

## How to Increase Repurchase Intention at the Indonesian Post Office

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**Abstract.** This research aims to determine the role of service quality, price, and security on customer satisfaction and their impact on repurchase intention at the Indonesian Post Office in Sidoarjo City. This research uses a quantitative approach. The population of this research consists of customers of the Indonesian Post Office in Sidoarjo City. This research involved a sample of 100 customers of the Indonesian Post Office in Sidoarjo City who were selected using accidental sampling techniques. The primary data used in this research was obtained by distributing questionnaires to respondents. Quantitative data analysis techniques using statistical methods were used to analyze the data. The statistical method used is Smart Partial Least Square (SmartPLS). Based on the research results, it was found that service quality, price, and safety influence customer satisfaction. Apart from that, it was found that service quality and price affected on repurchase intention, while security did not affect on repurchase intention. It was also found that customer satisfaction influences repurchase intention at the Indonesian Post Office in Sidoarjo City.

**Keywords:** Service quality; Price; Security; Customer satisfaction; Repurchase intention.

**Abstrak.** Penelitian ini bertujuan untuk mengetahui peran kualitas layanan, harga, dan keamanan terhadap kepuasan pelanggan serta dampaknya terhadap repurchase intention pada Kantor Pos Indonesia Kota Sidoarjo. Penelitian ini menggunakan pendekatan kuantitatif. Populasi penelitian ini terdiri dari pelanggan Kantor Pos Indonesia di Kota Sidoarjo. Penelitian ini melibatkan sampel sebanyak 100 pelanggan Kantor Pos Indonesia di Kota Sidoarjo yang dipilih menggunakan teknik accidental sampling. Data yang digunakan dalam penelitian ini diperoleh melalui penyebaran kuesioner kepada responden. Teknik analisis data kuantitatif dengan menggunakan metode statistik digunakan untuk menganalisis data. Metode statistik yang digunakan adalah Smart Partial Least Square (SmartPLS). Berdasarkan hasil penelitian, ditemukan bahwa kualitas layanan, harga, dan keamanan berpengaruh terhadap kepuasan pelanggan. Selain itu, ditemukan bahwa kualitas layanan dan harga berpengaruh terhadap repurchase intention, sedangkan keamanan tidak berpengaruh. Penelitian ini menemukan pula bahwa kepu-

asan pelanggan berpengaruh terhadap repurchase intention pada Kantor Pos Indonesia Kota Sidoarjo.

**Kata kunci:** Kualitas layanan; Harga; Keamanan; Kepuasan pelanggan; Repurchase intention.

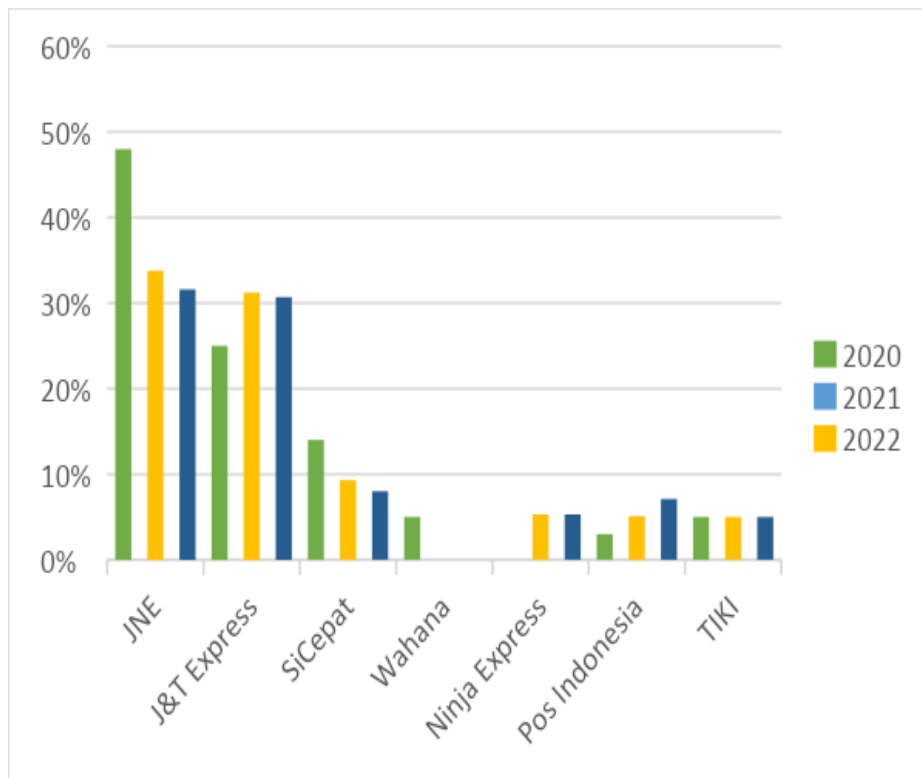
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**BACKGROUND**

As time goes by, business development in the delivery service sector has increased quite rapidly. One of the delivery services in Indonesia is PT Pos Indonesia is a state-owned company or BUMN and has been around for a long time and was previously known by the wider community. This delivery service company has very good prospects, but in reality most of its market share is controlled by private delivery service companies such as J&T Express, ID Express, SiCepat, TIKI, JNE Express, Shopee Express, Wahana, Indo expedition, DHL, NCS, PT Repex Perdana Internasional collaborates with Federal Express and many other private delivery service companies (Mega & Marwan, 2022).



Description: Expedition market share growth.

