



## The Influence of Website Quality, Service Quality, and Price Perception on Repurchase Intention Mediated by Customer Satisfaction at PT Meratus Line

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### ABSTRACT

This study investigates how customer satisfaction at PT Meratus Line mediates the effects of price perception, service quality, and website quality on repurchase intention. Customers are given questionnaires as part of the study's quantitative methodology, which uses partial least squares analysis. 105 participants completed the survey, and the respondents are patrons of the Jakarta branch of PT Meratus Line. SEM-PLS data analysis demonstrates that consumer happiness is positively and significantly impacted by website quality. Customer satisfaction is then positively and significantly impacted by both price perception and service quality. Repurchase intention is favorably and considerably influenced by customer satisfaction. Additionally, the relationship between price perception and repurchase intention and service quality is mediated by customer satisfaction, but website quality has no discernible impact.

## INTRODUCTION

With around 17,000 islands, Indonesia is an archipelagic nation with two-thirds of its land covered by water. Indonesia's land area is roughly 1,919,440 square kilometers, while its marine area is roughly 3,257,357 square kilometers, as per the United Nations Convention on the Law of the marine (UNCLOS), which was adopted on December 10, 1982. With a total of 636 ports, this large maritime region offers Indonesia a number of benefits, including connecting remote areas within the nation, fostering economic growth, and playing a major role in international trade for both imports and exports (Ministry of Transportation, 2020).

Indonesia has seen a yearly rise in the demand for shipping commodities by sea. The transportation of commodities in bulk, usually using cargo ships to link different Indonesian islands and foreign locations, is one of the essential elements. The volume of domestic container loading and unloading was 392.93 million tons and 398.57 million tons, respectively, according to the Central Bureau of Statistics (BPS, 2023).

Indonesia's economic growth has benefited from this surge in activity. According to Supply Chain Indonesia (SCI, 2024), the logistics industry – which encompasses storage and transportation – made a substantial contribution to Indonesia's economic expansion between 2021 and 2024. The sector's share of the GDP increased from 4.24% in 2021 to 5.02% in 2022, 5.82% in 2023, and 6% in 2024, or IDR 1,436 trillion respectively.

PT Meratus Line was founded in 1957 and is one of the shipping and logistics firms in Indonesia. But the business also faces a lot of difficulties, especially given the growing number of rivals in the same industry. From 2019 to 2024, the company's container sales fluctuated, as shown in Figure 1. Furthermore, as Figure 2 illustrates, the number of clients has varied yearly. Repurchase intention is a crucial factor that greatly affects behavioral attitudes, interests, and motivating sources that direct people to act, claim Ardianto et al. (2021). Customer satisfaction is one of the main determinants of repurchase intention.



Figure 1. Graph of Teus Sales Volume at PT Meratus Line Jakarta Branch (2019-2024)



Figure 2. Comparison of the Number of Customers at PT Meratus Line's Jakarta Branch (2019-2024)

Source: Results of secondary data processing by the company (2024)

A preliminary study of 25 PT Meratus Line consumers revealed that the variables of website quality, service quality, price perception, and customer satisfaction had the highest proportion of agreement. This study intends to further investigate the impact of Website Quality, Service Quality, and Price Perception on Repurchase Intention, mediated by Customer Satisfaction at PT Meratus Line. It is based on the background, prior research, pre-survey results, and the current research gap.

## LITERATURE REVIEW AND RESEARCH FRAMEWORK

### Expectancy Disconfirmation Theory (EDT)

Richard L. Oliver created the Expectancy Disconfirmation Theory (EDT) in 1980. It is a useful tool for gauging customer happiness or discontent. This idea clarifies the feelings of contentment or discontent that arise following the acquisition of a good or service. When customers' original expectations about the performance of a product or service are compared to their actual experience after using it, customer satisfaction is determined.

