EKOMA : Jurnal Ekonomi, Manajemen, Akuntansi
Vol.4, No.3, Maret 2025

The Effect of Quality Service and Price Perceptions on Customer Satisfaction and its Implications For Repurchase Intentions of PT Pos Indonesia (Persero) Courier Service Customers

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Article History:
Received: 15 Februari 2025
Revised: 06 Maret 205
Accepted: 09 Maret 2025

Keywords: *Quality Service, price perception, customer satisfaction, repurchase intention.*

Abstract: *Quality Service and perceived service price determine customer satisfaction. Quality Service and perceived service price also have an impact on customer repurchase intentions. Satisfied customers tend to repurchase goods and services. This research aims to analyse the influence of Quality Service and price perception on customer satisfaction and the implications for customer repurchase intentions. The population in this study were users of PT Pos Indonesia Persero services in the Regional 2 Jakarta work area. The sampling technique is to use a simple random sampling method. The type of data used is primary data with questionnaires and secondary data with literature. The analysis tool used is Path Analysis, with Lisrel. The results of the research found that there is a direct influence between the Quality Service variable and the price perception variable on the customer satisfaction variable, there is a direct influence between the Quality Service variable, the price perception variable and the customer satisfaction variable on the intention to repurchase, and there is an indirect influence between the Quality Service variable and price perception variable on repurchase interest variable through the intervening variable customer satisfaction.*

INTRODUCTION

The courier and logistics industry has experienced a period of rapid growth in recent years, leading to a surge in business volume and increased competition. The low entry barriers in freight forwarding services have attracted both domestic and international companies to enter the courier and logistics market in Indonesia. The presence of e-commerce has played an important role in the growth of the industry, resulting in an increase in the number of courier service providers (Khakdaman et al., 2023).

As a pioneering courier and logistics service provider, PT Pos Indonesia is confronted

with significant challenges in maintaining its market share. The decline in market share observed in PT Pos's three primary business areas, as documented in the McKinsey study and referenced in the 2021 PT Pos Indonesia annual report, illustrates the intense competition within the Indonesian courier industry.

In a market where customers have a plethora of options, the quality of the service provided and the customer's perception of the price will ultimately determine their satisfaction. It is generally accepted that satisfied customers are more likely to repurchase goods and services (Hilda et al., 2023). The maintenance of customer satisfaction is a key factor in the development of customer loyalty (Ellitan et al., 2022; Maf'idayu & Vania, 2022), which in turn encourages the intention to repurchase the product or service offered (Lin et al., 2023). This has a significant impact on the success and sustainability of the company's business.

LITERATUR REVIEW

Quality Service

According to Parasuraman et al., the quality of service can be defined as follows: In 1988, the quality of service was defined as a specific attitude resulting from a comparison between expected performance and perceived performance. This is influenced by the ratio of the price paid to the perceived value of the goods or services received. (Law et al., 2022a). The term "Quality Service" can be defined as the customer's overall assessment of the superiority or excellence of a product or service (Zeithaml, 1988). In their seminal work (1985, 1988), Parasuraman and colleagues proposed that Quality Service could be assessed using five dimensions of Quality Service: tangibility, reliability, responsiveness, assurance and empathy. These dimensions were operationalised using the Service Performance Rating (SERVPERF) scale, which assesses the performance of personnel and the facilities used to provide services to customers (Cronin and Taylor, 1992).

Price Perception

Kotler and Armstrong (2012) define price in a narrow sense as the money required to obtain a product or service, whereas in a broader sense it is the value of the product or service in question. The general concept of price perception encompasses both monetary and non-monetary costs borne by customers in exchange for a product (Petrick, 2004). Consequently, price is a primary motivator influencing customer purchasing behaviour. Kotler and Armstrong (2012) identify four price indicators: (1) affordability, (2) price alignment with product quality, (3) price competitiveness, and (4) price alignment with benefits.

Customer Satisfaction

Kotler & Keller (2012) posit that satisfaction is an individual's emotional state, characterised by a positive or negative evaluation of a product or service based on the perceived performance relative to expectations. In the event that the performance is found to be significantly divergent from expectations, the customer is likely to experience a state of dissatisfaction. If the product or service meets expectations, the customer is satisfied. If it exceeds expectations, the customer is very satisfied or happy. Customer satisfaction can be measured by three indicators: (1) overall satisfaction, (2) expectation affirmation, which is the degree of conformity between expected performance and (3) comparison to the ideal, which is product performance compared to expected performance. The ideal product is that which is perceived by the consumer to be the best possible product (Fornell et al., 1996).

