

THE MEDIATING ROLE OF CUSTOMER SATISFACTION ON REPURCHASE INTENTION: AN EVIDENCE FROM THE SERVICE INDUSTRY

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Abstract: This study aims to determine the effect of Service Quality on Repurchase Intentions with the mediation of Customer Satisfaction. This study is classified as quantitative research with a population of all start-up business' consumers which engaged in the service industry. The sampling technique used in this study is purposive sampling with the criteria of consumers who have purchased Drip N' Dry services at least four times. The data in this study were collected by distributing questionnaires to 110 respondents. The results of this study indicate that Service Quality has no significant effect on Customer Satisfaction, Customer Satisfaction does not significantly affect Repurchase Intentions, but Service Quality has a significant positive effect on Drip N' Dry consumer repurchase intentions. Furthermore, the results of this study indicate that customer satisfaction does not mediate the effect of service quality on repurchase intention.

Keywords: service quality, customer satisfaction, repurchase intention

INTRODUCTION

The rapid development of technology brings various kinds of benefits in human life, but there are few things that must be anticipated with the use of technology. Modernization makes people tend to have a selfish lifestyle, striving for practicality and being individualistic. The practicality that technology offers makes someone lazier to do something. This is supported by the emergence of the millennial generation. As 49.52% of people with internet users in Indonesia are those aged 19 to 34 years. Business in the service industry is said to be having a good prospect, one of them is a shoes laundry service. The prospect of this business is also supported by a significant increase in the footwear industry in the last 5 years, as shown in the table below.

The number of footwear industries in Indonesia reached 18,687 units consisting of 18,091 small-scale enterprises, 441 medium-scale enterprises, and 155 large-scale enterprises. Along with the development of consumers' lifestyle, shoes are considered as fashion. Consumers who are willing to buy expensive shoes tend to be unwilling to wash their own shoes. A general description of shoe laundry services is a business that offers its services to treat and clean stains on shoes. Shoe laundry services make it easier for consumers to clean their shoes, but it becomes a threat to Drip N' Dry because many people want to open a shoe laundry service. In this case, each company must develop a strategy so that it can survive and increase due to intense business competition.

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Table 1 Development of the Number of Footwear Industry in Indonesia over the Last 5 Years

INDICATORS	2016	2017	2018	2019	2020
Number of firms	430	435	451	472	514
Number of workers	712,208	736,513	759,291	795,490	867,084
Production Capacity (pair)	688,379,082	953,393,370	1,011,467,708	1,110,320,937	1,432,314,009
Consumption (pair)	436,839,507	548,124,000	553,605,240	626,727,008	652,430,337
Consumption (pair) Per Capita	1.8	2.2	2.2	2.3	2.5
Imports (pair)	110,300,098	6,370,302	15,930,822	51,360,822	51,155,379
Exports (pair)	202,982,962	191,625,817	240,377,665	319,773,117	335,442,000
Imports (value) + Including component (US \$ 000)	434,910	408,498	418,412	489,454	487,488
Imports (value) – Exclude component (US \$ 000)	191,161	83,736	63,858	275,105	292,493
Exports (value) + Including component (US \$ 000)	3,860,394	4,108,448	4,507,025	4,639,859	4,869,680
Exports (value) – Exclude component (US \$ 000)	2,582,977	2,582,482	3,132,154	4,520,939	4,772,286

Source: Badan Pusat Statistik (2021)

The graph above shows there is a sales instability. With the intense competition, every business is required to make consumers satisfied with the service quality that is provided, considering that the business is maintaining its position in times of increasingly fierce competition. Chou et al (2014) stated that service quality is a service that carried out well and according to what is expected by consumers. Meanwhile, according to Boulding (1993), Service Quality is condition related to human,

processes and performance results in accordance with consumer expectations to get the best service. Gofur (2019) also said that service quality is an expectation with a high value on the level of excellence by fulfilling customer desires. Parasuraman et al. (1998) revealed that there are determinants of service quality which are summarized into five dominant factors or better known as SERVQUAL, namely reliability, responsiveness, assurance, empathy, and tangible.