### Business to Business (B2B)

Business-to-business transactions are those that take place between two business entities, whether they are electronic or physical, according to Umar (2016). In business-to-business (B2B) transactions, goods and services are usually sold to other companies rather than to consumers directly. Additionally, the B2B marketing approach differs from the B2C one in that it is more constrained and typically has less impact on each interaction. Agustini et al. (2020) define business-to-business (B2B) as the process by which a company sells goods or services to knowledgeable consumers who are able to assess competing offers.

### Sustainable Development Goals (SDGs)

Established on September 25, 2015, and approved by a number of United Nations member nations, the Sustainable Development Goals (SDGs) are an extension of the Millennium Development Goals (MDGs). The definition of the SDGs was first presented by Norwegian Harlem Brundtland in "Our Common Future" in 1987. By tackling global concerns including poverty, inequality, climate change, environmental degradation, and justice, the SDGs aim to build a more sustainable future, according to the UN (Safitri et al., 2022).

### **Repurchase Intention**

Purnapardi & Indrawari (2022) define repurchase intention as the act of making more purchases as a result of a customer's contentment with the caliber of the products or services provided. Repurchase intention is defined by Adiantari & Seminari (2022) as a set of consumer behaviors that create a desire to use a good or service once more in the future. Repurchase intention, according to Ellitan & Suhartatik (2023), is a post-purchase activity that is impacted by customer pleasure or discontent and that subsequently influences future customer behavior.

### **Customer Satisfaction**

Customer satisfaction is defined as "a product's received performance (or outcome) in relation to the person's expectation" by Kotler & Keller (2016). This refers to the satisfaction or dissatisfaction that arises from contrasting actual performance with expectations. Schiffman & Kanuk (2007) state that the consumer will be satisfied if the performance meets their expectations, but disappointed if it does not. To sum up, the way a person feels about a performance or service in comparison to their expectations is known as customer satisfaction.

### **Website Quality**

A website is defined by Winata et al. (2023) as a computer application that runs in a browser and gives users access to many web sites. According to another definition, a website is a group of pages hosted on a domain that display different kinds of information from a business or organization. This data may be presented as text, pictures, audio, or other formats. Websites made by businesses or organizations also need to be able to protect user (customer) data.

### **Service Quality**

Herawati (2019) defines quality as the state of goods, services, people, and the environment that meet or above expectations. A service is any direct activity that entails the acquisition and use of products or services, including the process of choosing which course of action to take. As a result, attempts to satisfy requirements including goods, services, people, and a dynamic environment are all included in the activity of service quality.

### **Price Perception**

The way that consumers perceive a price—whether it is high, cheap, or reasonable—is known as price perception, according to Schiffman & Kanuk (2018). Price perception, according to Aripin & Negara (2021), also entails a customer's assessment of a product or service's worth in relation to comparable products.

### **Hypothesis Development**

#### **Effect of Website Quality on Customer Satisfaction**

According to research by Roz and Widagdo (2021), customer satisfaction is positively and significantly impacted by the quality of websites. Likewise, Firdaus and Hardiyanto (2021) discovered that consumer happiness is favorably and considerably impacted by the quality of websites.

H1: Customer happiness is positively and significantly impacted by website quality.

### **Effect of Service Quality on Customer Satisfaction**

Customer satisfaction is positively and significantly impacted by service quality, according to research by Hidayat et al. (2020). Susanto et al. (2021) corroborate this finding as well.

H2: Customer satisfaction is positively and significantly impacted by service quality.

### **Effect of Price Perception on Customer Satisfaction**

Price perception has a favorable and considerable impact on customer satisfaction, according to earlier research by Prihatini & Gumilang (2021). This is in line with the findings of Muthi & Utama (2023), who also discovered that price has a big impact on satisfaction.

H3: Customer satisfaction is positively and significantly impacted by price perception.

### **Effect of Customer Satisfaction on Repurchase Intention**

According to Tufahati et al. (2021), repurchase intention is favorably and considerably influenced by customer satisfaction. Additionally, Ardianto et al. (2021) support this.

