



Online service quality and offline service quality on repurchase interest through consumer satisfaction at annisa collection wholesale stores

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ABSTRACT

The aim of this research is to evaluate the influence of online and offline service quality on consumer satisfaction, the impact of online and offline service quality on repurchase interest, and measure the impact of consumer satisfaction on repurchase interest at the Annisa Collection Wholesale Store. Quantitative research methods were used with a sample of 100 customer respondents, selected through purposive sampling techniques. The results of data analysis using the PLS Smart 4.0 application show that the quality of online and offline services has a significant influence on repurchase interest and customer satisfaction. This conclusion provides direction for stores to continue to improve the quality of their services to maintain repurchase interest, customer satisfaction, and support long-term business growth.

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1. INTRODUCTION

Economic progress is changing the business sector with the emergence of offline and online wholesale organizations such as the Annisa Collection Wholesale Store. The store focuses on accessible locations, unique products and quality customer service to retain customers in the face of fierce competition. Customer satisfaction is considered key to influencing repeat purchases and market dominance. Customer interest in making repeat purchases is directly influenced by the level of satisfaction with the product or service provided. If customers are satisfied, this will encourage loyalty and encourage them to make repeat purchases in the future (Thamrin, 2018).

Consumer satisfaction is measured through the experience of interacting with the Annisa Collection Wholesale Store, both online and offline. Customer satisfaction plays an important role in forming repurchase intention, which is an indicator of customer loyalty. According to Yanti Febrini et al., (2019) Customer satisfaction is a post-purchase assessment that involves perceptions of the performance of the selected product or service, whether the product or service meets or even exceeds customer expectations. "Customer satisfaction has a significant effect on repurchase interest." Research conducted by Giyanti et al., (2020) shows that customer satisfaction has an impact of

around 51.4% on consumer repurchase interest. Similar findings were also revealed in research by Tufahati et al., (2021), which stated that consumer satisfaction positively influences repurchase intention. Haria & Mulyandi, (2019) also indicates that there is a positive and significant impact of service quality on customer satisfaction on the Tokopedia platform. However, the results of research by Barusman, (2019) state a different view, namely that service quality has no effect on customer satisfaction on online shopping sites .

Service quality is a variable that influences repurchase intention, involving how customers form expectations of services based on past experiences, recommendations, and information from advertising. Service quality includes reliability, responsiveness, security, convenience, and speed, influencing customer satisfaction and enabling switching between online and offline shopping. According to Firdha et al., (2021) Service quality refers on the ability of a website to facilitate the shopping , purchasing and distribution processes effectively and efficiently. According to research by Ramadhan & Santosa, (2017) shows that customer satisfaction with purchasing Nike shoes in Semarang shows that customer satisfaction does not have a positive effect on repurchase intention, highlighting the complexity of factors that influence consumer behavior in certain contexts.

The quality of e-service on the Shopee platform has a significant influence on consumer satisfaction, strengthened by customers' direct experience when using the Shopee application, Mulyadi Saputra & Akbar, (2018) . According to Akbar & Djatmiko, (2018) , the relationship between e-service quality and customer satisfaction is positive and important. However, research by (Rizan, M., 2018) stated that product quality in online services does not significantly influence consumer satisfaction. In contrast, research by Sianipar, (2019) and Pandega Ricky Andika et al., (2023) shows that service quality has a positive and significant influence on customer satisfaction. Several previous studies, such as those conducted by Rosalina & Kusumawati, (2018), Pastikarani & Astuti, (2018), And Bhatt & Sahil Bhanawat, (2018) also stated that service quality has a significant influence on consumer satisfaction. However , the results of research by Ni Luh Nurkariani, (2022) state that offline service quality does not have a positive and significant effect on consumer satisfaction.

