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The role of service quality and marketing mix on customer satisfaction and repurchase intention of SMEs products

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ABSTRACT

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The purpose of this study was to determine the effect of service quality and marketing mix on customer satisfaction and repurchase intention. The sampling method used in this research is non-probability sampling with purposive sampling technique. The total sample in this study was 212 respondents. Methods of data collection using an online questionnaire. The data analysis used is instrument validity and reliability test, classical assumption test, hypothesis test and path analysis using SPSS 25.0 for windows program. The results of this study indicate that all items for each variable are valid and reliable. Both structural models meet the criteria for the classical assumption test with no multicollinearity, heteroscedasticity, and normality assumption. Based on the results of the t test for the service quality variable, it has a significant effect on customer satisfaction. The marketing mix variable has a significant effect on customer satisfaction and repurchase intention. The service quality and the customer satisfaction also have significant effects on repurchase intention.

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1. Introduction

The development of MSMEs in Indonesia is increasing rapidly when viewed from the large number of MSMEs, so it is not surprising that SMEs are the pillars of economic growth. In the last 5 years, the contribution of SMEs in Indonesia to Gross Domestic Product (GDP) increased from 57.8% to 61%. This makes SMEs a safety net as well as an economic driver. This is because the development of SMEs in Indonesia has a fast transaction cycle and its products tend to be directly related to the main needs of the community. The increasingly high trade competition has forced SMEs entrepreneurs to develop various business strategies to win the competition. Various business strategies are carried out by entrepreneurs not only to win the competition but also for the long-term sustainability of their business. In addition, entrepreneurs must be able to manage or run the management of their trading business and be able to manage consumers or customers well so that consumers do not leave products that have been in demand for a long time. According to Agung (2020) Business management and consumers are two elements that must be considered by entrepreneurs so that their business can remain competitive. Business management is carried out by companies and entrepreneurs in running their businesses related to production management, marketing management, human resource management and financial management. Meanwhile, consumer management is a type of management that specifically discusses the theory of handling the relationship between companies and consumers with the aim of increasing the value of the company in the eyes of its customers. Meanwhile, According to Dethan et al. (2020) management is a process in order to achieve goals by working together through people and other organizational resources.

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The results of these observations can be interpreted that SMEs products are still the favorite and most popular products purchased by the public. Furthermore, for the marketing mix consisting of product, price, place and promotion, 29 respondents or 39.2% chose the product, 17 respondents or 28.1% chose price, 8 respondents or 8.2% chose place and 4 respondents or 5, 1% chose promotion. The results of these observations can be interpreted as 22 % of respondents are satisfied with service quality and 78 % of respondents are satisfied with the marketing mix of SMEs.

Bastaman et al. (2017) and Clara et al. (2022) state that product quality has a close relationship with the product's ability to perform its functions, including the overall product, reliability, accuracy, ease of operation and repair, and other valuable attributes. So product quality is a set of characteristics and characteristics of goods and services that have the ability to meet the needs of consumers, which is a combined understanding of reliability, accuracy, convenience, maintenance and other attributes of a product.

Customer perceptions of the quality of interaction are Responsiveness, Assurance and Empathy, referring to the willingness of service providers to help users and provide prompt service (Alfonsius et al., 2021). Service quality is a dynamic condition that affects products, services, people, processes and the environment that meet or exceed expectations (Dai et al., 2018) If the service received or perceived is good and satisfying, if the service received exceeds consumer expectations, then the service quality is perceived as very good and of high quality. Conversely, if the service received is lower than expected, then the service quality is perceived as bad.

Meanwhile, According to Clara et al. (2022), Mensah and Mensah (2018) and Dethan et al. (2020), service quality is formed by a comparison between the ideal and the perception of the performance dimension of quality. The measurement of service quality by Dlačić et al. (2014); Haudi et al. (2022) in his explanatory research, explains the service and the factors that determine it. In this study, it is defined that service quality is the degree of mismatch between the customer's normative expectations of the service and the customer's perception of the service performance received. To avoid that there is no difference in perception of what is provided by the company with what is needed by the consumer itself requires management to identify what is needed by consumers appropriately. Quality starts from consumer needs and ends in consumer perceptions. This can be interpreted that good quality is seen from consumer perceptions not from company perceptions. Consumer perception of service quality is a total assessment of the superiority of a product which can be in the form of goods or services.