Repurchase Intention

According to Kotler and Keller (2018), intention to repurchase emerges subsequent to exposure to a product stimulus. (Chung & Al-Khaled, 2021) and (Bakewell & Mitchell, 2006) posit that repurchase intention is associated with a sustained pattern of repeated purchasing behaviour. As posited by Putri, Darwini, and Dakwah (2019), the indicators employed to gauge repurchase intention encompass (1) transactional interest, which denotes the customer's proclivity to consistently repurchase the product in question. (2) Referential interest, which may be defined as the consumer's desire to recommend a product they have used to others, based on their own experiences and references. (3) Preferential interest represents a consumer's established preference for a particular product. This preference may be altered only if the consumer's initial choice is affected by some external factor. (4) Exploratory interest denotes a consumer's inclination to seek information about a desired product and to gather evidence to support a favourable view of the product.

Relationship between Quality Service and customer satisfaction

Mindaugas (2023) posits that quality must originate from customer requirements and conclude with customer perceptions. The quality of the service provided is contingent upon the ability of the service provider to consistently meet the expectations of their customers. (Aldien et al., 2022). The quality of the service provided has a positive and significant impact on consumer satisfaction. The studies conducted by Pranata and Wibowo (2023), Elvari (2023), and Farhani (2023) all concluded that Quality Service has a significant effect on customer satisfaction. The study by Pranata and Wibowo specifically demonstrated that Quality Service has a strong correlation with customer satisfaction. The study by Elvari also revealed that product quality and Quality Service have a significant impact on customer satisfaction. The study by Farhani further supports this finding, indicating that the variables of responsiveness, reliability, warranty, and tangible evidence all have a positive and significant effect on customer satisfaction. Based on the above discussion, the following hypothesis is proposed:

H1 : Quality of the service impact to customer satisfaction.

Relationship Between Price Perception and Customer Satisfaction

Price is a significant factor in purchasing decisions and is among the most readily comparable pieces of information. The consumer's desired price perception is typically aligned with their expectations. As posited by Nagle and Hogan (2006), the perception of price is inherently subjective, contingent upon whether the customer deems the price to be reasonable or otherwise. This is determined by comparing the price paid for a similar product or by gauging the perceived price of a similar product by others.

The perception of price has been demonstrated to have a significant impact on customer satisfaction in a number of studies. The study conducted by Muhammad Hilda (2023) on the e-commerce platform Shopee revealed that as the quality of services provided by the company improves, customer satisfaction with their purchase increases, thereby enhancing overall customer satisfaction. Conversely, the study conducted by (Ignatia et al., 2023) on the airline Citilink at Juanda Airport revealed that price perception did not exert a significant influence on repurchase intention. However, Quality Service demonstrated a markedly positive impact on repurchase intention, which was mediated. The aforementioned studies have demonstrated that customer satisfaction is influenced by price perception. For instance, a study conducted by Dhimas Mahardhika and colleagues (2023) on Menantea products revealed that price perception has a significant impact on customer satisfaction and repurchase intentions. Furthermore, the study emphasised the crucial role of price perception in fostering customer satisfaction. As posited by Lamb, Hair and McDaniel (2004:570), an appropriate price perception has a positive effect on customer satisfaction. Customers are more inclined to seek a reasonable price

perception, which signifies a value that aligns with their desired transaction outcome. Based on the aforementioned arguments, the following hypothesis is proposed:

H2 : Perception of price impacts to customer satisfaction.

Relationship between Quality Service and customer intention to repurchase

The research conducted by Omar Salim et al. (2022) indicated that perceived Quality Service has a positive and significant effect on customer repurchase intentions. However, the results of the study conducted by Law et al. (2022b) and the research conducted by Colin C.H. et al. (2022) demonstrated that Quality Service has no significant effect on customer repurchase intentions.

The results of previous research conducted by Astuti (2013) provide empirical evidence that Quality Service has a positive and significant effect on repurchase intentions. If the quality of service is improving, as indicated by improvements in physical evidence, reliability of service, responsiveness of service personnel, and sincere attention given by service personnel to customers, then repurchase intentions will increase. Based on the aforementioned description, the following hypothesis is proposed:

H3 : Quality of the service impact to customer intention to repurchase.

