

The Effect of Service Quality, Location, and Price on Repurchase Intention at J&T Express with Customer Satisfaction as a Mediation Variable

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Keywords

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ABSTRACT

Technological advances and innovations that have occurred since 2000 have brought Indonesia's economic conditions to be all-digital and online. The emergence of business that is carried out online finally requires goods delivery services or logistics as a support to make it easier for business people to send goods to their buyers. This study aims to find out a company engaged in logistics that has been established since 2015. This study aims to determine the effect of Service Quality, Location, and Price on Repurchase Intention at J&T Express through mediation of Customer Satisfaction variables. This research was conducted using quantitative data collection method through google form, as many as 161 respondents have been obtained and analyzed using Smart-PLS. The results of this study show that Service Quality, Location, and Price have a positive effect on the dependent variable, namely Repurchase Intention and on the Customer Satisfaction mediation variable.

INTRODUCTION

Logistics business in Indonesia is very important considering the geographical location of the country of Indonesia, which consists of thousands of islands and has an area of 1,905 million km². Indonesia's economic growth can also be fairly high, Logistics will be the backbone in connecting supply chains and ensuring goods and services can be available on time throughout Indonesia.

Indonesia's geography is quite complex with more than 17,000 islands, consisting of small islands and large islands. Long distances and transportation routes are also a challenge. Uneven infrastructure is also a difficulty for the logistics industry in Indonesia. The logistics industry has an important role in overcoming these geographical challenges and ensuring goods can reach their destination efficiently.

The rapid economic growth in Indonesia has created a lot of demand for logistics services to support the distribution of goods between regions. Along with the strong purchasing power of the community and economic equality in each region, the amount of availability in each region must be balanced and sufficient so as not to cause too high economic inequality. The logistics industry is the key determining factor for the availability of these needs.

The increasingly advanced technology is also an important factor in the needs of the logistics industry in 2009 The development of technology, especially in software development, has become a digital market for every consumer and seller called the marketplace. Marketplace is an innovation that is very helpful for people to make trade transactions more efficient and easy.

According to Kominfo data, in 2013, the marketplace market reached 8 billion US dollars or 94.5 trillion rupiah. In 2016 it is predicted to triple to 25 billion US dollars or 295 trillion rupiah. This

potential is accompanied by the number of internet users reaching 82 million people or around 30 percent of the total population of Indonesia.

Along with the development of the marketplace, it is necessary to develop the logistics industry to adjust to the development of the marketplace. Logistics companies are expected to have a system that can integrate with marketplace technology by prioritizing real-time and accurate systems. Some logistics companies already have platforms to track goods to be shipped. Logistics consumers will be provided with clear information and timely delivery guarantees that will satisfy them and make them make repeat purchases (Kusumawati, 2020; Ratu Syifa Nabila Khansa, 2021).

Logistics companies must provide the best service to show good service quality. Service quality assessment is the speed of delivery, punctuality to arrive, responsive customer service, integrated management system, and the latest technology.

The higher the service quality the logistics company provides, the repurchase intention rate will also increase. If the service provided is good, it will make consumers feel satisfied, this will make consumers tend to make repeat purchases. According to Oliver, customer satisfaction proposes that customer satisfaction is an important factor that influences customer intentions to make repeat purchases (Olever, 1997).

Research on repurchase intention is an important factor for the logistics industry, considering the competition in the industry is quite heavy. Some factors that influence independently in this study are Service Quality, Location, and Price. Customer satisfaction is considered suitable as a mediating variable for repurchase intention (Rutjuhan & Ismunandar, 2020; Soegihono et al., 2022).

In the logistics industry, customer satisfaction is an important component that every logistics company must consider. The level of customer satisfaction will be a benchmark for how good the company's products are. The higher the consumer use of logistics services, the more successful the company; therefore, customer satisfaction will directly affect the repeat purchases consumers make. Without consumers, logistics companies will not survive.