Source: [www.kompas.id](http://www.kompas.id)

**Figure 1. Market Share Growth**

In 2020, Pos Indonesia was ranked sixth nationally with a market share of 3 percent. Then fifth place is TIKI with a market share of 5 percent, fourth place is Wahana with a market share of 5 percent, third place is SiCepat with a market share of 14 percent, J&T Express is in second place with a market share of 25 percent and JNE is in first place with a market share of 48 percent. In 2021, Pos Indonesia rose to fifth place, taking over TIKI with a market share of 5.1 percent. Fourth position is occupied by Ninja In July 2022, Pos Indonesia was ranked fourth with a market share of 7.1 percent. Nationally, SiCepat is in third place with a market share of 8 percent, followed by J&T Express in second place with a market share of 30.7 percent and JNE is still at the top of the ranking with a market share of 31.6 percent.

Seeing the record growth in market share, Pos Indonesia is always required to improve service quality, competitive prices and security for customer satisfaction and impact *repurchase intention*. Initial observation results at the research site show that there are consumers who complain that employees still don't respond quickly every time they have a complaint or question. Shipping costs are unaffordable or more expensive than other expeditions, discounts are never given. There was some damage to the goods when received by consumers.

Seeing the phenomenon that is occurring, increasing customer satisfaction must be done in order to compete with other private delivery services. Service quality is one of the things needed to increase customer satisfaction, because service quality is fulfilling consumer needs based on the level of excellence of products and services that meet expectations so that they can fulfill consumers' desires (Ali et al., 2018). A price setting strategy needs to be formed, because there is a possibility that consumers will have a discrepancy with the price being considered too expensive. Security is also one of the things that can increase customer satisfaction. The security in question is the security of goods, which means a condition where the goods are free from dangers such as loss, damage and harm. The high level of satisfaction from customers when they decide to try the product or service and then a feeling of liking arises, resulting in interest in repeat purchases (*repurchase intention*) (Majeed et al., 2022).

Service quality is providing perfection of service carried out by service providers to meet customer needs and accuracy of delivery to balance customer expectations. Service quality is an important thing that needs to be considered and maximized so that it can survive and be used as a choice for consumer satisfaction. The research of Fitriyasari (2020) shows that service quality has a positive and significant effect on customer satisfaction. Consumers often use price as an indicator of the value between the perceived benefits and the price of a good or service. If the price set by the company does not match the benefits of the product, then the level of customer satisfaction can decrease. And if the value perceived by consumers is higher, it will create customer satisfaction. This was found in research of Nggai and Anandya (2020) stating that there is a positive and significant influence between price and customer satisfaction.

In goods delivery services (*shipping company*) security relates to the process of securing goods until their destination. The security of goods in question is how the sender and service provider prepare all the documents needed to send goods. This is the main capital for business people *shipping* to get what is called customer satisfaction. The

research of Arum et al. (2023) shows that goods security has a significant influence on customer satisfaction. A company that has consistency *service quality* in order to maintain customer satisfaction, there will be an opportunity to gain loyal consumers and achieve large profits. This is what makes the indicator of customer satisfaction, namely the service provided in accordance with customer expectations, dominant, so that consumers will continue to recommend it to other people because of satisfactory service. In research of Ginting et al. (2023) which states that service quality has an insignificant influence on *repurchase intention*, but service quality has an indirect influence on *repurchase intention* mediated by consumer satisfaction, which means customers will do it *repurchase intention* after experiencing customer satisfaction.

Price is synonymous with sacrifice for consumers to be able to enjoy a product or service. The lower the sacrifice, the more interested consumers are in buying, meaning that price has an influence on consumers' purchasing intentions for a product. The research of Johan et al. (2020) shows that there is a positive and significant influence between price and *repurchase intention*. Loss and damage to goods during delivery will have a strong impact on the reputation of the delivery service company. Therefore, consumers will naturally choose a delivery service company that can truly maintain security. The more consumer confidence and satisfaction increases, the more it will increase *repurchase intention*. This was found in research of Adhyaksa (2020) which shows that there is an influence of security on *repurchase intention*. However, this is different from research of Satrya and Rachmat (2020) which shows that there is no significant influence between security and *repurchase intention*. Referring to the research of Majeed et al. (2022), it was found that there is a positive and significant relationship between customer satisfaction and repurchase interest (*repurchase intention*). This happens because the higher customer satisfaction, the greater the possibility that they will have an interest in buying the same product or service again. Other research also shows that customer satisfaction is important for repurchase interest and is characterized by a higher frequency of visits.

Based on exploration results *gap of research* what has been obtained is that researchers found gaps in previous research. In the research of Lestari and Ellyawati (2019), the variables used are service quality and price. So there is a gap which is then developed in this research by adding security variables, because it is an important element that needs to be considered to increase customer satisfaction. In the research of Rohwiyati and Praptiestrini (2019), there are no accompanying indicators for each variable, especially the customer satisfaction variable. This is a gap because this research uses indicators of suitability of expectations, interest in revisiting, willingness to recommend as customer satisfaction variables. Likewise, in research of Hardoko (2022), there are no accompanying indicators for each variable, especially for the variable *repurchase intention*. So there is a gap because this research uses indicators of transactional interest, referential interest, preferential interest, exploratory interest in variable *repurchase intention*.

Based on the description above, this research is aimed at customers of the Indonesian Post Office in Sidoarjo City. So the problem formulation is whether service quality, price and safety have an effect on customer satisfaction and have an impact on *repurchase intention*. The aim of this research is to analyze the influence of service quality, price and safety on customer satisfaction and its impact on repurchase intention. And looking at the aim of this research, this research is related to category 12 Sustainable

Development Goals (SDGs) regarding ensuring sustainable consumption and production patterns.