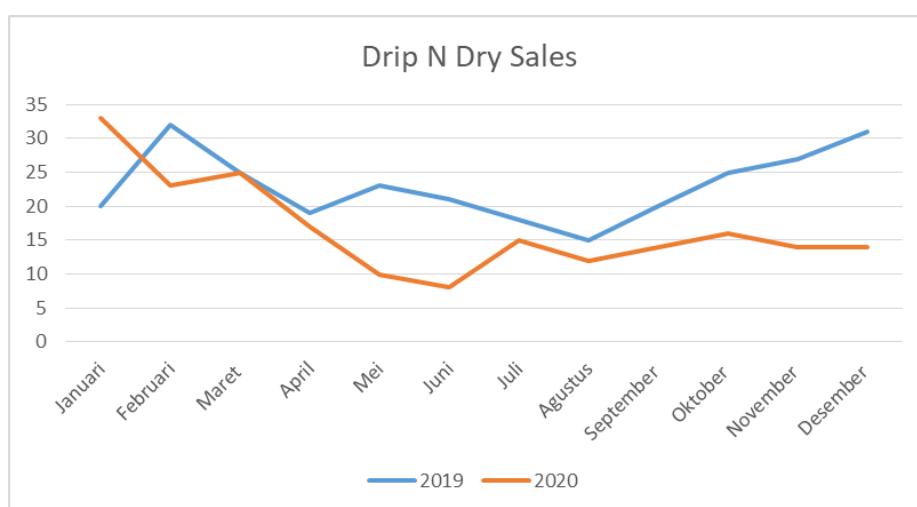


Figure 1 Drip N Dry Sales Chart
Source: Company Data (2021)

Reliability is defined as the ability to provide reliable and accurate services. In a sense, the company makes promises regarding providers, problem solving and prices. When viewed in the field of shoe washing services, reliable services are intended to provide appropriate and appropriate services to consumers, with an explanation of officers in using assistive devices in the service process (Ardiansyah, 2016). As well as completion of work with clear service standards in accordance with company policy. Responsiveness is an ability to help consumers and provide prompt service. When viewed from the field of shoe washing services, when the company is responsive and precise in handling consumer complaints, the friendliness of the officers in serving, and the ability to answer existing problems carefully. Assurance is the ability of employees to create a belief and trust in consumers. In the field of shoe washing services, certainty or trust is needed because there is a guarantee that is held in a company. Guarantee for fast service as promised by a company. Empathy strives to provide special services in accordance with the requested needs, for example, ease of handling customers, ease of obtaining information and clear notification of costs (Gofur, 2019). While tangibles aspect can be observed through physical form, equipment, staff and buildings. A store will look comfortable to look at if the situation is clean, then there is a neat appearance of officers and officers' equipment in facilitating customer access so that consumers also feel the physical service they receive Parasuraman et al. (1998). Several research results have found a relationship between service quality and customer satisfaction, this is supported by research by Purwasih et al (2018), Panjaitan and Yuliati (2016), dan Muiz et al., (2019) proving that there is a positive and significant influence on customer satisfaction, therefore

customer satisfaction is one of the company's factors in improving and maintaining the quality of service to consumers.

The main problem of the Drip N' Dry is the service provided and expected by consumers in handling complaints. The problem occurred because of Drip N' Dry's negligence when working on consumer shoes so he expected more compensation, but Drip N' Dry itself was still not wise in dealing with this negligence. When Drip N' Dry provides an existing solution, but it is less attractive to consumers. As a result, consumers perceive that the service quality of the Drip N' Dry company has not been maximized. From these problems, a good service is needed so that consumers believe in the company and intend to repurchase in the future.

According to Schiffman and Kanuk (2008), repurchase intention has three types of purchases, namely trial purchases, repeat purchases, and long-term purchases. When a consumer buys a product for the first time in small quantities, it is called a trial purchase. However, if the purchase made by the consumer is based on previous experience, it is called a repeat purchase, when the consumer makes a purchase continuously then the purchase is a long-term purchase . According to Atika (2020). repurchase intention is the intention of someone who will buy a product or service that has been done before and for the future. Assael (1998) suggests that repurchase intention will be related to the customer's motives in buying a product. Based on some of the opinions above, the authors can conclude that repurchase intention is a purchase made by a customer more than once, and will make a repeat purchase with the same product or service in the future. In the decision process in making a purchase, consum-

ers will not stop at the consumption process. The process of consumption activities is divided into two forms of behavior, namely the intention to repurchase because they feel satisfied or there is no intention to repurchase because they do not feel satisfied. Based on research conducted by Chang et al, (2010) said that there is a positive relationship between consumer experience and repurchase intention of the product because the perceived consumer experience is in accordance with the expectations desired by consumers, then there is a re-interest in the purchase. Cronin and Taylor (1992), explained that service quality had no significant (positive) effect on intention to buy again, while Boulding et al. (1993) found a positive relationship between service quality and repurchase intention.

