

The role of consumer satisfaction in mediating product quality and online service quality on repeat product purchase decisions

Goldina Thejaya ¹, Tony Antonio ²

^{1,2} Universitas Ciputra Surabaya, Indonesia

*Corresponding author: tonyantonio@ciputra.ac.id



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ABSTRACT

This research aims to determine the influence of product quality and online service quality on consumer satisfaction and repeat product purchase decisions in an online pastry business. This research uses a quantitative approach with a sample of 51 consumers who have made purchases more than twice in a period of 6 months. The results show that product quality and online service quality have a significant effect on consumer satisfaction, which in turn has a significant effect on repeat purchase decisions. This research is expected to provide insight and strategic recommendations in improving product quality and online service quality, thus increasing consumer satisfaction and encouraging repeat purchase decisions. The research results will also contribute to marketing and business literature by deepening understanding of the relationship between product quality and online service quality, consumer satisfaction, and repeat purchase decisions in the context of online business in Indonesia.

1. INTRODUCTION

In this digital era, online business, especially in Indonesia, has become a business that is growing quite rapidly (Heriyanto et al., 2021; Nugroho et al. 2022). The 2022 DataIndonesia.id report shows an increasing trend in social media users from 2015 to 2022 (Mahdi, 2022). This opens up opportunities for business people to increase sales by distributing their products via social media, so that they are easily accessible to the public as consumers (Wijaya & Susilo, 2021). Meanwhile, there is an increasing trend in the culinary business starting in 2011-2022, and has the potential to develop further in the following year. The culinary business offers a wide selection of products, such as food, cakes and bread. Thus, this business provides many choices to potential and regular customers (Nafarin & Oktavio, 2021; Susanto et al., 2021).

Sweet Puffs, is a family business that operates in the food and beverage sector. This business was founded in 2015 in Surabaya, then in 2018 moved to Makassar City to look for

new markets and develop the business. Sweet Puffs sales focus on pastry or cake products that do not last long, because most of the products contain materials that are easily damaged (dairy products). Sweet Puffs' sales are online based, so competition in this field cannot be said as easy considering the many competitors who also use a similar sales base.

In its development, consumers consume pastry products such as bread and cakes not only at birthdays or parties, but also as part of their lifestyle (Putra et al., 2022). As the market grows and improves, manufacturers are faced with the challenge of competing in offering products and creating various variants of bread and cakes to expand their reach. Like competitors in this industry, Sweet Puffs is required to meet customer expectations in order to maintain its position in increasingly fierce competition, including encouraging consumer decisions to make repeat purchases. For this reason, Sweet Puffs continues to strive to provide quality products and improve service quality in order to meet consumer satisfaction with their products.

Based on observations in June, July and August 2022, Sweet Puffs received 56 new consumers. However, when observed in September, October and November 2022, only 35% of the 56 consumers made repeat purchases. As for increasing brand awareness, Sweet Puffs takes part in bazaar activities every two months to maintain business existence as well as as a means of promotion. Sweet Puffs also uses endorsement services by food bloggers on Instagram, namely @balalafoodie and @makan2mks. During bazaar activities, Sweet Puffs experienced an increase in sales, where the turnover of 5 days was comparable to the turnover of 1 month of online sales. Meanwhile, the number of followers on social media increased by approximately 25%. However, after the bazaar ended, only 10% of consumers made repeat purchases.

Based on the explanation above, the factors that determine customers' decisions to repurchase products need to be researched further. In this case, the focus of the research is the significance of product quality and online service quality on consumer satisfaction in order to repurchase the product.

2. LITERATURE REVIEW

Repeat Purchase Decisions

Consumers can be said to make repeat purchases if consumers make purchases a second time or have made repeated purchases (Cheng et al., 2023; Jahroni et al., 2021). Certain characteristics such as cultural background, demographic features, and variations in social media use have an impact on the decision-making process to purchase a product (Gros, 2012). The purchasing decision process includes five stages, namely (Kotler & Armstrong,

2012): 1) problem identification; 2) information search; 3) evaluation of options; 4) purchasing decisions; and 5) post-purchase behavior.