The success of marketing a product is often not enough just to offer the various advantages that the service has. There is also the use of a marketing mix strategy that must be carried out by the company for the sustainability of its business and winning the market competition. According to Hidayat et al. (2020), Jin et al. (2012) and Kartika et al. (2020) the success or failure of a company in selling its products in the market can be seen from the development of sales. Therefore, entrepreneurs use accurate strategies to attract consumer interest, the strategy used is the marketing mix strategy. Kim et al. (2016) and Maftuchach et al. (2021) state that the marketing mix is marketing elements that are interrelated, blended, organized, and used appropriately, so that companies can achieve marketing goals effectively, while satisfying consumer needs and wants. The marketing mix consists of products, prices, distribution systems and promotional activities. The marketing mix is a form of a plan that is broken down in the field of marketing, in which to obtain optimal results in research on marketing. The marketing mix is a strategy that is generally carried out by companies to analyze the marketing strategy of a product. This is because the marketing mix has a broad scope of marketing strategy.

In conditions of intense competition, the main thing that must be prioritized is customer satisfaction which will ultimately attract customers to repurchase a product so that the company can survive, compete and dominate market share. Customer satisfaction is also an important part in retaining customers. According Puspasari et al. (2022) customer satisfaction is the main key in retaining customers. According to Mongdong et al. (2015) and Puspasari et al. (2022), customer satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product or outcome against his/her expectations. Many studies examine the effect of satisfaction on customer retention, and the results do have a significant effect. Higher customer satisfaction will also improve or add to the quality of customer retention. SMEs product consumer satisfaction with customer loyalty programs as well as satisfactory service quality, of course, will increase repeat purchases of SMEs consumers.

Phuong et al. (2018), Syapsan (2019) and Rasyid et al. (2017) stated that the intention to repurchase a product is directly influenced by customer satisfaction with the brand which is accumulated over time. Anderson et al. (1994) state that if the customer is satisfied with the product or service provided, it will lead to customer loyalty to make customers repurchase in the future, reduce price elasticity, inhibit competitors from attracting customers because customers are reluctant to switch. They prefer to reduce the cost and time of subsequent transactions, reduce the cost of handling product/service non-conformances, reduce the cost of finding new customers since customers will tend to inform other potential customers, and the company has satisfactory products and services, which would lead to the company's increased reputation.

The existence of customer satisfaction makes customers repurchase products that they are already interested in. Repurchase is the intention to repurchase a product twice or more, both for the same or different products. This repurchase includes 2 characteristics, namely intention and behavior. This repurchase intention is closely related to consumer attitudes towards objects and consumer attitudes towards previous behavior. Rumiyati et al. (2021), Rohana et al. (2019) and Santoso et al. (2017) found that satisfaction is not directly related to repurchase, but it is not wrong that the consumer satisfaction has an effect on repurchase

behavior when viewed from psychological research where satisfaction drives intentions and intentions encourage behavior. Therefore, it is undeniable that repurchase is one indicator of satisfaction and also the effect of purchasing.

2. Literature Review

2.1 Repurchase Intention

One of the effects of buying a product is repurchase, which is the intention to buy a product twice or more, both for the same or different products. This repurchase includes 2 characteristics, namely intention and behavior. The repurchase intention is closely related to consumer attitudes towards objects and consumer attitudes towards previous behavior. According to Rohana et al. (2019) and Santoso et al. (2017), repurchase interest is one of consumer's buying behaviors where there is a match between the value of goods or services that can generate consumer interest to consume them again in the future. The consumer's desire to repurchase an item is largely based on the trust and value associated with using the item. This is supported by Anoraga's statement in Tandon et al. (2017) and Vahdati et al. (2014) that repurchase interest is consumer interest in buying which is seen from the past purchase experiences. According to Su et al. (2016) repurchase interest is the tendency of consumer buying attitudes towards products that are repeated over a certain period of time based on past experiences. Vahdati et al. (2014) state that repurchase interest in a product is directly influenced by customer satisfaction with the brand which is accumulated over time. Vahdati et al. (2014) stated that if customers are satisfied with the products or services provided, it will lead to customer loyalty to motivate customers to make repeat purchases in the future, reduce price elasticity, inhibit competitors from attracting customers since customers are reluctant to switch, lower costs, time of the next transaction, lowering the cost of handling product/service non-conformances, lowering the cost of finding new customers and also customers may tend to inform other potential customers, since the company has satisfactory products and services.

