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Repurchase Intention Of Provincial Government Of The Special Capital Region Of Jakarta Employees In Food And Beverage Transactions On The E-Order Application

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Abstract

This study examines the influence of product quality and service quality on customer satisfaction and repurchase intention among government employees who transact food and beverage orders through the e-order platform managed by the Provincial Government of the Special Capital Region (DKI) of Jakarta. Using a quantitative survey design, data were collected from 385 civil servants who had transacted with the same food and beverage provider at least three times through e-order, selected via purposive sampling and analyzed with Structural Equation Modeling (SEM) in AMOS 31. The measurement model met the recommended validity, reliability, and goodness-of-fit criteria. The structural model shows that product quality and service quality each have a positive and significant effect on customer satisfaction and on repurchase intention, and that customer satisfaction positively and significantly affects repurchase intention. However, bootstrapping analysis indicates that customer satisfaction does not significantly mediate the effect of either product quality or service quality on repurchase intention, suggesting that these direct paths dominate the model. The findings offer practical implications for local government procurement policy and for small food and beverage vendors seeking sustained participation in digital public procurement.

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

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INTRODUCTION

Digital transformation has reshaped the way public institutions carry out even their most routine procurement activities. Across many countries, government agencies have moved away from manual, paper-based purchasing toward online marketplaces that promise faster processing, clearer audit trails, and broader participation from small businesses. Indonesia has followed this trajectory at both the national and regional levels, and the Provincial Government of DKI Jakarta has positioned itself as one of the more advanced adopters of digital public procurement. Within this broader shift, a seemingly mundane category of spending, meeting refreshments and catering, has become an instructive case study of how digital platforms perform once they are embedded in everyday administrative routines rather than in large, one-off procurement projects.

The adoption of digital procurement systems by local governments has become a central component of public sector reform in Indonesia, aimed at improving transparency, efficiency, and accountability in the purchase of goods and services (Creswell & Creswell, 2018; Sugiyono, 2019). One notable example is the e-order platform developed by the Procurement Services Agency (BPPBJ) of the Provincial Government of DKI Jakarta, an online marketplace that connects government agencies with locally registered micro, small, and medium enterprises (MSMEs) participating in the Jakpreneur empowerment program. The platform is intended to widen market access for MSMEs while allowing government units to procure goods and services, including meeting refreshments and catering, in a manner consistent with Presidential Regulation No. 12 of 2021 on Government Procurement and Governor Regulation No. 2 of 2020 on Integrated Entrepreneurship Development.

Beyond its administrative purpose, e-order was also conceived as an economic empowerment instrument. By channeling a portion of routine government spending toward MSMEs that might otherwise struggle to compete for public contracts, the platform seeks to translate the government's own consumption needs into a stable and recurring source of demand for small local businesses. In principle, this design should distribute transaction volume fairly widely across the thousands of vendors registered on the platform, since any eligible MSME can, in theory, be discovered and selected by a purchasing unit searching for a particular product or service.

Transaction records maintained by the Department of Industry, Trade, Cooperatives, and MSMEs (PPKUKM) for the 2019–2024 period indicate that, of 5,127 vendors registered on e-order, only 2,689 had ever completed a transaction, while 2,438 remained inactive. Among the categories with the highest transaction volume, catering

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services and processed food and beverage products together accounted for the majority of orders, with a small set of providers appearing repeatedly among the ten highest-transacting vendors over several consecutive years. This pattern points to an uneven distribution of repeat orders concentrated on a limited number of providers rather than a broad-based, competitive marketplace, and it motivates the central question of this study: what factors lead government employees who arrange meeting catering to return to the same provider through e-order.

This concentration is puzzling precisely because the platform was designed to lower the barriers to being discovered and chosen. If the marketplace mechanism were functioning as intended, transaction volume would be expected to spread more evenly as procurement officers sampled among the many eligible vendors available in each product category. Instead, the repeated appearance of the same providers among the highest-transacting vendors over multiple years suggests that, once a government buyer finds a provider that reliably meets their needs, they tend to keep returning to that same provider rather than continuing to search the marketplace. Understanding why this happens requires looking beyond the platform's technical design and toward the behavioral factors that shape a government employee's decision to reorder, which is the gap this study seeks to address.

A preliminary survey of 64 civil servants who had acted as procurement officers, treasurers, or recommenders for meeting catering, and who had ordered from the same provider at least three times, found that product quality (cited by 89% of respondents) and service quality (cited by 76%) were the two most frequently mentioned considerations behind repeat selection, ahead of peer recommendation, transaction experience, and trust. Respondents indicated that they favored providers whose products were consistently hygienic and well-presented and whose service was punctual and administratively reliable, since delays or errors could damage the reputation of the meeting organizer or complicate financial accountability.

