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The Effect of Service Quality and Ease of Use on Repurchase Interest Through Consumer Satisfaction as an Intervening Variable

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ABSTRACT

This study aims to analyze the effect of service quality and ease of use on repurchase interest, mediated by consumer satisfaction, among Lazada application users in Kudus Regency. In recent years, Lazada has experienced a decline in visitor numbers, raising concerns about a decline in consumer interest and the potential impact on the company's sustainability. This condition underscores the need for additional research on the factors that influence repurchase behavior. This study employed a quantitative method, utilizing a purposive sampling technique, with 100 respondents. The data analysis used in this study was SEM using the AMOS program. Research results show that service quality and ease of use have a positive and significant effect on consumer satisfaction. Additionally, service quality, ease of use, and consumer satisfaction also have a significant impact on repurchase interest. In conclusion, improving service quality and ease of use is an essential strategy for increasing consumer satisfaction, which ultimately has a positive impact on the intention to repurchase among Lazada application users in Kudus Regency.

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1. INTRODUCTION

Advances in internet-based technology have significantly altered consumer behavior, particularly in Indonesia, where 66.5 percent of the population—approximately 185 million people—are internet users (Annur, 2024). This shift has changed shopping habits from in-store purchases to online transactions (Pranitasari & Sidqi, 2021). This is supported by the growth of e-commerce platforms, which offer efficiency and convenience (Nita & Ratnasari, 2022). Indonesia is projected to lead global e-commerce growth by 30.5 percent (Santika, 2024), supported by data from We Are Social and Meltwater. In 2024, 59 percent of internet users in Indonesia have used e-commerce. The remaining 41 percent of internet users in Indonesia still do not use e-commerce. The figure is still relatively high, and does not include people who have not used the internet. This suggests that the e-commerce market share in Indonesia can still expand, providing businesses with opportunities to operate in the e-commerce sector (We Are Social & Meltwater, 2024).

During 2023, Shopee became the e-commerce company with the most visits in Indonesia. Shopee received a total of 2.35 billion visits from January to December 2023. It was followed by Tokopedia in the same period, with a total of 1.25 billion visits. In third place was Lazada with 762.4 million visits. Fourth, there is Blibli with 337.4 million visits. Meanwhile, in the last position, Bukalapak recorded 168.2 million visits in 2023. Lazada achieved third place out of five existing e-commerce sites in Indonesia. Despite holding this position, Lazada remains unable to become a leading e-commerce market player in Indonesia (Databoks, 2024).

Additionally, Lazada experienced a significant decrease in visitor numbers during the first to fourth quarters of 2023. If left unchecked, this decline in visitors will have a negative impact on the company's sustainability. The company's revenue is expected to decline. Therefore, Lazada needs to take action to maintain the company's sustainability. This decline in Lazada visitors can affect Lazada consumers' buying interest (Databoks, 2024). This phenomenon raises important questions about the underlying factors that affect consumer behavior on the Lazada platform, particularly those that encourage repurchase interest. In line with this, various studies have examined the effects of service quality, ease of use, and consumer satisfaction. However, their findings remain inconsistent, highlighting the research gaps that require further exploration.

The research gap addressed in this study is a result of the research conducted by Damayanti & Irmawati (2023) and Juliana et al. (2020) on the effect of service quality on consumer satisfaction, which indicates that service quality has a positive and significant impact on consumer satisfaction. However, research results obtained by Ningsih et al. (2024) state that service quality has a negative and significant effect on consumer satisfaction. The results of research on the effect of service quality on repurchase interest, conducted by Safitri (2021) and Priscillia et al. (2021), indicate that service quality has a positive and significant impact on repurchase interest. Different results obtained by Alfaini et al. (2022), who found that the quality of service had a negative and insignificant effect on repurchase interest. The results of research on the effect of ease of use on consumer satisfaction, conducted by Fransiska & Aquinia (2023) and Dewi et al. (2020), indicate that ease of use has a positive and significant impact on consumer satisfaction.

A different result was obtained from a study conducted by Agustina & Sukwika (2021) and Kurniawati & Azizah (2023), which stated that ease of use had a negative and significant effect on consumer satisfaction. Research conducted by Ningrum et al. (2021) and Febriani & Ardani (2021) on the effect of ease of use on repurchase interest found that ease of use has a positive and significant impact on repurchase interest. However, the results differ from those of Mumtaz & Yuliviona (2022), which suggest that ease of use does not affect repurchase interest. The results of research conducted by Wiguna & Dirgantara (2023), Ramadhani and Sukawati (2021), and Mastur et al. (2023) on the effect of consumer satisfaction on repurchase intention indicate that consumer satisfaction has a positive and significant impact on repurchase interest. Different results were obtained by Ningrum et al. (2021) in their research, which said that consumer satisfaction did not affect repurchase interest.