H4: Repurchase intention is positively and significantly impacted by customer satisfaction.

### **Effect of Website Quality on Repurchase Intention**

According to Sukawati and Ramadhani (2021), repurchase intention is positively and considerably impacted by website quality. Johan et al. (2023), who came to the same conclusion, endorse this.

H5: Repurchase intention is positively and significantly impacted by website quality.

### **Effect of Service Quality on Repurchase Intention**

Mahendrayanti & Wardana (2021) assert that repurchase intention is positively and significantly impacted by service quality. Customers that receive excellent service are more likely to repurchase or utilize the service again.

H6: Repurchase intention is positively and significantly impacted by service quality.

### **Effect of Price Perception on Repurchase Intention**

Price perception has a positive and large impact on repurchase intention, according to Mahendrayanti & Wardana (2021). Customers are more likely to make another purchase if the price is in line with their purchasing power and the advantages they believe they will receive.

H7: Repurchase intention is positively and significantly impacted by price perception.

### **Customer Satisfaction as a Mediator between Website Quality and Repurchase Intention**

Customer relationships can be preserved when customers are satisfied with a product or service, claim Hidayat et al. (2020). The caliber of services rendered serves as one standard. The findings indicate that customer satisfaction is a good mediator between website quality and repurchase intention since it has a positive and significant impact.

H8: The association between website quality and intention to repurchase is mediated by customer satisfaction.

H9: Service quality and intention to repurchase are positively and significantly mediated by customer satisfaction.

**Price perception and inclination to repurchase are mediated by customer satisfaction.**

According to earlier research by Muthi & Utama (2023), price perception and repurchase intention are positively mediated by customer satisfaction. Thus, the following is the hypothesis put out in this study:

H10: Price perception and repurchase intention are positively and significantly mediated by customer satisfaction.



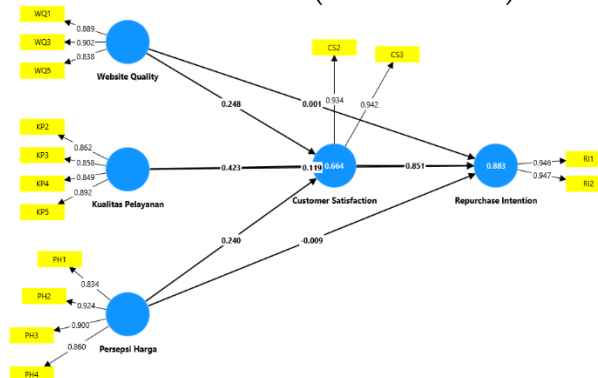
Figure 3. Research Framework

## RESEARCH METHOD

This study's research methodology is quantitative. A set of clients will be given questionnaires to complete in order to collect data. The Slovin method was used to determine that 91 responses would be the minimal sample size for this investigation. The smartPLS 4.0 program will be used to process the data collected for this study using SEM (SEM) based on partial least squares (PLS).

## RESULTS AND DISCUSSION

### Results of the Measurement Model Test (Outer Model)



### Convergent Validity Test

Figure 4. Smart-PLS 4.0 output

Based on the results in Figure 4, the loading factor values for each indicator meet the criteria, namely  $>0.70$ .

**Table 1. AVE Values**

	Average Variance Extracted (AVE)
Customer Satisfaction	0,880
Kualitas Pelayanan	0,748
Persepsi Harga	0,775
Repurchase Intention	0,896
Website Quality	0,769

Source: SEM-PLS Data Processing Results (2025)

The AVE number for every construct also shows convergent validity testing. If a construct's value is more than 0.5, it passes the test.

### Reliability Testing

This test aims to determine the degree to which a latent variable or construct's instrument or indicator yields reliable and consistent results when used frequently. Cronbach's Alpha and Composite Reliability ratings are indicators of reliability testing. If an indicator's value is  $\geq 0.70$ , it is deemed legitimate.