## **LITERATURE REVIEW**

### **Service Quality**

According to Rohwiyati and Praptiestrini (2019), service quality is the expected level of excellence and control over this level of excellence to fulfill customer desires. Another opinion was expressed by Miao et al. (2022) that service quality is a combination of traits and characteristics that determine the extent to which output can meet customer needs. Customers determine and assess the extent to which these traits and characteristics meet their needs. According to Law et al. (2022), service quality indicators can be seen from aspects including: 1) Reliability, 2) Responsiveness, 3) Assurance, 4) Empathy, and 5) Tangible. Based on the description, the hypotheses H1 and H4 are formulated:

H1: It is suspected that there is an influence of the Service Quality variable on Customer Satisfaction

H4: It is suspected that there is an influence of the Service Quality variable on Repurchase Intention

### **Price**

Price is the amount of money charged for a product or service, or the amount of value exchanged by consumers for the benefits they get from owning or using the service or product (Rita et al., 2019). Therefore, if the benefits they receive after using the product or service are comparable to the price offered, then consumers feel satisfied. According to Pandiangan et al. (2021), price is a monetary unit or other dimensions (including goods and services) that can be exchanged to obtain the right to own or use a good or service. The price indicators put forward according to Do et al. (2023) are: 1) Price affordability, 2) Competitive prices, 3) Suitability of price to product quality, and 4) Suitability of price to product benefits. Based on the description, the hypotheses H2 and H5 are formulated:

H2: It is suspected that there is an influence of the Price variable on Customer Satisfaction

H5: It is suspected that there is an influence of the Price variable on Repurchase Intention

### **Security**

Security can generally be interpreted as a state of being free from danger and this definition is very broad (Fared et al., 2021). In this research, the security referred to is the security of goods. According to (Rahmania & Wahyono, 2022) security in the delivery of goods, the company has an obligation to maintain and manage facilities and equipment and ensure customers are protected from danger wherever they are while using the service. Companies that want to survive and compete in the market must always pay attention to safety when transporting goods. According to Miao et al. (2022), there are two security indicators, i.e.: 1) Security guarantee, and 2) Data confidentiality. Based on the description, the hypotheses H3 and H6 are formulated:

H3: It is suspected that there is an influence of the Security variable on Customer Satisfaction

H6: It is suspected that there is an influence of the Security variable on Repurchase Intention

### **Customer Satisfaction**

Customer satisfaction is a person's feeling of satisfaction or disappointment resulting from comparing product performance or results with expectations (Rohwiyati & Praptiestrini, 2019). Another opinion from Rohwiyati and Praptiestrini (2019) is that customer satisfaction or consumer satisfaction is a consequence of comparisons made by consumers who compare the level of perceived benefits to the benefits expected by consumers. The indicators that form customer satisfaction according to Faizah and Astuti (2022) are: 1) Conformity of expectations, 2) Intention to revisit, and 3) Willingness to recommend. Based on the description, the hypotheses H7 is formulated:

H7: It is suspected that there is an influence of the Customer Satisfaction variable on Repurchase Intention

### **Repurchase Intention**

*Repurchase intention* or what is usually called repurchase interest is customer behavior where customers respond positively to a product or service from a company and intend to consume the company's product or service again (Ardiansyah, 2020). According to Law et al. (2022), *repurchase intention* is a purchase interest that is based on purchasing experiences that have been made in the past. High repurchase interest reflects a high level of customer satisfaction. According to Nggai and Anandya (2020), *repurchase intention* can be identified from indicators including 1) Transactional interest, 2) Referential interest, 3) Preferential interest, and 4) Exploratory interest.

## **RESEARCH METHODS**

The type of research used in this research is quantitative research. The location of this research was carried out at the Indonesian Post Office in Sidoarjo City which is located on Jl. Sultan Agung No. 50, Gajah Timur, Magersari, Kecamatan Sidoarjo, Sidoarjo Regency, East Java 61211. The population in this study is users of delivery services at the Indonesian Post Office in Sidoarjo City. The sampling technique used in this research is *accidental sampling*, carried out based on chance, that is, anyone who coincidentally meets the researcher and meets the research criteria can be used as a sample. Because the population size in this study is not yet known, the number of samples taken was by determining the sample size using the equation formula *Lemeshow*. Based on the use of the equation formula *lemeshow*, The number of samples obtained was 96.04 which was rounded up to 100. Based on these calculations, the sample taken in this study was 100 respondents.

The data source used to support this research is primary data obtained based on a questionnaire with a total of 36 statement items. The statement consists of service quality variables with five indicators according to Mega and Marwan (2022), i.e. reliability,

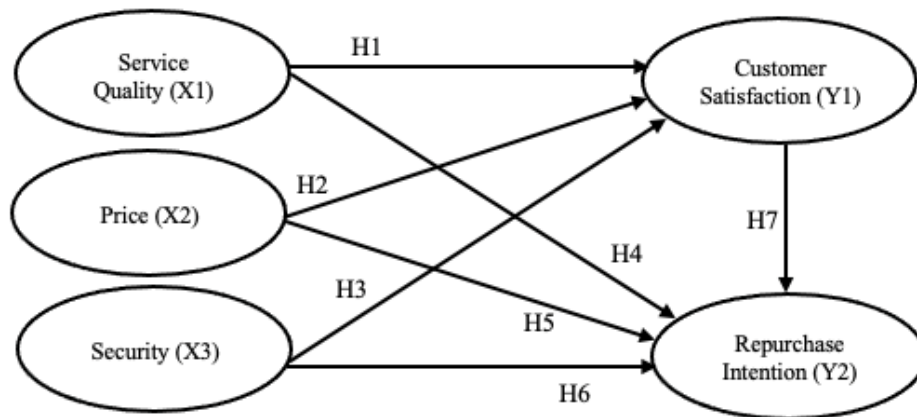


responsiveness, assurance, empathy, tangible, so that 10 statement items are obtained. The price variable with four indicators according to Rita et al. (2019), i.e. price affordability, competitive price, price suitability to product quality, price suitability to product benefits, so that eight statement items are obtained. The security variable with two indicators according to Fitriyasari (2020), i.e. security guarantee and data confidentiality, so that four statement items are obtained. The customer satisfaction variable with three indicators according to Rita et al. (2019), i.e. conformity to expectations, interest in revisiting, willingness to recommend, so that six statement items are obtained. The dependent variable of *repurchase intention* with four indicators according to Adhyaksa (2020), i.e. transactional interest, referential interest, preferential interest, exploratory interest, so that eight statement items are obtained.