Repurchase interest shows customer loyalty, formed from satisfaction both online and offline. It is important to understand how Online and Offline Service Quality influences consumer satisfaction in influencing repurchase interest at the Annisa Collection Wholesale Store. According to Zullaihah & Setyawati, (2021) Repurchase interest reflects consumers' desires and actions to repurchase a product because they feel satisfied with what they received as expected. The concept of repurchase intention acts as a mediator in the relationship between online and offline service quality and consumer satisfaction. In this research, consumer satisfaction is a key link between service quality evaluation and consumer intention to repurchase.

According to Anggita & Trenggana, (2020). research on service quality shows a positive and significant influence on customer engagement, e-service quality, customer satisfaction, and repurchase intention. Prasasti et al., (2022). also stated that the quality of online services has a positive and significant impact on consumer purchasing interest, creating value for consumers in the context of online shopping. Research by Barriyah & Suyanto, (2019) shows that there is a positive and significant influence on purchase intention, while research by Widjaja & W., (2018) and Chamchuntra & Fongsuwan, (2017). confirms that offline service quality influences repurchase intention directly or through customer satisfaction.

This research can help the Annisa Collection Wholesale Store to understand the extent to which online and offline service quality influences consumer satisfaction and, ultimately, repeat purchase intention. This understanding is important for maintaining business continuity and increasing customer retention. Through this research, it is

hoped that Annisa Collection Wholesale Stores can improve their operational effectiveness, increase customer satisfaction, and achieve long-term business sustainability.

The objectives of this research include evaluating the influence of online service quality on consumer satisfaction, the influence of offline service quality on consumer satisfaction, the impact of online service quality on repurchase interest, the influence of offline service quality on repurchase interest, and evaluating the impact of consumer satisfaction on repurchase interest.

2. RESEARCH METHOD

This research uses quantitative research methods with a population consisting of 100 respondents, who are customers of the Annisa Collection Wholesale Shop. The sampling method applied was non-probability sampling by applying a purposive sampling technique. Sampling criteria include consumers who have made purchases both online and offline, and have made at least 2 purchases within a period of 3 months. Population Determination of sample size is carried out based on the following formula (Widiyanto, 2008):

$$n = \frac{1,96^2}{4(0,1)^2}$$

$$n = 96,04 \text{ (rounded to 100)}$$

Explanation:

n = Number of Samples

z = Level of Normal Distribution

Moe = Margin Of Error, (maximum error rate is 10%)

Data collection was carried out using a Likert scale questionnaire, literature study, observation and literature study. Data analysis uses internal models, external models, and hypothesis testing. The statistical tool used in this research is the PLS Smart 4.0 application.

3. RESULTS AND DISCUSSIONS

This research examines a sample of consumers who purchase products at the Annisa Collection Wholesale Store. The sample selection process begins with verifying consumers. Below, the characteristics of respondents are presented in the form of a list of respondent identities, which includes information from 100 respondents. Respondent identity data is presented to provide an overview of their personal situation.

3.1 Statistical Analysis of Data

The statistical method applied to test the hypothesis in this research is Partial Least Square (PLS). The measurement model is used to describe the extent to which the variance of each manifest variable (indicator) can be explained by the latent variable. The relationships or hypotheses to be tested are represented between structures. The structural model of this research can be seen in:

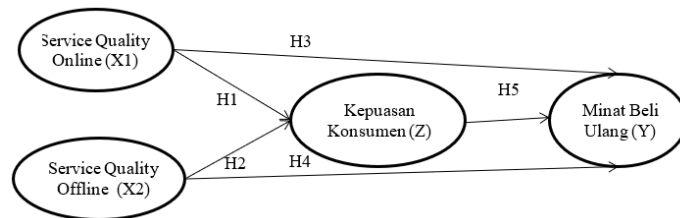


Figure 1. Structural model

3.2 Outer Model Analysis

Measurement model testing (external model) is used to evaluate the specification of the relationship between latent variables and manifest variables, This test includes convergent validity, discriminant validity, and reliability. The convergent validity of a measurement model with reflective indicators can be seen from the correlation between item or indicator scores and construct scores. An indicator is considered reliable if the correlation value exceeds 0.70. Even at the research scale development stage, loadings between 0.50 and 0.60 are still acceptable. The results of external loadings show that the loadings on this indicator are below 0.60 and are not significant. The structural model of this research can be seen in the image below :