Based on the background of the problem, it is possible to have a variable that is needed to bridge the two variables, namely service quality and repurchase intention. Therefore, the researcher will propose the existence of a Customer Satisfaction variable. Customer Satisfaction defined by (Kotler and Keller, 2009) is whether a person's feelings feel happy or disappointed with a product that is felt with the performance and results expected by consumers. According to Sunyoto (2015) Customer satisfaction is a reason for consumers to decide where shopping, consumers will tend to buy the same product and will tell others about the experience. According to Fang et al., (2011) there are several methods that can be used in measuring customer satisfaction, including through a complaint and suggestion system which shows that the company has a customer orientation, by providing easy and convenient access for customers to be able to convey their suggestions, criticisms, opinions and complaints. Companies can also use Lost Customer Analysis by contacting customers who have

switched to other companies in order to understand why it happened and to take further improvement or refinement policies, as well as through Customer Satisfaction Surveys to get direct responses from customers and also give a positive impression that the company pays attention to its customers.

The objectives of this research are as follows: (1) To find out whether Service Quality has an effect on Customer Satisfaction. (2) To find out whether Customer Satisfaction has an effect on Repurchase Intention. (3) To find out whether Service Quality has an effect on Repurchase Intention through Customer Satisfaction. 4) To find out whether Customer Satisfaction can mediate between Service Quality and Repurchase Intention.

METHOD

This research is a quantitative research. Quantitative research is a research system for examining populations and samples using primary data. The research was conducted at a service company, namely Drip N 'Dry. The method used is the SEM (Structural Equation Model) method based on Partial Least Square (PLS) to examine whether Service Quality has an effect on Repurchase Intention through the mediation of Customer Satisfaction on Drip N' Dry.

Population and Sample

According to (Leavy, 2017) the population is a whole in a research object that has certain characteristics for research to be carried out. In this study, the population used was Drip N 'Dry consumers, the criteria were determined in order to focus the object of this study. In this study, non-probability samples will be used or commonly

referred to as non-probability sampling with purposive sampling technique where the criteria for taking are not random but based on characteristics that are in accordance with the research. The data obtained in the form of consumer names. The characteristics of the criteria that will be used in this study are all Drip N' Dry consumers who have made transactions more than 4x. Furthermore, according to Sugiyono (2017), purposive sampling is used to answer research problems by taking into account the characteristics that are in accordance with the research. According to Hair et al. (2014) the number of samples used depends on the number of variables to be studied, then the minimum number of samples can be multiplied by at least 5 to 10 times. This study uses a total of 11 indicators to cover the population as a whole, resulting in a total sample of 110 respondents.

Data Types and Sources

In this study the type of data used is primary data. Where the data is obtained directly from

the results of questionnaires given to respondents. In this study, online questionnaires were distributed, this happened because of the covid-19 pandemic. Primary data means data obtained from individuals or individuals without going through intermediaries. The measurement scale in the study is using Likert scale. The Likert scale has 5 alternative statements for negative to very positive conditions. The use of the number 5 indicates the highest answer, while the number 1 indicates the lowest answer.

