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Effect of Service Quality on Repurchase Intention through Customer Satisfaction as an Intervening Variable

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Abstract: ***This research aims to analyze the effect of service quality on repurchase intention through customer satisfaction as an intervening variable at Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, Padangsidimpuan City. The research used in this research is associative research. The population in this study were customers of Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, and Padangsidimpuan City, the number of whom is unknown. By calculating the number of indicators as 17 times 7, the sample size for this study was 119 people. In this research, the data analysis method used is structural equation modeling-partial least squares (SEM-PLS) using SmartPLS software. Based on the research results show that service quality has a positive and significant effect on customer satisfaction at Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, and Padangsidimpuan City. Service quality has a positive and significant effect on repurchase intention at Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, and Padangsidimpuan City. Customer satisfaction has a positive and significant effect on repurchase intention at Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, and Padangsidimpuan City. Service quality has a significant effect on repurchase intention through customer satisfaction at Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, and Padangsidimpuan City.***

Keywords: ***Service Quality, Repurchase Intention, Customer Satisfaction.***

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1. INTRODUCTION

Economic recovery is starting to occur and mobility has approached normal or pre-pandemic times. To meet the needs of the community, the Downstream Oil and Gas Regulatory Agency has increased the quota for fuel oil type's pearlite and diesel. Head of the downstream il and Gas Regulatory Agency, Erika Retnowati, said that the 2023 fuel quota for certain types of kerosene is 0.5 million kilo liters, diesel oil is 17 million kilo liters, while for special types of fuel assignment of 32.56 million kilo liters.

Along with the government's success in handling COVID-19 in Indonesia, community activities continue to increase and return to normal. This also has a direct effect on increasing economic activity as reflected in the Central Statistics Agency's report which states that economic growth in the first semester of 2021 was around 3.1% compared to the same period last year. In fact, in Q3 2021, economic growth is projected to be in the range of 4%-5% year on year. Acting Corporate Secretary of PT Pertamina Patra Niaga, Irto Ginting, explained that the government's success in the program to enforce restrictions on community activities had an impact on increasing the need for fuel oil, including retail and industrial fuel oil. Compared to the initial period of implementing restrictions on community activities, currently retail fuel demand has increased by 8%, while the mining industry has increased by 35%, the plantation industry by 26%, and the oil and gas sector by 21%, and other industries by 17%. The increase in community activity is reflected in the increase in fuel oil consumption in the Pertamina retail sector which was recorded nationally in Q3 2021 reaching 34 million kilo liters, an increase of up to 6% compared to Q3 2020. For gasoline fuel oil, there was an increase of around 4%, and for gasoil, even reaching 10%.Pertamina Patra Niaga continues to ensure that the stock and distribution process is safe and running well, and has even increased the distribution of subsidized diesel fuel in several regions that have experienced a significant increase in consumption, such as West Sumatra by 10%, Riau by 15%, and North Sumatra by 3.5%.

In today's conditions and competition, in order to survive, companies need to know the character of consumers and know consumers' repeat purchase interests. Repurchase intention is defined as how much a particular company performs to meet customer expectations. It can also be defined as a customer's decision to purchase again at a particular food or service outlet. Purchase interest is the action of buying a product repeatedly (Sunyoto, 2015). This means that interest in repurchasing will make customers buy products sold by the same product or service provider continuously or repeatedly.

Sales of fuel oil at Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, Padangsidimpuan City, there are fluctuations in sales from October to December 2023, which can be seen in October sales for the pertalite fuel type were 151,786 liters However, in November sales of Pertalite decreased to 140,049 liters, then in October sales of the Pertamax fuel type were 6,376 liters and in November sales of the first type of fuel decreased to 6,127 liters. Then for the type of bio diesel fuel, sales in October were 414, 239 liters, then in November there was a drastic decline in sales to 174, 975. Likewise with the type of dexlite fuel. Through the data that researchers have observed, there is a problem with the number of sales not increasing every month, so this is the problem raised in this research.

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There are several factors or variables that are considered capable of influencing consumers' repurchase interest, one of which is service quality. Service quality is one of the important factors determining the success of a business or enterprise. The company's ability to provide service to its consumers is a factor that determines the level of quality of the company's service. According to Kotler and Keller (2016), service quality must start from customer needs and end with customer perception, where customer perception of service quality is a comprehensive assessment of the superiority of a service. Good service quality can be a factor in customers wanting to make repeat visits. The satisfaction that customers get from the service they receive is considered sufficient or even more so that it certainly makes the customer want to experience or get the service again.

High satisfaction reflects a product with high repurchase interest as well. The decision to repurchase arises after consumers try it (Ferdinand, 2006). The intention to repurchase the product is taken when consumers have the perception that the product they choose is of good quality and can meet or even exceed consumer desires and expectations. In other words, the product has high value and quality in the eyes of consumers. In exploiting this phenomenon, every company can definitely understand consumer behavior in its target market.

According to Kotler and Keller (2016), customer satisfaction is the level of someone's feelings after comparing the perceived performance or results compared to their expectations. Customers can experience one of three general levels of satisfaction, namely if performance is below expectations, the customer will feel disappointed, but if performance meets expectations, the customer will feel satisfied and if performance exceeds expectations, the customer will feel very satisfied, happy or happy.

Customer satisfaction also has an important role. Customer satisfaction is the satisfaction received by customers with the goods or services they purchase (Lupiyoadi, 2013). One of the advantages of a satisfied customer is that it can have an impact on an increasingly harmonious relationship between the customer and the company. This kind of behavior means that it can encourage customers to continue to repurchase products from the company. According to Tjiptono (2016), customer satisfaction is a situation where consumers are aware of their needs and desires and hope that they can be realized well.

2. RELATED WORKS

2.1 Service Quality

Service quality must start from customer needs and end with customer perception, where customer perception of service quality is a comprehensive assessment of the superiority of a service. According to Tjiptono (2016), service quality can be interpreted as an effort to fulfill consumer needs and desires as well as the accuracy of delivery in keeping with consumer expectations. Consumers have expectations of the services provided by a company. Service quality can be said to be of good or superior quality if the company is able to meet customer expectations or even more. If the company has not been able to meet consumer

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expectations, is a possibility that consumers will switch to a company that is able to provide services in accordance with their expectations.

2.2 Repurchase Intention

Repurchaseintention is a consumer's post-purchase action. Post-purchase consumer satisfaction and dissatisfaction with a product will influence subsequent behavior. If consumers are satisfied then they will show a higher probability of repurchasing the product. The definition of repurchase intention according to Hasan (2018) the intention to buy based on past purchasing experiences. High repurchase interest reflects a high level of consumer satisfaction. Repurchase intention is an interest in purchasing, based on purchasing experiences that have been made in the past.

2.3 Customer Satisfaction

According to Riyanto (2018), satisfaction is a comparison of the quality of service experienced by customers, what customers expect. If the quality experienced by customers is lower than expected, occur. Customers meet expectations, customers will be satisfied, if the quality of service is more than expected, customers will be very satisfied. Customer satisfaction is a person or customer's feeling of satisfaction or disappointment with what results from a comparison between the performance provided and the expectations of a product or service used.

3. METHODOLOGY

The research used in this research is associative research. According to Sugiyono (2019), associative research is research conducted to determine the relationship between two or more variables. In this research, researchers used a quantitative approach. Quantitative data was obtained through distributing questionnaires or questionnaires which were determined based on the number of samples in this research. Thus, this research is a quantitative descriptive research. Data obtained through the research population sample will be analyzed according to the statistical methods used and will then be interpreted (Sinulingga, 2011).

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Ansori, 2020). The population in this study were customers of Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, and Padangsidimpuan City, the number of whom is unknown. The sampling method used is non-probability sampling. By calculating the number of indicators as 17 times 7, the sample size for this study was 119 people.

In this research, the data analysis method used is structural equation modeling-partial least squares (SEM-PLS) using Smart PLS software. PLS has the ability to explain the relationship between variables and the ability to carry out analyzes in one test (Juliansyah, 2014). The purpose of PLS is to help researchers to confirm theories and to explain whether or not there

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is a relationship between latent variables. According to Ghozali (2018), partial least squares are used because this research is a latent variable that can be measured based on the indicators so that the author can analyze it with clear and detailed calculations.

4. RESULTS AND DISCUSSION

General Description

Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, Padangsidimpuan City, which was established in 2015, has facilities in the form of a prayer room, toilet, and minimarket. Then there are 3 fuel filling posts consisting of pertalite, pertamax, dexlite, and bio diesel. Public Fuel Filling Station Number 13227108 in terms of facilities continues to strive to develop so that consumers can be more interested in filling up with fuel at Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, Padangsidimpuan City, for example in terms of facilities rest areas continue to be developed so that consumers can use them as much as possible, apart from refueling, as a place to rest after a trip, stations for filling radiators and air pumps, as well as mini market and prayer room facilities.

Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, Padangsidimpuan City has 9 employees with a position composition of 6 people as operators, 2 people as cleaning services and 1 person as supervisor, and operates with a 2 shift scheme morning and evening, with morning shift operating hours from 08:00 to 17:00 West Indonesia Time and night shift from 17:00-08:00 morning West Indonesia Time.

Respondent Characteristics

Based on the processed data, it is known that of the 119 respondents studied, 81 were men with a percentage of 68.1 percent and 38 women with a percentage of 31.9 percent. It can be concluded that based on the samples taken in the research, the majority of customers of Public Fuel Filling Station Number 13227108 and the research samples are dominated by men.

Based on the processed data, it is known that of the 119 respondents studied, as many as 32 people were aged 16-25 years with a percentage of 26.9 percent, as many as 38 people were aged 25-34 years with a percentage of 31.9 percent, as many as 34 people aged 34-44 years with a percentage of 28.6 percent, 15 people aged >44 years with a percentage of 12.6 percent. It can be concluded that the majority of respondents who are customers of Public Fuel Filling Station Number 13227108 and are the research sample are aged between 17-40 years.

Based on the processed data, it is known that of the 119 respondents studied, as many as 30 people have student status with a percentage of 25.2 percent, as many as 25 people work as private employees with a percentage of 21 percent, as many as 18 people work as civil

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servants. Civil servants with a percentage of 15.1 percent, 15 people working as employees of state owned enterprises with a percentage of 12.6 percent, 31 people working as Others such as farmers, entrepreneurs, building construction workers with a percentage of 26.1 percent. From the table above, it can be concluded that the majority of respondents who are Public Fuel Filling Station Number 13227108 and are part of the research sample work as others such as farmers, entrepreneurs, and building construction workers.

Hypothesis Testing Result

Table 1. Path Coefficients - Direct Effect

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Service Quality ->Customer Satisfaction	0.820	0.820	0.058	14.128	0.000
Service Quality ->Repurchase Intention	0.707	0.708	0.100	7.064	0.000
Customer Satisfaction ->Repurchase Intention	0.751	0.725	0.207	3.630	0.000

Source: SmartPLS 4 Data Processing Result

Table 2. Path Coefficients - Indirect Effect

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Service Quality ->Customer Satisfaction ->Repurchase Intention	0.616	0.590	0.167	3.700	0.000

Source: SmartPLS 4 Data Processing Result

Service quality has a positive and significant effect on customer satisfaction at Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, and Padangsidimpuan City. Based on the answers from respondents through the questionnaire distributed, it is known that the majority of respondents answered agree and strongly agree, such as on items about facilities such as the availability of special employees to maintain the cleanliness of the Public Fuel Filling Station environment, not only that through items about employee service that is friendly and careful in serving customers, an adequate number of employees, so that customers can be served quickly, the majority of respondents answered in the affirmative, though these responses it can be concluded that the quality of service provided to customers is considered optimal so that it can lead to customer satisfaction.
Service quality has a positive and significant effect on repurchase intention at Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, and Padangsidimpuan City. Based on the answers from respondents through the questionnaire distributed, it is known that the majority of respondents answered agree and strongly agree as in the items regarding the good condition of existing facilities,

