



THE EFFECT OF CUSTOMER VALUE AND *E-SERVICE QUALITY* ON REPURCHASE INTENTION AND CUSTOMER SATISFACTION AS INTERVENING VARIABLE IN SHOPEE APPLICATION

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KeyWords

Customer value, electronic service quality, customer satisfaction, repurchase intention

ABSTRACT

The purpose of this study was to examine the effect of customer value, e-service quality on repurchase interest and customer satisfaction in Shopee applications. This study uses quantitative research obtained from the results of a questionnaire with 356 respondents. Data analysis technique uses path analysis. The results of the study stated that customer value has a significant positive effect on repurchase interest through customer satisfaction, e-service quality has a significant positive effect on repurchase interest through customer satisfaction.

INTRODUCTION

The development of technology is currently also felt by the people of Indonesia as a developing country, where Indonesia is ranked 8th internet users who reached 82 million people in 2004 (Amirullah, 2014). The Association of Internet Service Providers (APJII) released the most up-to-date data, from a total population of 264.14 million people there were around 171.17 million Indonesians connected to the internet throughout 2018 (Haryanto, 2019). Many internet users in Indonesia can use the internet as an opportunity to run their business online. The ease of doing online transactions now makes consumers prefer shopping online compared to shopping offline.

E-commerce is a concept of buying and selling products electronically by consumers from company to company with computers as intermediaries for transactions (Riyadi, 2015). There are 5 E-commerce business models in Indonesia, namely classified ads, Marketplace, C2C, shipping malls, B2C online stores, social media online stores. One of the most widely used E-commerce is the C2C marketplace where trading activities must use online transaction facilities such as escrow services or third party accounts to ensure transaction security (Lukman, 2014).

The growth of E-commerce that continues to grow in Indonesia makes Shopee also enliven this industry, Shopee is a mobile application market that adheres to a C2C system that is safe, fun, easy and practical. The large amount of public interest in the need to bring up various kinds of marketplaces that we often encounter such as Tokopedia, Lazasa, Bukalapak and many more. The article issued by iPrice group which is a site that provides online shop shopping coupon codes. iPrice released about competition and growth of E-commerce in Indonesia in 2019 Third Quarter. Shopee is ranked second with a total of 56 million visitors, ranking first in Tokopedia with 66 million visitors. But based on the ranking on the Appstore and Playstore Shopee took the lead in the first tier beating tokopedia.

Although Shopee is the most downloaded e-commerce on the Appstore and Playstore, based on the Shopee app review of

810,771 reviews there are still many comments that this application is less satisfactory, especially in supporting features such as goods sent not in accordance with the order, process return of goods, as well as promo vouchers that cannot be used. Because the service is done online, Shopee has limitations in being able to directly deal with its customers. To see public satisfaction with the Shopee application directly, the researchers wanted to see the effect of customer value, e-service quality, on repurchase interest and customer satisfaction.

LITERATURE REVIEW

Customer Value

One of the company's strategies is to be able to compete in increasingly competitive business competition by providing customer value. Customer value from fulfilling consumer needs for quality, diversity of products, affordable prices and good service creates satisfaction to customers. This demand for value causes producers and marketers to compete with one another to provide more value to their products before competitors start first. According to Lovelock and Wright (2007) in Priansa (2017), states that value is a value obtained from objects or services depending on one's needs at a certain time. Another opinion, Zeithaml and Bitner (2000) in Priansa (2017), he stated that consumers define their own product value as a low price, value is whatever consumers want from service, value is the quality obtained instead of the price paid, and value is all that consumers want to get in return for what money is given.

The Customer Value Dimension, Sweeney and Soutar (2001) in Priansa (@ 007) states that the Customer Value dimension consists of four main aspects, namely: 1. Emotional Value. 2. Social Value. 3. Quality / Performance value. 4. Price / Value For Money.

E-service Quality

Parasuraman and Malholtra (2002) in Kumadji (2016) say that the quality of e-service, is an electronic-based service that is used to facilitate the expenditure, purchase and delivery of products and services that are effective and efficient. In contrast to Wolfinbarger and Gilly (2003) in Kristani et al (2017) said that service quality is as a beginner to the end of tradition, including searching for information, website navigation, orders, customer communication, delivery and satisfaction with the product purchased.

The dimensions of quality E-service are as follows, according to Zethmal and Parasuraman (2005) in Kumadji (2016): 1. Efficiency. 2. Flexibility. 3. System Reliability. 4. Privacy. 5. Responsiveness. 6. Compensation 7. Contact.

Customer Satisfaction

Engel et al (1990) in Nasution (2010), revealed that customer satisfaction is an evaluation of the buyer, where the alternatives chosen provide at least the same results or exceed customer expectations, while dissatisfaction arises when the results obtained do not meet customer expectations . Zeithaml and Bitner (2003) in Ishmael and Rebecca (2018) state that satisfaction is the customer's assessment that a product or service can provide a pleasant level of achievement related to consumption. There are several methods that every company can use to measure and monitor customer satisfaction. Kotler (1994) in Naution (2010), namely: 1. Complaints and advice systems 2. Customer satisfaction surveys 3. Gosh shopping 4. Lost customer analysis.