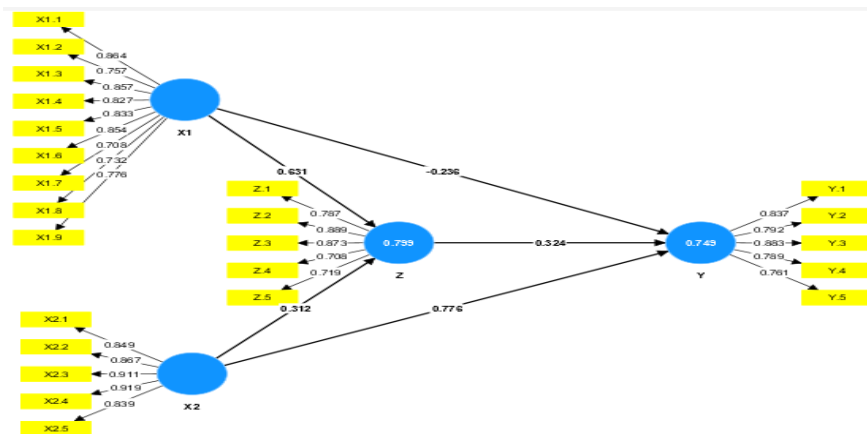


Figure 2. Structural Model

a. Convergent validity test + cross loading

The output from the loading factor analysis on Smart PLS shows the results documented in the following table:

Table.1 Loading Value & Discriminant Validity (outer loading + cross loading)

VARIABLES	X1	X2	Y	Z
SQO.1	0.864	0.585	0.499	0.777
SQO.2	0.757	0.532	0.464	0.572
SQO.3	0.857	0.616	0.555	0.710
SQO.4	0.827	0.551	0.498	0.729
SQO.5	0.833	0.612	0.500	0.726
SQO.6	0.854	0.592	0.534	0.763
SQO.7	0.708	0.616	0.520	0.719
SQO.8	0.732	0.695	0.551	0.633
SQO.9	0.776	0.785	0.540	0.636
SQF.1	0.745	0.849	0.656	0.643
SQF.2	0.635	0.867	0.713	0.628

SQF.3	0.669	0.911	0.861	0.798
SQF.4	0.658	0.919	0.845	0.760
SQF.5	0.703	0.839	0.626	0.650
MBU1	0.575	0.766	0.837	0.642
MBU2	0.537	0.584	0.792	0.586
MBU3	0.600	0.850	0.883	0.716
MBU4	0.413	0.585	0.789	0.493
MBU5	0.476	0.621	0.761	0.527
KK1	0.614	0.609	0.581	0.787
KK2	0.710	0.739	0.718	0.889
KK3	0.672	0.665	0.679	0.873
KK4	0.790	0.544	0.420	0.708
KK5	0.708	0.616	0.520	0.719

Judging from the external load results obtained, the overall index value is >0.7 . The results show that all indicators can be used effectively to test and understand the model being studied.

b. Average Variance Extracted (AVE) + Composite Validity + Cronbach alpha

The square root of the average variance extraction of a construct is said to have good discriminant validity if the Average Variance Extracted (AVE) is greater than its correlation with all other constructs. As a guideline, a desired value is above 0.5 for a good model (Hair et al., 2017). Cronbach's alpha is designed to strengthen reliability tests, and the expected value is more than 0.6 for all constructs.

Table 2 . Average Variance Extracted (AVE), Composite Validity and Cronbach's Alpha

VARIABLES	AVE	COMPOSITE VALIDITY	Cronbach's Alpha
SQO1	0.645	0.942	0.930
SQF2	0.770	0.944	0.925
MBU	0.662	0.907	0.873
K.K	0.638	0.897	0.855

Based on the results above, the AVE value is obtained > 0.50 which has good discriminant validity. The comprehensive reliability results of this research show that any variable that has a comprehensive reliability value has good comprehensive reliability if the comprehensive reliability value is ≥ 0.7 . The Cronbach Alpha value obtained is known > 0.6 which shows that each indicator has good reliability.