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service guarantees and the ability of employees to provide responsive service so that customers can be served quickly. The majority of respondents answered agree, through these responses, it can be concluded that the quality of service provided to customers is considered optimal so that it can lead to repeat purchases by customers of Public Fuel Filling Station Number 13227108.

Customer satisfaction has a positive and significant effect on repurchase intention at Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, and Padangsidimpuan City. Based on variable descriptive analysis, the statement on the customer satisfaction variable, the majority of respondents responded in agreement with the statement regarding the quality of service provided by Public Fuel Filling Station Number 13227108 is optimal and the facilities provided by Public Fuel Filling Station Number 13227108 can meet customer needs. From this, it can be concluded that the more satisfied customers are when filling up fuel at Public Fuel Filling Station Number 13227108, the greater the possibility that customers will visit again.

Service quality has a significant effect on repurchase intention through customer satisfaction at Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, and Padangsidimpuan City. Service quality is a real manifestation of the company's ability to serve its customers optimally. Service quality focuses on the level of excellence possessed by the service provider company. The goal is to fulfill customer desires. By providing good service to customers, the impact is that customer satisfaction will increase because the company is able to fulfill its customers' desires. Customer satisfaction is closely related in terms of mediating between service quality and repurchase interest. Customers will be loyal when the service provided is able to satisfy customer desires, so it is likely that customers will continue to make purchases.

5. CONCLUSION AND SUGGESTION

Based on the research results show that service quality has a positive and significant effect on customer satisfaction at Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, Padangsidimpuan City. Service quality has a positive and significant effect on repurchase intention at Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, and Padangsidimpuan City. Customer satisfaction has a positive and significant effect on repurchase intention at Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, Padangsidimpuan City. Service quality has a significant effect on repurchase intention through customer satisfaction at Public Fuel Filling Station Number 13227108, Jalan Jenderal Besar A. H. Nasution, Padangsidimpuan Batunadua District, and Padangsidimpuan City.

Based on the results of the research conducted, the researcher compiled and made suggestions for several parties as follows:

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1. To Management

Through the research results, it can be seen how the service quality variable influences customer satisfaction and the interest in repurchasing customers of Public Fuel Filling Station Number 13227108. However, through descriptive statistical analysis, there are still several respondents who answered that they did not agree with the questionnaire distributed by the researcher, so the researcher suggested:

a. In the Public Fuel Filling Station Number 13227108 employee items which are fast and accurate so that there are no long queues, the researcher suggests always providing training and direction to every employee who works at the Public Fuel Filling Station Number to provide service and fill fuel quickly so that this does not happen long queue.
b. Public Fuel Filling Station Number employees provide instructions to take a break in the Public Fuel Filling Station Number area. Researchers suggest giving instructions and briefings to employees to direct customers who are traveling long distances to rest in the Public Fuel Filling Station Number area.
c. There are still respondents who maintain neatness during the operational hours of Public Fuel Filling Station Number 13227108, who answered neither agree nor disagree, so researchers suggest giving warnings to employees who do not maintain neatness while working during the operational hours determined by Public Fuel Filling Station Number.

2. To the Next Researcher

It is hoped that this research can become a source of reference and reference for future researchers regarding factors that can influence customer satisfaction and interest in returning visits. In this research, we only use the service quality variable as an independent variable, so it is recommended that future researchers use and add other variables that are considered to provide a significant contribution and influence on customer satisfaction and interest in returning visits.

3. To the University

It is hoped that this research can become a reference and reference source for campus academics regarding the variables studied, and can add to the list of repositories that will be useful for research and university accreditation purposes.

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