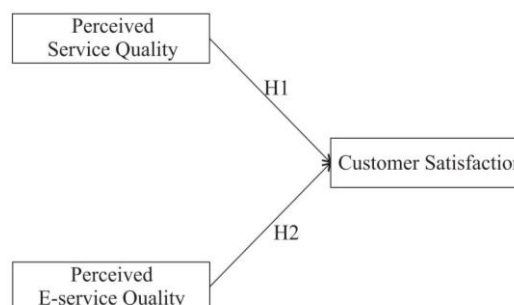
The Relationship Between Perceived Service And E-Service Quality Toward Customer Satisfaction
In the calculation, perceived service quality as the x_1 , perceived e-service quality as the x_2 , and customer satisfaction is x_3 . The equation of this model is:

$$x_3 = \alpha_1 x_1 + \alpha_2 x_2 + \epsilon \dots \dots \dots \text{first equation}$$

4.1 Equation Model

Figure 4.8

Table 4.6 Model



Structural Model 1

Summary Multiple

Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.746 ^a	.556	.554	.481	.556	258.072	2	412	.000

Silmutaneously, perceived service and e-service quality have significant influence toward the customer satisfaction. It determines by the value of significance 0.000, it means that value of significantly less than confident value 95%. The value of significance also explained by the R square. They have value 0.556. This value means that service and e-service quality give the influence 0.556 point or 55.6% toward customer satisfaction, and 44.4% explained by the other factors excludes these variable.

Table 4.7 Anova Result

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	119.606	2	59.803	258.072	.000 ^a
	Residual	95.473	412	0.232		
	Total	215.079	414			

According to the table 4.7, it shows that the value of significance is 0.000, it means that the value is less than 0.05 (probability value). It can be concluded that the variable x_1 and x_2 is simultaneously influenced and significant toward x_3 . Based on the result, so the researcher rejects H_0 and accept H_1 and H_2 . It means that service and e-service quality simultaneously influence and have significant relationship to the customer satisfaction.

Table 4.8 Coefficients Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.279	0.194		-1.44	0.151
	Perceived Service_quality	0.26	0.054	0.218	4.78	0.000
	Perceived Eservice_quality	0.888	0.07	0.578	12.688	0.000
a. Dependent Variable: Customer_Satisfaction						

Table 4.8 shows that each variables independents have significant influence toward dependent variable (x_3). It determined by the value of significance is 0.000 (less than alpha). In the standardized coefficients can be shown that service quality has influenced contribution as 0.218 and e-service quality has contribution as 0.578.

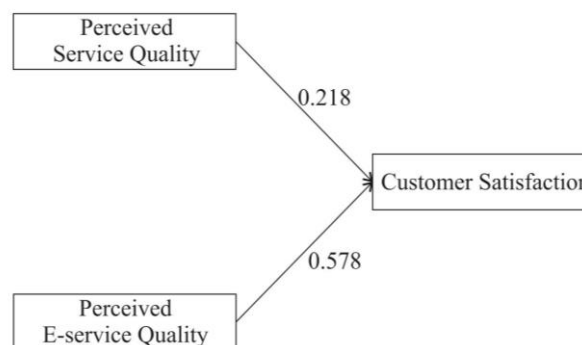


Figure 4.9 Coefficients Regression Result

The Relationship Between Service And E-Service Quality, Customer Satisfaction Toward Repurchase Intention. The second part will be explained the influence of service and e-service quality, customer satisfaction toward repurchase intention. Measurement still utilize the multiple linier regression. Below are the second equation:

$$Y = Yx_1 + \rho Yx_2 + \rho Yx_3 + \epsilon \dots \dots \dots \text{first equation} \quad 4.2 \text{ Second Equation}$$