Data collection techniques were obtained from respondents by distributing questionnaires or questionnaires directly to delivery service users at the Indonesian Post Office in Sidoarjo City. Data processing in this research uses *Partial Least Square* (PLS) with the help of the program *Smart Partial Least Square* (SmartPLS). The data measurement tool used is a Likert scale which is divided into several categories, value 1 for strongly disagree, value 2 for disagree, value 3 for quite agree, value 4 for agree, and value 5 for strongly agree.

### Research Model

Based on the description and hypotheses formulation, this research uses research model that shown on Figure 2.



Description: Research model  
Source: Data processed by researchers (2023).

**Figure 2. Research Model**

The description of Figure 2:  
 → = Partially influential  
 X1, X2, X3 = Independent Variables  
 Y1, Y2 = Dependent Variables.

**Table 1. Respondent Characteristics**

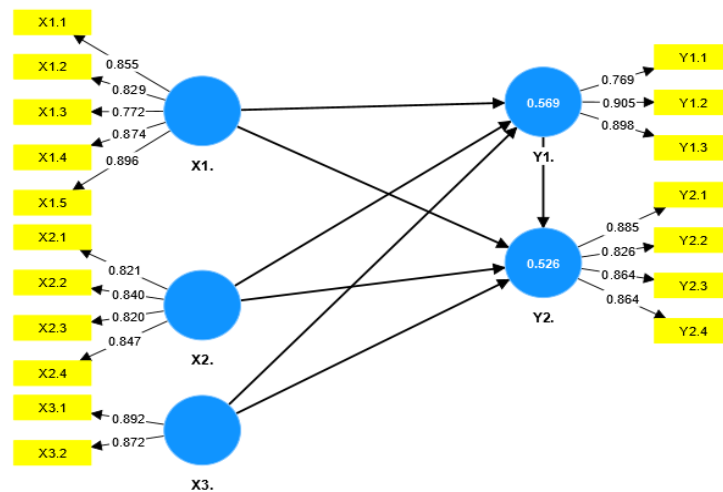
Characteristics	Frequency	Present	Amount
Man	51	51%	100%
Woman	49	49%	
< 20 Years	2	2%	100%
20-25 Years	83	83%	
26-30 Years	10	10%	
> 30 Years	5	5%	

Source: Data processed by researchers (2023).

## RESULTS AND DISCUSSION

### 1. Description of Respondent Data

In this study, there were 100 respondents who used the Indonesian Post Office delivery service in Sidoarjo City who had filled out the questionnaire. Based on the data in Table 1, it can be seen that users of the Sidoarjo City Indonesian Post Office delivery service are dominated by male users with a percentage of 51% or 51 people compared to female users who are only 49% or 49 people. From these data it can be concluded that the users of the Indonesian Post Office delivery service in Sidoarjo City are dominated by men compared to women. Table 1 shows that the age range of respondents is divided into 4 categories, namely aged < 20 years as many as 2 respondents or 2%, 20-25 years as many as 83 respondents or 83%, 26-30 years as many as 10 respondents or 10% years and > 30 years as many as 5 respondents or 5%. It can be concluded that the average user of the Indonesian Post Office delivery service in Sidoarjo City is in the 20-25 year category as many as 83 people.



Description: Outer Research Model  
 Sumber: Output SmartPLS (2023).

**Figure 3. Outer Research Model**

### 2. Hypothesis Test and Analysis

In this research, data analysis uses validity testing, reliability testing and hypothesis testing. This test measurement uses PLS (*Partial Least Square*) with the number of respondents being 100 users of the Indonesian Post Office Sidoarjo City delivery service



who live in Sidoarjo City so that they can measure whether the research conducted is valid or not.

**a) Measurement Model (Outer Model)**

This research used a path diagram of the validity test that has been processed with SmartPLS (Fig. 3).

**b) Convergent Validity Test**

For initial research, the loading factor value of 0.05-0.06 is quite good, and for value *average variance extracted (AVE)* considered valid when the value is more than 0.05. Based on Table 2, it can be seen that the loading factor value is above 0.50 for each question. The highest loading factor value can be seen in question or indicator Y1.2 with a value of 0.905. Meanwhile, the lowest loading factor value is found in the Y1.1 indicator, 0.769. From the results above, it can be concluded that all of the indicators in the data can be said to be valid.

**Table 2. Loading Factor Results**

	X1	X2	X3	Y1	Y2
X1.1	0.855				
X1.2	0.829				
X1.3	0.772				
X1.4	0.874				
X1.5	0.896				
X2.1		0.821			
X2.2		0.840			
X2.3		0.820			
X2.4		0.847			
X3.1			0.892		
X3.2			0.872		
Y1.1				0.769	
Y1.2				0.905	
Y1.3				0.898	
Y2.1					0.885
Y2.2					0.826
Y2.3					0.864
Y2.4					0.864

Source: SMARTPLS output results (2023).

