

## Building Repurchase Intention of Customers for Grab Transportation Services in Brosem Smes, Batu City With Customer Satisfaction as a Mediator Variable

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### ABSTRAK

The aim of this research is to determine effectiveness customer satisfaction in mediating service quality and customer value in building repurchase intention Grab transportation service for Brosem SMEs, Batu City. This research is quantitative descriptive. The population of this research is members of Brosem SMEs Kota Batu who use Grab transportation services with a sample of 76 respondents. Sample size guidelines using saturated samples. Data analysis in this research used descriptive statistical techniques and inferential statistical analysis with the SPSS application. The results of this research show that service quality proven to have no effect on customer satisfaction but it has been proven to have an effect on repurchase intention, either directly or through mediation customer satisfaction. Where as customer value proven to have a positive and significant effect on customer satisfaction and its influence on repurchase intention with mediation customer satisfaction. However customer value has no effect on repurchase intention directly.

## **INTRODUCTION**

The development of the industrial world is increasingly growing, supported by science and technology. Currently, industry has entered the industrial revolution 4.0 where everyone will become completely connected. This of course means that business people operating in the product and service industry sector will continue to compete so that their customers remain loyal. Service providers, such as online transportation, will continue to compete to provide the best so that their customers can use online transportation as often as possible when needed. In order to achieve repurchase intention, of course there are many factors that can be achieved, including trying to develop customer value, service quality and customer satisfaction.

The growth of online motorcycle taxi users in Indonesia is very large, as evidenced by the value of online motorcycle taxi transactions in 2022 in Indonesia which is projected at 124 trillion rupiah (Annur, 2022). One of the drivers of this growth is the increasing digital-based food and beverage industry in Indonesia, where one of the main online motorcycle taxi services is online food delivery. This makes Indonesia the largest online food delivery market in ASEAN (Annur, 2023). The rise of digital transactions in Indonesia is also one of the factors causing the increase in users of online motorcycle taxi services. It is recorded that electronic money circulating in Indonesia has reached 772 million units with a transaction value reaching

1.03 trillion in November 2022 (Kusnandar, 2022). This has resulted in an increase in various business platforms that facilitate digital payments, including the online motorcycle taxi business with digital payments on the application platform.

The online motorcycle taxi business is included in the service business category, where one of the characteristics of the service business itself is inseparability, namely products that are produced, sold and consumed at the same time and place (Tjiptono, 2014). Therefore, the satisfaction factor is important in creating interest in buying and repurchasing by consumers. In Dewi and Ekawati's (2019) research, it has also been confirmed that customer satisfaction proven to have a positive and significant effect on repurchases intention . This emphasizes the importance of consumer satisfaction factors in business, especially service businesses inseparability.

Several factors are able to influence and shape customer satisfaction, one of which is service quality. In the research of Afthanorhan et al. (2019) and Ali et al. (2021) explained that service quality has an influence on customer satisfaction consumer. Apart from having an effect on customer satisfaction, Service quality also proven to have an effect repurchase intention (Wilson et al. 2019). This shows that repurchase intention in a business is also influenced by service quality that he has.

Customer value is also one of the influencing factors customer satisfaction. This is in accordance with the research results of Rompas et al. (2020) and Octavianus (2022) that customer satisfaction influenced by customer value. Apart from having an effect on customer satisfaction, the research results of Nurahman (2021) and Correa et al (2021) prove this customer value also

proven to have an effect on repurchase intention. This shows that repurchase intention also influenced by customer value.

Grab is one of them provider taxi bike online in Indonesia. Grab Taxi is present in the month October 2012 in Malaysia. A year later, in May 2014, Grab Taxi was present in Indonesia and has become one of the popular businesses in Indonesia. Where, customers only need download the application to get the service. Grab was well received by Indonesian citizens. Domestic business actors are currently doing a lot collaboration with Grab. With the existence of online transportation called Grab, it is hoped that this will be possible making the economic development of society even more rapid.

Accelerate digital access for Batu city MSMEs, the Mayor of Batu and the Department of Industry and Trade has signed a collaboration with Grab Indonesia, one of the online digital service platforms well-known demand in Indonesia. Apart from accelerating economic improvement for MSME players especially in Batu Square, Dewanti Rumpoko also stated that this collaboration aims to giving tourists a sense of comfort without having to queue long when ordering food.