2.2 Customer Satisfaction

According to Su et al. (2016), customer satisfaction is related to either happiness or disappointment which is the result of comparing the service or product consumed in accordance with customer expectations. If the performance of the product or services produced by the company is the same as what consumers imagine, consumers will be very satisfied. Then if the performance provided by the company to consumers exceeds expectations, the level of consumer satisfaction will be higher. Dimensions of consumer satisfaction consist of different components. Conformity of Expectations: The level of conformity between consumer expectations and product performance perceived by consumers; Buyback: the willingness of consumers to repurchase related products/services; Willingness to Recommend: the willingness of consumers to recommend products. The expectation referred to here is the customer's perception before and after using a product. Perception is defined as a process in which individuals select, organize, and interpret the stimuli received by their senses into a meaning. However, the meaning of the perceptual process is also influenced by the individual's own past experiences. The process of perception of a service does not require the customer to use the service first. According to Vahdati et al. (2014), the customer or consumer is a very valuable asset and must be maintained in the business world. Consumers also have expectations about the feelings they want to feel when they complete a transaction or when they use the goods they buy or when they enjoy the services they have paid for. It is very important for business people to be able to meet the needs and expectations of their customers. A company can generate customer satisfaction by meeting the needs and expectations of customers more than what the customer imagines. According to Tandon et al. (2017), customer satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product (or outcome) against their expectations. According to Tandon et al. (2017) customer satisfaction is a situation that includes the needs, wants, and expectations of the caterer's products being consumed.

2.3 Marketing Mix

According to Rohana et al. (2019) and Santoso et al. (2017), one of the main concepts of modern marketing strategy is the marketing mix. The concept of the 4Ps (product, price, place and promotion) introduced by McDaniel et al. (2012) along with the development of the business underwent modifications, especially in the field of marketing. In service marketing, the 4Ps instrument developed into 7Ps, in which people, processes and physical evidence were added. The marketing mix is a variable capability consisting of 7Ps, namely product, price, place, promotion, people, process, and physical evidence. The marketing mix is a term used to describe the combination of the four inputs that are the core of an organization's marketing system. The four elements are product offerings, price structures, promotional activities and distribution systems. According to Phuong et al. (2018) marketing mix is a strategy of mixing marketing activities, in order to find the maximum combination so that it brings the most satisfactory results. Meanwhile, According to Rohana et al. (2019) and Santoso et al. (2017), the marketing mix is a set of marketing tools that the company uses to continuously achieve its company goals in the target market. Phuong et al. (2018) and Rasyid et al. (2017) state that the marketing mix is a marketing tool used by companies to get a response from the target market. The marketing mix consists of several marketing tools consisting of the 4Ps, namely product, price, place, and promotion.

2.4 Service Quality

According to Santoso et al. (2017), service quality as a transaction from beginning to end includes: regarding information search, privacy policy, website navigation, ordering process, customer service interaction, delivery, return policy, and satisfaction with the product ordered. The difference between the quality of traditional services and the quality of electronic services is that there are shortcomings where sellers directly provide services to buyers. Service quality is the totality of features and characteristics of a product or service that has the ability to satisfy needs. While Mongdong et al. (2015) suggest that service quality or service quality is a critical element of customer perceptions of the service products they receive. Especially in a product that is purely a service, service quality will be the dominant element in customer assessment. In general, a service is produced and consumed simultaneously. Consumer evaluation of a service is certainly different from evaluating a product because there are several differences in characteristics between the two. This makes services more difficult to evaluate because the assessment is based on the services experienced by consumers.

3. Research Model

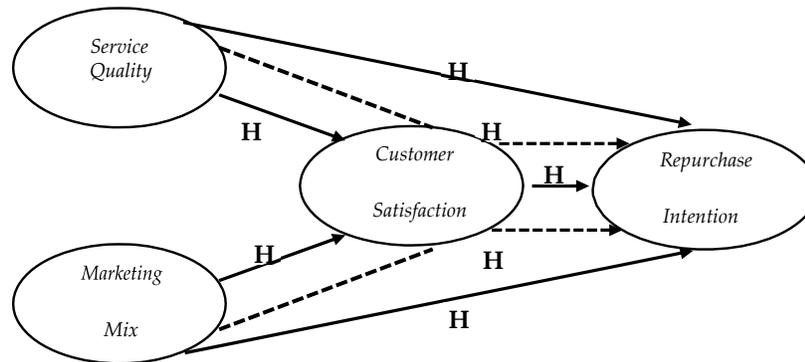


Fig. 1. Research Model

3.1 Hypothesis

Based on this description, the hypotheses in this study are:

- H₁:** *Service Quality has a positive impact on Customer Satisfaction.*
- H₂:** *Marketing Mix has a positive effect on Customer Satisfaction.*
- H₃:** *Customer Satisfaction has a positive effect on Repurchase Intention.*
- H₄:** *Service Quality has a positive effect on Repurchase Intention.*
- H₅:** *Marketing Mix has a positive effect on Repurchase Intention.*
- H₆:** *Service Quality has an effect on Repurchase Intention with Customer Satisfaction as an intervening variable.*
- H₇:** *Marketing Mix has an effect on Repurchase Intention with Customer Satisfaction as an intervening variable.*

4. Method

The subjects in this study were SMEs consumers who made purchases at least 3 times in the last 2 months or regularly. While the objects in this study are the service quality and marketing mix variables as independent variables, while the repurchase intention variable is the dependent variable and the customer satisfaction variable is the intervening variable. The population in this study is people who have purchased SMEs products. The selection of the sample to be used in this study is using the non-probability sampling method, which is a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected as a sample again. Statistical or quantitative analysis is used to analyze the data from the results of the questionnaire answers using statistical methods. This quantitative data analysis uses a questionnaire as an analytical tool that comes from a sample of 212 respondents who have purchased SMEs products at least 2 times in the past year. The data analysis technique in this study uses a tool in the form of a computer application program, namely SPSS.

5. Result and Discussion

Characteristics of respondents with the most age, namely at the age of 17-25 years as many as 126 respondents or 59%. Age 26-35 years as many as 46 respondents or 21%, age 36-45 years as many as 27 respondents or 12% and age > 45 years as many as 13 respondents or 6%. Thus, it is known that the people with the age of 17-25 years are the largest number who have ever purchased SMEs products.

Table 1
Parsial test Substructural 1

Model	t	Sig.
1 (Constant)	2.763	.022
Service Quality	3.543	.003
Marketing Mix	3.432	.003

a. Dependent Variable: *Customer Satisfaction*

Table 2
Parsial test Substructural 2

Model	t	Sig.
1 (Constant)	-2.213	.154
Service Quality	2.213	.013
Marketing Mix	2.543	.006
Customer Satisfaction	1.321	.105

a. Dependent Variable: *Repurchase Intention*

The result of the t-test for the service quality variable (X1) shows that the tcount value is $3.543 > t_{table} 1.985$ with a significant level of $0.003 < 0.05$, then H_0 is rejected, H_1 is accepted.

The result of the t-test for the marketing mix variable (X2) shows that the tcount value is $3.432 > t_{table} 1.985$ with a significant level of $0.003 < 0.05$, then H_0 is rejected, H_1 is accepted.

The result of the t-test for the service quality variable (X1) shows that the tcount value is $2.213 > t_{table} 1.985$ with a significant level of $0.013 < 0.05$, then H_0 is rejected, H_1 is accepted.

The result of the t-test for the marketing mix variable (X2) shows that the tcount value is $2.543 > t_{table} 1.985$ with a significant level of $0.006 < 0.05$, then H_0 is rejected, H_1 is accepted.

The result of the t-test for the customer satisfaction variable (Y1) shows that the t-value is $1.321 < t_{table} 1.985$ with a significant level of $0.105 > 0.05$ then H_0 is accepted and H_1 is rejected.

Table 3
R Square

Model	R	R Square	Adjusted RSquare	Durbin-Watson
1	.614 ^a	.376	.351	1.913

a. Predictors: (Constant), *Marketing Mix*, *Service Quality*

b. Dependent Variable: *Customer Satisfaction*

Based on Table 3, the amount of Adjusted R-Square is 0.376, which means 37.6% of customer satisfaction can be explained by service quality and marketing mix. While the rest $(100\% - 37.6\%) = 62.3\%$ is explained by other factors outside the model.

Table 3
R Square

Model	R	R Square	Adjusted RSquare	Durbin-Watson
1	.666 ^a	.478	.443	2.065

a. Predictors: (Constant), *Customer Satisfaction*, *Marketing Mix*, *Service Quality*

b. Dependent Variable: *Repurchase Intention*

Based on Table 3, the amount of Adjusted R-Square is 0.478, this means that 47.8% repurchase intention can be explained by service quality, marketing mix and customer satisfaction. While the rest $(100\% - 47.8\%) = 52.2\%$ is explained by other factors outside the model.