**c) Discriminant Validity Test**

Based on Table 3, it can be seen that the PLS calculation uses the discriminant validity test of *Fornell-Lacker-criterion* explained that the value of each correlation had a good comparison value for the requirements in the research, namely above 0.50-0.60. Next, to test discriminant validity, it is obtained from the SmartPLS 4.0 measurement results, namely the AVE value (*average variance extracted*) on indicators of Service Quality, Price, Safety, Customer Satisfaction and *Repurchase Intention*.

**Table 3. Fornell Lacker Criterion**

	X1	X2	X3	Y1	Y2
X1	0,846				
X2	0,435	0,832			
X3	0,336	0,64	0,882		
Y1	0,722	0,49	0,274	0,859	
Y2	0,450	0,7	0,492	0,493	0,860

Source: SMARTPLS output results (2023).

The following are the results of these measurements using PLS 4.0: Based on Table 4, it can be seen that the AVE value is  $>0.50$  for all variables, i.e. Service Quality, Price, Security, Customer Satisfaction, and Repurchase Intention. From the results above, it can be concluded that all the instruments/indicators used have tested their discriminant validity well and can be said to be valid.

**Tabel 4. AVE (average variance extracted)**

No	Variable	Average variance extracted (AVE)
1	Service quality	0.716
2	Price	0.692
3	Security	0.778
4	Customer satisfaction	0.739
5	Repurchase Intention	0.739

Source: SmartPLS output results (2023).

#### d) Reliability Test

Based on Table 5, it can be seen that the output gain *cronbach's alpha* in each variable Service Quality, Price, Security, Customer Satisfaction and Repurchase Intention has a value above 0.70. From the data above it can be seen that the resulting value of *cronbach's alpha* the Service Quality variable (0.900), the Price variable (0.852), the Security variable (0.715), the Customer Satisfaction variable (0.826), and the Repurchase Intention variable with (0.882) are categorized as very reliable according to Johan et al. (2020). Mark *composite reliability* high is in the Service Quality variable with a value of 0.926, where this value is categorized as very reliable. Furthermore, the variable with a low composite reliability value is in the Security variable with a value of 0.875 which is still categorized as very reliable. Followed by the Customer Satisfaction variable (0.894), the Price variable (0.900) and *Repurchase Intention* (0.919) with value *composite reliability* which is classified as very reliable.

**Table 5. Cronbach's Alpha and Composite Reliability**

Variable	Cronbach's alpha	Composite reliability
Service quality	0,900	0,926
Price	0,852	0,900
Security	0,715	0,875
Customer satisfaction	0,826	0,894
Repurchase Intention	0,882	0,919

Source: SMARTPLS output results (2023).

## e) Hypothesis Test

### R-Square Test

$R^2$  value used to be able to measure the stages of change in variation between the independent variable and the dependent variable. Based on Table 6, it can be seen that the R-Square value for the Customer Satisfaction variable is 0.569 or 57%. Furthermore, for the adjusted R-square the value obtained is 0.556 or 56%. For variable Repurchase Intention the R-Square value obtained is 0.526 or 53%. Next, for R-square the adjusted value obtained is 0.506 or 51%.

**Table 6. R-Square Test**

Dependent Variables	R-square	Adjusted R-square
Customer Satisfaction	0.569	0.556
Repurchase Intention	0.526	0.506

Source: SMARTPLS output results (2023).

It can be concluded that the Service Quality (X1), Price (X2), and Security (X3) can measure and have a good relationship with the customer satisfaction variable with a good R-Square value of 57% and adjusted R-square 56%. Meanwhile, the variables i.e. Service Quality (X1), Price (X2), Security (X3) can measure and have a good relationship with the variable Repurchase Intention with value R-Square which is good, i.e. 53% and adjusted R-square 51%. The rest is explained through other variable indicators that are outside the research conducted by the researcher.

### t-test (Partial Test)

The t test is a test carried out to determine whether the variables used have a positive effect or not and are significant or not significant as measured by PLS as follows:

**Table 7. Partial t-test**

	Original sample (O)	T statistics ( O/STDEV )	P values
X1 → Y1	0,462	5,551	0,000
X2 → Y1	0,246	3,099	0,002
X3 → Y1	0,237	2,971	0,003
X1 → Y2	0,342	3,188	0,001
X2 → Y2	0,175	2,008	0,045
X3 → Y2	0,071	0,761	0,446
Y1 → Y2	0,343	2,727	0,006

Source: SmartPLS output results (2023).

Based on Table 7, it can be described that:

1. Based on the PLS measurement results of the Service Quality variable, it shows the value of this variable, i.e.  $t_{count} > t_{table}$  with a value of  $5.551 > 1.985$  while for the p-value measurement it is  $0.000 < 0.05$ . It can be concluded that from the results of these measurements it is clear that Service Quality has a positive and significant effect on Customer Satisfaction of users of the Indonesian Post Office delivery service in Sidoarjo City.