**Table 2. Cronbach's Coefficient Alpha and Composite Reliability**

	Cronbach's Alpha	Composite Reliability
Customer Satisfaction	0,864	0,936
Kualitas Pelayanan	0,888	0,922
Persepsi Harga	0,903	0,932
Repurchase Intention	0,883	0,945
Website Quality	0,850	0,909

Source: Data Processing Results (2025)

### Uji Discriminant Validity

The purpose of the discriminant validity test is to evaluate how different latent constructs are from one another. The Fornell-Larcker value, which compares the square root of a construct's AVE with the correlation between other constructs, is one method of assessing discriminant validity. If a construct's square root of AVE is greater than the correlation between other constructs, it is deemed legitimate.

**Table 3. Fornell-Larcker Table**

	Customer Satisfaction	Kualitas Pelayanan	Persepsi Harga	Repurchase Intention	Website Quality
Customer Satisfaction	0,938				
Kualitas Pelayanan	0,770	0,865			
Persepsi Harga	0,688	0,701	0,880		
Repurchase Intention	0,937	0,768	0,660	0,946	
Website Quality	0,710	0,720	0,613	0,676	0,877

Source: Primary Data Processing Results (2025)

**Model Fit Test**

A model is considered fit if the SRMR value is <0.10 and the NFI value ranges from 0 to 1. Table 4.18 shows that the model used in this study passed the test.

**Table 4. SRMR & NFI Results**

Estimated Model	
SRMR	0,057
NFI	0,789

Source: Primary Data Processing Results (2025)

**Structural Model Test Results (Inner Model)**

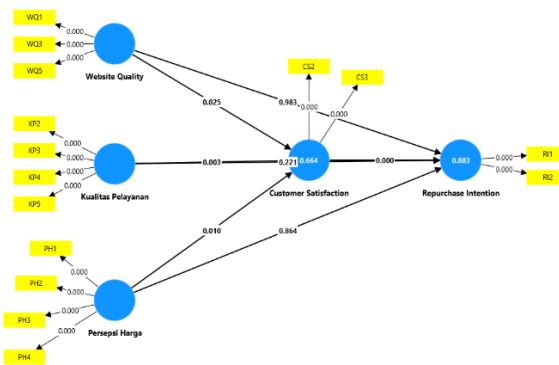


Figure 5. Bootstrapping test results

**Direct Test Results (Path Coefficient)**

Determining the direct influence between latent variables is the goal of the route coefficient test. When the t-statistic is greater than 1.96 and the p-value is less than 0.05 (5%), which denotes a substantial influence at the 95% confidence level, the hypothesis is accepted.

**Table 5. Direct Test Results for the Path Coefficient**

Hubungan antar variabel	Path Coe	t-statistics	p values	Keterangan
Customer Satisfaction -> Repurchase Intention	0,851	12,571	0,000	Diterima
Kualitas Pelayanan -> Customer Satisfaction	0,423	2,931	0,003	Diterima
Kualitas Pelayanan -> Repurchase Intention	0,119	1,224	0,221	Ditolak
Persepsi Harga -> Customer Satisfaction	0,240	2,580	0,010	Diterima
Persepsi Harga -> Repurchase Intention	-0,009	0,171	0,864	Ditolak
Website Quality -> Customer Satisfaction	0,248	2,235	0,025	Diterima
Website Quality -> Repurchase Intention	0,001	0,021	0,983	Ditolak

Source: Primary Data Processing Results (2025)

### Mediation Effect Test

Finding a relationship between the independent and dependent variables mediated by the mediating variable is the aim of a mediation effect test. There are two types of mediation effects, according to Hair (2022): complete mediation, in which the mediating variable has a substantial impact on both the independent and dependent variables, and the direct test, in which the effect is not significant. Second, when the indirect effect outweighs the direct effect but the route coefficient and indirect effect results are considerable, partial mediation takes place. The t-statistic and p-value are also examined in this test.