Relationship between price perception and repurchase intention.

The perception of price is the emotional experience of the consumer in obtaining a product, which can be a positive or negative signal for behaviour (Lichtenstein et al., 1993). If the consumer has a positive perception of price, this has a positive effect on the intention to purchase. The findings of Yasri's (2020) study indicate that price perception has a significant influence on repurchase intention. Previous research conducted by Fandi Ahmad (2017) revealed that price perception has a significant positive effect on repurchase intention. Similarly, Liu and Lee (2016) found that price perception can enhance repurchase intention. Other research on Menantea products in Bogor revealed a significant influence of price perception on repurchase intentions. This finding indicates that customer perceptions of price play a pivotal role in their decision to repurchase a product or service. Consequently, we hypothesise that:

H4 : Perception of price impact to intention to repurchase.

Relationship between customer satisfaction and intention to repurchase

Customer satisfaction is the cornerstone of marketing, as it contributes to the success of service providers (Darian, Tucci and Wiman, 2001). The probability of a consumer repurchasing a product or service at the same level of satisfaction is contingent upon the extent to which their expectations are met at the time of purchase or use. Consequently, as customer satisfaction increases, so too does the likelihood of repeat patronage (Wong & Sohal, 2003).

The study was conducted by Lin, T. In a similar vein, Tet al. (2022) discovered that customer satisfaction exerts a significant positive influence on word-of-mouth and repurchase intentions. This reinforces the findings of previous research on the impact of customer satisfaction on repeat purchasing behaviour, as reported by Budi and Sihombing (2010). Their study also identified a positive relationship between customer satisfaction and repeat purchasing. Based on the aforementioned discussion, the following hypothesis is proposed:

H5 : Customer Satisfaction impact to intention to repurchase

Relationship Between Quality Service, Price Perception and Repurchase Interest Through Customer Satisfaction

The findings of the study conducted by Muhammad Abd Saleem and colleagues (2017) indicate that Quality Service and trust are directly associated with repurchase intentions, with

customer satisfaction acting as a mediator in this relationship. Previous research conducted by Resti D et al. (2016) revealed that price perceptions, Quality Service, and customer satisfaction collectively influence repurchase intention. Subsequent research yielded similar findings, indicating that Quality Service has a positive and significant impact on customer satisfaction and on customer repurchase intentions. Conversely, research conducted on Citilink airlines at Juanda Airport revealed that price perceptions do not exert a significant influence on repurchase intentions. However, Quality Service has been identified as a key factor, with a very positive influence on repurchase intentions, which are mediated by customer satisfaction.

H6 : Quality Service directly affects repurchase intentions through customer satisfaction
H7 : Perception of price affects the intention to repurchase through customer satisfaction.

METHODOLOGY

The research method employed is quantitative. The population under investigation in this study comprises PT Pos Indonesia service users, both corporate and individual (retail) customers, operating within the Jakarta Regional 2 area, which encompasses Jakarta, Bogor, Depok, and Bekasi. These customers are served by nine main branch offices. The size of the population is unknown. The sample was selected via simple random sampling from the customer database. A total of 175 questionnaires were distributed, and 140 customers responded. This number is deemed representative as it exceeds 10 times the four variables of this study, as argued by Riadi (2016). "*In multivariant research (including regression analysis) the same size should be several times (preferable 10 times or more) as large as the number of variables in the study"*.

This study uses a Likert scale questionnaire. The instrument used four variables, namely Quality Service, price perception, customer satisfaction and repurchase intention. Data collection was carried out by distributing questionnaires, via personal message (direct message) with the help of google form. The operationalization of the variables used in this study is presented in the following table:

Table 1. Operation Variable

NO	Variable	Sub Variable	indikator	Reference	Kode Indic
1	Quality Service (X1)	tangibility,	Cleanliness orderliness of equipment used	Parasuraman (1998)	SQ1
		Reliability	Timeliness and safety		SQ2
		Responsiveness	The speed of response request		SQ3
		Assurance	A sense of trust in the whole service process		SQ4
		empathy	Show attention & care as a customer		SQ5
2	Price Perception (X2)		Affordability of price	Kotler & Amstrong (2008), Putri, dkk (2019)	PP1
			Price to Quality		PP2
			Price compatibility with benefits		PP3
			Pricing competitiveness		PP4

3	Customer Satisfaction (Y)		Overall satisfaction	Fornell et. al., 1996).	CS1
			affirmation of expectations, the degree of conformity between expected performance		CS2
			Comparison to ideal, i.e. product performance compared to expected performance		CS3
4	Repurchase Intention (Z)		Transactional interest	Ferdinand (2002)	RI1
			Referential Interest		RI2
			Preferential Interest		RI3
			Explorative Interest		RI4

Data Analysis

The method or analytical tool in this study uses

1. Validity and reliability test
   The validity test in this study uses the Pearson product moment correlation technique with the provisions that it is valid if the critical r value is> 0.300 (Sugiyono 2017). Cronbach Alpha is used to test reliability. if it has a composite reliability value ≥ 0.6 then a variable can be said to be reliable. (Sugiyono 2017).

2. Path Analysis
   Hypothesis testing using path analysis which is an extension of multiple linear regression analysis, namely the use of regression analysis to estimate the causal relationship between variables that have been previously determined. (Ghozali 2016, model analisis jalur)

3. Partial Test (T Test)
   To test each hypothesis, it will be tested using the t test with the condition that the hypothesis is accepted if the significance value> 0.05

4. F Test *(goodness of fit model)*
   This test is conducted to determine whether together the independent variables affect the dependent variable. If together the independent variables affect the dependent variable indicated by the significance value of F <0.05, then the regression model is said to be good, otherwise if together the independent variables have no effect on the dependent variable indicated by the significance value of F> 0.05, then the regression model is not good.

5. Coefficient of determination test (R^2)
   Used to determine how much endogenous variables can be explained by exogenous variables simultaneously. The R value ranges between 0 and 1, where the closer to 1, the better the prediction model of the proposed research model. The R-Square value is categorised as strong if more than 0.67, moderate if more than 0.33 but lower than 0.67, and weak if more than 0.19 but lower than 0.33.

The path analysis model in this study :

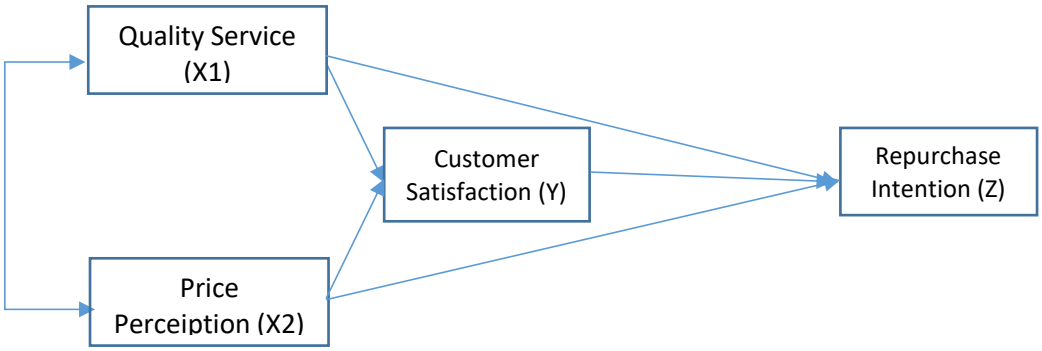


Figure 1. Research Framework

RESULTS AND DISCUSSION

Table 2. Respondent Profile

Gender	Number	%	Age	Amount	%	Education Level	Amount	%
Laki-laki	63	45,00	20 - 26 Year	6	4,29	Senior High School / Equivalent	40	28,57
			27 - 33 Year	20	14,29	Diploma 3	35	25,00
			34 - 40 Year	18	12,86	Diploma 4	14	10,00
Perempuan	77	55,00	41 - 47 Year	36	25,71	Bachelor (S1)	35	25,00
			48 - 55 Year	44	31,43	Master (S2)	14	10,00
			> 55 Year	16	11,43	Doctoral (S3)	2	1,43
Total	140	100,00	Total	140	100,00	Total	140	100,00

The number of respondents is 140 with a percentage of 55% female and 45% male, the age of the respondents is mostly at the age of 48 to 45 years by 31.43% and the age of 41 - 46 years by 25.71%, while based on the level of education, high school / equivalent is the most education of the respondents followed by Diploma 3 and Bachelor's degree.

1. Validity Test and Reliability Test

Table 3. Validity Test Results

No	Item	r-hitung	Sig. (2-tailed)	r-Tabl	Ket	No	Item	r-hitung	Sig. (2-tailed)	r-Table	Ket

				e							
Variable Quality Service (X1)						**Variable Customer Satisfaction (Y)**					
1	SQ1	.770	.000	0.166	Valid	10	CS1	.843	.000	0.166	Valid
2	SQ2	.813	.000	0.166	Valid	11	CS2	.844	.000	0.166	Valid
3	SQ3	.728	.000	0.166	Valid	12	CS3	.812	.000	0.166	Valid
4	SQ4	.822	.000	0.166	Valid						
5	SQ5	.763	.000	0.166	Valid	**Variable Repurchase Intention (Z)**					
Variable Price Perception (X2)						13	RI1	.900	.000	0.166	Valid
6	PP1	.828	.000	0.166	Valid	14	RI2	.899	.000	0.166	Valid
7	PP2	.780	.000	0.166	Valid	15	RI3	.912	.000	0.166	Valid
8	PP3	.712	.000	0.166	Valid	16	RI4	.907	.000	0.166	Valid
9	PP4	.788	.000	0.166	Valid						

Based on the validity test data in Table 3, it is known that all indicators in this study are valid because the value of r count> r table (0.166). The results of the reliability test in this study are shown in the table below :

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Criterion	Description
Quality Service (X1)	.864	0.6	Reliable
Price Perception (X2)	.774	0.6	Reliable
Customer Satisfaction (Y)	.767	0.6	Reliable
Repurchase intention (Z)	.926	0.6	Reliable

Table 4 shows that all variables in this study are considered reliable because they have a Cronbach's Alpha value> 0.6, which means that the variables in this study are consistent and reliable.

2. Analysis Path

Path Analysis that has been carried out obtained regression coefficients, t values and significance levels as shown in the following table

Table 5. SPSS Output Significance Test of Substructural Model Parameter Coefficient 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.099	.691		5.935	.000
	X 1	.274	.039	.508	6.946	.000
	X 2	.207	.050	.306	4.185	.000

a. Dependent Variable: Y

Table 6. SPSS Output Significance Test of Substructural Model Parameter Coefficients 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.034	1.307		-.026	.979
	X1	.161	.077	.172	2.084	.039
	X2	.205	.089	.174	2.307	.023
	Y	.871	.144	.500	6.041	.000

a. Dependent Variable: Z

Based on the output in Table Coefficients, the results of testing the regression model parameters partially can be obtained as follow:

- **Substructural Model 1**
  Y = 0.27*X1 + 0.21*X2
  Customer Satisfaction = 0.27*Quality Service + 0.21*Price Perception
- **Substructural Model Substructural 2**
  Z = 0.87*Y + 0.16*X1 + 0.20*X2
  Repurchase intention = 0.87*Customer Satisfaction + 0.16*Quality Service + 0.20*Price Perception

The multiple regression equation shows that all variables have coefficients with positive coefficient directions.

Partial Test (T test)
Hypothesis:

H_0 : $\beta i = 0$ (There is no effect of independent variables on response variables)

H_1 : $\beta i \neq 0$ (there is an effect of the independent variable on the response variable)

Test Statistics:
Reject H_0 if the t-count value > t-Table or P-value < significance level 5%.

Based on Table 5, the results of testing the regression model parameters partially for substructure model 1 are as follows:

Table 7. Partial test results for each structural model parameter 1

Variable	t-count	t-Table	P-value	Keputusan	Kesimpulan
Quality Service	6.946	1.96	0.000	Reject H_0	Significant
Price Perception	4.185	1.96	0.000	Reject H_0	Significant

Dependent variable : Customer Satisfaction

The results of the t test conducted show that the t-count of the two variables> 1.96, and the P-value < 5% significance level, so it can be concluded that Quality Service, Price Perception each has an influence on Customer Satisfaction. Furthermore, to facilitate the analysis of Table 6 data, a table of regression model parameter test results for Substructural Model 1 is made as follows :

Table 8. Partial test results for each parameter of structural model 2

Variable	t-hitung	t-Table	P-value	Keputusan	Kesimpulan
Quality Service	2.084	1.96	0.039	Reject H_0	Significant
Price Perception	2.307	1.96	0.023	Reject H_0	Significant
Customer Satisfaction	6.041	1.96	0.000	Reject H_0	Significant

Dependent variable : Repurchase intention

Based on the t test conducted, it shows that the t-count of the three variables> 1.96, and the P-value < 5% Significant level, so it can be concluded that Quality Service, Price Perception and Customer Satisfaction each have an influence on Repurchase intention.