In Batu City, one of the Grab users is a Brosem customer. Brosem is stands for Bromo Semeru which operates in small industrial businesses using materials apple base. Founded in June 2004, Brosem produces apple jenang. Two months next August of the same year they started adding their product, namely Apple Cider. But, pProduction is carried out once a week. The concept of Brosem is to buy and come to the shop and delivery order with two options, delivered by Brosem courier or sent by online motorcycle taxi. Meanwhile, deliveries outside the city are served using expedition services.

Based on this background and problems, the author raises research on effectiveness customer satisfaction in mediating service quality and customer value in building repurchase intention Grab transportation service for Brosem SMEs, Batu City. This research also examines influence service quality and customer value partially towards repurchase intention. This research was conducted in September 2023 with Grab customer Brosem Batu City as respondents in this research.

## LITERATURE REVIEW

### *Service Quality*

Quality of service is a form of effort to fulfill consumer needs and desires and accuracy of delivery in balancing consumer expectations (Tjiptono, 2014). Meanwhile, Cronin and Taylor (1992) define service quality as a result of consumer comparison of expectations and performance of a service. There are ten dimensions service quality according to Parasuraman et al. (1985) which is also the field of service quality in building the SERVQUAL model, namely: reliable (reliability), responsiveness (responsive), competence (competence), access (access), courtesy (courtesy), communication (communicative), credibility (credibility), security (security), knowledge (knowledge), and tangible (exists).

### *Customer Value*

Customer value (customer value) is something that not only provides satisfaction to customers but must also provide happiness beyond customer expectations (Kotler and Keller, 2012). Meanwhile, Woodruff (1997) explains that customer value is a concept that gives customers an overview of a company, considers what they want, and believes that they will get the benefits of what they want. Determining factors customer value according to Kotler in Rompas (2020) is product value (product value), service value (service value), personal value (personal value), image value (image value) and cost value (cost value).

### *Customer Satisfaction*

Customer satisfaction is a consumer cognitive that is related to the equivalence or incommensurability of the results obtained compared to the sacrifices that have been made (Tjiptono, 2014). As for Kotler and Keller (2009), satisfaction is an expression of a person's feelings of happiness or disappointment that arise from comparing the performance results of a product with the expectations they believe in. From these two statements it can be concluded that customers will feel satisfied if there is a commensurability of the sacrifices made with what is obtained. Meanwhile, elements of customer value according to Dewi and Ekawati (2019) include creating word of mouth, pleasant experience, right choice, product quality, emotional factor and price.

### *Repurchase Intention*

Repurchase intention is the decision-making process carried out by consumers after making a purchase of the product offered or needed by the consumer (Anoraga, 2000). Meanwhile, according to Kotler and Keller (2016), repurchase intention is a form of consumer behavior who desires to repurchase or choose a product based on their experience, use and desire for a product. According to Ferdinand (2002) in Ain and Ratnasari (2015), repurchase intention can be measured with the following indicators: transactional intention, referential intention, preferential intention, exploratory intention.

### *Influence Service Quality and Customer Value To Customer Satisfaction and Repurchase Intention*

Based on research by Afthanorhan et al. (2019) and Ali et al. (2021) proven that service quality influence on customer satisfaction. And based on Wilson et al. (2019), service quality also proven to have an effect on repurchase intention. Meanwhile, based on the research results of Rompas et al. (2020) and Octavian (2022), customer satisfaction proven to be influenced by customer value. Apart from that, research by Nurahman (2021) and Correa et al (2021) also proves that customers value have an influence on repurchase intention. As for customer satisfaction itself, based on research by Dewi and Ekawati (2019), it is proven to have an influence on repurchase intention. H1: Hipotesis satu dan seterusnya di sini