Repurchase interest refers to the consumer's commitment to making repeat purchases (Safitri, 2021). Consumer satisfaction is one of the factors influencing repurchase interest (Wiguna & Dirgantara, 2023). Satisfaction is an assessment made after purchasing a product, related to results that equal or exceed consumer expectations (Tjiptono & Candra, 2016). Consumers who are satisfied with a product's performance tend to make repeat purchases. On the other hand, consumers who are dissatisfied with a product's performance tend to abandon it and move on to other products (Patricia & Fatmasari, 2024). Another factor that can affect consumers' repurchase interest is service quality. Quality of service refers to the performance offered to others (Amin et al., 2022; Kotler & Keller, 2016). The higher the quality of a service, the more likely consumers are to make purchases. Besides increasing interest, consumers who are satisfied with a service tend to increase their loyalty to the company (Mardhatillah & Setyawan, 2024).

In addition to consumer satisfaction and service quality factors, another factor that affects repurchase interest is ease of use (Febriani & Ardani, 2021). Ease of use refers to the level of trust that consumers have in a technology, which enables it to be used easily without difficulty (Hasdani et al., 2021). If one believes that information systems are easy to operate or not difficult to learn, then one will use them. However, if a person believes that information systems are complex to operate or learn, then they will not use them (Ernawati & Noersanti, 2020).

Based on the phenomenon and research gap described, this study aims to bridge the inconsistency by focusing on Lazada users in Kudus Regency, where market retention is particularly crucial. This study contributes empirical evidence on whether improving service quality and ease of use can drive customer satisfaction and, in turn, increase repurchase interest. Thus, it provides practical insight for e-commerce players, especially Lazada, in improving strategies to maintain competitiveness and consumer loyalty.

2. RESEARCH METHOD

2.1. Research Design

This study is a quantitative approach. The object of this study is the Lazada application. Primary data was obtained from questionnaire answers collected from Lazada application users living in Kudus Regency. A population is a region that includes an object or subject with a certain number of characteristics that the researcher has assigned, then concludes (Sugiyono, 2019). The population in this study consisted of Lazada application users in Kudus Regency, the exact number of whom is unknown. Since the number of populations was not determined, the sample size was calculated using Ferdinand's formula, which involves multiplying the number of indicators by 5-10. Therefore, 20 (the number of indicators) $\times$ 5 = 100 respondents (Ferdinand, 2014). The sampling technique used in this study is purposive sampling.

2.2. Data Collection and Data Analysis Method

The exogenous variables in this study are quality of service (X1) and ease of use (X2). The intervention variable is customer satisfaction (Y1), while the endogenous variable is repurchase intention (Y2). The method of data collection used was a questionnaire (survey) administered to the respondents. The questionnaire contains questions regarding service quality, ease of use, customer satisfaction, and repurchase intentions. The weighting of the assessment used in this study was based on the Likert scale measurement. Declares the measurement of the Likert scale using 5 points or 7 points of the same scale with the same distance (Paramita et al., 2021). In this study, the researcher used a 5-point scale. This study aims to test hypotheses by examining the interactions between the variables under investigation. Therefore, the correct technique is to use Structural Equation Modeling (SEM) run through IBM SPSS AMOS software. In composing the causal relationship between constructions, the equation used is:

$$Y1 = b1X1 + b2X2 + e$$

$$Y2 = b3X1 + b4X2 + b5Y1 + e$$

Description:

Y1 = Consumer satisfaction

Y2 = Repurchase intention

X1 = Service quality

X2 = Ease of use

b1 = Coefficient of independent variable X1 in equation Y1

b2 = Coefficient of independent variable X2 in equation Y1

b3 = Coefficient of independent variable X1 in equation Y2

b4 = Coefficient of independent variable X2 in equation Y2

e = error

2.3. Hypothesis

The hypothesis of this study is:

H1: Service quality has a positive and significant effect on consumer satisfaction in Lazada application users in Kudus Regency.

H2: Ease of use has a positive and significant effect on consumer satisfaction in Lazada application users in Kudus Regency.

H3: Service quality has a positive and significant impact on the repurchase interest in Lazada application users in Kudus Regency

H4: Ease of use has a positive and significant effect on the interest of repurchase in Lazada application users in Kudus Regency.

H5: Consumer satisfaction has a positive and significant effect on the repurchase interest in Lazada application users in Kudus Regency.