3. F-test (Simultaneous Test)

3.1 Substructural Model F Test 1

Table 9
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	164.046	2	82.023	80.974	.000[b]
	Residual	138.775	137	1.013		
	Total	302.821	139			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

Based on the results of the output in the ANOVA Table above, the F-count value is

80.974 and the P-value is 0.

- Critical region
  Reject H0 if F-count > F-Table (F0.05,2,130 = 2.6707) or P-value < α = 5%. Decision
  Reject H0 because the F-count value = 80.974 > F0.05,2,130 = 2.6707. Likewise, when using the P-value = 0 < 0.05.
- Conclusion.
  Based on simultaneous parameter testing, it can be said that the model formed is suitable or Significant, meaning that the Quality Service and Price Perception variables simultaneously affect Customer Satisfaction (8) at the 5% alpha Significant level.

3.1. Substructural Model F Test 2

Table 10
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	526.027	3	175.342	60.772	.000[b]
	Residual	392.394	136	2.885		
	Total	918.421	139			

a. Dependent Variable: Z
b. Predictors: (Constant), Y, X2, X1

The results of the ANOVA Table output above obtained the F-count value is 60.772 and the P-value is 0.

- Critical region
  Reject H0 if F-count > F-Table (F0.05,2,130 = 2.671) or P-value < α = 5%.
- Decision.
  Reject H0 because the value of F-count = 60.772 > F0.05,2,130 = 2.671. Likewise, when using the P-value = 0 < 0.05.

Based on simultaneous parameter testing, it can be said that the model formed is suitable or Significant, meaning that the Service Quality, Price Perception and Customer Satisfaction variables simultaneously affect Repurchase intention at the 5% alpha Significant level.

4. Determination Coefficient Test

4.1. Substructural Model 1

The Coefficient of Determination (R-Square) value for substructure model 1 can be obtained from the SPSS output in the Model Summary Table..

Table 11
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736[a]	.542	.535	1.006

a. Predictors: (Constant), X2, X1

Based on the model summary table, the coefficient of determination is 54.2% with the value R-Square 0,542. This means that the variation in the diversity of customer decisions that

can be explained by the Quality Service and Price Perception variables is 54.2%, while the rest is influenced by other variables outside the model.

5,2. Substructural Model 2

The Coefficient of Determination (R-Square) value for substructural model 2 can be obtained from the SPSS output in the following Model Summary Table

Table 12
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757[a]	.573	.563	1.699

a. Predictors: (Constant), Y, X2, X1

Based on the model summary table, the coefficient of determination is 57.3%. This means that the variation in the diversity of repurchase intention that can be explained by the variables of service quality, price perception and repurchase intention is 57.3%, while the rest is influenced by other variables outside the model.

The results of the path analysis calculation using lisrel software are shown in the figure below:

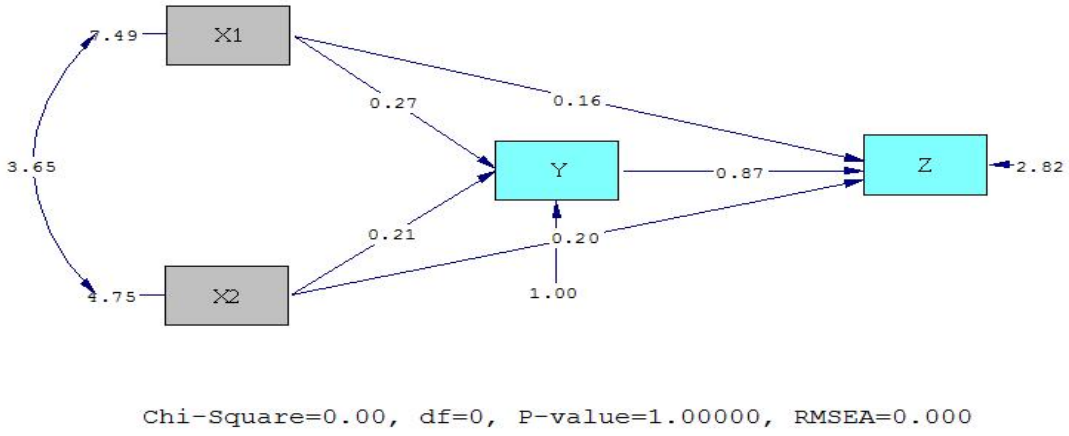


Figure 2. Path Diagram Model

Based on the path diagram model above, it can be seen that there are direct effects and indirect effects between variables as follows

Direct influence

a. The effect of Quality Service on Customer Satisfaction (X1 → Y) is 0.27
b. The effect of Price Perception on Customer Satisfaction (X2 → Y) is 0.21
c. The effect of Customer Satisfaction on Repurchase intention (Y → Z) is 0.87
d. The effect of Quality Service on Repurchase intention (X1 → Z) is 0.16
e. The effect of Price Perception on Repurchase intention (X2 → Z) is 0.20

Indirect influence

a. The effect of service quality on Repurchase intention through Customer Satisfaction (X1→Y → Z) is 0.27 x 0.87 = 0.2349, it can be concluded that the indirect effect of service quality on Repurchase intention through the intervening variable Customer Satisfaction is greater than the direct effect of service quality on Repurchase intention.

b. The effect of Price Perception on Repurchase intention through Customer Satisfaction (X2 → Y → Z) is 0.21 x 0.87 = 0.1827, it can be concluded that Price Perception has a greater direct effect on Repurchase intention than the indirect effect of Price Perception on Repurchase intention through intervening through Customer Satisfaction. Customer Satisfaction has a direct effect on Repurchase intention of 0.87, Customer Satisfaction has the greatest influence on Repurchase intention compared to other variables.

When presented in Table direct and indirect effects as follows:

Table 13. Summary of direct and indirect effects

Variable	Direct effects	Indirect effect	amount
X1 → Y	0.27	0	0.27
X2 → Y	0.21	0	0.21
Y → Z	0.87	0	0.87
X1 → Z	0.16	0.2349	0.3949
X2 → Z	0.20	0.1827	0.3427

The suitability of the model with data can be seen based on the P-value and RMSEA (Root Mean Square Error of Approximation) contained in the output of the path diagram image. A model can be said to be suitable or fit if the P value> α. Meanwhile, if using the RMSEA value, a model is said to be suitable or fit if the RMSEA value < α (Noor, 2014). Based on the results of the P value and RMSEA output on the model formed, it can be concluded as follows:

- P-value = 1.000 > α (0.05) then it can be stated that the model fits or fit
- RMSEA value = 0 < α (0.05) then it can be stated that the model fits or fit

Thus, based on these two criteria, it can be stated that the model fits the data used or the model is fit.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the research results, the following conclusions were obtained

1. Service Quality and Price Perception individually and simultaneously have a significant effect on Customer Satisfaction, which in turn affects customer decisions to make repeat purchases (Repurchase Intention).
2. Customer Satisfaction is the variable that has the greatest influence on Repurchase Intention (0.87) compared to other variables. Service Quality and Price Perception also influence Repurchase Intention directly and indirectly through Customer Satisfaction, with the indirect effect of service quality being more dominant.
3. Simultaneously, Service Quality, Price Perception, and Customer Satisfaction are key

factors that determine Repurchase Intention, making all three strategic elements that need to be optimised to increase customer loyalty.

Research Limitation

Some of the limitations in this study that can be input for future research, including the limited number of samples or respondents that can hinder the generalization of the analysis results. the research focus is only limited in Jakarta, which is considered not representative of all courier company customers in Indonesia, then only two independent variables, namely Quality Service and Price Perception, to explore repurchase intentions through Customer Satisfaction is considered insufficient.

Suggestion

Maximizing efforts to meet Customer Satisfaction is very important and must be done by courier service companies in order to remain competitive with similar companies, because Customer Satisfaction is the variable that has the greatest effect on customer repurchase intention. One of the efforts that must be made to increase Customer Satisfaction is to make efforts to improve Quality Service and make proportional price formulations commensurate with the services provided.

For future research, it is recommended to consider a more comprehensive sample, and increase the scope of a wider area not only in Jakarta. As well as considering adding other variables besides service quality and Price Perception because there are still very many that can affect Customer Satisfaction and Customer Repurchase intention.

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