Building on this preliminary evidence and on prior research linking product quality, service quality, and customer satisfaction to repurchase intention in commercial e-commerce and food-service settings (Ginting et al., 2023; Chatzoglou et al., 2022; Hui et al., 2025; Kamitha et al., 2025), this study extends the discussion into a context that has received comparatively little empirical attention: institutional, government-to-business digital procurement of food and beverages. Most existing repurchase-intention research focuses on consumer e-commerce or online food delivery to individual buyers; comparatively little work examines how the same behavioral constructs operate when the

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buyer is a public-sector employee purchasing on behalf of an institution under administrative and budgetary constraints. Unlike an individual consumer who buys primarily to satisfy personal preference, a procurement officer or treasurer orders on behalf of a unit, is accountable to superiors for the outcome of the event, and must be prepared to justify the transaction through formal reporting procedures. These conditions plausibly change the weight that product quality, service quality, and satisfaction carry in the decision to reorder, which makes this an empirically and practically important setting to examine in its own right rather than simply assuming that findings from consumer markets will transfer directly.

This study therefore aims to (1) analyze the effect of product quality on customer satisfaction, (2) analyze the effect of service quality on customer satisfaction, (3) analyze the effect of product quality on repurchase intention, (4) analyze the effect of service quality on repurchase intention, and (5) analyze the effect of customer satisfaction on repurchase intention, among government employees using the e-order platform in DKI Jakarta for food and beverage transactions. The remainder of this article proceeds as follows. The next section reviews the relevant literature and develops the study's hypotheses. This is followed by a description of the research method, including the sampling procedure and analytical technique. The article then presents the empirical results, discusses their theoretical and practical implications, and closes with conclusions, limitations, and recommendations for policy, practice, and future research.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Repurchase Intention

Repurchase intention refers to a consumer's behavioral tendency to purchase the same product or service again after judging that a prior purchase met or exceeded expectations (Kotler & Keller, 2016). In digital commerce, repurchase intention occurs when a consumer transacts with the same provider more than once after a satisfactory prior experience (El Shiffa et al., 2021), and can be understood as an evaluative judgment of whether to return to the same seller based on past experience and current conditions (Ginting et al., 2023). Chatzoglou et al. (2022) describe repurchase intention as a forward-looking behavioral indicator encompassing the intention to shop again at the same outlet, the likelihood of revisiting, the likelihood of using related products or services in the future, and the intention to spend more with that outlet over time. Related work by Hui et al. (2025) similarly frames repurchase intention as a critical determinant of long-term customer loyalty toward a platform. Across this literature, repurchase intention is

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consistently linked to satisfaction, trust, service quality, and price-value perceptions (Renaningtyas et al., 2022; V.T.M et al., 2024).

Customer Satisfaction

Customer satisfaction is generally conceptualized as the outcome of a cognitive comparison between a consumer's expectations and the performance actually experienced; when perceived performance meets or exceeds expectations, a positive disconfirmation occurs and satisfaction results. Satisfaction has repeatedly been shown to mediate or directly precede repurchase behavior in retail, food and beverage, and digital commerce contexts (Susilawati et al., 2024).

Product Quality

Product quality reflects the extent to which the physical and sensory attributes of a product, such as conformity with its description, packaging condition, variety, presentation, and taste, meet consumer expectations. Prior studies report that product quality is a strong antecedent of both customer satisfaction and repurchase intention across sectors ranging from fashion retail to coffee shops and outdoor equipment (Asrilsyak, 2024; Susilawati et al., 2024).

Service Quality

Service quality captures the reliability, responsiveness, accuracy, and overall professionalism with which a provider delivers a service, from order placement to fulfilment. In online and logistics-based transactions, punctuality and communication responsiveness are frequently highlighted as the service attributes most closely tied to satisfaction and repeat patronage (Asawawibul et al., 2025).

Hypothesis Development

Beyond its indirect route through satisfaction, product quality may directly strengthen repurchase intention, as consumers who consistently receive a product that matches their expectations develop confidence in returning to the same provider (Asrilsyak, 2024; Anwar et al., 2023). Hence:

H1: Product Quality has a positive and significant effect on Repurchase Intention.

Product quality is theorized to shape customer satisfaction because products that conform to their description, arrive well packaged, and offer an appealing taste and

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presentation generate a positive post-consumption evaluation (Kamitha et al., 2025). Accordingly:

H2: Product Quality has a positive and significant effect on Customer Satisfaction.

Service quality is likewise expected to influence satisfaction, since dependable, prompt, and well-communicated service reduces uncertainty and builds positive disconfirmation (Susilawati et al., 2024). Thus:

H3: Service Quality has a positive and significant effect on Customer Satisfaction.

Similarly, reliable and responsive service is expected to reduce the psychological friction associated with reordering and to reinforce the buyer's commitment to a given provider. Thus:

H4: Service Quality has a positive and significant effect on Repurchase Intention.