Table 4
Correlation test
Correlations

		<i>Service Quality</i>	<i>Marketing Mix</i>
<i>Service Quality</i>	Pearson Correlation	1	.608**
	Sig. (2-tailed)		.000
	N	100	100
<i>Marketing Mix</i>	Pearson Correlation	.608**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Based on Table 4, it can be explained that service quality and marketing mix have a correlation coefficient of 0.608 where this can be interpreted that there is a strong correlation between the two variables.

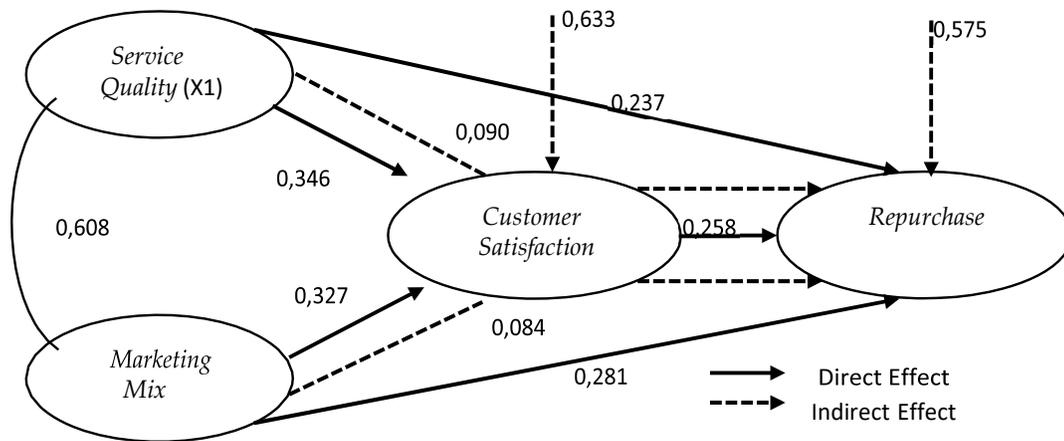


Fig. 2. Path Diagram

5.1 The influence of service quality on customer satisfaction

The first hypothesis testing was conducted to determine the effect of service quality on customer satisfaction. Based on the results of the t-test for the service quality variable, the tcount value is greater than ttable, namely $3.543 > 1.985$ with a significance value of $0.003 < 0.05$. This shows that the service quality variable has a significant effect on the customer satisfaction variable. These results mean that the better the service quality at SMEs Product, the more customer satisfaction will be. The results of this study are in line with previous research conducted by Alfonsius et al. (2021), Bastaman et al. (2017) and Clara et al. (2022) with the title the effect of service quality, trust on customer satisfaction and their impact on repatronage intentions service quality has a significant effect on customer satisfaction.

5.2 Effect of marketing mix on customer satisfaction

The second hypothesis research was conducted to determine the effect of the marketing mix on customer satisfaction. Based on the results of the t-test for the marketing mix variable, the tcount value is greater than ttable, namely $3.432 > 1.985$ with a significance value of $0.005 < 0.05$. This shows that the marketing mix variable has a significant effect on the customer satisfaction variable. This result means that an increase on marketing mix strategies by SMEs product will certainly increase customer satisfaction, for example, quality products at affordable prices are customer expectations, which can increase customer satisfaction. The results of this study are in line with previous research which was conducted by Dlačić et al. (2014), Haudi et al. (2022) and Herawaty et al. (2022). These results indicate that the better the management of the marketing mix, the better the repurchase.

5.3 The effect of customer satisfaction on repurchase intention

The third hypothesis testing was conducted to determine the effect of customer satisfaction on repurchase intention. Based on the results of the t-test, the value of tcount is greater than ttable, namely $1.321 < 1.985$ where the significance value is $0.105 > 0.05$. This shows that the customer satisfaction variable has no significant effect on repurchase intention. The results of this study explain that there is a significant influence between the level of consumer satisfaction and product repurchase. The rise and fall of consumer satisfaction has a significant effect on consumers who will repurchase. The results of this study are in line with previous research conducted by Kim et al. (2016) and Maftuchach et al. (2021).

5.4 The effect of service quality on repurchase intention

The fourth hypothesis testing was conducted to test the effect of service quality on repurchase intention. Based on the results of the t-test, the t-value is $2.213 > 1.985$ with a significance value of $0.013 < 0.05$. This shows that the service quality variable has a significant effect on the repurchase intention variable. The service quality provided by SMEs products has an influence on consumers to make repeat purchases (repurchase intention). The better the service quality provided, the more repurchase intention in product consumers. The results of this study are in line with previous research conducted by Phuong et al. (2018), Rasyid et al. (2017) and Rumiyati et al. (2021). The results of this study indicate that service quality has a positive effect on repurchase intention.