According to John C Mowen and Michael Minor (2002), consumer processes in determining decisions on a product start from receiving, buying, utilizing, and determining the goods or services to be used (Mowen & Minor, 2002).

Service quality is the main element that can be considered a key determinant in the context of this study. Service quality directly impacts the level of customer satisfaction, where the better the quality of service provided, the more satisfied the customer. Opinion Ardhanari, M. (2012) confirms that service quality variables directly influence repurchase intention.

In addition to service quality, other variables such as location and price determine the level of repurchase intention. Therefore, companies are responsible for improving service quality, location, and price as a strategy to correct those factors.

In an effort to improve service quality, companies can make efficiency on delivery lines. This includes accelerating shipments between regions by reducing unnecessary transit. This efficiency can satisfy consumers because the goods sent can be received faster.

Choosing the right location is also an important step. The location of delivery and pick-up of goods must be easily accessible by two-wheeled and four-wheeled vehicles. Each branch of the company should have a parking lot so that consumers can easily go to the location. Locations that can be reached by private vehicles or public transportation are ideal.

Human resources are the main key in the service business. HR needs to have competencies that have been measured and determined to ensure services run effectively. Continuous training is also needed so that HR continues to learn and improve its performance.

Technology also plays a vital role in solving problems and improving operational efficiency. Continuous technology development is needed to reduce the company's operational costs. Technology can be an effective tool in ensuring operations run smoothly without a hitch.

This research was triggered by the significant growth of J&T Express company, which managed to become the number one brand in Indonesia in 2021. With an overview of the development of the logistics industry, J&T Express can beat large companies such as JNE and even conduct an IPO on the Hong Kong stock exchange in 2023. This rapid business growth prompted researchers to choose J&T Express as the subject of the study, focusing on examining the effect of independent variables such as Service Quality, Location, and Price on the dependent variable, namely Customer Satisfaction. At the same time, Repurchase Intention became a mediation variable.

METHODS

This study uses quantitative methods with a causal study approach to analyze the effect of service quality, location, and price on customer satisfaction by mediating repurchase intention on J&T Express consumers. The object of research is J&T Express consumers in the Jakarta, Bogor, Depok, Tangerang, and Bekasi areas. The unit of analysis involves both individuals and agencies that have used J&T Express services in the five regions, which are the regions with the largest transaction volume in Indonesia.

The study population includes approximately 29,000,000 J&T Express service users, with research samples from Jakarta, Bogor, Depok, Tangerang, and Bekasi. Determining the number of samples is done by calculating the number of indicators to be studied, which is as many as 19, so at least 95 respondents are needed. The sampling technique used is purposive sampling, with the criteria of respondents who have used J&T Express services and are domiciled in the JABODETABEK area.

Primary data was collected through questionnaires distributed online through social media and WhatsApp. The research instrument consists of a measurement scale for service quality, location, price, customer satisfaction, and repurchase intention. The collected data will be analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), focusing on measurement model analysis, validity, and reliability tests.

Validity tests were conducted using Average Variance Extracted (AVE), Outer Loadings, and Fornell-Larcker Criterion. Reliability testing involves measuring Composite Reliability and Cronbach's Alpha. Previously, this study had gone through preliminary tests on 30 respondents to ensure the validity and reliability of the research instrument. The preliminary test results show that all construct indicators are valid, with AVE values exceeding 0.5 and Composite Reliability values meeting the standard above 0.7.

With this method, the study aims to reveal causal relationships between variables operationalized with valid and reliable measurement scales. The data analysis will then provide an in-depth understanding of the influence of service quality, location, and price on customer satisfaction through repurchase intention for J&T Express consumers in the Jakarta, Bogor, Depok, Tangerang, and Bekasi areas.