Finally, satisfied customers are expected to be more willing to transact again, since a favorable past experience lowers the perceived risk of returning to the same provider and reinforces the perception that value received matches value paid (Meilatinova, 2021; Putri & Yasa, 2022). Accordingly:

H5: Customer Satisfaction has a positive and significant effect on Repurchase Intention.

Together, these hypotheses form a structural model in which product quality and service quality act as exogenous variables influencing customer satisfaction (an intervening variable), while product quality, service quality, and customer satisfaction jointly influence repurchase intention as the endogenous outcome variable.

RESEARCH METHOD

Research Design

This study employs a quantitative survey design intended to test causal relationships among the research variables through statistical analysis (Creswell & Creswell, 2018; Neuman, 2014). Primary data were collected using a structured questionnaire administered to respondents who met the study's eligibility criteria, and the resulting data were analyzed using covariance-based Structural Equation Modeling (SEM).

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Population and Sample

The population comprised civil servants (Pegawai Negeri Sipil, PNS) and government employees under work agreements (PPPK) across the Provincial Government of DKI Jakarta, totaling 68,315 personnel as of December 2025 according to the Regional Civil Service Agency (BKD). The eligible sample, however, was restricted to civil servants who had ordered or recommended food and beverage vendors for meetings at least three times through the same provider on e-order, since this experience was necessary to meaningfully evaluate product quality, service quality, satisfaction, and repurchase intention. Sample size was determined using Cochran's (1957) formula for large, heterogeneous populations, with a 95% confidence level (Z = 1.96), a 5% margin of error, and an assumed proportion of 0.5, yielding a minimum required sample of approximately 384 respondents. A purposive, non-probability sampling technique was applied because the exact number of qualifying employees in the population was unknown. A total of 385 valid responses were collected and analyzed using SEM in AMOS version 31, a sample size consistent with recommended minimums for stable SEM parameter estimation.

Measurement and Data Analysis

Constructs were measured using a six-point Likert scale (1 = strongly disagree to 6 = strongly agree). Prior to hypothesis testing, the measurement model was evaluated for convergent validity using standardized loading factors and Average Variance Extracted (AVE ≥ 0.50, following Fornell & Larcker, 1981) and for reliability using construct reliability estimates. Model fit was assessed using absolute fit indices (Chi-square/CMIN, probability, CMIN/DF, GFI), incremental fit indices (TLI, CFI), and the parsimony index AGFI, together with RMSEA, following the cut-off criteria recommended by Hair et al. (2018) and Byrne (2016). Hypotheses were tested using Critical Ratio (C.R. ≥ 1.96) and probability values ($p \leq 0.05$) obtained from Maximum Likelihood estimation. The mediating role of customer satisfaction between the exogenous variables and repurchase intention was examined using a bootstrapping procedure in AMOS, following Hayes (2022), with an indirect effect considered significant at $p \leq 0.05$.

RESULTS

Model Fit

The measurement and structural models were estimated using Maximum Likelihood in AMOS 31. The overall model fit indices indicated a good fit between the

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proposed model and the empirical data: the probability value was 0.181 (above the 0.05 threshold), the Chi-square statistic was relatively small at 180.374, and CMIN/DF was 1.100, well below the 2.00 cut-off. Absolute fit indices were also satisfactory, with GFI at 0.955 and AGFI at 0.943, both exceeding the 0.90 minimum. Incremental fit indices were likewise strong, with TLI and CFI each at 0.997, close to the ideal value of 1.00, while RMSEA was 0.016, well below the 0.08 maximum. These results confirm that the structural model adequately represents the empirical data and is suitable for hypothesis testing.

Hypothesis Testing

Table 1. presents the standardized path estimates, critical ratios, and significance levels for each hypothesized relationship.

Table 1. Structural Model Path Estimates and Hypothesis Testing Results (n = 385)

Hypothesis	Path	Estimate	C.R.	P-value	Result
H1	Product Quality → Repurchase Intention	0.336	2.822	0.005	Supported
H2	Product Quality → Customer Satisfaction	0.555	5.089	< 0.001	Supported
H3	Service Quality → Customer Satisfaction	0.493	4.308	< 0.001	Supported
H4	Service Quality → Repurchase Intention	0.320	2.692	0.007	Supported
H5	Customer Satisfaction → Repurchase Intention	0.325	2.794	0.005	Supported

All five hypotheses were supported at the 95% confidence level (C.R. ≥ 1.96 and $p \leq 0.05$). Product quality had the strongest effect on customer satisfaction ($\beta = 0.555$), followed by service quality ($\beta = 0.493$), indicating that product quality is the more dominant driver of satisfaction in this context. For repurchase intention, product quality again

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showed the largest direct effect (β = 0.336), followed closely by customer satisfaction (β = 0.325) and service quality (β = 0.320), suggesting that the three predictors contribute comparably, though product quality remains marginally the strongest single driver.