## METHODOLOGY

The type of research used in this research is quantitative research. Quantitative research methods are research methods that are based on exact knowledge and knowledge, used to conduct research on populations or sample specific, uses data collection, and is evidentiary (quantitative) in nature analysis data which has been arranged with the intention of investigating hypothesis. The population in this study is Brosem members who use the Grab application. Of the 116 registered members, 96 have the Grab application and 75 members meet the requirements of using the Grab application more than 3 times in one month. So the sample size in this study uses a saturated sample, where the entire population is the sample. This is because the representative population is less than 100, so the entire population becomes the sample (Arikunto, 2012). Testing the instruments in this research includes testing validity and reliability first. There is also data analysis in this research, including descriptive statistical techniques, inferential statistical analysis using classical assumption tests, and hypothesis testing using the t test with the SPSS application. Meanwhile, for hypothesis testing with mediating variables, use the Sobel Test with the following formulation:

$$sab = \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$$

sab : the size of the standard error of the indirect effect

a : path of the independent variable with the intervening variable

b : path of the intervening variable with the dependent variable

sa : standard error of coefficient a

sb: standard error of coefficient b

From several research results, the following conceptual framework was formed

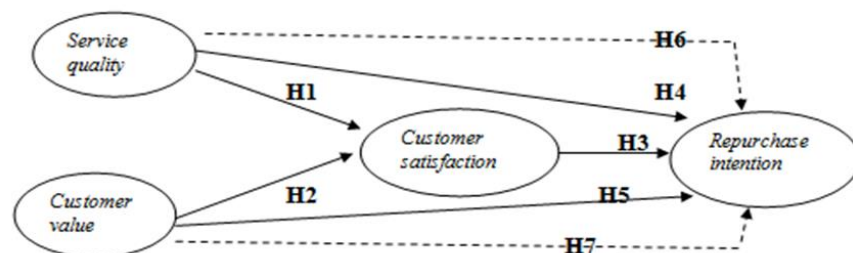


Figure 1. Conceptual Framework

Based on the conceptual and theoretical framework, the hypotheses proposed in this research are as follows:

H1 : Service quality positive and significant effect on customer satisfaction

H2 : Customer value positive and significant effect on customer satisfaction

H3 : Customer satisfaction positive and significant effect on repurchase

intention

H4: Service quality positive and significant effect on repurchase intention

H5: Customer value positive and significant effect on repurchase intention

H6: There is an influence between service quality to repurchase intention with customer satisfaction as a mediating variable

H7: There is an influence between customer value to repurchase intention with customer satisfaction as a mediating variable.

## RESEARCH RESULT AND DISCUSSION

The respondents of this research are Brosem members who have the Grab application at least three times a month. The characteristics of the respondents of this study are as follows:

Table 1. Respondent Characteristics

Respondent Characteristics		Frequency	Percentage (%)
Age	20 - 25 years	13	17,1
	25 - 35 years	36	47,36
	35 - 45 years	27	35,52
	> 45 years	-	-
Domicile	Batu city	42	55,26
	Outside Batu City	34	44,73
Gender	Man	-	-
	Woman	76	100
Income	< 1 million	-	-
	1 - 2,5 million	16	21,05
	2,5 - 5 million	27	35,52
	> 5 million	33	43,42
Intensity of use in 1 month	3 times	11	14,47
	3 - 5 times	43	56,57
	> 5 times	22	28,94
Type of service often used for	Food delivery	6	7,89
	Package delivery	31	40,78
	Motorbike taxi	23	30,26
	Taxi Car	16	21,05

Source: Primary data processed, 2023

Based on the distribution table of respondent characteristics above, respondents aged 25 to 35 years dominate at 47.36. As for gender, all respondents were female, 55.26% domiciled in Batu City and 44.73% outside Batu City. Meanwhile, based on monthly income, the majority of respondents had an income of more than 5 million, namely 43.42%. The majority of respondents' use of Grab in one month is 3 to 5 times with a percentage of 56.57%, with the type of service frequently used being dominated by package delivery, namely 40.78%.

Results of distribution of respondents' answers about variables service quality, the statement about customer safety in using Grab is the statement with the highest average score, namely 4.3 or agree. Meanwhile, the statement about the accuracy of the information is the statement with the lowest average answer value, namely 2.6 or disagree. There is also an average value of respondents' answers to all statements in the variables service quality is 3.12 or less agree.