**Table 6. Results of the Mediation Effect Test**

	Path Coe	t-statistic	p-value	Jenis Mediasi
Kualitas Pelayanan -> Customer Satisfaction -> Repurchase Intention	0,360	2,821	0,001	Mediasi Penuh
Persepsi Harga -> Customer Satisfaction -> Repurchase Intention	0,204	2,600	0,009	Mediasi Penuh
Website Quality -> Customer Satisfaction -> Repurchase Intention	0,211	2,203	0,028	Mediasi Penuh

Source: Primary Data Processing Results (2025)

## DISCUSSION

The main goal of this study is to determine and examine the different elements affecting PT Meratus customers' intentions to repurchase. Customers of PT Meratus' Jakarta branch make up the study's sample, which has 105 responders in total. According to the respondent profile, women made up the majority of participants (65.7%). The majority of respondents (83.8%) were employed, and their greatest level of education was a bachelor's degree (S1/D4) (61.9%). Each of the hypotheses examined in this study is discussed in the section that follows.

### Effect of Website Quality on Customer Satisfaction (H1)

With reference to the findings of the direct test, the p-value was 0.04 (<0.05) and the t-statistic value was 2.235 (>1.96). The initial sample value of 0.200 showed that customer satisfaction and website quality were positively correlated. These statistical standards lead to the conclusion that H1 is acceptable.

This result is in line with study by Kuswanto and Syams (2023), who discovered that consumer happiness is positively and significantly impacted by the quality of websites.

#### **Effect of Service Quality on Customer Satisfaction (H2)**

Customer satisfaction and service quality were determined to be positively and significantly correlated based on the findings of the direct test. This result is consistent with that of Hidayat et al. (2020), who found that customer satisfaction is significantly positively impacted by service quality. Dewi & Gustya's (2022) study, which indicated that customer satisfaction with KAI Logistik Express delivery services in Bandung was favorably and significantly impacted by service quality, further supports the conclusion.

#### **Effect of Price Perception on Customer Satisfaction (H3)**

The findings demonstrate that consumer happiness is positively and significantly impacted by pricing perception. This is consistent with the similar impact shown by Prihatini and Gumilang (2021). Helfi et al. (2024), who discovered that pricing perception had a favorable and significant impact on customer satisfaction in national logistics organizations, further supports the finding.

#### **Effect of Customer Satisfaction on Repurchase Intention (H4)**

Table 5 shows that there is a positive and significant direct correlation between customer satisfaction and repurchase intention. This is in line with the findings of Susanto et al. (2021) and Suparna and Natalia (2023). It may be inferred from the statistical test findings and prior research that PT Meratus clients' satisfaction with the company's offerings is one of the reasons they plan to utilize the service again.

#### **Effect of Website Quality on Repurchase Intention (H5)**

The direct test results show that website quality has little effect on repurchase intention. Several more investigations support this finding. For example, Mavilinda and Nazaruddin (2022) found no significant relationship between Shopee's website quality and users' intentions to make more purchases. Additionally, Ilhamalimy et al. (2023) found that website quality had no discernible beneficial effect on repurchase intention.

#### **Effect of Service Quality on Repurchase Intention (H6)**

With an initial sample value of 0.119, the direct test between service quality and repurchase intention showed a favorable trend. However, the link is not statistically significant, as indicated by the p-value of 0.221 ( $>0.05$ ) and the t-statistic of 1.224 ( $<1.96$ ). Therefore, despite the small favorable effect, H6 is rejected. This conclusion is supported by other investigations. For example, Alfiah (2024) discovered that repurchase intention is not greatly impacted by service quality. Similarly, Soekirman et al. (2023) came to the conclusion that a freight forwarding company's repurchase intention is unaffected by service quality.