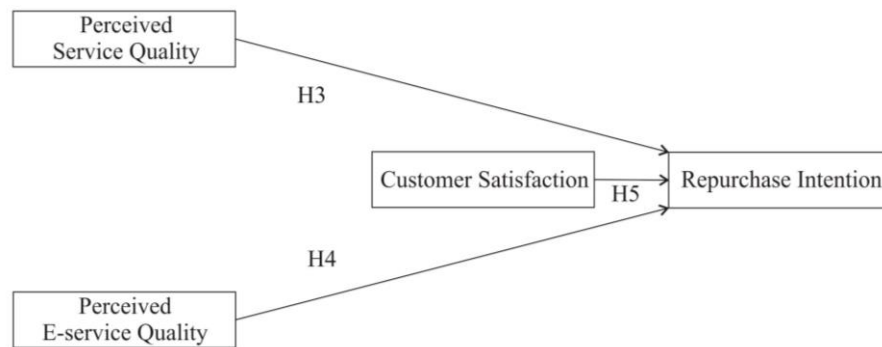


Figure 4.10
Structural
Model 2

Table 4.9

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.794 ^a	0.631	0.628	0.436	0.631	233.97	3	411	0.000
a. Predictors: (Constant), Customer_Satisfaction, Perceived Service_quality, Eservice_quality									

According to the table 4.9, service quality, e-service quality, and customer satisfaction simultaneously influence the repurchase intention. It determined by the value 0.000 of significance, this value is less than the alpha value (0.05). Value of the significant also explained by the value of R square. R square has value 0.628 or 62.8%. It means that the three of independent value can influence the dependent value of 62.8%, and the residual as 37.2% is explained by the others factors exclude the model.

Table 4.10 Anova Result

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	133.132	3	44.377	233.97	.000 ^a
	Residual	77.955	411	0.19		
	Total	211.087	414			
a. Predictors: (Constant), Customer_Satisfaction, Perceived Service_quality, Perceived Eservice_quality						
b. Dependent Variable: Repurchase_Intention						

Based on the table 4.10, it can be concluded that each variable (x_1, x_2, x_3) have significant contribution to influence repurchase intention (Y). It was determined by the value of the significance which is 0.000. This value is less than the alpha value (0.05). So, the researcher rejects the H_0 and accept the H_3, H_4 , and H_5 .

Table 4.11 Coefficients Result

Coefficients ^a				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	0.743	0.176		4.232	0
	Service_quality	-0.102	0.051	-0.086	2.011	0.045
	Eservice_quality	0.214	0.075	0.141	2.871	0.004
	Customer_Satisfaction	0.733	0.045	0.74	16.44	0
a. Dependent Variable: Repurchase_Intention						

Table 4.11 shows the result of the coefficients from each variable. Variable x_1, x_2, x_3 have significant influence toward Y. It shown by the value of the significancy which less than alpha value, they are 0.045, 0.004, and 0.000. Each variable have different contibution influence, servica quality gives negative contribution with the value of -0.086, e-service quality has positife contribution with value of 0.141, and customer satisfaction gives positif contibution of 0.74. According to the value of the contibution, it can be concluded that customer satisfaction has highest contribution value as 0.74 or 74% toward repurchase intention. E-service quality also has positive contrbution and service quality gives negative contribution value.

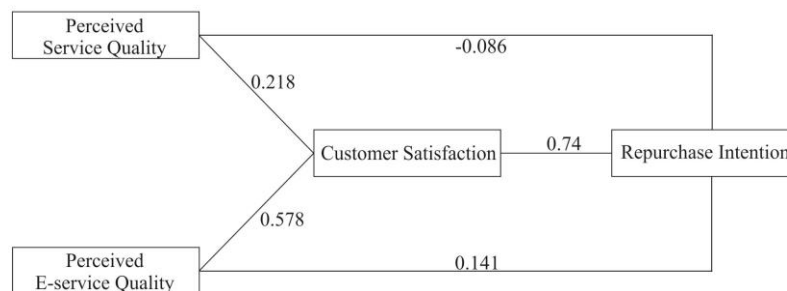


Figure 4.11 Coefficients Regression Result

Conclusions

Research Question Conclusion

According to the result, it can be concluded that perceived service and e-service quality have significant relationship toward the customer satisfaction. It determined by the value of sig. that less than 0.05. Perceived service and e-service quality as the exogenous variable has significant relationship toward endogenous variable. Below are the summary of the result:

- Perceived service and e-service quality have positive relationship to the customer satisfaction. It is determined by the value of sig. that less than 0.005. The contribution effect of perceived service quality is 0.218 and e-service quality is 0.578. It means that researchers can rejects H_0 and accept H_1 and H_2 . This result shows that service and e-service quality is important factors that should have to maintain, s the customer satisfaction will increase.

H_1 : Perceived service quality has positively relationship with Customer Satisfaction (accepted)

H_2 : Perceived e-service quality has positively relationship with Customer Satisfaction (accepted)

- b. Perceived service and e-service quality have positive relationship to the repurchase intention. Perceived service quality has direct effect -0.086 and indirect effect 0.161 towards repurchase intention, so the total effect is 0.075. Perceived e-service quality has indirect effect 0.428 and direct effect 0.141, so the total effect is 0.569. So, the H_0 can be reflected and accept H_3 and H_4 .

H_3 : Perceived Service quality has positively relationship with Repurchase Intention (accepted)

H_4 : Perceived E-service quality has positively relationship with Repurchase Intention (accepted)

- c. Customer satisfaction has positive relationship to repurchase intention

Based on the result, as the mediating role of perceived service and e-service quality, customer satisfaction has the highest contribution effect to the repurchase intention. The value of sig, is 0.000. It means that customer satisfaction has significant relationship with repurchase intention.

The value of contribution effect customer satisfaction to repurchase intention is 0.74. It means that each of changes in the repurchase intention, customer satisfaction will give contribution as 74% and 26 % explained by the other factors. So, the researcher reject H_0 and accept H_5 .

H_5 : Customer Satisfaction has positively relationship with Repurchase Intention (accepted)

Recommendation

Recommendation for Go-Jek Indonesia and Related Company

For the Go-Jek and related company, this study is beneficial to provides the data about the relationship between service and e-service quality to repurchase intention with mediating role of customer satisfaction. The result is shown that service quality, e-service quality, and customer satisfaction have high significant relationship with the repurchase intention. Repurchase intention becomes important thing for the company to increase their sales or order. Based on the result, the company has to increase their service and e-service quality, so the customer satisfaction and repurchase intention also be increase. It can be done by doing the standart services from the drivers and also application toward their customers. By providing standart service, so all the drivers will serve the customers well and appropriate with the company rules. In other hands, the company also should to increase their application performances, so it will help the customer easily to use the *ojek* from the company.

The demography data also can be analyzed to make some of the strategies to increase the sales, they are:

- The most of the respondents is as the students with the spending expense about Rp1.500.000,00 – Rp2.500.000,00, so the company can makes the strategy to give the promotion that special for the students, such as discount for certain days, subsidies if the students have good achievement, or join to the event that related to the students activities to increase brand awareness
- There are the customers of the Go-Ride that also have regular activities that go work to the office or to the school, so the company can gives the promo like discount or free ride if the total of the order has reach certain number
- Give the easiness to the customers who have regular activities, so they can easy to find the driver even in the rush hours
- Expands the service to the cities which have high the potential customers

Further Research

For further research, it can be examine the other service, such as the online transportation that utilize the car or the *ojek* from the other company. It is also possible to research with the bigger variable and indicators, bigger location, bigger sample, and perhaps the other related company. For example, it can research the effect of the service and e-service quality towards repurchase intention with case study in Uber or Grab or the other related company. The further research also can develop the bigger dependent and independent variables so it can more explained the relationship among variables. The research in the other company is also needed to get the comparison between their services and e-service quality toward repurchase intention with mediating role of customer satisfaction.

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