3. RESULTS AND DISCUSSIONS

3.1. Respondent Characteristics

This study involved 100 respondents from Lazada application users in Kudus Regency, comprising 46 male respondents and 54 female respondents. The majority of respondents were women, as women tended to make more repurchase decisions than men. In terms of age distribution, 19 respondents were between 17 and 20 years old, 78 respondents were between 21 and 30 years old, two respondents were between 31 and 40 years old, and one respondent was over 40 years old. The age group 21–30 dominates the sample, as consumers in this age range tend to have a more mature thought process when analyzing and considering information for repurchase decisions. Additionally, individuals in this age group are more likely to have a stable income, enabling them to allocate funds for product purchases. Regarding the educational background, one respondent had completed elementary school, 78 had completed middle school, and 21 had obtained a bachelor's degree. Meanwhile, there was no response from people with junior high or associate's degrees. The majority of respondents were high school graduates, who showed that Lazada application users generally had a relatively high level of education and technology literacy.

3.2. Corvengent Validity

The study indicator is considered valid if it has a loading factor value of 0.5 or higher, with an ideal value of 0.70. The convergent validity test results are presented in Table 1. According to the table, of the 20 total indicators, only 12 have a loading factor value of 0.70 or higher (Ghozali, 2017). Given these results, it is necessary to eliminate invalid indicators to ensure the validity of the research model.

Table 1. Convergent Validity Test

Indicator	Variable	Loading Estimate	Conclusion
X1_1	Service_Quality	0,817	Valid
X1_4	Service_Quality	0,794	Valid
X1_5	Service_Quality	0,792	Valid
X2_2	Ease_Of_Use	0,769	Valid
X2_4	Ease_Of_Use	0,760	Valid
X2_5	Ease_Of_Use	0,981	Valid
Y1_2	Customer_Satisfaction	0,816	Valid
Y1_3	Customer_Satisfaction	0,786	Valid
Y1_5	Customer_Satisfaction	0,844	Valid
Y2_1	Repurchase_Intention	0,856	Valid
Y2_2	Repurchase_Intention	0,743	Valid
Y2_4	Repurchase_Intention	0,836	Valid

3.3. Variance Extracted

Confirmation Factor Analysis (CFA) examines the percentage of the extracted mean variance (AVE) among the indicators in the latent construction set, serving as a summary of convergent validity. The AVE test results in this study are presented in Table 2. Based on the table, the AVE values for service quality, ease of use, customer satisfaction, and repurchase intentions are all greater than or equal to 0.50. Therefore, it can be inferred that the indicators used as relative variables can explain the built-in latent variables (Ghozali, 2017).

Table 2. Variance Extracted Test

Variable	AVE	Conclusion
Service_Quality	0,642	Valid
Ease_Of_Use	0,710	Valid
Consumer_Satisfaction	0,665	Valid
Repurchase_Intention	0,661	Valid

3.4. Discriminant Validity

Discriminatory validity measures the extent to which one construction is entirely different from the other construction. The results of the discriminatory validity analysis are presented in Table 3. According to the table, the discriminatory validity values for the variables used in this study, including service quality, ease of use, customer satisfaction, and repurchase intention, were all greater than or equal to 0.70. This suggests that this study has a good level of discriminatory validity (Ghozali, 2017).

Table 3. Construct Reliability Test

Variable	CR	Conclusion
Service_Quality	0,843	Reliable
Ease_Of_Use	0,879	Reliable
Consumer_Satisfaction	0,856	Reliable
Repurchase_Intention	0,813	Reliable

3.5. Data Normality Test

The assessment of data normality considers that structural equation models (SEM) are sensitive to data distribution, particularly deviations from multivariate normality. Therefore, a data normality test needs to be conducted again after model adjustments. The results of the AMOS analysis for data normality are presented in Table 4. The table shows that the critical ratio (CR) and kurtosis values fall within the range of ± 2.58 . The multivariate CR value is 2.077, which remains within the acceptable range of ± 2.58 . This indicates that the research data are typically distributed and can be analysed using SEM (Ghozali, 2017).