Consumer Satisfaction

Kotler & Armstrong (2012) define consumer satisfaction as the feeling that arises after evaluating the experience of using a product. If a product or service exceeds consumer expectations, the level of consumer satisfaction will be very high. According to Rondonuwu (2013) and Komalig (2013), several indicators of consumer satisfaction include: 1) fulfillment of consumer expectations; 2) attitude or desire to use the product; 3) tendency to recommend to others; 4) service quality; 5) loyalty; 6) good reputation; and 7) location.

Product Quality

Product quality is the product's characteristics and capabilities in providing results or performance that match or exceed consumer expectations (Kotler & Armstrong, 2012). Assauri (2018) also emphasized that product quality is the extent to which a particular brand or product can perform the expected function.

Product quality includes various dimensions that can be used to analyze the characteristics of a product, including (Tjiptono, 2015): 1) performance (basic operational characteristics of the core product); 2) features (additional characteristics that complement the product); 3) reliability (how small is the chance of the product being damaged or failing); 4) conformity to specifications (the extent to which product design and operation meet specified standards); 5) durability (how long the product can be used for); 6) can be served (speed, competence, comfort and ease of product repair, as well as satisfactory complaint handling); 7) perceived quality (product image and reputation as well as company responsibility for the product); and 8) aesthetics (product attractiveness).

Online Service Quality

According to Kotler & Keller (2009), service quality is the overall characteristics of a product or service that have an impact on its ability to meet needs that are explicitly or implicitly stated. Service quality consists of several indicators, which are as follows (Fantika et al., 2023; Tjiptono, 2010): 1) physical evidence, namely the ability to demonstrate existence, in the form of appearance, ability of physical infrastructure, as well as the condition of the surrounding environment to external parties. In this research object, it can be the location of product collection; 2) reliability, namely the ability to provide services as promised to consumers accurately and reliably; 3) responsiveness, namely the ability to help and provide fast and accurate service to consumers, accompanied by the delivery of clear information; 4)

assurance, namely the company's ability to foster customer trust; 5) empathy: the ability to provide genuine and individual attention to consumers, as well as the ability to understand consumer desires.

A study conducted by Ghezelbash & Khodadadi (2017) shows that product quality and service quality have an impact on customer satisfaction which then has a significant effect on repeat purchases. Research by Harahap (2018) shows that product quality, price and promotion have a positive and significant effect on product purchasing decisions. Meanwhile, Szymanski & Henard (2001) in their research found that consumer satisfaction is positively related to repeat purchase decisions. Consumers who are satisfied with a product or service are more likely to make repeat purchases. Furthermore, the results of a study by Savitri & Wardana (2018) show that brand image, product quality and price perception have a significant and positive influence on consumer satisfaction. Apart from that, consumer satisfaction has a significant and positive effect on repeat purchase intention. This study also shows that consumer satisfaction can function as a mediator between the variables of brand image, product quality, and price perception and repeat purchase intention.

Aryani & Rosinta's (2010) research shows that service quality has a significant influence on customer satisfaction. In this case, high quality of online services, such as speed of response, ease of use, and availability of accurate information has a positive impact on consumer satisfaction in the context of online shopping (Liu et al., 2013). Meanwhile, Panjaitan & Yuliati (2016) stated that service quality consisting of reliability, certainty, reality, empathy and responsiveness has a significant effect on customer satisfaction.