2. Based on the PLS measurement results of the Price variable, it shows the value of this variable, namely  $t_{count} > t_{table}$  with a value of  $3.099 > 1.985$  while for the p-value measurement it is  $0.002 < 0.05$ . It can be concluded that from the results of these measurements it is clear that price has a positive and significant effect on customer satisfaction for users of the Indonesian Post Office delivery service in Sidoarjo City.
3. Based on the PLS measurement results of the Security variable, it shows the value of this variable, namely  $t_{count} > t_{table}$  with a value of  $2.971 > 1.985$  while for the p-value measurement it is  $0.003 < 0.05$ . It can be concluded that from the results of these measurements it is clear that Security has a positive and significant effect on Customer Satisfaction of users of the Indonesian Post Office delivery service in Sidoarjo City.
4. Based on the PLS measurement results of the Service Quality variable, it shows the value of this variable, namely  $t_{count} > t_{table}$  with a value of  $3.188 > 1.985$  while for the p-value measurement it is  $0.001 < 0.05$ . It can be concluded that from the results of these measurements it is clear that Service Quality has a positive and significant effect on *Repurchase Intention* users of the Sidoarjo City Indonesian Post Office delivery service.
5. Based on the PLS measurement results of the Price variable, it shows the value of this variable, namely  $t_{count} > t_{table}$  with a value of  $2.008 > 1.985$  while for the p-value measurement it is  $0.045 < 0.05$ . It can be concluded that from the results of these measurements it is clear that price has a positive and significant effect on *Repurchase Intention* users of the Sidoarjo City Indonesian Post Office delivery service.
6. Based on the PLS measurement results of the Security variable, it shows the value of this variable, namely  $t_{count} > t_{table}$  with a value of  $0.761 > 1.985$  while for the p-value measurement it is  $0.445 < 0.05$ . It can be concluded that from the results of these measurements it is clear that security has no effect and is not significant *Repurchase Intention* users of the Sidoarjo City Indonesian Post Office delivery service.
7. Based on the PLS measurement results of the Customer Satisfaction variable, it shows the value of this variable, namely  $t_{count} > t_{table}$  with a value of  $2.727 > 1.985$  while for the p-value measurement it is  $0.006 < 0.05$ . It can be concluded that from the results of these measurements it is clear that Customer Satisfaction has a positive and significant effect on *Repurchase Intention* users of the Indonesian Post Office delivery service in Sidoarjo City.

## Discussion

### a) The Influence of Service Quality on Customer Satisfaction

Based on the results of the data processing that has been carried out, it was found that the Service Quality variable has a significant influence on Customer Satisfaction. This shows that there is an influence between Service Quality on Customer Satisfaction of the Indonesian Post Office delivery service in Sidoarjo City. Thus, the higher the quality of service provided, the greater the possibility that customers will feel satisfied with the product or service provided. Likewise, if the quality of service provided is lower, it will have an impact on decreasing customer satisfaction.

Service quality is the extent to which a company or organization can meet and exceed customer expectations in terms of the services provided. Service quality involves various aspects, such as responsiveness to customer requests, ease of interaction, speed of service, and the level of staff professionalism. Companies that respond quickly to

customer requests and provide efficient solutions to their problems will improve customer perceptions of service quality. Positive and friendly interactions between company staff and customers can improve customer experience and provide a good impression of service quality. If a company can meet or even exceed customer expectations in terms of the services provided, this will increase customer satisfaction.

Service quality is built by several indicators, including reliability, responsiveness, assurance, empathy, tangible. Customer satisfaction is built by several indicators, including suitability of expectations, interest in revisiting, willingness to recommend. The biggest contribution is in the Guarantee indicator (*Assurance*), which means that the majority of respondents strongly agree that in the package delivery process, Pos Indonesia provides a guarantee for loss or damage to packages that have been sent. This view reflects their understanding that Pos Indonesia services are considered reliable and provide a sense of security to customers in the package delivery process.

The results of this research are in line with research conducted by Ali et al. (2018), Ginting et al. (2023), and Fared et al. (2021) in their research stating that there is an influence of Service Quality on Customer Satisfaction. The better the quality of service provided by the Indonesian Post Office in Sidoarjo City, the more customer satisfaction will increase, and vice versa.

#### **b) The Effect of Price on Customer Satisfaction**

Based on the results of the data processing that has been carried out, it was found that the Price variable has a significant influence on Customer Satisfaction. This shows that there is an influence between price and customer satisfaction with the Indonesian Post Office delivery service in Sidoarjo City. Thus, the more affordable or affordable the product or service is, the more likely customers will be satisfied with what they get. Likewise, if the price is more expensive, it will have an impact on decreasing customer satisfaction.

Price is the amount of money that customers must pay to obtain a product or service from a company. Price is an important factor in purchasing decisions and can influence customers' perceptions of the value of the product or service they receive. Prices that are reasonable and commensurate with the benefits provided by the product or service can increase customer perceptions of the value received. Customers tend to be more satisfied if they feel they are getting value equal to or greater than the price they paid. Affordable prices or in accordance with the quality of the product or service can provide the balance desired by customers. If the price is commensurate with their perceived quality, this can increase satisfaction. If prices are offered transparently and there are no hidden surprises, customers are more likely to be satisfied with the purchasing process and the products they receive.

Prices are built by several indicators, including price affordability, competitive prices, suitability of prices to product quality, suitability of prices to product benefits. Customer satisfaction is built by several indicators, including suitability of expectations, interest in revisiting, willingness to recommend. The biggest contribution is in the indicator of price conformity to product quality, which means the majority of respondents strongly agree that Pos Indonesia has provided quality in accordance with the price

offered when sending goods. This view reflects their understanding of customers who are satisfied if they feel that what they pay is commensurate with the benefits or value they receive. If the delivery service from Pos Indonesia provides adequate quality and matches the price paid, customers will feel that they are getting good value.

The results of this research are in line with research conducted by Hardoko (2022), Ardiansyah (2020), and Nggai and Anandya (2020) in their research stating that there is an influence of price on customer satisfaction. The better the prices at the Sidoarjo City Indonesian Post Office, the greater the customer satisfaction, and vice versa.

