

THE EFFECT OF PERCEIVED VALUE AS A MEDIATION OF CUSTOMER SATISFACTION AND REPURCHASE INTENTION ON E-COMMERCE DURING COVID-19

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ABSTRAK

Pola aktivitas masyarakat mulai berubah semenjak adanya pandemi Covid-19. Masyarakat harus tetap membeli bahan makanan untuk kebutuhan sehari-hari namun juga tetap harus menjaga diri dari virus. Sayurbox merupakan aplikasi yang menyediakan berbagai produk bahan makanan. Penelitian ini bertujuan untuk mengetahui pengaruh *perceived value* dan *customer satisfaction* terhadap niat pembelian ulang (*repurchase intention*) pada Sayurbox saat Covid-19 di Indonesia dengan *perceived value* sebagai variabel mediasi. Penelitian dilakukan di Jabodetabek dengan metode asosatif kuantitatif. Pengambilan data dengan menggunakan kuesioner kepada 140 sampel. Analisis data menggunakan *software* SmartPLS 3.0 dengan metode *Partial Least Square* (PLS-SEM). Hasil penelitian menunjukkan bahwa *perceived value* dan *customer satisfaction* berpengaruh positif terhadap *repurchase intention*, serta *perceived value* berpengaruh positif terhadap *customer satisfaction*.

Kata kunci : *Repurchase Intention, Online Marketing, Structural Equation Modeling, Covid-19*

ABSTRACT

The pattern of community activities has begun to change since the Covid-19 pandemic. People must continue to buy food for their daily needs but also must keep themselves from the virus. Sayurbox is an e-commerce that provides a variety of food products. This study aims to determine the effect of perceived value and customer satisfaction on repurchase intention using Sayurbox during Covid-19 in Indonesia with perceived value as a mediating variable. The research was conducted in Jabodetabek using quantitative associative methods. Collecting data using a questionnaire to 140 samples. SmartPLS 3.0 is used to analyze the data with Partial Least Square (PLS-SEM) method. The results showed that perceived value and customer satisfaction had a positive effect on repurchase intention, and perceived value had a positive effect on customer satisfaction.)

Keyword: *Repurchase Intention, Online Marketing, Structural Equation Modeling, Covid-19*

INTRODUCTION

Indonesia is struggling to overcome the Covid-19 virus pandemic. The Covid-19 pandemic has forced the Indonesian government to implement a lockdown, in which people are asked to work from home, stay at home, and limit all activities outside the home. One of the obvious impacts is the change in the pattern of people's activities in daily life. People are required to protect themselves from the virus but still have to buy daily necessities.

Food is one of the necessities of life that can be bought online. Currently, people can buy food ingredients such as vegetables, rice, milk, eggs, etc. online through applications that are specifically made to provide food ingredients such as Sayurbox. Sayurbox is an e-commerce with the aim of making it easier for people to buy food for consumption without having to go to the market or supermarket. Sayurbox is an application that specifically provides various food products. Sayurbox has provided its services in

several areas in Greater Jakarta, namely in Jakarta, Bogor, Depok, Tangerang, and Bekasi.

Purchase intentions are tendencies and desires that strongly encourage individuals to buy a product (Bosnjak et al., 2011). According to Febrini et al. (2019) consumer behavior begins with purchase intentions based on consumer perceptions. After a product purchase occurs, consumers will have a desire to make repeat purchases because of the perceived quality of the product and service. This shows that repurchase intention is an important indicator in determining marketing activity decisions. Repurchase intention is a purchase intention based on past purchase experiences. High repurchase intention reflects a high level of satisfaction from consumers. Customer satisfaction can be determined from how the value or benefits received by consumers (perceived value) (Hong and Bramana, 2015).

DISCUSSION

The research of Yıldırım et al. (2013) explained that the satisfaction felt by consumers from a service can be used to predict consumer behavior, meaning that the satisfaction received by consumers becomes a reference for identifying buying behavior. When the satisfaction felt by consumers is higher, consumer buying behavior will continue to repeat itself because all consumer expectations are met from the services received. Choi & Kim (2013) also shows that the level of satisfaction causes consumers to have a strong desire to repeat purchases.

H1: It is suspected that customer satisfaction has an effect on Sayurbox repurchase intention

Malik (2012) research shows that perceived value has a positive effect on customer satisfaction. If the consumer has a high perceived value in the sense that the product purchased shows high quality. This high quality can evoke the emotional side of consumers so that it is expected that consumers will have high customer satisfaction as well. Research by Gulzar & Anwar (2011) states that "perceived value proceeds

customer satisfaction". This opinion reveals that customer satisfaction is considered as a result of perceived value, meaning that consumer satisfaction depends on the high and low value received by consumers from a service. When the higher the profit felt by the customer, it causes the consumer to feel satisfaction.