Data Collection Technique

In conducting this research, using online primary data collection by distributing questionnaires through Google Form. This happened because of the current situation with the Covid-19 pandemic so that researchers did not have the freedom to meet directly with respondents. According to (Sugiyono, 2017) Questionnaires are data collection techniques carried out by providing questions that will be given by respondents with a particular question or state-

Table 2 Research Operational Definition of Variables

Variable	Conceptual Definition	Indicator	Source
Service Quality (X)	Service quality has a long-term effect on forming a customer satisfaction and will be loyal to the company	1. <i>Tangible</i> 2. <i>Reliability</i> 3. <i>Responsiveness</i> 4. <i>Assurance</i> 5. <i>Empathy</i>	Fang, Chiu, Wang (2011)
Customer Satisfaction (Z)	Customer satisfaction is an indicator of the company's business success, where customer responds to the company's future business	1. Level of Satisfaction 2. Trust 3. Purchase Experience	Taylor & Baker (1994)
Repurchase Intention (Y)	Repurchase is a factor that affects the customer's relationship with the company in the future and concerns the company's profits and success	1. Reuse 2. The main choice for the next purchase 3. There is a strong intention to try other types of products	Nikbin et al., (2011)

Source: Researchers' data processing (2021)

ment. The form of the questionnaire in this study respondents answered questions and answered based on the answers provided using a Likert scale. With this, a questionnaire was made in order to find out respondents about the influence of Service Quality on Repurchase Intention through Customer Satisfaction.

Relationship between Service Quality and Customer Satisfaction

According to Hermawan (2018), he concludes that service quality is a series of forms of a product for the services obtained in satisfying the needs and desires of consumers. With this, the company has a direct interaction between consumers and business actors. Fang et al (2011) concludes that customer satisfaction is a buyer's cognitive situation related to the pleasure or not being of the results obtained. Several research results have found a relationship between service quality and customer satisfaction, this is supported by research by Purwasih et al., (2018), Panjaitan and Yuliati (2016), Muiz et al., (2019) proving that there is a positive and significant influence on customer satisfaction. company, therefore customer satisfaction is one of the company's factors in improving and maintaining the quality of service to consumers.

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

Relationship between Customer Satisfaction on Repurchase Intention

According to Choi and Kim (2013) stating a high level of consumer satisfaction, customers will feel a strong desire to repurchase. Customer satisfaction will create a trust for the consumers so that trust can shape the customer's desire to make repeated purchase intentions. Anwar and Gulzar

(2011) explain a high service will be considered for repeat purchases. Kuo et al (2009) found that consumers with higher levels of satisfaction tend to have stronger intentions to repurchase and recommend the purchased product. From the explanation above, we can conclude that there are supporting factors in customer satisfaction with repurchase intentions.

H2: Customer satisfaction has a significant positive effect on repurchase intention relationship between service quality on repurchase intention

A number of studies have concluded that service quality is positively related to repurchase intention. Reliability indicators are indicators that play a high role in influencing repurchase intentions in the service quality variable. The results of this study are supported by the theory of Ravichandran et al. (2010) revealing that service quality with indicators of tangibility, responsiveness, and empathy plays an important role in predicting consumers to make repeat buyers. The results of the same study are also supported by research by Srivastava & Sharma, (2013). which says that there is a significant positive effect of service quality on repurchase intentions. Chou et al (2014) also say that the quality of services provided directly to customers is as the company is able to provide all the best services so that it has a good impact on customers.

H3: Service quality has a significant positive effect on repurchase intention

The Influence of Service Quality on Repurchase Intentions by Mediation of Customer Satisfaction

The results of the three variables are expected to have a relationship between each other which when the service quality variable is

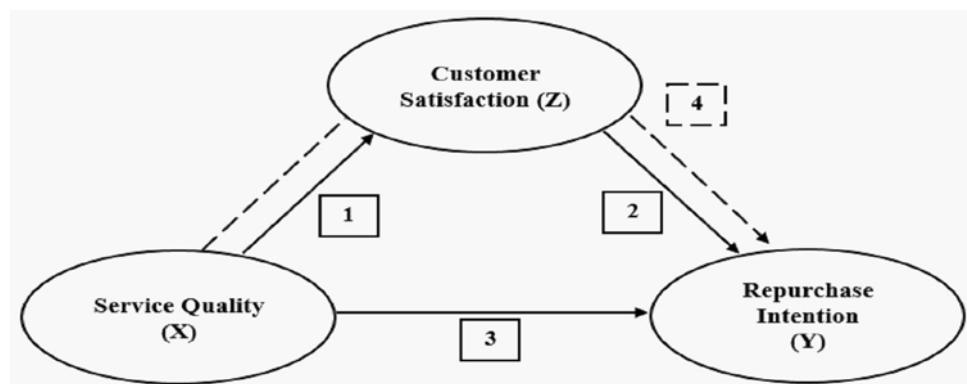


Figure 2 Research Model

tested with the repurchase intention variable with the mediation of customer satisfaction can provide influential results in this study, namely the fourth hypothesis.