3.3 Measurement Model Results (Inner Model)

a. R Square

Q value-Square aims to measure the extent to which the model can produce predictions that match observations and parameter estimates. If the Q-Square value is greater than 0 (zero), this indicates that the model has relevant predictions. On the contrary, if the Q-Square value is less than 0 (zero), this indicates that the model has a lower level of predictive relevance.

Table 3. R Square

VARIABLES	R-SQUARE
MBU	0.749
K.K	0.799

The results above show: (a). The consumer satisfaction variable has a value of . 0.749, which can be interpreted that online service quality and offline service quality are able to explain as much as 74.9% of the variability in repurchase interest. (b). The

repurchase interest variable has a value of . 0.799, which means that online service quality and offline service quality can explain as much as 79.9% of the variability in consumer satisfaction.

b. Estimate for Path Coefficient

Table 4. Estimate for Path Coefficient

VARIABLES	ORIGINAL SAMPLE (O)	SAMPLE MEAN (M)	STANDARD DEVIATION (STDEV)	T STATISTICS (O/STDEV)	P(VALUE)
SQO1 – MBU	-0.236	-0.224	0.107	2,217	0.027
SQO1 – KK	0.631	0.628	0.094	6,735	0,000
SQF2 – MBU	0.776	0.775	0.097	7,978	0,000
SQF2 – KK	0.312	0.311	0.103	3,027	0.002
MBU – KK	0.324	0.327	0.133	2,432	0.015

Results from Table.6 . above explains that the calculated t value obtained is greater than the t table value (1.96), indicating that: (a). Online service quality influences repurchase interest, The research results show that Online Service Quality has a significant effect on repurchase intention, with a statistical t value of 2.217 > 1.96 and a P value of 0.027. This indicates that Service Quality Online has a significant positive impact on repurchase interest. (b). Online service quality influences consumer satisfaction, The research results show that Online Service Quality has a significant effect on consumer satisfaction, with a statistical t value of 6.735 > 1.96 and a P value of 0.000. This indicates that Online Service Quality has a significant positive impact on consumer satisfaction. (c). Offline service quality influences repurchase interest, The research results show that Offline Service Quality has a significant effect on repurchase interest, with a statistical t value of 7.978 > 1.96 and a P value of 0.000. This shows that Offline Service Quality has a significant positive impact on repurchase interest. (d). Offline service quality influences consumer satisfaction, The research results show that Offline Service Quality has an effect on consumer satisfaction, with a statistical t value of 3.027 (less than 1.96) and a P value of 0.002. This shows that Offline Service Quality has a significant positive impact on consumer satisfaction. (e). Repurchase intention influences consumer satisfaction, The research results show that Repurchase Intention has an effect on consumer satisfaction, with a statistical t value of 2.432 (less than 1.96) and a P value of 0.015. This shows that repurchase interest has a significant positive impact on consumer satisfaction.

3.4 DISCUSSION

a. Online service quality on repurchase interest

From the research results, it appears that online service quality has a significant effect on repurchase interest . This influence is because good online service quality at the Annisa Collection wholesale store can create a positive experience for consumers. If consumers are satisfied with service, on-time delivery and efficient response, consumers tend to have a high repurchase interest. This positive experience can build consumer trust in the store, making consumers feel comfortable about returning to shop in the future. In addition, consistent service quality can strengthen the relationship between stores and consumers, becoming a key factor in motivating consumers to make repeat purchases. These results are consistent with previous research findings which stated that service quality has a positive and significant effect on repurchase intention (Anggita & Trenggana, 2020).

Online service quality on consumer satisfaction

The results of the analysis show that online service quality has a significant effect on consumer satisfaction . This influence can provide positive experiences to consumers, such as on-time delivery, quick responses to questions, and satisfactory product quality.