Table 4. Normality Test

Variable	Min	Max	Skew	cr.	kurtosis	cr.
Y2_4	2	5	-0,014	-0,058	-0,594	-1,213
Y2_2	2	5	-0,009	-0,036	-0,701	-1,431
Y2_1	2	5	0,245	0,999	-0,196	-0,400
Y1_5	2	5	-0,068	-0,277	-0,366	-0,748
Y1_3	2	5	0,425	1,736	-0,144	-0,294
Y1_2	2	5	0,019	0,076	-0,219	-0,447
X2_4	2	5	-0,385	-1,571	-0,330	-0,674
X2_2	2	5	0,012	0,050	-0,262	-0,536
X2_1	2	5	-0,264	-1,079	-0,407	-0,830
X1_5	2	5	0,000	0,000	-0,574	-1,172
X1_4	2	5	-0,087	-0,354	-0,518	-1,057
X1_1	2	5	0,036	0,145	-0,239	0,487
Multivariate					7,614	2,077

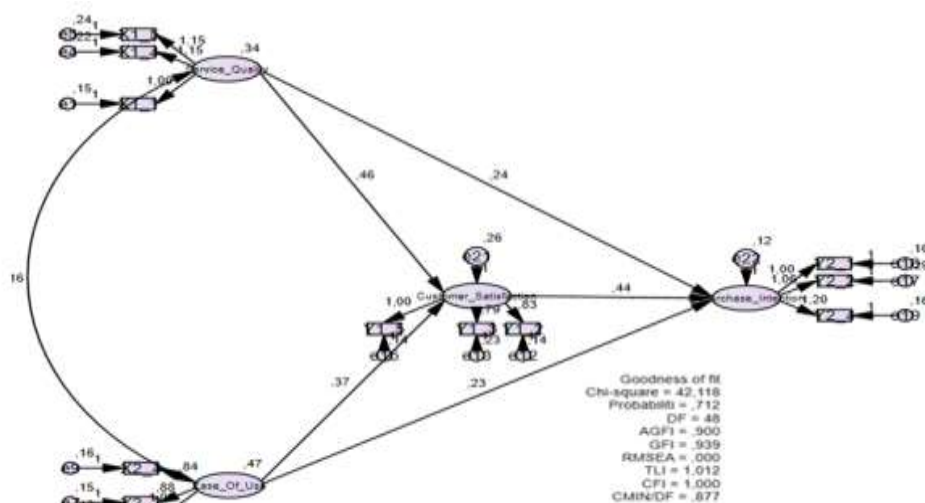


Figure 1. Model Confirmation Analysis

3.6. SEM Full Model Confirmation Analysis

The goal of confirmatory analysis is to conduct a test on concepts designed using goodness-of-fit criteria. The results of the complete confirmatory analysis of the SEM model in this study are presented in Figure 1. Referring to Figure 1, the results of the goodness of fit were obtained as follows:

Table 5. Full Model Evaluation of Structural Equation Modeling

Goodness Of Fit Index	Cut-off Value	Result	Description
χ^2 -Chi-square, DF:48	Expect small	42,118	Good
Sign. Probability	$\geq 0,05$	0,712	Good
CMIN/DF	$\leq 2,00$	0,877	Good
GFI	$\geq 0,90$	0,939	Good
AGFI	$\geq 0,90$	0,900	Good
TLI	$\geq 0,90$	1,012	Good
CFI	$\geq 0,90$	1,000	Good
RMSEA	$\leq 0,08$	0,000	Good

In Table 5 a chi-square value of 42.118 with a probability of $0.712 \geq 0.05$, a CMIN/DF value of $0.877 \leq 2.00$, a GFI value of $0.939 \geq 0.90$, an AGFI value of $0.900 \geq 0.90$, a TL value of $1.012 \geq 0.90$, a CFI value of $1.000 \geq 0.90$, and an RMSEA value of $0.000 \leq 0.08$. It can thus be concluded that the model suitability test in this study was well received, and overall, it can be said to have been appropriate, allowing for further analysis.

3.6. Hypothesis Test

In this study, hypothesis testing was conducted by examining the significance level of the relationship between variables, as indicated by the Critical Ratio (CR) and Probability Significance (p-value) values for each variable relationship. Hypothesis testing is evident through the regression weight results, presented in Table 6.

Table 6. Regression Weights

	C.R.	p	Hypotesis	Conclusion
Consumer_Satisfaction <-- - Service_Quality	3,558	***	Service quality has a positive and significant effect on consumer satisfaction.	Accepted
Consumer_Satisfaction <-- - Ease_Of_Use	3,445	***	Ease of use has a positive and significant effect on consumer satisfaction.	Accepted
Repurchase_Intention <--- Service_Quality	2,295	0,009	Service quality has a positive and significant effect on repurchase interest.	Accepted
Repurchase_Intention <--- Ease_Of_Use	2,595	***	Ease of use has a positive and significant effect on repurchase intention.	Accepted
Repurchase_Intention <--- Consumer_Satisfaction	3,993	0,022	Consumer satisfaction has a positive and significant effect on repurchase intention.	Accepted