H4: Customer satisfaction mediates the effect of service quality on repurchase intention

Based on the description of all the variables studied in this study, it can be made a research model framework as shown below:

Hypotheses are prepared based on the theories and frameworks that have been described previously, so from the theories and frameworks several hypotheses can be formulated as follows:

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

H2: Customer satisfaction has a significant positive effect on repurchase intention

H3: Service quality has a significant positive effect on repurchase intention

H4: Customer satisfaction mediates the effect of service quality on repurchase intention

RESULT

Drip N' Dry is one of the new companies (start-ups) engaged in services, especially in shoe laundry services. The problem that arises in the Drip N' Dry business is the lack of appropriate services in handling consumer complaints. This is what makes the author want to examine the quality of services provided by Drip N 'Dry with the help of the repurchase intention variable and the mediating variable, namely customer satisfaction. Based on this, the researchers wanted to prove whether the quality of service provided by consumers can feel

Table 3 Respondents' Characteristics

Profile	Description	Total	Percentage (%)
Gender	Men	50	53,8
	Women	60	46,2
	Total	110	100
Age	17 – 21	30	24,6
	22 – 30	51	51,5
	31 – 40	11	10
	>41	18	13,8
	Total	110	100

satisfaction so that it can influence consumers in repurchasing intentions.

Characteristics of Respondents

From the total sample obtained in this study, 110 respondents who met the minimum requirements 4 times had used Drip N 'Dry services. In taking the sample used in the form of purposive sampling. Based on the results of the respondents who were distributed online, it was formed in the Table 3.

Table 3 shows that the results of respondents between men and women have slight differences, based on the age of the respondents the results are mostly in the age range of 22–30 years. This shows that people who are interested in Drip N' Dry products are women with a vulnerable age of 22–30 years who are more likely to clean and maintain cleanliness by washing shoes.

Validity and Reliability Test

The validity test used in this study is the convergent validity test which consists of outer

loading and average variance extracted (AVE) and discriminant validity which consists of cross loading (Abdillah & Jogiyanto, 2015). In measuring the reliability test, it can be measured based on the cronbach alpha and composite reliability values. To be able to analyze the validation test, it is necessary to calculate using the PLS program and carry out each indicator on the research variable.

Table 4 shows that all indicators have an outer loading value above 0.70 so that the indicator can be declared valid and can represent the latent variable.

Table 5 shows the value that each variable exceeds the value limit of 0.50. On the service quality variable with a value of 0.583, the variable of repurchase intention with an AVE value of 0.644 and the mediating variable, namely customer satisfaction with a total AVE value of 0.783. This shows that the indicators in each variable can represent and describe the latent variable.

From the results obtained for each variable, it can be concluded that the cross loading discriminant validity test is fulfilled because it has a value above 0.70 and has a higher value than the

Table 4 Validity Test

Variable	Indicator	Loading Factor	Result
	X1	0,760	Valid
	X3	0,790	Valid
	X4	0,750	Valid
	X5	0,774	Valid
	X6	0,703	Valid
Service quality (X)	X8	0,814	Valid
	X9	0,752	Valid
	X10	0,745	Valid
	X11	0,773	Valid
	X12	0,768	Valid
	Y1	0,796	Valid
Repurchase intention (Y)	Y2	0,827	Valid
	Y3	0,783	Valid
Customer satisfaction (Z)	Z2	0,859	Valid
	Z3	0,910	Valid

Source: Researchers' data processing (2021)

Tabel 5 Average Variance Extracted (AVE)

Variable	Average Variance Extracted
Service Quality	0,583
Repurchase Intention	0,644
Customer Satisfaction	0,783

Source: Researchers' data processing (2021)

cross loading value of other variables (Ghozali, & Latan, 2015). This indicates that each indicator has the same meaning as the latent variable.

