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The Effect of E-Service Quality on Repurchase Intention of KAI Access Users with Customer Satisfaction as an Intervening Variable

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Abstract

The post-pandemic surge in mobility has increased demand for transportation services, particularly trains. The development of the KAI Access digital platform contributes to this growth by offering ticket booking and trip planning features that improve user experience. Despite this, service quality still needs to be improved, especially booking problems and system errors that users often report. This study aims to investigate the relationship between KAI Access e-service quality and user repurchase intentions, with customer satisfaction as a mediator. This quantitative research involved 274 respondents selected through purposive sampling method, and analyzed using Structural Equation Modeling (SEM) method with SmartPLS 3 application. The results showed that electronic service quality has a positive and significant influence on customer satisfaction and repurchase intention, both directly and through customer satisfaction and customer satisfaction also has a positive effect on repurchase intention. These findings are expected to provide insight for PT Kereta Api Indonesia to improve the performance of the KAI Access application by focusing on improving the quality of electronic services to increase repurchase intention through increased customer satisfaction.

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

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INTRODUCTION

People's mobility in Indonesia has undergone significant development especially after the Covid-19 pandemic. Based on Google's Community Mobility Report, there was an increase in mobility to places such as retail and recreation by 10%, grocery stores and pharmacies by 29%, and workplaces by 20%. Meanwhile, mobility at public transportation hubs decreased by 6% (gstatic.com, 2022). Diverse transportation options, such as private vehicles, public transportation, and ride-sharing services, increase the flexibility of people's mobility. One sector that has experienced significant growth is rail transportation. The rapid growth of rail in Indonesia was seen after the decline during the pandemic. Data from the Badan Pusat Statistik (BPS) shows that the number of train passengers decreased from 428,006 thousand people in 2019 to 186,125 thousand in 2020, then rose again to 371,538 thousand in 2023.

PT Kereta Api Indonesia (Persero) has provided various ticket booking channels that make it easier for customers, such as online booking through the official website and KAI Access application. KAI Access offers various features, such as ticket booking, travel reminders, and online payments, which increase convenience for users. The app also facilitates the travel experience by providing real-time information, monitoring schedules, and providing important notifications. The use of electronic services is becoming a top choice for consumers due to its convenience and efficiency. Services such as KAI Access reduce the use of paper and offer environmentally friendly solutions. The app has been downloaded more than 10 million times on Google Play, demonstrating its popularity among the public. However, service quality remains an important aspect that service providers should pay attention to.

Armstrong & Kotler (2023) service companies can differentiate themselves by offering consistently higher quality than their competitors. This is important to maintain competitiveness in the digital era, especially in the transportation industry. E-service quality is a crucial component in establishing relationships between companies and consumers, as mentioned by Candra et al. (2022). Service providers who are able to deliver high-quality experiences will have a competitive advantage in retaining and attracting customers. Increased competition in the transportation industry challenges e-service providers such as KAI Access to continue to innovate. E-service quality must be evaluated consistently to build a strong customer base. Repeat purchase intention is an important indicator to measure customer satisfaction and company competitiveness. According to Tua Pandiangan (2022), repeat purchases occur when customers are satisfied with previous purchases.

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Satisfied customers tend to make repeat purchases, which increases company revenue. PT KAI's 2023 financial report shows an increase in revenue from Rp22,967,071,664 in 2022 to Rp27,764,287,041 in 2023, with construction revenue growth reaching 181.25%. Customer satisfaction can be measured through the rating of the services provided. The KAI Access app is rated 2.3 out of 209 thousand reviews on Google Play. Despite its popularity, many users complain about difficulties in the ticket booking process, such as empty schedules, payment difficulties, and other technical issues. This shows that service providers need to improve service quality to meet customer expectations.

KAI Access utilizes technology to facilitate users in using the train. Research into e-service quality and repeat purchase intentions can help understand the influence of customer satisfaction on the success of this application. Armstrong & Kotler (2023) state that customer retention is the company's ability to retain customers by providing consistent value.

Based on this analysis, it can be concluded that although KAI Access is the official application of PT Kereta Api Indonesia for booking train tickets, there are still complaints about its service quality. Artana et al. (2022) revealed that electronic service quality does not directly increase repurchase intentions, but becomes significant when mediated by customer satisfaction. So that researchers are interested in taking the title “The Effect of E-Service Quality on Repurchase Intention of KAI Access Users with Customer Satisfaction as an Intervening Variable”.

LITERATURE REVIEW

Marketing

Marketing according to Armstrong & Kotler (2023) is a process when a company involves customers, creates close relationships with customers, and creates customer value with the aim that they get value from customers in return. According to Ariyanto et al. (2023) marketing can be interpreted as a management process that allows individuals or groups to get what they need and want, especially by creating, offering, and exchanging products of value with other parties.

Marketing Management

Marketing management according to Armstrong & Kotler (2023) can be defined as an art and science of targeting a market and creating mutually beneficial relationships with that market. According to Ariyanto et al. (2023) marketing management is included

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in one part of management science whose presence is indispensable in all activities in business.