Referring to Table 9, this hypothesis is considered significant when the CR value is ≥ 1.64 and the p value is ≤ 0.05 . The hypothesis test results are as follows:

Hypothesis 1. Table 9 shows a CR value of $3.558 \geq 1.64$ and a p value of $0.000 \leq 0.05$, meeting the significance criteria. Hypothesis 1 was accepted, indicating that service quality had a positive and significant effect on customer satisfaction among Lazada application users in Kabupaten Kudus. It states that the higher the quality of service, the greater the increase in consumer satisfaction. Quality of service refers to the effort to fulfill customer needs and desires, as well as the accuracy of delivery to meet customer expectations (Tjiptono, 2014). When a company can meet the expectations that consumers have in mind, there will be a feeling of satisfaction among consumers (Satriadi et al., 2021). This is also supported by Razak (2016), who suggests that providing a satisfying service to consumers will lead to their satisfaction.

Hypothesis 2. According to Table 9, the CR value is $3.445 \geq 1.64$ and the p value is $0.000 \leq 0.05$, meeting the significance criteria. Hypothesis 2 is therefore acceptable, indicating that the ease of use has had a positive and significant impact on customer satisfaction among Lazada application users in Kabupaten Kudus. It states that the better the ease of use, the higher consumer satisfaction will increase. Firmansyah (2018) stated that the convenience felt by consumers would lead to their satisfaction. This is also supported by Zusrony's statement (2021), stating that ease of transaction can make consumers feel satisfied and loyal to the company.

Hypothesis 3. In Table 9, the CR value is $2.295 \geq 1.64$ and the p value is $0.022 \leq 0.05$, meeting the significance criteria. Therefore, Hypothesis 3 was accepted, indicating that service quality had a positive and significant effect on repurchase intentions among Lazada application users in Kudus Regency. It states that the better the quality of service, the greater the interest in repurchase. Consumers who are satisfied with the services provided by the company during the buying process are likely to make repurchases and recommend them to their closest people (Ningsih, 2021). It was also supported by Irwansyah et al. (2021) which states that if a company provides the best quality of service, there will be customer loyalty that will be subscribed to the company's products.

Hypothesis 4. In Table 9, the CR value is $2.595 \geq 1.64$ and the p value is $0.009 \leq 0.05$, meeting the significance criteria. Therefore, Hypothesis 4 is acceptable, indicating that the ease of use has had a positive and significant impact on the intensity of repurchase among Lazada application users in Kudus Regency. It states that the better the ease of use, the greater the interest in repurchase. Mustakini (2019) stated that ease of use refers to the level of trust consumers have in a technology, which enables them to use it easily without difficulty. Consumer ease of access to information enables consumers to make direct decisions based on their needs, and indirectly affects consumer loyalty (Fawzi et al., 2022).

Hypothesis 5. In Table 9, the CR value is $3.993 \geq 1.64$ and the p value is $0.000 \leq 0.05$, meeting the significance criteria. Therefore, Hypothesis 5 was accepted, indicating that customer satisfaction had a positive and significant effect on repurchase intentions among Lazada application users in Kudus Regency. This states that the better the consumer satisfaction, the greater the interest in repurchasing will be. Consumers who are satisfied with the performance of a product will repurchase (Razak, 2016). This was also supported by Razak (2016), who stated that good causes will lead to satisfaction, and consumers will ultimately be loyal to the company.

4. CONCLUSION

This research aims to investigate the impact of service quality and ease of use on repurchase interest, with consumer satisfaction serving as an intervening variable, among Lazada application users in Kudus Regency. Based on the results of the data analysis, Service quality has a positive and significant effect on consumer satisfaction. This indicates that the higher the quality of services provided, the greater the level of consumer satisfaction becomes. Ease of use has a positive and significant effect on consumer satisfaction. This means that an easy-to-use application will provide a positive experience, thereby increasing user satisfaction. The quality of service also has a positive and significant impact on repurchase interest. The higher a consumer's perception of service quality, the more likely they are to make repeat purchases. Ease of use has a positive and significant effect on repurchase interest, which suggests that ease of access and use of applications encourages consumers to re-transact. Consumer satisfaction has a direct and significant positive effect on repurchase interest. High satisfaction drives loyalty and the decision to make repurchases in the future. The managerial implications that can be derived are that companies need to continue improving service quality, including the speed of response, clarity of information, and accuracy of delivery. Additionally, the development of an intuitive and user-friendly application interface is crucial for enhancing user convenience. Companies should also focus on creating satisfactory customer experiences to maintain loyalty and encourage continued repurchase interest.

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