In the value of composite reliability and cronbach alpha the variable must have a value above 0.70. The service quality variable has a value of 0.933, repurchase intention is 0.844 and customer satisfaction has a value of 0.878. For the value of cronbach alpha, the service quality variable with a total value of 0.921, the variable of repurchase intention has a value of 0.724 and the mediating variable of customer satisfaction with a cronbach alpha value of 0.726 where the three results can be stated that all variables in this study are reliable.

From the data above, we can see that the repurchase intention variable shows a value of 0.145 which means that the repurchase inten-

tion variable is influenced by the service quality variable and customer satisfaction by 14.5%, while the customer satisfaction variable has a value of 0.033 which means only 3.3% influenced by service quality. For the rest on the variables of repurchase intention and customer satisfaction are explained by other variables outside the study. The number of variables outside the study that can explain changes in the variables of repurchase intention and customer satisfaction. According to the three research results that have been conducted by Joseph et al. (2012), Awi & Chaipoopirutana (2014), and Pupuani & Sulistyawati (2013), these studies propose several factors that influence repurchase intentions, namely brand preference, product quality, perceived value, and price.

Table 6 Discriminant Validity

Cross Loading	Service Quality	Repurchase Intention	Customer Satisfaction
X1	0,760	0,209	-0,024
X3	0,790	0,283	0,170
X4	0,750	0,301	0,087
X5	0,774	0,292	0,112
X6	0,703	0,237	0,095
X8	0,814	0,281	0,189
X9	0,752	0,288	0,174
X10	0,745	0,335	0,062
X11	0,773	0,259	0,185
X12	0,768	0,356	0,229
Y1	0,305	0,796	0,010
Y2	0,321	0,827	-0,001
Y3	0,288	0,783	0,129
Z2	0,148	0,025	0,859
Z2	0,173	0,066	0,910

Source: Researchers' data processing (2021)

Table 7 Reliability Test Results

Variable	Composite Reliability	Cronbach's Alpha
Service quality	0,933	0,921
Repurchase intention	0,844	0,724
Customer satisfaction	0,878	0,726

Source: Researchers' data processing (2021)

Table 8 R-Square Test

Variable	R-square
Repurchase intention	0,145
Customer satisfaction	0,033

Source: Researchers' data processing (2021)

In Table 9, the author finds that the service quality variable on customer satisfaction has a t-statistic value of 1.590. This proves that the two variables have no effect and are not significant because the t-statistic value shows the number < 1.96 . The test results prove that the first hypothesis "There is a significant positive effect of service quality on customer satisfaction at Drip N' Dry" is rejected. The variable of service quality on repurchase intention has a t-statistic value of 3.935 with P Values of 0.000. This proves that the influence of the two variables is positive because the t-statistic value shows the number > 1.96 . The test results prove that the second hypothesis "There is a significant positive effect of service quality on repurchase intentions on Drip N' Dry" is accepted. The variable of customer satisfaction with repurchase intention has a t-statistic value of 0.188. This proves that the two variables have no effect and are not significant because

the t-statistic value < 1.96 . The test results prove that the third hypothesis "There is a significant positive effect of customer satisfaction on repurchase intentions on Drip N' Dry" is rejected.

Intervening Effect Test (Mediation)

The intervening effect test is used to see a calculation of the independent variable on the mediating variable, if the t-statistic value between the independent variable and the mediating variable and the value of the mediating variable to the dependent variable > 1.96 , it can be concluded that the mediating variable makes the relationship between the independent and dependent variables (full mediation).

Based on the Table 10, the results state that the t-statistic value of the relationship between service quality and mediation of customer satisfaction is 0.844. This value is less

Table 9 Hypothesis Testing Result

Relationship	T-Statistics	Result
Service quality -> customer satisfaction	1,590	Rejected
Customer satisfaction -> repurchase intention	0,188	Rejected
Service quality -> repurchase intention	3,935	Accepted

Source: Researchers' data processing (2021)

Table 10 Mediation Test

Total Indirect Effect (Bootstrapping)	t- hitung	Keterangan
Service Quality -> Customer Satisfaction -> Repurchase Intention	0,844	Rejected

Source: Researchers' data processing (2021)

than 1.96 so it can be concluded that service quality with the mediating variable of customer satisfaction to the variable of repurchase intention does not mediate because the total indirect effect value has a value of 0.844 in this study.