Mediation (Indirect Effects)

Bootstrapping analysis was used to examine whether customer satisfaction mediates the relationships between product quality, service quality, and repurchase intention. As shown in Table 2, both indirect paths were positive in direction but statistically non-significant.

Table 2. Bootstrapping Results for Indirect Effects (n = 385)

Mediation Path	Indirect Effect	Bootstrapping P-value	Result
Product Quality → Customer Satisfaction → Repurchase Intention	0.179	0.247	Not significant
Service Quality → Customer Satisfaction → Repurchase Intention	0.151	0.391	Not significant

Because both indirect-effect probability values exceed the 0.05 threshold, customer satisfaction does not significantly mediate the influence of either product quality or service quality on repurchase intention in this sample. This indicates that the effects of product quality and service quality on repurchase intention operate predominantly through direct paths rather than through the satisfaction mechanism.

Descriptive Findings

Descriptive analysis of the 385 responses shows that all four constructs were rated in the moderately-high category on the six-point scale: product quality (mean = 3.76), service quality (mean = 3.79), customer satisfaction (mean = 3.78), and repurchase intention (mean = 3.75). Within product quality, respondents rated menu variety most favorably (mean = 3.78), while taste received the lowest rating (mean = 3.74), suggesting room for improvement in culinary consistency across vendors. Within service quality, the accuracy of information provided by vendors (regarding menus, delivery schedules, and order confirmation) was the most highly rated attribute (mean = 3.83), reflecting the

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importance respondents place on predictability when organizing time-sensitive government meetings. Within repurchase intention, the intention to continue ordering from the same provider in the future scored highest (mean = 3.78), while the immediate intention to reorder scored lowest (mean = 3.72), indicating that loyalty in this setting is expressed more as a durable preference than as an urgent, near-term intention to transact again.

DISCUSSION

The results confirm that both product quality and service quality are significant, positive drivers of customer satisfaction and repurchase intention among government employees using the e-order platform, consistent with prior research in both commercial e-commerce (Ginting et al., 2023; Kamitha et al., 2025) and food-service contexts (Anwar et al., 2023). The particularly strong path from product quality to customer satisfaction (β = 0.555) suggests that, in a government meeting-catering context, the tangible attributes of food and beverages, conformity to description, packaging integrity, variety, presentation, and taste, carry substantial weight in shaping how employees evaluate their overall transaction experience. This is plausible given that meeting refreshments directly affect the perceived professionalism of the event and, by extension, the reputation of the organizing unit.

The comparably strong direct effects of product quality, service quality, and customer satisfaction on repurchase intention (β = 0.336, 0.320, and 0.325, respectively) indicate that, unlike in some consumer e-commerce settings where satisfaction is the dominant mediating mechanism (Meilatinova, 2021), repurchase decisions in this institutional procurement context are driven fairly evenly by direct product and service evaluations alongside satisfaction. The non-significant mediation results reinforce this interpretation: government employees appear to base their decision to reorder from the same vendor primarily on direct assessments of what was delivered and how it was delivered, rather than through a purely satisfaction-mediated pathway. A plausible explanation lies in the administrative nature of the purchase decision. Because procurement officers and treasurers are accountable for budget execution and are exposed to reputational risk if a meeting is poorly catered, they may favor vendors with predictably good products and reliable service almost as a risk-avoidance heuristic, independent of a more elaborated post-purchase satisfaction evaluation. This is consistent with the preliminary survey finding that respondents gravitate toward providers

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who are "consistently reliable" specifically to reduce the risk of complaints from meeting participants and of administrative or reporting errors.

These findings extend the repurchase-intention literature, which has concentrated heavily on business-to-consumer e-commerce and food delivery (Ginting et al., 2023; Hui et al., 2025; Chatzoglou et al., 2022), into an under-examined institutional buyer segment: public sector employees transacting through a government-operated digital marketplace on behalf of their agencies. The results suggest that models developed for individual consumer behavior are broadly transferable to this setting, but that the relative weight of direct versus satisfaction-mediated pathways may differ when the buyer is accountable to organizational rather than purely personal preferences.

CONCLUSION

Based on SEM analysis of 385 government employees who had repeatedly transacted food and beverage orders through the DKI Jakarta e-order platform, this study concludes that: (1) product quality has a positive and significant effect on repurchase intention; (2) product quality has a positive and significant effect on customer satisfaction, and is the strongest single predictor of satisfaction in the model; (3) service quality has a positive and significant effect on customer satisfaction; (4) service quality has a positive and significant effect on repurchase intention; and (5) customer satisfaction has a positive and significant effect on repurchase intention. However, customer satisfaction does not significantly mediate the effects of product quality or service quality on repurchase intention, indicating that direct effects dominate the model in this institutional procurement context.

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