

**THE IMPACT OF SATISFACTION WITH OUTCOME QUALITY AND
PROCESS QUALITY TOWARD REPURCHASE INTENTION WITH
SHOPPING HABIT AS MODERATING VARIABLE ON ONLINE
SHOPPING**



Submitted a Partial Fulfillment of the Requirement for obtaining
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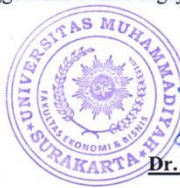
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LETTER OF STATEMENT

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THE IMPACT OF SATISFACTION WITH OUTCOME QUALITY AND PROCESS QUALITY TOWARD REPURCHASE INTENTION WITH SHOPPING HABIT AS MODERATING VARIABLE ON ONLINE SHOPPING

Abstrak

Tujuan dari penelitian ini adalah untuk menguji proses pembentukan niat membeli ulang pada belanja online. Data yang dikumpulkan melalui kuesioner berdasarkan sampel yang diambil sebanyak 263 responden dengan menggunakan teknik *Non Probability Sampling* dengan jenis *Purposive Sampling* yang merupakan teknik penarikan sampel berdasarkan criteria tertentu pada responden. Teknik analisis data dalam penelitian ini adalah *Hierarchical Regression Analysis*. Hasil penelitian menunjukkan bahwa kebiasaan berbelanja memoderasi secara positif antara kepuasan dengan kualitas hasil dan kualitas proses terhadap niat membeli ulang pada belanja online di Surakarta.

Keywords: Kebiasaan Berbelanja, Kepuasan dengan Kualitas Hasil, Kepuasan dengan Kualitas Proses, Niat Membeli Ulang, Belanja *Online*.

Abstract

The purpose of this research is to test the process of establishing the repurchase intention on online shopping. Data collected through questionnaires based on samples taken as many as 263 respondents using Non Probability Sampling technique with Purposive Sampling type which is a sampling technique based on certain criteria on respondents. Data analysis technique in this research is Hierarchical Regression Analysis. The results showed that shopping habits moderate positively between satisfaction with the quality of outcomes and quality of the process on the repurchase intention on online shopping in Surakarta.

Keywords: shopping habit, satisfaction with outcome quality, satisfaction with process quality, repurchase intention, online shopping.

1. Introduction

In the current era of globalization, the internet has always been the main choice of people to seek information and momentarily let go of fatigue. According to APJII survey data, internet users in Indonesia last year grew 7.9% over the previous year and grew more than 600% in the last 10 years and this phenomena makes many companies to utilize the internet, especially online media as a tool to promote, market, and sell their product, because the development of the internet raises opportunities for the marketing of a product and bring new forms for retail transactions, one of which is online shopping (Bulut, 2015). Furthermore with the

internet, online consumers can gain access more easily to information and they are offered a wide variety of products and services that can be selected at competitive prices (Park and Kim, 2003) and through online shopping consumers can purchase faster, more alternatives and can order products and services with comparative low prices (Cuneyt and Gautam, 2004).

On the other hand, the emergence of a critical point for the company to be able to win the market competition is by influencing consumers to buy back the product because getting new customers takes extra time and effort rather than retaining existing ones. The aspects of understanding the consumer in this case is the repurchase intention of every customer that always arises after the evaluation process of the previous purchase and in the evaluation process, one will make a series of choices about the product to be purchased back on the basis of interest. According to Ahmed et al., (2011) which found that the intention of buying back from customers as a source of cost reduction and market share growth tools and previous marketing research has highlighted the importance of repurchase intention, referring to the intention to repeatedly purchase a particular product and maintain the relationship with the retailer (Anderson and Weitz 1989; Burnham et al., 2003). Thus, it is an important reason for online sellers to understand the specific reason why buyers are willing to repeat purchases through the online stores.

Companies should drive their need to develop unique marketing strategies with a “greater focus on the customer” to help stand out among the competitor because sense of repurchase intention is very important to companies. According to Chiu et al, (2012) consumers satisfaction is considered as a key factor affecting repurchase intention. Therefore, satisfaction is a consumer’s post-purchase evaluation and affective response to the overall product or service experience (Oliver, 1992). In this context, Chou & Hsu (2015) found two distinct modes of satisfaction—process quality and outcome quality. For those reasons, companies especially online stores should highlight satisfaction as important part of consumer response so they can potentially repurchase on online stores or online sites.

On the other hand, shopping habits become as important as customer satisfaction. According to Cheung and Limayem (2005) the habit of limiting the predictive power of intent on usage behavior; last online behavior has a significant effect on ongoing use, and early use can significantly affect future recurring usage. In addition, Khalifa and Liu (2007) found that shopping habits increased the influence of online customer satisfaction on the continuation.

Therefore, based on the background that has been submitted, the researcher want to investigate about; "The Impact of Satisfaction with Outcome Quality and Process Quality Toward Repurchase Intention with Shopping Habit as Moderating Variable on Online Shopping".

1.1 Theoretical background

1.1.1 Repurchase Intention

The repurchase intention desire can be defined as an individual's willingness to make another purchase from the same company, based on his or her previous experiences (Hellier et al., 2003). In the context of online shopping, Chiu (2009) stated that, "repurchase intention is the subjective probability that an individual will continue to purchase products from the online vendor or store in the future" and based the context service, repurchase intention is defined as the individual's judgment about buying again a designated service from the same company, taking into accounts of his or her current situation and likely circumstances (Hellier et al., 2003). On the other hand, repurchase intention from customer view, may be the result of customer attitude and commitment towards repurchasing a particular product (Akbar, 2009 cited in Abdul samad, 2014). In addition, According to (Zeithaml et al., 1996) repurchase intention is one of the five components of behavior intention. The repurchase intention represent of the three types of purchases: trial purchases, repeat purchases, and long-term commitment purchases (Lin and Chen, 2009). Overall, companies want to maintaining customer repurchase intention and avoiding significant switching behavior to sustain operations and gain competitive advantage is very important (Kuo et al, 2013)

because customers repurchase behaviour or intention is beneficial to the online business (Lee et al., 2011).

1.1.2 Satisfaction with outcome quality and Satisfaction with process quality

Satisfaction is regarded as a customer's affective response to the transaction experience in the online group-buying websites (Oliver, 1980; Wallace et al., 2004). According to Kim and Na (2015) satisfaction is generated when customers purchase a product on the internet, and find out that it matches or fulfills his or her expectations. On the other hand, customer satisfactions obviously ensure the persistence of the firm's business progress (Ahmad and Sungip, 2008; Kotler, 2000). Besides that, this study uses two different modes of satisfaction such as research by Chou & Hsu (2015) the first is satisfaction with process quality and the second is the satisfaction of outcome quality. According to Chou & Hsu (2015) process quality emphasizes how online retailers facilitate shopping processes. Therefore the quality of the process reflects the perceived value of customers and the efforts provided by online retailers that improve the shopping process, while outcome quality considers whether customers are satisfied with the results and the quality of the results captures customer satisfaction with shopping performance and results like product search quality or shopping decision making. Overall, According to Zhou et al., (2009) & Kim et al., (2012), repurchase intention is that consumers are interested in making a purchase by using online shopping, consumer online shopping will be revisited in the future and consumers are interested in to recommend online shopping because they also use online shopping.

1.1.3 Shopping Habit

According to Mascaren et al., (2006) defined habit as the automatic behavior developed during the past history of an individual, also referring to an interactive effect where a particular behavior becomes more routine. On the other hand, habit has been in both offline shopping and online shopping to explain the formation of customers' beliefs (e.g., satisfaction, evaluation) and consumption behavior (e.g.,

continuance) (Gefen, 2003; Honkanena et al., 2005). Besides that, online shopping habit is defined as the extent to which buyers tend to shop online automatically because of learning (Lee et al., 2011). Shopping habit captures their positive consumption experience over time to reflect their postadoption phenomena (Chou and Hsu, 2015), therefore Individuals with online shopping habit would turn to the behavior response instead of a physical outlet automatically without much consideration of whether or not there was a definite shopping need (Chen and Cheng, 2012). On the other hand, Chou and Hsu (2015) further state that customers without shopping habit may not return despite their satisfaction. Overall, customers shopping habit reflect their history of interacting with the online retailer and view habit as development through repeated performance and satisfactory results (Polites and Karahanna, 2013; Verplanken and Aarts, 1999).

1.2 Research Hypotheses

1.2.1 Relationship between satisfaction with outcome quality and repurchase intention.

According to Churchill and Surprenant (1982) “customer satisfaction is an outcome of purchase and use resulting from the buyers' comparison of the rewards and costs of the purchase in relation to the anticipated consequences”. Other than that, customer satisfaction is a predictor of repeat purchase behavior (Bloemer and Kasper, 1995); thus, Fitzgerald And Bias (2015) predict that satisfaction will indeed be positively related to repurchase intentions. Kotler (2010) also suggested that if consumers are satisfied: they will make repeat purchases, increasing the desire to make purchases online (Pleessis, 2010) because, greater customer satisfaction leads to higher levels of purchase or repurchase intention (Chen, 2012; Kim et al., 2012; Fang et al., 2014). Besides that, customer satisfaction plays a significant role in the decision making for online shoppers, affecting repurchase behavior, and increasing repetitive purchases (Gupta and Kim, 2010). Therefore, the first research suggested hypothesizes:

H1: Satisfaction with outcome quality has positive impact to repurchase intention.

1.2.2 Relationship between satisfaction with process quality and repurchase intention.

While customer satisfaction is a major factor, it is only one of the many variables that can impact upon customer repurchase intention (Jones and Sasser, 1995; Liljandar and Strandvik, 1995; