



Effect of Packaging Design and E-Satisfaction on Repurchase Intention with Quality of Service as an Intervening Variable to the Politeknik Unggulan Cipta Mandiri Students Using E-Commerce Applications

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Abstract: This study aims to determine and analyze effect of packaging design and e-satisfaction on repurchase intention with quality of service as an intervening variable to the Politeknik Unggulan Cipta Mandiri students using e-commerce applications. This research is a type of quantitative research with causality research design. This research is conducted on the Politeknik Unggulan Cipta Mandiri students using e-commerce applications. The research period is from September 2022 to completion. Population in this study are the Politeknik Unggulan Cipta Mandiri students, all majors with a total of 50 students who had shopped at least twice using e-commerce applications. Sample of this study is a population of 50 students from the Politeknik Unggulan Cipta Mandiri. The data analysis model in this study used path analysis. The results show that packaging design has a positive and significant effect on quality of service. E-satisfaction has a positive and significant effect on quality of service. Packaging design has a positive and significant effect on repurchase intention. E-satisfaction has a positive and significant effect on repurchase intention. Quality of service has a positive and significant effect on repurchase intention. Quality of service is able to intervene packaging design on repurchase intention. Quality of service is able to intervene e-satisfaction on repurchase intention.

Keywords: *Packaging Design, E-Satisfaction, Quality of Service, Repurchase Intention.*

1. INTRODUCTION

The advancement of the digital technology era supports an increasingly modern way of consumer shopping. This is in accordance with various events that exist in today's



society, one of which is offline shopping which has turned into online shopping. Offline shopping is buying and selling activities carried out directly by sellers and buyers. Online shopping is currently an option for buying a product that consumers need, because as time goes on, this increasingly sophisticated technology can make it easier for everyone to access all forms of information about the product they want online. With online shopping, it can make shopping easier. Starting with the emergence of the marketplace to social media which is also a place to market and offer products as well as buying and selling interactions. The benefits of online shopping include shopping activities that are easier, more practical, require small capital, carry out other jobs, easy transactions, and secure transactions. Marketplace development in Indonesia is currently growing rapidly, as evidenced by the emergence of various kinds of marketplace applications that have significant advantages. Marketplace is defined as one of the providers of internet-based online media (web-based) as a place to carry out business activities and transactions between buyers and sellers. Buyers can search for as many sellers as possible according to their needs and criteria, so they get according to market prices. The increasing number of e-commerce applications that exist today, makes the map of competition to win the hearts of consumers even tighter, in the Play Store alone many e-commerce applications can be downloaded and used free of charge by consumers. E-commerce applications that can win the hearts of consumers and grow rapidly are marked by the large number of purchases that occur in these applications and generate interest in repurchasing in the future.

Repurchase intention is customer satisfaction measured behaviorally by asking whether the customer would shop again or use the company's services (Tjiptono, 2014:43). In the case of e-commerce apps, customers feel satisfied when they shop through the app, and they show their intention to make repeat purchases even after making a purchase. Repeat purchase intent is influenced by packaging design, satisfaction with using e-commerce applications, called e-satisfaction, and quality of service. Data on the top 5 marketplace visitors in Indonesia from 2019 to 2020 shows that the number of marketplace visitors in the 3rd quarter of 2019 with 214,183,700 visitors, 4th quarter of 2019 with 235,383,200 visitors, 1st quarter of 2020 with 220,966,600 visitors, and 2nd quarter of 2020 with 255,161,000 visitors. It can be said that the marketplace has increased every quarter, even though it has experienced a decline in the 1st quarter of a year. This study aims to determine and analyze effect of packaging design and e-satisfaction on repurchase intention with quality of service as an intervening variable to the Politeknik Unggulan Cipta Mandiri students using e-commerce applications.

Literature review

Packaging Design: Klimchuk and Krasovec (2007) show that packaging design combines shape, structure, color materials, imagery, typography, and design elements with product information to sell, package, protect, ship, donate, and otherwise use the



product. We define it as the creative business of making it usable and so on. To preserve and differentiate products that can ultimately uniquely convey the character and function of consumer products.

Klimchuk and Krasovec (2007) list several goals in packaging design:

1. Display the unique characteristics of the product.
2. Enhance product aesthetics and value.
3. Maintain product brand consistency.
4. Emphasize the difference between product range and product line.
5. Development of package shape according to category.
6. We use new materials and develop innovative structures to reduce costs, protect the environment, or improve functionality.

E-Satisfaction: Providing the best service to customers brings many benefits to the company. When an company provides excellent customer service, the customer is satisfied and will come back to the company, and the benefits of the customer will be passed on to others. Its a free promotional tool for businesses that can give your business confidence by receiving positive feedback from your customers. According to Laksana (2008:97), satisfaction and dissatisfaction compare customer expectations with the reality of the company's goals, customer-perceived of quality of service.

Quality of Service: According to Kotler (2009:138), services means activities or performances provided by one party to another party that are intangible in nature and do not result in any proprietary rights. Essentially, every interaction with a customer is a form of customer care. This interaction can take many forms, including phone calls, letters, emails, and even face-to-face meetings. All of these forms of customer contact are equally responsible for how consumers perceive a business and how satisfied they are with doing business with that business overall. So customer service is really about meeting customer needs and exceeding expectations. Quality of service is a measure of success that provides a guarantee of customer satisfaction. Quality of service allows consumers to provide objective evaluations to increase customer satisfaction.