DISCUSSION

The Effect of Service Quality on Customer Satisfaction

The results of this study indicate that service quality has no effect on customer satisfaction. This is contrary to H1 in the study which states that service quality has a significant positive effect on customer satisfaction. From the results of this study is also contrary to (Hoxley, 2000), which said there is a relationship between service quality and customer satisfaction. Therefore, high customer satisfaction is evoked when consumers feel a good service quality (Lovelock & Wright, L. K (2007). Service quality has been found to have an association with customer satisfaction, where service quality estimates are heavily influenced by the attractiveness of the mechanism and structure of the service procedures offered (Koc, 2006; Murali et al., 2016). Murali et al. (2016) stated that consumer evaluations of service quality are influenced by the intensity of activities, and the waiting period of consumers in their interactions with service providers. Service delivery coverage and waiting periods can have a negative impact on the evaluation of service quality on customer satisfaction (Colette, 2018). Each

customer will experience a different level of service quality, so when it happens in the field when Drip N' Dry HR must be replaced by new HR, customer opinions will be different. Another reason that may cause this is, the lack of adequate parking space and long period of service delivery causes customers to feel dissatisfied. There are various sources proven that the research hypothesis has no influence such as the theoretical basis, samples, data collection tools, and external variables. According to Jones and Sasser (1995) very poor service quality is not the only main cause. Customers usually fall into one of two categories: the right customers or target groups, whom the company must be able to serve well and profitably and the wrong customers whose needs cannot be served profitably. Then the results of other studies are supported by Fang et al. (2011) where service quality has no significant effect on customer satisfaction. This insignificant result can be caused by a lack of customer experience in interacting with service providers or a lack of evaluation of service quality. Based on the results of the analysis, the characteristics of the respondents were dominated by women aged 21–30 years. The age range is students who are included in the millennial generation who have a typical desire to be practical.

The Effect of Customer Satisfaction on Repurchase Intention

The results of this study indicate that customer satisfaction has no effect on repurchase

intentions. This is not in line with H2 in the study which states that customer satisfaction has a significant positive effect on the repurchase intention of Drip N' Dry. The results of this study are not in line with the theory put forward by Jakpar et al (2012) that repurchase can be more frequent if the customer is satisfied. Rusdi (2012) states that consumer satisfaction and dissatisfaction with the product will affect consumer behavior in the next purchase. If consumers are satisfied, consumers will have a higher probability of making repeat purchases. If the service provider's performance exceeds consumer expectations, they will be satisfied. Conversely, if consumers feel disappointed with the performance of service providers, it is less likely that consumers will make repeat purchases. The results of this study indicate that the service quality provided by the company is not able to create consumer satisfaction, so the results of this study confirm that dissatisfied consumers will not make repeat purchases.

In this study, customer satisfaction does not have an effect on repurchase intentions. This may be caused by the limited human resources so that the processing time is longer if the Drip N 'Dry is crowded, then it also affects our delivery services. However, according to Jones and Sasser (1995) customer satisfaction does not guarantee that consumers will become continuous customers. Satisfaction alone will not allow a company to fend off new competitors or keep the product in tune with changing customer needs. Several factors that make repeat purchases are: brand preference, perceived value, and perceived price (San-Martin, S & López-Catalán, 2013). So that it can be concluded that customer satisfaction does not make customers continue to repurchase intentions, but there are other factors among them.

Characteristics of respondents are summarized using descriptive statistics, where the majority of respondents in this study are women with a young age of 22-30 years with student work. According to the author's observations that women of that age are more likely to maintain cleanliness.

The Effect of Service Quality on Repurchase Intention

The result of this study state that service quality has a positive effect on repurchase intentions, based on the results of the analysis, it shows that the t-test value is 3.935. Chou et al. (2014) concluded that the quality of services provided directly to customers is as the company is able to provide all the best services to have a good impact on customers. Repurchase intention is a positive consumer response to the service quality provided by service providers by using or repurchasing a product. Repurchase intention can be influenced by internal and external factors of consumers, where internal factors include attitudes and consumer confidence in service providers, while external factors include various marketing stimuli (Kotler, 2016). Consumers will have a greater intention to return to using a service if consumers feel that the service has a positive value. This can also be seen from the results of respondents, on indicator X1 (Drip N' Dry provides services at the promised time) has the highest mean value, which means Drip N' Dry provides appropriate services, and on indicator Y3 (I will continue to buy Drip products). N' Dry and recommending to others) indirectly the quality of service provided to consumers, he will provide recommendations to prospective Drip N' Dry consumers and the customer's intention to make repeat purchases. This proves the theory of Chou et al