RESULTS

Outer Model

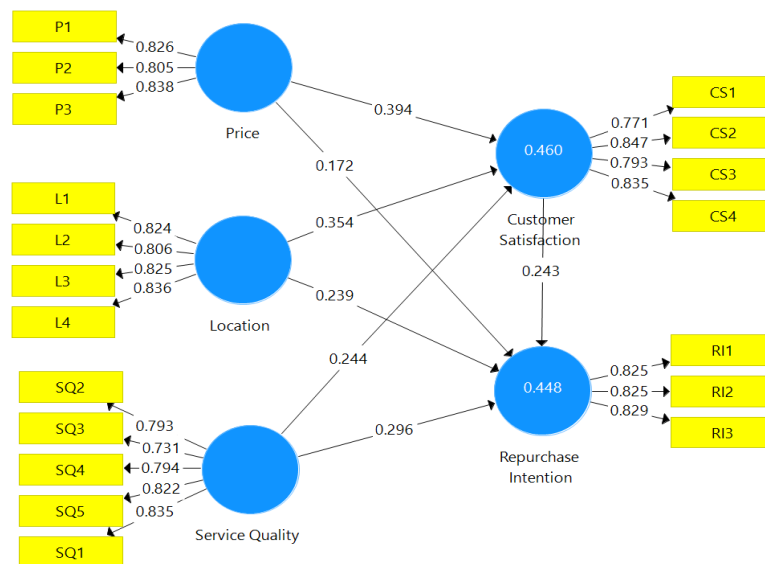


Figure 1. Outer Research Model
 (Source: Data Processing Results)

The validity indicator can be measured using the outer loading score; if the outer loading value is more than 0.70, then the indicator can be used. The Average Variance Extracted (AVE) value that meets the minimum criteria is greater than 0.50. If, in the test, there is an outer loading value below 0.70, the indicator can still be used provided that the outer loading value is at least greater than 0.40 and the AVE value is more than 0.50 so that the variable can be said to be valid. If it is less than 0.40, then it should be omitted in the model.

Table 1. AVE Table and Outer Loadings

Variable	Indicators	Outer Loading (>0.70)	AVE (>0.5)
Customer Satisfaction	CS1	0.771	0.659
	CS2	0.847	
	CS3	0.793	
	CS4	0.835	
Location	L1	0.824	0.677
	L2	0.806	
	L3	0.825	
	L4	0.836	
Price	P1	0.826	0.678
	P2	0.805	
	P3	0.838	
Repurchase Intention	RI1	0.825	0.683
	RI2	0.825	
	RI3	0.829	
Service Quality	SQ1	0.835	0.633
	SQ2	0.793	
	SQ3	0.731	
	SQ4	0.794	
	SQ5	0.822	

(Source: Data Processing Results)

From the attached table, we can infer the following information. Firstly, all indicators effectively measure the specified construct, as evidenced by the outer loading factor consistently exceeding 0.70. Secondly, the Average Variance Extracted (AVE) values for each variable surpass the 0.50 threshold, signifying that the construct's described variability outweighs measurement error. Thirdly, the calculated outer loading and Average Variance Extracted (AVE) values for both variables and indicators meet the predefined validity criteria. Consequently, these data justify advancing to the subsequent phase of construct analysis testing.

Test construct reliability as measured by composite reliability and Cronbach's alpha. A variable construct is considered reliable if it has a composite reliability value above 0.70 and Cronbach's alpha above 0.70.

Table 2. Construct Reliability Table (Cronbach's Alpha and Composite Reliability)

Variable	Cronbach's Alpha	Composite Reliability
Customer Satisfaction	0.827	0.885
Location	0.842	0.893
Price	0.764	0.863
Repurchase Intention	0.768	0.866
Service Quality	0.855	0.896

(Source: Data Processing Results)

Based on the data in the table, important information can be found as follows: first, Cronbach's alpha value of all variables exceeds the limit of 0.70, indicating a high level of internal consistency in measurements. Second, the composite reliability value of all variables also exceeds the threshold of 0.70, indicating an adequate level of construct reliability. Third, through the results of construct reliability calculations that include Cronbach's Alpha and Composite Reliability, it can be concluded that all variables meet the criteria set. The overall outer loading, AVE, and composite reliability calculations also meet established standards, reinforcing the conclusion that the analysis results confirm these variables' reliability and construct validity.