H2a: It is suspected that perceived value has an effect on Sayurbox customer satisfaction

H2b: It is suspected that perceived value has an effect on Sayurbox repurchase intention.

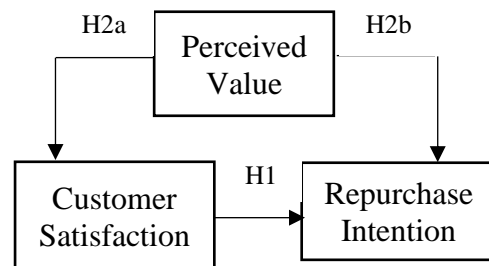


Figure 1. Research Model

This study uses a quantitative associative method which is a research problem formulation that is asking for the relationship between two or more variables (Sugiyono, 2017). The method of determining the location of the study was carried out purposively, namely by means of deliberate selection based on the characteristics possessed by the subject (Herdiansyah, 2010). The

research locations selected in this study were the areas of Jakarta, Bogor, Depok, Tangerang, and Bekasi. This study used 140 samples at the age of 20-60 years. Data collection is carried out online using Google Forms with a Likert scale distributed through social media such as Facebook, Instagram, Twitter, and other social media to people who live in Greater Jakarta.

The analytical method used is Structural Equation Modeling (SEM) using SmartPLS 3.0 software.

a. The measurement model or outer model with reflexive indicators is evaluated with convergent and discriminant validity of the indicators and composite reliability for block indicators (Ghozali, 2014). If the value of convergent validity > 0.6 and Average Variance Extracted > 0.5 then the data used is valid. If each indicator has a loading factor for each measured latent variable compared to indicators for other latent variables, the variables used are valid. If the value of discriminant validity > 0.7 the data used is reliable.

b. Testing of the structural model is done by looking at the Rsquare which is the goodness of fit model. Structural model evaluation was also carried out with Q^2 predictive relevance (Ghozali, 2014). The criteria for the R-square are 0.67: strong; 0.33: medium; 0.19; weak. If $Q^2 > 0$ then the model has predictive relevance. If $Q^2 < 0$ then the model lacks predictive relevance.

The results of the significance of the parameter coefficients can be calculated using the Path Coefficient. The criteria for testing the hypothesis are the 5% significance level, the t-statistic value is 1.96 and the smaller p-value is equal to 0.05. If t-statistic $>$ t-table and p-value $<$ alpha (α) then H_a is accepted; H_0 is rejected. Meanwhile, if t-statistics $<$ t-table and p-value $>$ alpha (α), then H_a is rejected; H_0 is accepted.

Based on the results of the questionnaire via Google Forms, it was found that women had more intention to repurchase on Sayurbox than men. Women when making purchases on Sayurbox will think emotionally

about what benefits they will get after buying products on Sayurbox, while men tend to be less consumptive and do not think emotionally about whether buying products on Sayurbox will provide benefits or not. The respondent's age group is dominated by the age group of 20-40 because consumers with that age group have more sufficient information to buy products on Sayurbox. The majority of respondents are private employees with salaries of IDR 3,500,001 – IDR 6,500,000. Consumers who are private employees have the habit of shopping online to save time in activities to meet their needs.

Data analysis was carried out on 140 samples with 3 stages of analysis, namely the evaluation of the measurement model (outer model), evaluation of the structural model (inner model), and hypothesis testing using SmartPLS 3.0.

The outer model is evaluated with convergent and discriminant validity of the indicators and composite reliability for the

indicator block (Ghozali, 2014). The results of convergent validity are known that all indicators have met the assessment criteria of convergent validity because they are worth more than 0.6 (Figure 1). The validity test that is carried out next is to look at the Average Variance Extracted (AVE) value to test the validity of the latent variable.

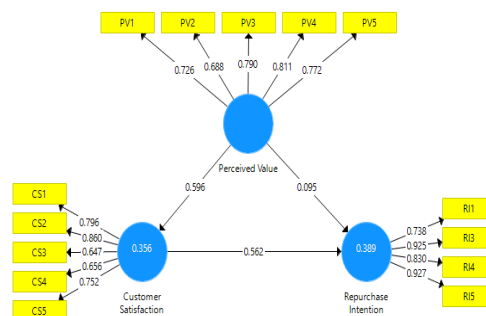


Figure 2. PLS Path Modeling

Table 1. Average Variance Extracted Value

Variabel	AVE	Note
Perceived Value	0,541	Valid
Customer Satisfaction	0,529	Valid
Repurchase Intention	0,565	Valid

Table 2. Composite Reliability & Cronbach's Alpha Value

*CR=Composite Reliability; CA:

Cronbach's Alpha; R: Reliable

The results of the outer model show that all variables in this study are valid because they have an Average Variance Extracted (AVE) value greater than 0.5. The results of the outer model also show that each variable has met the model's assessment criteria where each variable has a Composite Reliability above 0.6 and Cronbach's Alpha above 0.7 so that all variables in this study are said to be reliable.