### **c) The Effect of Security on Customer Satisfaction**

Based on the results of the data processing that has been carried out, it was found that the Security variable has a significant influence on Customer Satisfaction. This shows that there is an influence between Security and Customer Satisfaction with the Indonesian Post Office delivery service in Sidoarjo City. Thus, the greater the sense of security felt by customers regarding the product or service, the greater the possibility that they will feel satisfied. Likewise, if the feeling of security is lower, it will have an impact on decreasing customer satisfaction.

Security in this context refers to the sense of security and protection felt by customers when interacting with a company's products or services. This may include factors such as physical security, protection of personal data, and convenience in using the product or service. The security felt by customers builds trust between customers and the company. This trust is an important factor in building positive long-term relationships. In the digital world, protecting personal data is very important. Customers who feel that the company keeps their data confidential and secure will tend to feel more comfortable and satisfied. Security can also relate to the quality of a product or service. Products that are felt to be safe and durable tend to provide higher satisfaction.

Security is built on several indicators, including guarantees of data security and confidentiality. Customer satisfaction is built by several indicators, including suitability of expectations, interest in revisiting, willingness to recommend. The biggest contribution is in the data confidentiality indicator, which is meant by the majority of respondents who strongly agree that Pos Indonesia has maintained the confidentiality of goods owner data so that it is not misused by other parties. This view reflects their understanding of security which is a very important aspect in building customer trust. If customers feel that their personal data is well protected and will not be misused by other parties, they will tend to feel safe and comfortable using the service.

The results of this research are in line with research conducted by Lestari and Ellyawati (2019), Miao et al. (2022), and Rohwiyati and Praptiestrini (2019) in their research stated that there is an influence of Security on Customer Satisfaction. The better the security of the Sidoarjo City Indonesian Post Office service, the more customer satisfaction will increase, and vice versa.

### **d) The Influence of Service Quality on Repurchase Intention**

Based on the results of data processing that has been carried out, it was found that the Service Quality variable has a significant influence on Repurchase Intention. This shows that there is an influence between Service Quality on Repurchase Intention Sidoarjo City Indonesian Post Office delivery service. Thus, the higher the quality of



service provided, the greater the possibility that customers will have the intention to make repeat transactions.

High service quality generally creates customer satisfaction. Satisfied customers are more likely to return to make transactions because they feel that the company provides a good experience. Consistent service quality can build customer trust and loyalty. Customers who feel trust and have loyalty to the company tend to be more willing to return to transactions. If the company succeeds in meeting or even exceeding customer expectations in terms of service, this can produce positive feelings that encourage the intention to interact with the company again.

Service quality is built by several indicators, including reliability, responsiveness, assurance, empathy, tangible. Repurchase Intention built by several indicators, including transactional interest, referential interest, preferential interest, exploratory interest. The biggest contribution is in the Guarantee indicator (Assurance), which means that the majority of respondents strongly agree that in the package delivery process, Pos Indonesia provides a guarantee for loss or damage to packages that have been sent. This view reflects their understanding of good service quality, including coverage for loss or damage, creating a positive experience for customers. This experience can trigger the intention to return to use the service in the future

The results of this research are in line with research conducted by Do et al. (2023), Fared et al. (2021), Pandiangan et al. (2021) in their research stating that there is an influence of Service Quality on Repurchase Intention. The better the service quality of the Indonesian Post Office in Sidoarjo City, the greater the interest in repeat transactions among consumers, and vice versa.

#### **e) The Influence of Price on Repurchase Intention**

Based on the results of the data processing that has been carried out, it was found that the Price variable has a significant influence on Repurchase Intention. This shows that there is an influence between price and Repurchase Intention Sidoarjo City Indonesian Post Office delivery service. Thus, the more affordable or appropriate the price of the product or service, the greater the possibility that customers will have the intention to make repeat transactions.

Affordable prices that are in line with the benefits received by customers can create the desired value balance. Customers are more likely to have the intention to repurchase if they feel that the product or service provides value equal to or greater than the price paid. If the price fits the customer's budget, it can help the customer meet their needs without being financially burdensome. This can lead to re-transaction intentions because the company provides affordable solutions. Companies that are known for offering reasonable and competitive prices can build a positive reputation with customers. This can form customer intentions to repeat transactions.

Prices are built by several indicators, including price affordability, competitive prices, suitability of prices to product quality, suitability of prices to product benefits. Repurchase Intention built by several indicators, including transactional interest, referential interest, preferential interest, exploratory interest. The biggest contribution is

in the indicator of price conformity to product quality, which means the majority of respondents strongly agree that Pos Indonesia has provided quality in accordance with the price offered when sending goods. This view reflects their understanding of customers that when satisfied with what they receive and feel that they are getting "value" for their money, they are more likely to make repeat purchases.

The results of this research are in line with research conducted by Fitriyasari (2020), Mega and Marwan (2022), and Nggai and Anandya (2020) in their research stating that there is an influence of price on Repurchase Intention. The better the prices of the Sidoarjo City Indonesian Post Office services, the more consumers will increase their interest in repeat transactions, and vice versa.

#### **f) The Influence of Security on Repurchase Intention**

Based on the results of the data processing that has been carried out, it was found that the Security variable does not have a significant influence on Repurchase Intention. This shows that there is no influence between Security on Repurchase Intention Sidoarjo City Indonesian Post Office delivery service. The security provided by the Sidoarjo City Indonesian Post Office is not a major concern for consumers, but the Sidoarjo City Indonesian Post Office must still be able to guarantee the security of consumer data. This is to ensure that consumers can use the services with peace of mind, this is done to gain consumer trust in using the services of the Sidoarjo City Indonesian Post Office.