Discriminant validity testing is conducted to establish whether an indicator within one construct exhibits a higher outer loading factor within that construct compared to its outer loading factor in another construct. This determination can be made using the Fornier-lacker value or by referring to the cross-loading table. In this research, the Fornier-lacker criteria table is utilized to assess discriminant validity.

Table 3. Discriminant Validity Results

Variable	CS	L	P	RI	SQ
Customer Satisfaction	0.812				
Location	0.449	0.823			
Price	0.513	0.148	0.823		
Repurchase Intention	0.559	0.418	0.413	0.827	
Service Quality	0.405	0.148	0.273	0.477	0.796

(Source: Data Processing Results)

Based on the results of convergent validity testing in the table above, information can be obtained that the value of the correlation relationship between variables in each latent construct in this study has a higher value when compared to the correlation between other variables contained in this study. So it can be seen that there is no problem of multicholeniarity between latent variables.

Inner Model**1. Collinearity Assessment**

Collinearity assessment in structural models has the same concept as formative measurement models, namely by considering the VIF value. The VIF value must be less than 5.0. This indicates that the model is slashed from the multicollinearity of symptoms in all predictors of all responses, so that testing can be carried out to the next stage

Table 4. Collinearity Assessment Results

Variable	Customer Satisfaction	Repurchase Intention
Customer Satisfaction		1.853
Location	1.036	1.268
Price	1.095	1.383
Service Quality	1.095	1.205

(Source: Data Processing Results)

From the table attached above, crucial information can be found as follows: first, the Variance Inflation Factor (VIF) value in each latent variable has a number smaller than 5.0, indicating that there is no indication of multicollinearity problems in each of these variables. Second, by calculating the VIF value, it can be concluded that none of the variables in this analysis show symptoms of multicollinearity. These findings provide confidence that the analysis results are reliable and can be considered for the next steps in the study.

2. Coefficient of Determination (R²)

The coefficient of determination is used to measure the accuracy of predictions (estimations). In general an R² value of 0.75 has a large estimation accuracy, an R² of 0.50 has a medium accuracy estimation, and an R² value of 0.25 has a low estimation accuracy. The result of the value of the coefficient of determination can be found in the following table.

Table 4. Result Coefficient of Determination (R²)

variable	R Square	R Square Adjusted
Customer Satisfaction	0.460	0.450
Repurchase Intention	0.448	0.433

(Source: Data Processing Results)

Through the analysis of the table above, important information can be obtained regarding the accuracy of model estimation. First, the accuracy of estimating the R² model for customer satisfaction reaches 0.460. This figure represents a moderate level of accuracy, which means that location, price, and service quality together affect about 46.0% of the variability in customer satisfaction. The remaining 54.0% was influenced by other factors not included in the research model.

Furthermore, the estimation accuracy of the R² model for repurchase intention is 0.448. With this value, the model shows a moderate level of accuracy, and it can be interpreted that location, price, service quality, and customer satisfaction together affect about 44.8% of the variability in repurchase intention. The remaining 55.2% was influenced by other factors that were not included in the framework of the research model. These findings provide an idea of the extent to which these variables can explain and predict customer satisfaction and repurchase intention in the context of this study.

3. Effect size (f²)

To evaluate the value of R² of all endogenous variables using f². The difference between f² and R² is that f² is more specific to each exogenous variable. In general, a value of 0.02 is considered

to have a small effect size, 0.15 has a medium effect size, and 0.35 has a large effect size (Hair Jr et al., 2019). Here is a table of f^2 values.

Table 5. Effect Size Results

Variable	Customer Satisfaction	Repurchase Intention
Customer Satisfaction		0.058
Location	0.225	0.082
Price	0.263	0.039
Service Quality	0.101	0.132

(Source: Data Processing Results)

The test results in the table above provide significant information about the influence of constructive variables in the research model. First, the F^2 effect size value for the constructive model of the customer satisfaction variable against repurchase intention is 0.058, which can be categorized as having a small estimation value.

Furthermore, the location variable showed a more significant influence, with an F^2 effect size value of 0.225 on customer satisfaction, which is classified as a medium estimating value category. Similarly, the price variable has a moderate influence with an F^2 effect size value of 0.263 on customer satisfaction and 0.039 on repurchase intention.

The customer satisfaction variable has little effect on repurchase intention, with an F^2 effect size of 0.082. Meanwhile, the service quality variable showed a small influence on customer satisfaction (F^2 effect size = 0.101) and repurchase intention (F^2 effect size = 0.132).

Thus, the results of this analysis illustrate that some constructive variables significantly influence the research model. However, there are differences in the degree of strength of their influence. These findings can be a foundation for more depth in understanding the relationship between variables and their implications in the context of this study.

4. Test the hypothesis

After completing validity and reliability testing, the research data will be processed to test the hypothesis. Hypothesis testing is done by examining the values of T-statistics and P-values in relation to hypothetical variables. A hypothesis will be considered supported if a P-value lower than 0.05 is considered to have statistical significance.

Table 6. Hypothesis Test Results

Hypothesis	Path Coefficient	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
H1	Service Quality -> Customer Satisfaction	0.244	3.602	0.000	Supported
H2	Service Quality -> Repurchase Intention	0.296	3.769	0.000	Supported
H3	Location -> Customer Satisfaction	0.354	4.968	0.000	Supported
H4	Location -> Repurchase Intention	0.239	2.729	0.007	Supported
H5	Price -> Customer Satisfaction	0.394	4.727	0.000	Supported
H6	Price -> Repurchase Intention	0.172	2.049	0.041	Supported
H7	Customer Satisfaction -> Repurchase Intention	0.243	2.593	0.010	Supported

(Source: Data Processing Results)

Based on the analysis in the table above, important information about the relationship between variables in the research model was revealed. Initially, the focus was placed on the relationship between Service Quality and Customer Satisfaction. The Original Sample (O) value of 0.244 with a P-Value of 0.000 indicates a significant positive influence, which results in the acceptance of H1 and rejection of H0.

Move on to the next section, which is the relationship between Service Quality and Repurchase Intention. The Original Sample (O) value of 0.296 with P Values of 0.000 indicates a significant positive influence, so H2 is accepted, and H0 is rejected. The analysis continued by involving the Location variable, which showed an Original Sample (O) value of 0.354 with a P value of 0.000 in the relationship with Customer Satisfaction, resulting in the acceptance of H3 and rejection of H0.

The same happens in the Location and Repurchase Intention relationships, where the Original Sample (O) value of 0.239 with P Values of 0.007 indicates a significant positive influence. Therefore, H4 is accepted, and H0 is rejected. The analysis continued with the Price variable, which showed an Original Sample (O) value of 0.394 with a P-value of 0.000 in relation to Customer Satisfaction, resulting in the acceptance of H5 and rejection of H0.

The Price and Repurchase Intention relationship also showed similar results, with Original Sample (O) values of 0.172 and P Values of 0.041, indicating a significant positive effect. Thus, H6 is accepted, and H0 is rejected. Finally, in the Customer Satisfaction and Repurchase Intention relationship, the Original Sample (O) value of 0.243 with P Values of 0.010 confirms a significant positive influence, so H7 is accepted, and H0 is rejected. With these findings, it can be concluded that these variables influence each other significantly within the framework of the research model.

H1: Service Quality has a positive effect on Customer Satisfaction.

Based on the results of this study, hypothesis two shows that the hypothesis is supported. Service quality has a positive influence on customer satisfaction. This result refers to T-Statistics and P-values, which have values of 3.602 and 0.000. P-values below 0.05 indicate that service quality has a positive impact that can increase J&T Express customer satisfaction in the JABODETABEK area.

The results of this study also support previous research conducted by Mulyahastuti, Dyna and Herryanto, Sheirly Novia (2020), Tendian, Chris Michael (2022), and Noviardhi, Noer Gumilar (2022). The three previous studies have shown that service quality positively affects customer satisfaction.

Research conducted by Mulyahastuti, Dyna and Herryanto, Sheirly Novia (2020) examined the influence of perceived price, delivery quality, online shopping experience, online shopping habit, customer satisfaction, and its impact on online repurchase intention at Sociolla. This research involved 168 respondents who were social consumers in Indonesia. The data were analyzed by SEM method.

The second study by Tendian and Chris Michael (2022) examined the effect of service quality, price, and location on customer loyalty, with customer satisfaction as a mediating variable in peace stores in Kendari city. Respondents are customers who have shopped at Toko Damai. The method of drawing the population and sample in this study is non-probability sampling using purposive sampling techniques.

The third study conducted by Noviardhi and Noer Gumilar (2022) examined the positive influence of brand awareness, price fairness, product quality, perceived value on customer satisfaction, and the impact on customer loyalty on the skincare brand Somethinc. Respondents in this study were 507 respondents who were users of the skincare brand Something. The analysis method used uses Smart-PLS.

H2: Service Quality has a positive effect on Repurchase Intention.

Based on the results of this study, hypothesis two shows that the hypothesis is supported. Hypothesis two shows that service quality has a positive influence on repurchase intention. This

result refers to the P-Values result, which has a value of 0.000. P-values indicate that service quality has a positive impact that can increase J&T Express's repurchase intention.

The results of this study support previous research conducted by Putri, Assyifa Nur Amanda (2023), Gosal, Go Brian Reinard (2021) and Mulyahastuti, Dyna and Herryanto, Sheirly Novia (2020). The three previous studies showed that service quality variables positively influence repurchase intention both directly and indirectly.

Putri conducted the first research, Assyifa Nur Amanda (2023), to analyze the positive influence of price fairness, promotion, perceived ease of use, and e-service quality variables on repurchase intention on Shopee e-commerce. The sample size collected was 400 samples. The sample was obtained using the Smart-PLS method.

Gosal conducted the second study, Go Brian Reinard (2021), to determine the effect of e-security, e-service quality, and e-satisfaction on e-repurchase intention in Tokopedia users. The sample collection method uses quantitative methods with a sample of 200 respondents with a data collection method through Google Forms using non-probability with convenience samples. Data analysis using Smart-PLS.

The third study studied by Mulyahastuti, Dyna and, Herryanto, Sheirly Novia (2020) has the aim of knowing the effect of perceived price, delivery quality, online shopping experience, online shopping habit, customer satisfaction, and its impact on online repurchase intention at Sociolla. This research involved 168 respondents who were Sociolla consumers in Indonesia. The data were analyzed by SEM method.

H3: Location has a positive effect on Customer satisfaction.

Based on the results of this study, hypothesis three shows that location positively influences customer satisfaction. This result refers to P-values and Original Sample (OS), which have values of 0.000 and 0.354. P-values that have a value below 0.05 indicate that location can increase J&T Express customer satisfaction.

Previous research that has been conducted by Noviardhi, Noer Gumilar (2022), Firda, Afina (2023), and Tendian, Chris Michael (2022) also had the same influence as this study. The three previous studies have shown that location positively affects customer satisfaction.

The first research conducted by Noviardhi and Noer Gumilar (2022) examined the positive influence of brand awareness, price fairness, product quality, perceived value on customer satisfaction, and the impact on customer loyalty on the skincare brand Somethinc. Respondents in this study were 507 respondents who were users of the skincare brand Something. The analysis method used uses Smart-PLS.

The second study by Firda, Afina (2023) examined the influence of service quality, location, and atmosphere on patient satisfaction at Siti Khodijah hospital in Pekalongan city. This study had 400 respondents who were processed using Smart-PLS.

The third study by Tendian and Chris Michael (2022) examined the effect of service quality, price, and location on customer loyalty, with customer satisfaction as a mediating variable in peace stores in Kendari city. Respondents are customers who have shopped at Toko Damai. The method of drawing the population and sample in this study is non-probability sampling using purposive sampling techniques.

H4: Location has a positive effect on Repurchase Intention.

Based on the results of this study, hypothesis four shows that location positively influences repurchase intention. This result refers to the results of the original sample and P-values with values of 0.239 and 0.007. The original sample value shows a positive number between the relationship between the two variables with additional support from the P-values that have a value below 0.05 which shows that location positively influences the repurchase intention of J&T Express.

The three previous studies showed that location has a positive effect on repurchase intention; previous research has been conducted by Putu Ety Trisnayani, Gusti Ayu Imbayani, Made Surya Prayoga (2023), Rizal Umam (2022), and Nurul Qomariah (2023). The three previous studies have similar results with this study, so it can be stated that this research is supported.

The first research was conducted by Putu Ety Trisnayani, Gusti Ayu Imbayani, and Made Surya Prayoga (2023), examining the influence of product quality, brand image, and location on repurchase intention in happy Chappy Canggu Plaza restaurant consumers. Respondents were taken as many as 100 respondents, with a sampling method using the purposive sampling method.

The second study was conducted by Rizal Umam (2022), which aims to determine the influence of location and service quality on repurchase interest through consumer satisfaction as an intervening variable in Situbondo perfume LL. This study had 98 respondents using a random sampling technique with the Slovin formula with an error of 10% processed using Smart-PLS.

The third study was conducted by Nurul Qomariah (2023), who examined the effect of service quality, trust, and location in increasing repurchase intention at a café in Jember. The sample taken from as many as 100 respondents in this study obtained all variables had 82.9% contribution in influencing the high and low repurchase intention.

H5: Price has a positive effect on Customer Satisfaction.

Based on the results of this study, hypothesis five shows that price positively influences customer satisfaction. This result refers to the result of P-values that have a value of 0.000. P-values indicate that price can increase J&T Express customer satisfaction.

The results of this study also support previous research that has been conducted by Noviardhi, Noer Gumilar (2022), Paramita, Vidya (2022), and Serrano, Levi Jose Antonio Horacio Da Costa (2023). The three previous studies showed that price positively affects customer satisfaction.

The first research conducted by Noviardhi and Noer Gumilar (2022) examined the positive influence of brand awareness, price fairness, product quality, perceived value on customer satisfaction, and the impact on customer loyalty on the skincare brand Something. Respondents in this study were 507 respondents who were users of the skincare brand Something. The analysis method used uses Smart-PLS.

The second study by Paramita and Vidya (2022) discusses the effect of price, location, and service quality on outpatient satisfaction at RS Kasih Insani. This study had 200 respondents who collected data using the Likert scale questionnaire method and processed using Smart-PLS. Based on this study, price has the greatest effect, which is 31%.

The third research was conducted by Serrano, Levi Jose Antonio Horacio Da Costa (2023) regarding the effect of price fairness, service quality, brand image, and product quality on electric car consumer satisfaction in Indonesia. This study had 200 respondents collected through questionnaires with a Likert scale. Data analysis method using Smart-PLS.

H6: Price has a positive effect on Repurchase Intention

Based on the results of this study, hypothesis six shows that price positively influences repurchase intention, especially among J&T Express consumers. This result refers to the result of P-values that have a value of 0.041. P-values lower than 0.05 indicate that price can increase J&T Express' repurchase intention. In addition to P-values, original samples also show a positive value of 0.172.

The results of this study also support the previous research most recently made by Yonathan, Gregorius Edwin (2022), while the previous year's research conducted by Michella, Michella (2021), and Mulyahastuti, Dyna and Herryanto, Sheirly Novia (2020) also showed the same results as this study. Third, previous studies have shown that price positively affects repurchase intention.

The first study was conducted by Yonathan and Gregorius Edwin (2022), who examined the influence of Instagram content marketing variables, Instagram social media marketing, price, and

restaurant atmosphere on repurchase intention in restaurants and bars. This study was conducted on 384 consumers at restaurants and bars in South Jakarta. The analysis method used is Smart-PLS.

The second study was conducted by Michella Michella (2021), which examined the influence of convenience perception, benefit perception, price perception, and internet marketing on online repurchase interest at PT Shopee Internasional Indonesia. The data collection method uses quantitative methods by distributing questionnaires. The results of this study show that price variables have a positive influence on repeat purchases.

The third research was conducted by Mulyahastuti, Dyna and, Herryanto, Sheirly Novia (2020), which discussed the influence of perceived price, delivery quality, online shopping experience, online shopping habit, customer satisfaction, and its impact on online repurchase intention on Sociolla. This study involved 168 respondents who were consumers of Sociolla. Data collection for this study was carried out by distributing a questionnaire containing 19 questions with a Likert scale of 1 – 7 based on the convenience sampling method. The analysis method uses Smart-PLS.

H7: Customer Satisfaction has a positive effect on Repurchase Intention

In this study, the independent variable is tested directly for its effect on the dependent variable, and the mediation variable is tested directly with the dependent variable to get more detailed results. After direct testing of the mediation variable with the dependent variable, it was found that hypothesis seven was supported. Customer satisfaction mediation variables have a positive influence on repurchase intention. This result refers to the results of P-values with a value of 0.010. P-values that do not exceed 0.05 show that customer satisfaction obtained by J&T Express consumers in Indonesia can increase J&T Express repurchase intention.

Previous research conducted by Novita, Marine (2022), Teh, Harianto (2023) and Mulyahastuti, Dyna and Herryanto, Sheirly Novia (2020) has shown that customer satisfaction has a positive influence on repurchase intention as well as the results of this study. The three previous studies and this study show that customer satisfaction positively affects repurchase intention.

Overall Model Discussion

This study aims to determine the effect of price, location, and service quality on repurchase intention with customer satisfaction as a mediation variable. There are seven hypotheses formed in this study, all of which are supported without exception.

Based on the results of this study, it can be said that the effect of price on customer satisfaction has the highest path coefficient of 0.394, followed by the influence of location on customer satisfaction with a path coefficient value of 0.354. The lowest path coefficient value is in the relationship of price to repurchase intention, which has a value of 0.172.

Based on the results of this study, the three independent variables, namely location, price, and service quality, have a positive effect on the customer satisfaction variable as mediation and repurchase intention as the dependent variable. This shows that good location, price, and service quality will increase customer satisfaction and repurchase intention.

The results showed that 7 hypotheses had been tested and showed positive results, so all existing hypotheses were supported. There is only 1 hypothesis that almost crosses the limit of P-value 0.05, namely hypothesis six (Price to Repurchase Intention). All hypotheses have shown that in the J&T Express industry, location, service quality, and price variables influence repurchase intention.

CONCLUSION

This study examines the impact of service quality, location, and price on repurchase intention, with customer satisfaction as a mediating variable in J&T Express users. The results showed that service quality, location, and price positively affect customer satisfaction among J&T Express consumers. Good service quality, optimal location, and appropriate pricing positively affect repurchase intention. In

addition, each variable has a positive influence both through mediation variables and without through mediation variables. This research concludes that service quality, location, and price are crucial in increasing customer satisfaction, affecting repeat purchase intentions at J&T Express. These findings provide an in-depth understanding of the key factors that can improve service quality and consumer confidence when conducting company transactions.

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