This can directly increase consumer satisfaction, because consumers tend to be more satisfied when they get good service and in line with consumer expectations. In addition, high consumer satisfaction tends to increase customer loyalty and can help build a positive image for the grocery store. This finding is in line with previous research which proves that there is a positive and significant influence of service quality on customer satisfaction (Haria & Mulyandi, 2019).

b. Offline service quality on repurchase interest

From the research results, it appears that offline service quality has a significant effect on repurchase interest. This influence can provide a positive shopping experience for consumers. Friendly service, store cleanliness, product stock availability, and efficiency in the transaction process can increase consumer satisfaction. This positive experience tends to increase repurchase interest because consumers feel appreciated and comfortable shopping at the store. Consumers who are satisfied with their shopping experience are more likely to return to the same store for their next shopping needs. This finding supports the results of previous research which states that offline service quality has a significant effect on repurchase intention (Widjaja & W., 2018) and (Chamchuntra & Fongsuwan, 2017).

c. Offline service quality on customer satisfaction

The analysis results show that offline service quality has a significant effect on customer satisfaction. Overall, friendly service, efficient assistance, and a comfortable store atmosphere can make consumers feel valued and satisfied during the purchasing process. Positive offline service quality can also ensure that consumers get the necessary information clearly, quality products and a pleasant shopping experience. All of these factors contribute to consumer satisfaction. With high satisfaction, consumers tend to have a positive perception of the Annisa Collection grocery store, which can build customer loyalty and encourage consumers to return to shop in the future. This finding is in line with previous research which states the positive influence of service quality on consumer satisfaction (Rosalina & Kusumawati, 2018), (Pastikarani & Astuti, 2018), And (Bhatt & Sahil Bhanawat, 2018).

d. Repurchase intention influences customer satisfaction

The research results show that repurchase interest has a significant effect on customer satisfaction. It can be concluded that high consumer satisfaction at the Annisa Collection wholesale store is a key factor in increasing repeat purchase interest. Consumers who are satisfied with their shopping experience tend to have a positive relationship with the store. Thus, consumer satisfaction has a significant positive impact on repurchase intention, forming the basis for the long-term business growth of Annisa Collection grocery stores. This finding supports the results of previous research which shows that customer satisfaction has a positive effect on repurchase intention (Tufahati et al., 2021)

4. CONCLUSION

The conclusion from the data analysis shows that service quality, both online and offline, has a significant influence on repurchase interest and customer satisfaction at the Annisa Collection Wholesale Store. Optimal online service quality creates a positive experience for consumers, increases the level of trust, and provides motivation for consumers to make repeat purchases. In line with this, the quality of offline services which is characterized by friendliness, efficiency and providing a positive shopping experience also contributes to increasing repurchase interest and customer satisfaction. The importance of positive interactions between repurchase intention and customer

satisfaction shows that consumer satisfaction is a key element to support long-term business growth. The results of this research are in line with other related research findings which support the positive impact of service quality and customer satisfaction on repurchase intention. This conclusion provides direction for Annisa Collection Wholesale Stores to continue to improve the quality of their services, both on online and offline platforms. This aims to maintain and increase consumer repurchase interest and create an optimal level of customer satisfaction. Continuous efforts to improve service quality are expected to strengthen positive relationships between stores and consumers, create customer loyalty, and support long-term business growth. Suggestion: (a) Monitor and evaluate the quality of online and offline services using customer feedback and sales data. (b) Providing training to improve employee skills in providing friendly and efficient service. (c) Improve the appearance and functionality of online platforms to enhance the shopping experience. (d) Ensure product quality remains consistent to maintain customer satisfaction. (e) Implement a loyalty program and provide special discounts to increase repeat purchase interest. (f) Actively communicate special offers and the latest information to customers through various channels. (g) Respond quickly to customer complaints and provide satisfactory solutions. (h) Continue data analysis to understand trends and changes in customer behavior. (i) Be active in related online communities to increase exposure and get feedback. By continuing to improve these aspects, the Annisa Collection Wholesale Store can strengthen relationships with customers, create loyalty and support long-term business growth.

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