Results of distribution of respondents' answers about variables customer value shows that the respondent's statement about cost as a point of value for respondents in using Grab is the statement with the largest average value, namely 4.25 or agree. Meanwhile, values are about a person's self-image customer in using Grab is the statement with the lowest average value, namely 3.02 or quite agree. There is also an average value of respondents' statements on the variable customer value is 3.87 or quite agree.

The statement about satisfaction based on Grab fares is the answer with the largest average value on the variable customer satisfaction namely 4.1 or agree. Meanwhile, the statement about satisfaction with the experience provided by Grab is the answer with the smallest average value for the variable customer satisfaction namely 2.7 or less agree. There is also the average value of respondents' statements on the satisfaction variable is 3.2 or quite agree.

Hypothesis testing in this research uses the SPSS 23 application with the output of hypothesis testing as follows:

Table 2. SPSS Output Hypothesis Testing

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.122	1.547		2.664	.009
	sq	.182	.101	.194	1.810	.074
	cv	.417	.093	.483	4.498	.000

a. Dependent Variable: cs

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.750	1.955		4.987	.000
	cs	.407	.140	.320	2.906	.005

a. Dependent Variable: ri

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.911	2.247		3.076	.003
	sq	.372	.146	.313	2.549	.013
	cv	.171	.135	.156	1.272	.207

a. Dependent Variable: ri

Information :

sq: service quality

cv: customer value

cs: customer satisfaction

ri: repurchase intention

Based on the output of the regression test results in the table above, service quality variables has a calculated t value of 1.810 or smaller than the t table, and with a significance value of 0.074 or more than 0.05. These results prove that service quality does not have a positive and significant effect on customer satisfaction, so H1 is rejected. Meanwhile, the influence of variables customer value to customer satisfaction above shows that the calculated t value is 4.498 or greater than the t table, and the significance value is 0.000, or less than 5%. Based on these results it can be concluded that customer value positive and significant effect on customer satisfaction, so H2 is accepted. There are also customer satisfaction variables to repurchase intention has a calculated t value of 2.906 or greater than the t table, and a significance value of 0.005 or less than 0.05. These results show that the customer satisfaction variable has a positive and significant effect on repurchase intention, so that H3 is accepted.

The output of the regression test results in the table above also shows that there is an effect service quality to repurchase intention has a calculated t value of 2.549 or greater than the t table, and a significance value of 0.013 or less than 0.05. Based on these results, the service quality variables positive and significant effect on repurchase intention, so H4 is accepted. Meanwhile customer value variables to repurchase intention has a calculated t value of 1.272 or smaller than the t table, and a significance value of 0.207 or greater than 0.05. These results show that customer value variables does not have a positive and significant effect on repurchase intention, so H5 is rejected.

The results of calculations using a Sobel test calculator, it is known that the effect service quality to repurchase intention with customer satisfaction as a mediating variable it has a statistical test value of 2.458 and a significance of 0.013. These results show that service quality variables influence on repurchase intention with mediation customer satisfaction, so H6 is accepted. Meanwhile, the results of the Sobel test are customer value variable to repurchase intention with customer satisfaction as a mediating variable, it is known that it has a statistical value of 81.4 and a significance value of 0.000. These results show that customer value variables influence on repurchase intention with mediation customer satisfaction, until H7 is accepted.

### **Influence Service Quality and Customer Value To Customer Satisfaction**

Results of calculating the average of respondents' answers regarding service quality variables shows that the respondents agreed, which means the respondents were satisfied with Grab's services. Based on the results of the distribution of respondents' answers regarding service quality variables, the safety of using Grab services is a statement with high value. This shows that for respondents, the majority of Grab's superiority is about its security, not because



of the accuracy and ease of its information services, where the majority of respondents stated that they did not agree with it. Meanwhile, based on the results of hypothesis testing, service quality variables proven to have no positive and significant effect on customer satisfaction, so H1 is rejected. These results show that change service quality on Grab is not an influencing repurchase intention variable its users. Based on these results, it is also not in accordance with the research results of Afthanorhan et al. (2019) and Ali et al. (2021) where service quality proven to have an effect on customer satisfaction.