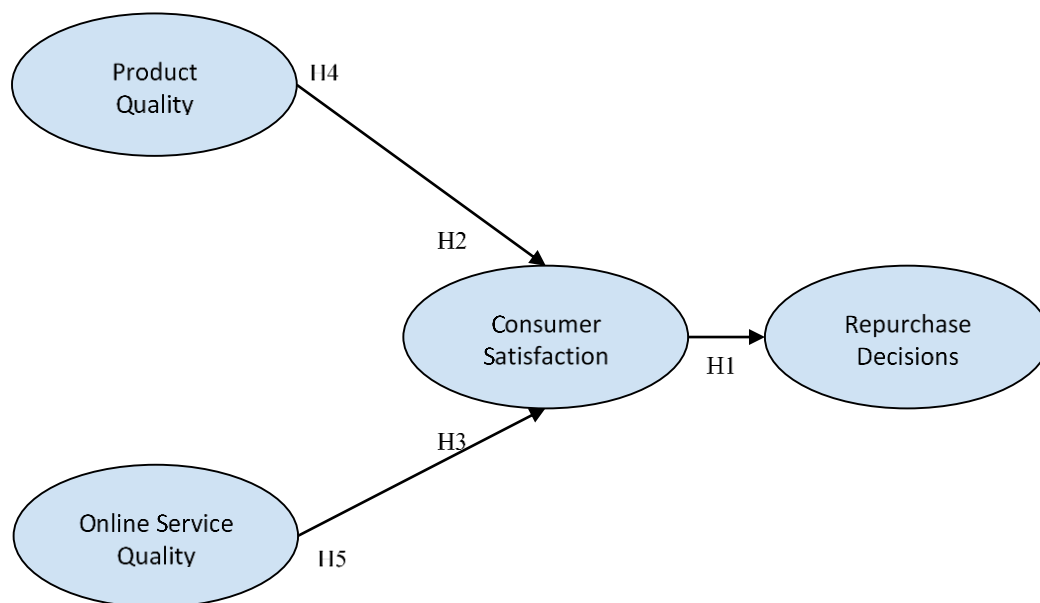


Figure 1. Analysis Model of Research

Based on Figure 1 above, the hypotheses in this research include:

H₁: Consumer satisfaction has a significant influence on product repurchase decisions.

H₂: Product quality has a significant influence on consumer satisfaction.

H₃: Online service quality has a significant influence on consumer satisfaction.

H₄: Consumer satisfaction significantly mediates product quality on repeat product purchase decisions.

H₅: Consumer satisfaction significantly mediates the influence of online service quality on repeat product purchase decisions.

3. METHODOLOGY

This research uses quantitative research methods. This research measures the relationship between variables, namely product quality, online service quality, consumer satisfaction, and repeat purchase decisions. This research was conducted at a pastry business, namely Sweet Puffs, located in Makassar City. This research was carried out for 2 months from April 2023 to May 2023.

The population in this research is consumers who have purchased Sweet Puffs products more than twice. The population was taken from observations over a period of 6 months. The sampling technique used is a saturated sample or census. The characteristics of respondents in this study are consumers who have purchased Sweet Puffs products more than twice, and are at least 18 years old so that respondents are believed to be able to make decisions and understand the contents of the questionnaire. There were 51 consumers who met the respondent characteristics requirements.

The primary data source in this research is an online questionnaire using the Likert scale, while the secondary data are books, journals and/or other relevant supporting documents. Data analysis uses Structure Equation Modeling (SEM) and is assisted by the SmartPLS 4.0 program.

4. RESULTS AND DISCUSSION

Based on descriptive analysis, 86.3% or 44 Sweet Puffs respondents were women and 13.7% or 7 respondents were men. Consumers aged between 26-35 years are 64.7%, while consumers aged 18-25 years and consumers aged 35 years and over are 17.7% each. Consumers who work as entrepreneurs are 39.2%, as private/state employees are 27.5%, as housewives are 23.5%, as students are 3%, and as teachers and fashion designers are 2% each. Meanwhile, 92.2% of respondents had made more than 3 purchases at Sweet Puffs within a period of 6 months.

The following is a structural model that connects relationships between variables using the SmartPLS 4.0 program:

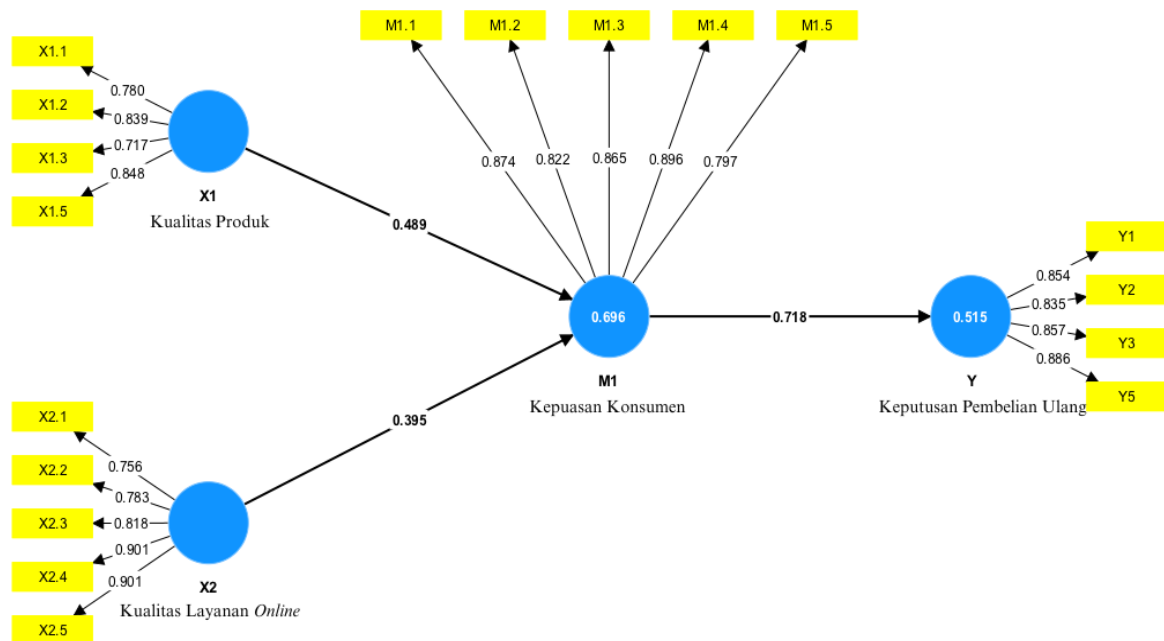


Figure 2. Structural PLS Model
Source: Processed PLS Data Results (2023)

In the convergent validity test, there were two indicators (X1.4 and Y.4) which were eliminated because they did not meet the convergent validity requirements. Each indicator for the four research variables shows an outer loading value of > 0.7 and an AVE value of > 0.5 (Table 1).

Table 1. Outer Loadings and AVE Value

Variable	Indicator	Outer Model	AVE
Product Quality	X1.1	0.780	0.636
	X1.2	0.839	
	X1.3	0.717	
	X1.5	0.848	
Online Service Quality	X2.1	0.756	0.696
	X2.2	0.783	
	X2.3	0.818	
	X2.4	0.901	
	X2.5	0.901	
Customer Satisfaction	M.1	0.874	0.725
	M.2	0.822	
	M.3	0.865	
	M.4	0.896	
	M.5	0.797	
Repeat Purchase Decisions	Y.1	0.854	0.737
	Y.2	0.835	
	Y.3	0.857	
	Y.5	0.886	

Source: Processed PLS Data Results (2023)

In the discriminant validity test, each indicator that measures each variable has a greater cross loadings value on the variable being measured (Table 2).

Table 2. Cross Loadings Value

	Product Quality	Online Service Quality	Customer Satisfaction	Repeat Purchase Decisions
X1.1	0.780	0.623	0.66	0.545
X1.2	0.839	0.728	0.706	0.701
X1.3	0.717	0.477	0.513	0.642
X1.5	0.848	0.622	0.64	0.58
X2.1	0.546	0.756	0.546	0.459
X2.2	0.648	0.783	0.618	0.514
X2.3	0.532	0.818	0.542	0.487
X2.4	0.683	0.901	0.698	0.601
X2.5	0.785	0.901	0.784	0.657
M1.1	0.766	0.681	0.874	0.735
M1.2	0.516	0.641	0.822	0.468
M1.3	0.671	0.564	0.865	0.548
M1.4	0.739	0.736	0.896	0.62
M1.5	0.658	0.665	0.797	0.64
Y1	0.678	0.566	0.652	0.854
Y2	0.661	0.558	0.533	0.835
Y3	0.725	0.625	0.676	0.857
Y5	0.571	0.508	0.584	0.886

Source: Processed PLS Data Results (2023)

In the reliability test, the Cronbach's Alpha value is > 0.6 and the composite reliability value is > 0.7 (Table 3).

Table 3. Cronbach's Alpha and Composite Reliability Value

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Product Quality	0.809	0.82	0.874
Online Service Quality	0.89	0.907	0.919
Customer Satisfaction	0.905	0.913	0.929
Repeat Purchase Decisions	0.881	0.887	0.918

Source: Processed PLS Data Results (2023)

In Table 4, the R-square value shows that Product Quality (X1) and Online Service Quality (X2) can influence Consumer Satisfaction (M) by 69.6%. Meanwhile, Product Quality

(X1), Online Service Quality (X2), and Consumer Satisfaction (M) can influence Repeat Purchase Decisions (Y) by 51.5%. The remaining 48.5% is explained by other factors not examined in this study.