Electronic Service Quality

Based on Tjiptono (2019), it is explained that in principle the e-service quality model is an adaptation as well as a development of a traditional model that has existed before, namely service quality in the context of an online shopping experience. According to Parasuraman et al. (2005) e-service quality can be interpreted more broadly so that it includes all phases of customer interaction with the website, such as the extent to which the website can facilitate the purchase, acquisition and delivery of products in an efficient and effective manner. This eSERVQUAL model focuses on two main elements, namely core online service (E-S-QUAL) or core online service and recovery online service (E-RecS-QUAL) or recovery online service. Core online service consists of the dimensions of efficiency, fulfillment, system availability, and privacy. Recovery online service consists of the dimensions of responsiveness, compensation, and contact.

Repurchase Intention

Repurchase intention or repurchase according to Tjiptono & Chandra (2020) can occur as a result of market dominance by a company that has succeeded in making its products the only choice available in the market. Repurchase intention according to Widodo & Utami (2021) refers to the desire to buy a product or service based on previous purchasing experiences. Repurchase intention is one of the strong indicators of customer satisfaction with a product at the time of purchase. After customers try a product or service and determine whether they like it or not, they decide whether to use or reject it. According to Chandra & Indrawati (2023) purchase intention can be measured in various ways such as transactional interest, referential interest, preferential interest, and exploratory interest.

Customer Satisfaction

Customer satisfaction according to Armstrong & Kotler (2023) depends on product performance which is considered in accordance with buyer expectations. If product performance does not meet expectations, the customer is dissatisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy. According to Suyanto & Femi (2023) customer satisfaction is considered one of the most important factors that determine customer loyalty.

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FRAMEWORK OF THOUGHT & RESEARCH HYPOTHESIS

Based on the theoretical review described above and previous research, the following framework can be realized in this study.

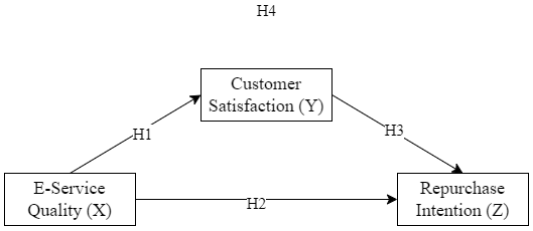


Figure 1 Framework (Artana et al., 2022)

Based on the above framework, the hypothesis that will be tested is as follows.

H1: There is an effect of E-Service Quality on customer satisfaction

H2 : There is an effect of E-Service Quality on Repurchase Intention

H3 : There is an effect of customer satisfaction on Repurchase Intention

H4 : There is an effect of the effect of E-Service Quality on Repurchase Intention with customer satisfaction as intervening

RESEARCH METHODS

This research uses a descriptive approach to explain group characteristics, estimate percentages, and identify user perceptions. This type of research is causal with quantitative methods, using surveys to collect data from individual KAI Access users. The research was conducted in a natural setting (non-contrived) and used a cross-sectional design with data collection in one period. The independent variable is e-service quality, the dependent variable is repurchase intention, and the intervening variable is customer satisfaction. The measurement scale used is a Likert scale, and the sampling technique is purposive sampling with an online questionnaire. The study population was 12,419,711 KAI Access users, with a minimum sample of 185 respondents. The data analysis technique uses descriptive analysis and Structural Equation Modeling with SmartPLS 3.0 software.

RESULT AND DISCUSSION

In this study, the primary data used was obtained through distributing questionnaires to respondents totaling 274 people who are users of the KAI Access

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application. The questionnaire used is the Google Form website in this study. The following is data on the characteristics of research respondents.

Table 1 Characteristics of Research Respondents

Karakteristik	Klasifikasi	Persentase
Gender	Male	15.69%
	Female	84.30%
Age	17 - 22 years	64.23%
	23 - 28 years	28.46%
	29 - 34 years	4.37%
	≥ 35 years	2.91%
Occupation	Student/Student	72.26%
	Entrepreneur	5.47%
	Private Employee	15.69%
	Government Employee	3.64%
	Housewife	0.72%
	Unemployed	1.09%
	Freelancer	0.72%
	Student and Private Employee	0.36%
Transaction Frequency	1 – 2 times per month	69.70%
	3 – 5 times per month	20.43%
	> 5 times per month	9.85%
Expense per Transaction	< Rp100,000	49.63%
	Rp100,000 – Rp500,000	45.25%
	> Rp500,000	5.10%

Source: Data processed by the author (2024)

Based on the results of descriptive analysis, it can be concluded that the e-service quality variable has an average score of 85.11% which is included in the very good category. The repurchase intention variable has an average score of 90.23% which is included in the very good category. The customer satisfaction variable has an average score of 87.18% which is included in the very good category.

R-Square Analysis and Q-Square Analysis

The following are the results of conducting the R-Square test and the Q-Square test.