5.5 The effect of the marketing mix on repurchase intention

The fifth hypothesis testing was conducted to examine the effect of the marketing mix on repurchase intention. Based on the results of the t-test, the value of tcount is greater than ttable, namely $2,543 > 1.985$ with a significance value of $0.006 < 0.05$. This shows that the marketing mix variable has a significant effect on repurchase intention. These results indicate that the better the management of the marketing mix, the higher chance that consumers repurchase SMEs products in the future (repurchase intention). The results of this study are in line with previous research conducted by Su et al. (2016) and Vahdati

et al. (2014). The marketing mix strategy as a basic strategy is expected to be consistently applied to increase and encourage consumer repurchase intentions. Consumers are satisfied with the marketing mix strategy implemented, so that consumers become subscribed which automatically encourages repurchase intentions to consumer recommendations to those closest to them to order. Theoretical implications related to this purchase intention can strengthen the previous theory on the variable of consumer satisfaction with a product and the Marketing Mix strategy applied to achieve this.

5.6 The effect of service quality on repurchase intention through customer satisfaction

The sixth hypothesis was tested to test the effect of service quality on repurchase intention through customer satisfaction. Based on the results of the Sobel test, the value of t_{count} is greater than t_{table} , namely $2.106 > 1.985$ with a significance value of $0.038 < 0.05$. This shows that the service quality variable through customer satisfaction has a significant effect on repurchase intention. These results mean that the quality of service provided by SMEs can be mediated by customer satisfaction in increasing repurchase interest. Customer satisfaction can be an intervening variable between service quality and repurchase intention. The results of this study are in line with previous research conducted by Herawaty et al. (2022); Hidayat et al. (2020) with the title the effect of sales promotion and service quality on consumer satisfaction and their impact on repurchase interest. The results of this study indicate that there is a positive and significant influence between service quality and repurchase interest.

5.7 Effect of marketing mix on repurchase intention through customer satisfaction

The seventh hypothesis testing was conducted to examine the effect of the marketing mix on repurchase intention through customer satisfaction. Based on the results of the Sobel test, the value of t_{count} is greater than t_{table} , namely $2.08 > 1.985$ with a significance value of $0.045 < 0.05$. This shows that the marketing mix variable through customer satisfaction has a significant effect on repurchase intention. These results mean that the marketing mix carried out by SMEs in increasing repurchase interest can be mediated by customer satisfaction. Customer satisfaction can be an intervening variable between marketing mix and repurchase intention. The results of this study are in line with previous research conducted by Rumiya et al. (2021), Rohana et al. (2019) and Santoso et al. (2017), which show that customer satisfaction has an influence in mediating between marketing mix and repurchase intention.

6. Conclusion

The results have shown that the service quality variable has a significant effect on customer satisfaction. This means that the better the service quality, the better the customer satisfaction. The marketing mix variable has a significant effect on customer satisfaction. This means that more marketing mix strategies will certainly increase customer satisfaction. The customer satisfaction variable has a significant effect on repurchase intention. This means that the higher the customer satisfaction, the higher the consumer's repurchase interest. Based on the results of the data, we have learnt that the service quality variable has a significant effect on repurchase intention. This means that the better the quality of service provided, the more interest in repurchasing the product consumers will be. The marketing mix variable has a significant effect on repurchase intention. This shows that the better the management of the marketing mix, the more consumers tend to repurchase. variable service quality through customer satisfaction has a significant effect on repurchase intention. These results mean that the quality of service provided can be mediated by customer satisfaction only to increase repurchase interest. Customer satisfaction can be an intervening variable between service quality and repurchase intention. Based on the data, the results show that the marketing mix variable through customer satisfaction has a significant effect on repurchase intention. This means that the marketing mix carried out by increasing repurchase interest can be mediated by customer satisfaction. SMEs need to develop a marketing mix strategy that is oriented towards a marketing mix strategy where in the dimension of attractiveness promotion, do promotions that are more attractive to consumers. More attractive promotions, so that consumers are more interested in the promotions delivered. Promotions on social media marketing, online platforms and websites are recommended as well as following developments in marketing in the digital era through Facebook ads, Instagram ads with creative and innovative content. SMEs need to pay special attention to the products they produce so that they are of higher quality. Companies may receive consumer criticism and suggestions for product deficiencies as an evaluation to improve product performance. They pay more attention to improvements in the marketing mix strategy applied so that it has an impact on better customer satisfaction.

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