Repurchase Intention: According to Hellier et al. (2003:1764) repurchase intention means an individual's evaluation of repurchasing services from the same company, taking into account the individual's current situation and good mood. Repurchase intention is customer satisfaction measured behaviorally by asking whether a customer would shop again or use a company's services (Tjiptono, 2014:43). Kotler and Keller (2009:244) argue that consumers may be satisfied or dissatisfied after purchasing a product and may act after purchase. Satisfied customers buy products again, praise their purchases in front of others, pay little attention to competing brands and advertising, and buy other products from the same company. Based on the above definition, we conclude that repeat purchase intent is the repeated, positively enjoyable and positively attituded purchasing behavior over a period of



time that a consumer performs after purchasing a product or service for the first time can be attached. Products and services based on past experience.

2. RESEARCH METHODS

This research is a type of quantitative research with causality research design. Causality research design is a study design constructed to examine possible causal relationships between variables (Pandiangan, 2018; Pandiangan, 2022; Pandiangan et al., 2023). Causality research design is used to understand which variables are influencing (independent variables), which variables are outcomes (dependent variables), and the relationship between independent and dependent variables. The study design is considered consistent with this study variables determined in this study (Pandiangan, 2015; Kurdhi et al., 2023; Ratnawita et al., 2023). This research is conducted on the Politeknik Unggulan Cipta Mandiri students using e-commerce applications. The research period is from September 2022 to completion. Population is a generalized domain made up of objects or subjects that exhibit certain properties or characteristics that are specified by researchers for their study and from which conclusions can be drawn (Pandiangan et al., 2018; Pandiangan, 2022; Sudirman et al., 2023). Population in this study are the Politeknik Unggulan Cipta Mandiri students, all majors with a total of 50 students who had shopped at least twice using e-commerce applications. Sampling technique uses a saturated sample. Saturated sample is a sampling technique that uses all members of the population as samples. Saturated samples are often used when the population is relatively small, such as less than 30 of her, or in studies where you want to generalize with very small errors (Pandiangan et al., 2021; Pandia et al., 2018). Sample of this study is a population of 50 students from the Politeknik Unggulan Cipta Mandiri. The data analysis model in this study used path analysis. Path analysis patterns of relationships between variables to determine the direct or indirect impact of a set of independent variables on a dependent variable. Based on the problem formulation and research hypotheses, we find that there is a causal relationship between the variables by describing the correlation coefficients representing the direct and indirect effects (Pandiangan et al., 2022; Tobing et al., 2018).

3. RESULT

Path Analysis Results

The first substructure and the second substructure in the study are part of the path analysis. A direct effect is an effect that results from a regression between study variables. The indirect effect is the result of multiplying the direct effect of the independent variable on the intervening variable by the effect of the intervening variable on the dependent variable. The overall effect is the sum of direct and indirect effects.



Table 1. Research Hypothesis Testing

No.	Hypothesis	Path Coefficient	P-Value	Conclusion
1.	Packaging design has a positive and significant effect on quality of service.	0.031	0.000	Accepted
2.	E-satisfaction has a positive and significant effect on quality of service.	0.438	0.000	Accepted
3.	Packaging design has a positive and significant effect on repurchase intention.	0.154	0.048	Accepted
4.	E-satisfaction has a positive and significant effect on repurchase intention.	0.675	0.000	Accepted
	Quality of service has a positive and significant effect on repurchase intention.	0.455	0.000	Accepted

Source: Research Results (2022)

Table 2. Intervening Research Hypothesis Testing

No.	Hypothesis	Path Coefficient	Direct Effect </> Indirect Effect	Conclusion
6.	Quality of service is able to intervene packaging design on repurchase intention.	0.411	Direct Effect 0.147 > Indirect Effect -0.013	Accepted
7.	Quality of service is able to intervene e-satisfaction on repurchase intention.	0.644	Direct Effect 0.214 > Indirect Effect -0.176	Accepted

Source: Research Results (2022)

The results show that packaging design has a positive and significant effect on quality of service. E-satisfaction has a positive and significant effect on quality of service. Packaging design has a positive and significant effect on repurchase intention. E-satisfaction has a positive and significant effect on repurchase intention. Quality of



service has a positive and significant effect on repurchase intention. Quality of service is able to intervene packaging design on repurchase intention. Quality of service is able to intervene e-satisfaction on repurchase intention.

4. CONCLUSION AND SUGGESTION

The results show that packaging design has a positive and significant effect on quality of service. E-satisfaction has a positive and significant effect on quality of service. Packaging design has a positive and significant effect on repurchase intention. E-satisfaction has a positive and significant effect on repurchase intention. Quality of service has a positive and significant effect on repurchase intention. Quality of service is able to intervene packaging design on repurchase intention. Quality of service is able to intervene e-satisfaction on repurchase intention.

The suggestions in this study are: 1.It is recommended that e-commerce application development companies make strict regulations for sellers in e-commerce applications regarding the time in which packaging and delivery of goods cannot exceed the specified time, if it exceeds the specified time, the sellers must be sanctioned. This is done so that accuracy in terms of delivery time can be further increased. 2.It is recommended that e-commerce application development companies add a live chat feature to the application so that customer complaints can be heard and acted upon wherever the customer is. In addition, personnel in the customer care division must be increased in order to minimize the existence of queues or waiting lists from customers who wish to immediately report the problems they are facing. E-commerce application development companies are also advised to open branch offices or representatives in each city, at least big cities in each province, so that customers feel close to their e-commerce applications and customers who want to directly report problems immediately, can face to face with representatives of e-commerce applications and solve problems. 3.Due to researcher limitations, it is hoped that subsequent researchers will be able to further refine this study using elements other than those studied by that researcher. For example, brand loyalty, brand awareness, brand equity, and brand association.

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