The structural model was evaluated using R-square for the dependent construct. The relationship between latent variables can also be evaluated by looking at the Q-square. Q-square aims to measure how well the observation values generated by the model and also the estimated parameters (Ghozali, 2014).

The result shows that the R-square construct Customer Satisfaction is 0.389 and the Repurchase Intention is 0.356. This shows that perceived value able to explain the construct of customer satisfaction by 38.9% while the remaining 61.1% is explained by other variables outside the model

Variabel	CR	CA	Note
Perceived Value	0,725	0,830	R
Customer Satisfaction	0,806	0,787	R
Repurchase Intention	0,731	0,736	R

such as promotion, product quality and price. While the construct of repurchase intention can be seen that perceived value and satisfaction are able to explain the construct of repurchase intention of 35.6% while the remaining 64.4% is explained by other variables outside the model such as lifestyle, attitudes, perceived behavioral control, subjective norms, and others. The calculation results show the Q-square on customer satisfaction and repurchase intention are 0.109 and 0.223. This shows that the model has predictive relevance because the Q-square is > 0. This means that the observed values generated by the model as well as the parameter estimates are considered good.

Table 3. Hypothesis Test Results with Booststrapping Method

	<i>t-stats</i>	<i>p-value</i>	Note
<i>Customer Satisfaction</i>			Accepted
-> <i>Repurchase Intention</i>	6,171	0,000	

<i>Perceived Value -> Customer Satisfaction</i>	8,910	0,000	Accepted
<i>Perceived Value -> Repurchase Intention</i>	4,427	0,000	Accepted

H1: It is suspected that customer satisfaction has an effect on Sayurbox repurchase intention – **the hypothesis is accepted**

The results of this study are said to be in line with the research of Yildirim et al. (2013) which explains that the satisfaction *felt* by consumers can be used to predict consumer behavior. When the satisfaction felt by consumers is higher, consumer buying behavior will continue to repeat itself because all consumer expectations are met from the services received. The results of Choi & Kim (2013) research also state that the level of satisfaction causes consumers to have a strong desire to repeat purchases

H2a: It is suspected that perceived value has an effect on Sayurbox customer satisfaction- **the hypothesis is accepted.**

The results of this study are in line with research by Malik (2012) which states that if consumers have *perceived value* , it means that the

product purchased shows high quality. This high quality can evoke the emotional side of consumers so that consumers are expected to have customer satisfaction as well. Consumers tend to repeat product purchases on the Sayurbox application because consumers feel satisfaction during the purchase process. The level of satisfaction felt by consumers determines the strength and weakness of consumers' intentions to repurchase products on Sayurbox.

H2b: It is suspected that perceived value has an effect on Sayurbox repurchase intention - **the hypothesis is accepted**

The results of this study are in line with Malik (2012) research which states that Gulzar & Anwar, (2011) research states that "perceived value proceeds customer satisfaction". This opinion reveals that customer satisfaction is considered as a result of perceived value, meaning that consumer satisfaction depends on the high and low value received by consumers from a service. This influence is also supported by research by Cronin and Taylor (2011), namely perceived

value explains the various benefits received by consumers. When the higher the profit felt by the customer, it causes the consumer to feel satisfaction. Consumers tend to repeat product purchases on the Sayurbox application because consumers feel satisfaction during the purchase process. The level of satisfaction felt by consumers determines the strength and weakness of consumers' intentions to repurchase products on Sayurbox.

CONCLUSION

The results showed that the majority of respondents were women with an age range of 20-40 years and worked as private employees. The reasons respondents make repeat purchases at Sayurbox are good product quality, speed of delivery, there are many discount vouchers and free shipping, so Sayurbox is quite practical to use when mobility is high. Respondents are also satisfied with the services provided by Sayurbox because it makes it very easy for respondents to meet their daily needs, especially during the Covid-19 pandemic. Based on the results of the study, it can be concluded that *perceived value* and *customer*

satisfaction have a positive effect on *repurchase intention*. In addition, *perceived value* has a positive effect on *customer satisfaction*.

Suggestions that can be given by researchers are that Sayurbox should be able to provide new innovations in applications or products sold because there are currently quite a lot *commerce* similar to the Sayurbox application. This can be in the form of *bundling* at a lower price or by offering a discount if you buy more products.

The conclusion provides the answers of the research questions. This part must be written in paragraphs. In a field research-based article, conclusion contains the brief elaboration of the answers of the research questions based on the findings. While in the library research-based article, conclusion is the result of the analysis of problem solving. At the end of the conclusion, the writer needs to add the weakness and contribution of his research along with the possibility for the further research.

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