Table 4. R-Square Value

	R-square	R-square adjusted
Customer Satisfaction	0.696	0.683
Repeat Purchase Decisions	0.515	0.505

Source: Processed PLS Data Results (2023)

Based on the R-square value in Table 4, the Q-square value shows that this research can predict product repeat purchase decisions by 85%, as follows:

$$\text{Q-Square} = 1 - (1 - 0.696) \times (1 - 0.515) = 0.85256$$

The F-square value of Consumer Satisfaction (M) on Repeat Purchase Decisions (Y) as well as Product Quality (X1) and Online Service Quality (X2) on Consumer Satisfaction (M) is > 0.35 (Table 5).

Table 5. F-square Value

	F-square
Consumer Satisfaction -> Repeat Purchase Decisions	1.063
Product Quality -> Consumer Satisfaction	0.312
Online Service Quality -> Consumer Satisfaction	0.204

Source: Processed PLS Data Results (2023)

Table 6 shows that the path coefficient values are positive, with t-statistics values of > 1.96, and p values < 0.05, which are as follows (Table 6):

Table 6. Values of Path Coefficients, T-statistics, and P Values

	Original Sample (O)	T-statistics (O/STDEV)	P Values
Consumer Satisfaction -> Repeat Purchase Decisions	0.718	7.108	0.000
Product Quality -> Consumer Satisfaction	0.489	3.850	0.000
Online Service Quality -> Consumer Satisfaction	0.395	2.616	0.009

Source: Processed PLS Data Results (2023)

Table 7 shows information about the specific indirect effects of independent variables on dependent variables through intermediary or mediator variables. The path coefficient value

is positive, with a t-statistics value > 1.96 , and a p value < 0.05 , which are as follows (Table 7):

Table 7. Values of Path Coefficients, T-statistics, and P Values on Mediation Effects

	Original Sample (O)	T-statistics (O/STDEV)	P Values
Product Quality -> Consumer Satisfaction -> Repeat Purchase Decisions	0.351	3.068	0.002
Online Service Quality -> Consumer Satisfaction -> Repeat Purchase Decisions	0.284	2.469	0.014

Source: Processed PLS Data Results (2023)

DISCUSSION

Based on the results of hypothesis testing, Consumer Satisfaction has a unidirectional relationship and a significant effect on Repeat Purchase Decisions. In purchasing decisions, each consumer does not just stop at the consumption process, but will then evaluate the product purchase and provide results regarding feelings of satisfaction and dissatisfaction with the product. Satisfied consumers will tend to repurchase a product (Ghezelbash & Khodadadi, 2017). The results of this research are in accordance with research by Han & Lee (2008) which shows that consumer satisfaction has a positive and significant effect on repeat purchase decisions. Consumers who receive a product that meets or even exceeds expectations will feel satisfied (Adekunle & Ejechi, 2018; Savitri & Wardana, 2018).

Product Quality and Online Service Quality have a unidirectional relationship and have a significant effect on Consumer Satisfaction. This research supports research by Harahap (2018) which states that product quality variables have a significant effect on purchasing decision variables. Pastikarani & Astuti (2016) also stated that product quality can significantly influence customer satisfaction, has a unidirectional relationship and has a significant effect on Consumer Satisfaction. Apart from that, Ghezelbash & Khodadadi (2017) in their research showed that there is an influence between product quality and service quality on consumers' repeat purchase decisions.

Consumer Satisfaction has a significant effect in mediating the relationship between Product Quality and Online Service Quality on Repeat Purchase Decisions. Faradisa et al. (2016) stated that likeness for a product will arise if consumers consider the product used to be of high quality and can fulfill their desires and expectations. Wang & Lin (2012) also stated that good online service quality received by consumers will provide increased satisfaction with a product and this indirectly influences future repeat purchase decisions. By focusing on improving the quality of online services, companies can increase consumer satisfaction, which will ultimately lead to higher consumer intention to repurchase.

5. CONCLUSION

This research shows that consumer satisfaction has a significant influence in mediating the relationship between product quality and online service quality on the decision to repeat purchase a product. This research study has implications for marketing start-up based food products so that further research is needed for marketing start-up based culinary for cake products that are not durable.

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