Even if customers feel safe, security itself may not have a significant impact on repurchase intentions. There are other, more powerful factors that influence customer intent. Customers may be more likely to consider product or service quality, price, or other factors rather than just security in determining whether to repeat transactions. In some cases, a high feeling of security may actually be a response to a problem the customer may have experienced previously. If customers feel the need to feel safe because of a problem, this can reduce their intention to repurchase.

Security is built on several indicators, including guarantees of data security and confidentiality. Repurchase Intention built by several indicators, including transactional interest, referential interest, preferential interest, exploratory interest. The biggest contribution is in the data confidentiality indicator, which is meant by the majority of respondents who strongly agree that Pos Indonesia has maintained the confidentiality of goods owner data so that it is not misused by other parties. This view reflects their understanding that customers who feel that their data is protected will be more likely to return to use the service and maintain a long-term relationship.

The results of this research are in line with research conducted by Miao et al. (2022), Rahmania and Wahyono (2022), Rohwiyati and Praptiestrini (2019) in their research stating that there is no influence of security on Repurchase Intention. The security of the Sidoarjo City Indonesian Post Office service has not been the main factor in increasing consumer interest in repeat transactions, and vice versa.

#### **g) The Influence of Customer Satisfaction on Repurchase Intention**

Based on the results of data processing that has been carried out, it was found that the Customer Satisfaction variable has a significant influence on Repurchase Intention. This shows that there is an influence between Customer Satisfaction on Repurchase Intention Sidoarjo City Indonesian Post Office delivery service. Thus, the higher the level

of customer satisfaction, the greater the possibility that the customer will have the intention to make a repeat transaction.

Satisfied customers tend to be more loyal to the company. They feel that the company has met their expectations and have the trust to continue engaging. Satisfied customers tend to give positive recommendations to others. This creates a positive impact on the company's image and can encourage others to transact with the company. Consistent customer satisfaction can form long-term relationships between customers and companies. Customers feel comfortable and satisfied with their experience, so they tend to want to continue interacting with the company.

Customer satisfaction is built by several indicators, including suitability of expectations, interest in revisiting, willingness to recommend. Repurchase Intention built by several indicators, including transactional interest, referential interest, preferential interest, exploratory interest. The biggest contribution is in the indicator of conformity to expectations, which means the majority of respondents strongly agree that Pos Indonesia has provided good service and customers are satisfied with its service. This view reflects their understanding of customers that if they are happy with their previous experience, they are more likely to return to using Pos Indonesia services rather than looking for alternatives.

The results of this research are in line with research conducted by Adhyaksa (2020), Lestari and Ellyawati (2019), Satrya and Rachmat (2020) in their research stating that there is an influence of Customer Satisfaction on Repurchase Intention. The higher the level of Customer Satisfaction that the Sidoarjo City Indonesian Post Office service has, the more it will influence consumers' interest in repeat transactions, and vice versa.

## **CONCLUSIONS AND RECOMMENDATIONS**

The research results show that high service quality at the Indonesian Post Office in Sidoarjo City has a positive impact on customer satisfaction. This shows that good, responsive, efficient and friendly service can create a positive experience for customers. Therefore, the Sidoarjo City Indonesian Post Office must focus on improving service quality, including staff training, reducing waiting times, and improving service processes. Research findings show that appropriate or affordable prices also influence customer satisfaction. This shows that prices that are reasonable and commensurate with the benefits received by customers can help create satisfaction. Post Offices need to conduct more in-depth market research to understand customer price preferences and try to offer more competitive prices or special offers that can increase value for customers. The research results show that security does not have a significant impact on customer intention to repurchase (Repurchase Intention). This could mean that in the context of the Indonesian Post Office in Sidoarjo City, security factors may not be the main aspect that influences customers' decisions to make repeat purchases. Security is an important factor in increasing customer satisfaction. Post Offices must continue to improve their security systems, such as CCTV surveillance, customer data protection, and other security measures to provide a sense of security to customers.

Research findings show that customer satisfaction has a positive effect on customers' intention to repurchase. Customers who are satisfied with their service and experience are more likely to have the intention to repeat transactions. The results of this research have important implications for the Indonesian Post Office in Sidoarjo City. They can focus more on improving service quality and maintaining appropriate prices to create customer satisfaction. Although security was not found to have an effect on repurchase intentions, it is still important for post offices to maintain data protection and provide a sense of security to customers. These findings are specific to the Sidoarjo City Indonesian Post Office and may differ in different contexts and industries. Therefore, these results provide insight for this post office in taking steps to increase customer satisfaction and customer intention to repeat transactions.

Customer satisfaction at the Indonesian Post Office in Sidoarjo City is most influenced by the quality of service compared to price and security factors. High service quality generally creates customer satisfaction. Satisfied customers are more likely to return to make transactions because they feel that the company provides a good experience. Meanwhile, the Repurchase Intention of Sidoarjo City Indonesian Post Office customers is most influenced by the quality of service they have compared to price and security factors. Consistent service quality can build customer trust and loyalty. Customers who feel trust and have loyalty to the company tend to be more willing to return to transactions.

For future researchers, they should examine other variables not included in this research with the aim of broadening their horizons. The limitation of this research is that it only focuses on the Indonesian Post Office in Sidoarjo City. Therefore, the results may not be directly applicable to post offices in other locations or in different industries. Future research could involve more post offices in various locations to gain a broader understanding of the factors that influence customer satisfaction and intention to repurchase. Then the sample of respondents in this research may be relatively small and in future research it is hoped that the number of respondent samples will be expanded. Based on the results of partial research, all variables have a significant influence on customer satisfaction and repurchase intention. So it is hoped that company leaders will pay attention to maintaining the stability of this factor so that customer satisfaction and repurchase intention will increase.

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