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Table 2 R-Square Analysis and Q-Square Analysis

	R Square	Q^2 (=1-SSE/SSO)
Customer Satisfaction (Z)	0,767	0.512
Repurchase Intention (Y)	0,520	0.331

Source: Data processed by the author (2024)

The customer satisfaction variable has an R-Square value of 0.767, which indicates that 76.7% of the variation in customer satisfaction is explained by e-service quality, with the rest influenced by other variables outside the independent variables. This value is classified as strong. Meanwhile, the repurchase intention variable has an R-Square value of 0.520, which indicates that 52% of the variation in repurchase intention is explained by e-service quality, with the rest being influenced by other variables. This value is categorized as moderate.

The Q^2 value for customer satisfaction is 0.512 and for repurchase intention is 0.331, indicating that E-Service Quality has predictive relevance to both variables because the Q^2 value is greater than 0.s

F-Square Analysis

The following are the results of conducting the F-Square test.

Table 3 F-Square Analysis

	E-Service Quality (X)	Customer Satisfaction (Z)	Repurchase Intention (Y)
E-Service Quality (X)		3,297	0,093
Customer Satisfaction (Z)			0,046
Repurchase Intention (Y)			

Source: Data processed by the author (2024)

Based on effect size, E-Service Quality has a major influence on customer satisfaction with a value of 3.297. On the other hand, the effect of E-Service Quality on repurchase intention is 0.093, which is included in the small effect category. In addition,

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the effect of customer satisfaction on repurchase intention is also relatively small, with a value of 0.046.

Goodness of Fit Test

The Goodness of Fit test can be seen from the following table.

Table 4 Goodness of Fit Test

	Saturated Model	Estimated Model
SRMR	0.060	0.060
NFI	0.770	0.770

Source: Data processed by the author (2024)

Based on the table above, it can be seen that the SRMR value is below 0.080, which is 0.060. So that the model can be declared to have a good fit. In addition, based on the NFI value of 0.791, this model is also declared to have a good fit because it has a value below 0.90.

Hypothesis Test

The following are the results of hypothesis testing in the study.

Table 5 Hypothesis Test

Relationship	Path Coefficient	T Statistics	P Values	Remarks
H1: E-Service Quality (X) -> Customer Satisfaction (Z)	0.876	45.776	0.000	Accepted
H2: E-Service Quality (X) -> Repurchase Intention (Y)	0.437	4.347	0.000	Accepted
H3: Customer Satisfaction (Z) -> Repurchase Intention (Y)	0.307	2.850	0.005	Accepted

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H4: E-Service Quality (X) -> Customer Satisfaction (Z) -> Repurchase Intention (Y)	0.269	2.821	0.005	Accepted

Source: Data processed by the author (2024)

The first hypothesis shows that the e-service quality variable has a significant positive effect on customer satisfaction. This is because the P-Value value is 0.000 < 0.05, T-Value 45.776 > 1.65, and the path coefficient is 0.876, so this hypothesis is accepted. The second hypothesis shows that the e-service quality variable has a significant positive effect on repurchase intention. This is because the P-Value value is 0.000 < 0.05, T-Value is 4.347 > 1.65, and the path coefficient is 0.437, so this hypothesis is accepted. The third hypothesis shows that the customer satisfaction variable has a significant positive effect on repurchase intention. This is because the P-Value value is 0.005 < 0.05, T-Value 2.850 > 1.65, and the path coefficient is 0.307, so this hypothesis is accepted. The fourth hypothesis shows that the e-service quality variable has a significant positive effect on repurchase intention through customer satisfaction. This is because the P-Value value is 0.005 < 0.05, T-Value 2.821 > 1.65, and the path coefficient is 0.269, so this hypothesis is accepted.

CONCLUSION

Based on the results of research and discussion that has been conducted on 274 people related to the effect of e-service quality on repurchase intention through customer satisfaction as a mediating or intervening variable. The characteristics of respondents in this study are mostly women with an age range of 17 to 22 years old, having a majority job as a student or student who uses the KAI Access application with a majority transaction intensity of 1 to 2 times per month, followed by the cost incurred per transaction the majority is less than IDR 100,000. So it can be concluded that the first relationship between e-service quality, repurchase intention, and customer satisfaction in KAI Access users can be seen from the majority of respondents in this study agreeing and having the perception that the e-service quality, repurchase intention, and customer satisfaction of the KAI Access application are very good. Second, e-service quality has a positive and significant effect on customer satisfaction with a path coefficient of 0.876. This shows that the effect of e-service quality on customer satisfaction is very large. Third,

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e-service quality has a positive and significant effect on repurchase intention with a path coefficient of 0.437. This means that high e-service quality in the KAI Access application has a considerable effect on user repurchase intention. Fourth, customer satisfaction has a positive and significant effect on repurchase intention with a path coefficient of 0.307. This means that although the effect is not too large. Fifth, e-service quality has a positive and significant effect on repurchase intention through customer satisfaction as an intervening variable, with a path coefficient of 0.269. This means that the effect of e-service quality on repurchase intention through customer satisfaction is the smallest compared to other influences.

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