The results of calculating the average of respondents' answers regarding customer value variables, costs as point value respondents in using Grab became the statement with the highest average value or agree. These results show that the majority of respondents perceive price as a point of value for them when using Grab services rather than a person's self-image customer, where it is proven that this statement has the lowest average value. Meanwhile, based on hypothesis testing, customer value positive and significant effect on customer satisfaction, so H2 is accepted. These results show that customer value obtained by Grab users also affects the formation repurchase intention, which is increasing customer value obtained, increasingly

increased as well repurchase intention that will be obtained. So these results are in accordance with the research results of Rompas et al. (2020) and Octavianus (2022) that customer satisfaction influenced by customer value.

### **Influence Service Quality, Customer Value and Customer Satisfaction To Repurchase Intention**

Based on the results of hypothesis testing, service quality variables also proven to have a positive and significant effect on repurchase intention, so H4 is accepted. These results show that service quality owned by Grab also influenced the formation repurchase intention, where the changes that occur in service quality also change the formation repurchase intention. These results are also in accordance with the research results of Wilson et al. (2019) that service quality influence on repurchase intention.

Customer satisfaction variable also proven to have an effect on repurchase intention, so H3 is accepted. This shows that the satisfaction obtained by Grab users also determines the formation repurchase intention or repurchase intention, where the greater the satisfaction, the greater the repurchase intention. These results are in accordance with the results of research from Dewi and Ekawati (2019).customer satisfaction influence on repurchase intention.

Whereas customer value proven to have no effect on repurchase intention, so H5 is rejected. This shows that customer value or customer value is not a determinant of formation repurchase intention, so that the customer value obtained when using Grab does not influence the customer's intention to make repeat purchases. These results are not in accordance with the research of Rompas et al. (2020) and Octavianus (2022) that customer satisfaction influenced by customer value.

### **Influence Service Quality and Customer Value To Repurchase Intention with Customer Satisfaction as a Mediating Variable**

The results of the Sobel Test calculation show that the service quality variable influence on repurchase intention with mediation customer satisfaction, so H6 is accepted. These results show that Grab customer satisfaction is able to mediate the quality of its services in forming repurchase intentions by its customers and users. Meanwhile, based on the results of hypothesis testing, service quality has an effect on repurchase intention good with mediation customer satisfaction or directly. Based on Baron and Kenny (1986) regarding the concept of mediation, these results indicate that customer satisfaction is a partial mediating influence service quality to repurchase intention.

Meanwhile customer value variables influence on repurchase intention with mediation customer satisfaction, so H6 is accepted. These results show that Grab customer satisfaction is able to mediate customer value in forming repurchase intentions. As for the results of hypothesis testing, customer value has no direct effect on repurchase intention, while influence customer value influence on repurchase intention happens when customer satisfaction be the mediation. Based on concept Baron and Kenny (1986) mediation, customer satisfaction variable proved to be a perfect mediation in influence customer value to repurchase intention. laskan secara menyeluruh. Bagian ini sangat penting untuk menguraikan metodologi penelitian yang digunakan. Setiap temuan statistik harus diringkas dan disajikan dalam tabel atau grafik; bukan hanya copy-paste dari alat statistik Anda.

### **CONCLUSIONS AND RECOMENDATIONS**

The results of this research show that service quality proven to have no effect on customer satisfaction but it has been proven to have an effect on repurchase intention use of Grab services, either directly or through mediation customer satisfaction. Whereas customer value proven to have a positive and significant effect on customer satisfaction and its influence on repurchase intention use of Grab services with mediation customer satisfaction. However customer value has no effect on repurchase intention directly. These results confirm that customer satisfaction proven to be a full mediating variable in influence customer value to repurchase intention, as well as being a partial mediating variable in influence service quality to repurchase intention use of Grab services.

Companies pay more attention and improve again service quality to get customer satisfaction, and pay attention customer value so that repurchase intention increases further. The scope of this research is only the city and one business object. For further research with the same conceptual framework as this research, it is very important to further expand the scope of the research, adding variables or using different analytical tools such as Smart PLS.

## ADVANCED RESEARCH

This research still has limitations so it is necessary to carry out further research related to the topic "Building Repurchase Intention of Customers for Grab Transportation Services in Brosem Smes, Batu City With Customer Satisfaction as a Mediator Variable" to perfect this research, as well as increase insight for readers.

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