#### **Effect of Price Perception on Repurchase Intention (H7)**

An original sample value of -0.099 from the hypothesis test indicates a negative association between the variables. This suggests that customers are less likely to intend to repurchase when they believe the price does not correspond

with the perceived benefit. There is no significant effect, as indicated by the t-statistic value of 0.171 ( $<1.96$ ) and the p-value of 0.864 ( $>0.05$ ). H7 is thus disproved. Ludiya and Fadillah (2024), who discovered that price perception has no discernible impact on repurchase intention, support this finding. Similar results were also reported by Rahmi et al. (2024).

#### **Effect of Website Quality on Repurchase Intention Through Customer Satisfaction (H8)**

A positive association is indicated by the original sample value of 0.211 in the mediation test results. On the other hand, the p-value is 0.028 ( $<0.05$ ) and the t-statistic value is 2.204 ( $>1.96$ ). This indicates that customer happiness has discernible indirect impact on repurchase intention due to website quality. This is categorized as full mediation by Hair (2022).

This finding is in line with that of Mavilinda and Nazaruddin (2022), who discovered that, when mediated by customer happiness, website quality has discernible impact on repurchase intention.

#### **Effect of Service Quality on Repurchase Intention Through Customer Satisfaction (H9)**

Service quality had no discernible impact on repurchase intention in the direct test. However, the effect becomes considerable when customer pleasure is used as a mediating variable. This is categorized as full mediation by Hair (2022). This finding is consistent with that of Roosdhani and Aninda (2023), who discovered that although there is no significant direct relationship between service quality and repurchase intention, there is a positive and significant indirect relationship through customer satisfaction.

#### **Effect of Price Perception on Repurchase Intention Through Customer Satisfaction (H10)**

A positive correlation was indicated by the study's original sample value of 0.293. With a p-value of 0.009 ( $<0.05$ ) and a t-statistic of 2.600 ( $>1.96$ ), the effect is statistically significant. H10 is therefore approved. This falls under the category of full mediation. The outcome is in line with the findings of Prihatini and Gumilang (2021), who discovered that, when mediated by customer satisfaction, price perception has a considerable impact on repurchase intention.

### **CONCLUSION**

1. Website quality has a positive and significant effect on customer satisfaction.
2. Service quality has a positive and significant effect on customer satisfaction.
3. Price perception has a positive and significant effect on customer satisfaction.
4. Customer satisfaction has a positive and significant effect on repurchase intention.
5. Website quality does not have a significant effect on repurchase intention.
6. Service quality does not have a significant effect on repurchase intention.

7. Price perception does not have a positive and significant effect on repurchase intention.
8. Website quality significantly affect repurchase intention when mediated by customer satisfaction.
9. Service quality has a positive and significant effect on repurchase intention when mediated by customer satisfaction.
10. Price perception has a positive and significant effect on repurchase intention when mediated by customer satisfaction.

## **RECOMMENDATIONS**

### **Managerial Implications**

1. To guarantee complete online system integration and enable real-time client service, the business should enhance its current website. To prevent inconsistencies between the content of the website and the actual field circumstances, the information must also always be maintained current.
2. Given that price perception has no discernible impact on repurchase intention, the business should provide competitive and transparent pricing. Offering loyal clients exclusive offers or loyalty programs is one tactic that may be used to enhance their perception of value and price fairness.
3. The **quality of service** provided must be maintained and even improved, as service quality was found to directly affect customer satisfaction and indirectly influence repurchase intention. The company should ensure consistent, standardized services, including delivery processes and customer response mechanisms.

### **Theoretical Implications**

1. Due to research limitations, future researchers are encouraged to use larger sample sizes than in this study. Additionally, respondents should preferably come directly from the marketing departments of companies, and the customer demographics should be expanded beyond just one branch location.
2. Future studies could incorporate additional variables to explore other factors influencing repurchase intention, such as trust, brand image, or customer experience.
3. Since service quality has been shown to have a direct impact on customer satisfaction and an indirect impact on repurchase intention, it is imperative that the quality of services be maintained and even enhanced. The business should guarantee standardized, consistent services, including delivery procedures and systems for responding to customers.

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