Repurchase Intention

According to Cronin (2000) in apianingsih (2017) Repurchase Intention is the behavior of customers to respond positively to the quality of a company's services and intend to re-visit and reintroduce company products. William & Auchii (2002) in Azalan Shah (2016) say that individual evaluations of repurchases are in the same company. Dimensions of Repurchase Interest in general, Priansa (2017), namely: 1. Transactional interest 2. Reference interest 3. Preferential interest 4. Explorative interest.

METHODOLOGY

This study uses a quantitative approach by collecting primary data through questionnaires through Google From distributed to shopee application users in Indonesia. By using the Path analysis technique. by using Path analysis techniques with exogenous variables Customer value (X1), and e-service quality (X2) as well as endogenous variables Repurchase Interest (Y) and Consumer Satisfaction as intervening variables (Z). In this calculation, the direct and indirect effects of total relationship are calculated as well as the total influence. Here are the similarities in the influence of Path analysis:

$$z = p_{zx1}X_1 + p_{zx2}X_2 + E_1$$

$$Y_1 = p_{yx1}X_1 + p_{yX2}X_2 + E_2$$

$$Y_2 = p_{yx1}X_1 + p_{yX2}X_2 + E_3$$

RESULTS

Based on the F test, a value of 17,033 was obtained in model I with a significant level of 0,000 which means that the model was feasible in explaining the variables X1 and X2 to Y1. While the F test with a value of 137,960 in model II with variables X1-X2-Y1 to Y2.

Table 1. F Statistical Equations I and 2

Variable Relationship	F-statistik	Signifikan
Value of Customers and E-service Quality to customer satisfaction (Equation I)	179.033	0.000
Customer Value, E-service Quality and Customer Satisfaction with Repurchase Intentio	137.960	0.000

Source: SPSS V.25 data (2020)

Effect of customer value on customer satisfaction has a value of direct influence 0.437 and has no indirect effect and total effect of 0.437. for the effect of Customer Value on Interest Direct repurchase of 0.297 with an indirect effect of 0.136 and a total effect of 0.433. the relationship between E-service Quality on customer satisfaction has a value of the direct influence of 0.323 for the effect of E-service Quality on the purchase interest again directly at 0.323 and the total effect is 0.317. for the direct effect of customer satisfaction on repurchase interest of 0.313 and has no relationship effect, while the total effect of 0.313.

Table 2. Direct, indirect and total effects of equation I and II

VariabelS	Y1			Y2		
	PL	PTL	PT	PL	PTL	PT
X1	0.437	-	0.437	0.297	0.136	0.433
X2	0.323	-	0.323	0.216	0.101	0.317
Y1	-	-	-	0.313	-	0.313

DISCUSSION

This study examines the direct effect of customer value, E-service quality on customer satisfaction and tests the indirect effect of Customer Value, E-service quality on customer satisfaction through repurchase interest. Customer value has a positive effect on customer satisfaction, both the perceived value of consumers both economically, functionally and the perceived benefits provided by the Shopee Application to consumers will lead to customer satisfaction.

While e-service quality has a positive effect on customer satisfaction, what if e-service received by consumers is increasingly high, the quality of electronic-based services used in facilitating shopping, purchasing and shipping products and services effectively and efficiently provided by food will affect consumer satisfaction.

Customer value affects the interest in repurchase, if the perceived value is better the customer feels from the benefits received so that it will arouse interest in repurchase this study has a positive effect between customer value on repurchase interest.

The better the quality of electronic-based services used in facilitating online shopping, it will generate interest in buying back products offered by the shopee application. Likewise with customer satisfaction if consumers feel satisfaction with their experience in doing online shopping both in the purchase and delivery of products and services effectively and efficiently provided by the Shopee Application to consumers who have made the experience will generate interest in buying back the products offered.

There is a significant positive effect on customer value on repurchase interest through customer satisfaction, if the perceived value of consumers is good, consumers will feel satisfied when shopping so that consumers will buy products at the same place. Similarly, e-service quality on satisfaction through repurchase interest, e-service quality will affect customer satisfaction so that it will cause a loyalty for customers where the quality of service, perceived value will lead to the stage of consumers making repeated use due to the experience of fulfillment hope.

Conclusion

This study explains the direct and indirect effects on customer satisfaction and repurchase intention

1. Customer value satisfies positively and is significant to customer satisfaction
2. The quality of electronic services is positive and significant to customer satisfaction.
3. Positive and significant customer value on repurchase intentions.

4. The quality of electronic services has a positive and significant impact on repurchase intentions.
5. Customer satisfaction agrees positively and significantly on repurchase intentions.
6. Customer value satisfies positively and is significant towards repurchase intentions through customer satisfaction
7. The quality of electronic services is positive and significant to satisfaction through repurchase intentions

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