(2014) that service quality affects repurchase intentions. Puspitasari (2006) stated that the similarity between the performance of the products or services offered will provide satisfaction for consumers and generate intentions to use them again in the future. The quality of the product or service (service) perceived by consumers will affect the purchase intention of a product. It can be concluded that the higher the value perceived by consumers, the higher the willingness of consumers to repurchase the product (Chapman and Wahlers, 1999). If Drip N' Dry wants consumers to repurchase, it is necessary to improve the five dimensions of service quality.

The Effect of Service Quality on Repurchase Intentions by Mediation of Customer Satisfaction

Based on the results of the mediation test, it shows that the customer satisfaction variable does not mediate between service quality and repurchase intention. This is not in line with H4 in this study which states a significant positive effect of mediating role of customer satisfaction in the relationship of service quality on repurchase intentions. The effect of service quality is greater when compared to the variable customer satisfaction on repurchase intentions. Service quality has no significant effect on customer satisfaction, then customer satisfaction itself does not allow that customers will continue to make repurchase intentions (Jones and Sasser, 1995). Another study conducted by Srivastava & Sharma (2013) concluded that service quality has no effect on customer satisfaction. This may be because consumers are more considerate of service quality aspects to make repeat purchases. Other research supported by Lori et al (2008) service quality has an important role in business-to-service mar-

keting because its impact on service to customers will have an influence on repurchase intention. Therefore, the service quality variable on the X1 indicator with the statement "Drip N' Dry provides services at the promised time" so that consumers are more happy with the timeliness given to Drip N' Dry.

It can be concluded that customer satisfaction does not mediate the relationship between service quality and repurchase intention. High variability on services provided to consumers does not produce high satisfaction, but generates repurchase intentions because consumers are more concerned with service quality than satisfaction. This is due to the past experience of the individual which is formed due to an attitude towards the product he consumes. The factor that causes expectations for a good level of service is customer experience, so the more experience the customer has, the more they will expect better service.

Conclusion and Recommendations

Based on the results of the research that has been done, it can be concluded as follows: (1) Service quality has no significant effect on Customer Satisfaction on Drip N' Dry. (2) Customer satisfaction has no significant effect on repurchase intention on Drip N' Dry. (3) Service quality has a positive effect on repurchase intentions on Drip N' Dry. (4) Customer satisfaction does not mediate the effect of service quality on repurchase intentions on Drip N' Dry. From the implications of the research that has been carried out, several results are obtained that can be applied to Drip N' Dry companies as well as to entrepreneurs or other similar companies. As well as prospective entrepreneurs and researchers who will continue research on service quality, customer satisfac-

tion and repurchase intentions. There are several things that can be done to improve the Drip N' Dry company, namely:

1. In the results of this study the service quality variable has no significant effect on customer satisfaction. The quality of service provided to the Drip N' Dry company is sufficient, but it's just that Drip N' Dry does not provide other quality services so that there is a lack of customer satisfaction. Therefore, judging from the results of this study, the implications that can be considered for Drip N' Dry companies and similar companies are to determine several aspects such as in this study showing Drip N' Dry will focus on service quality in other aspects such as convenience facilities in parking, improve product quality and provide other facilities for consumer convenience. Therefore, quality is carried out such as providing parking space for each customer, improving product

quality such as identifying customer needs and desires.

2. The results of this study on customer satisfaction do not provide a mediating effect between service quality and repurchase intention. The implications that can be considered for Drip N' Dry companies and similar are conducting a survey on Drip N' Dry customer satisfaction so that the company will immediately get impressions, secondly in analyzing customers it can affect customer satisfaction because the company must properly understand what is happening to make improvements, next, and take the right policy. Finally, the Repurchase Intention variable. In the results of this study, there is a positive relationship between service quality and repurchase intention. This can make a consideration for other similar companies to establish a good and high quality of service in order to achieve consumer repurchase intentions.

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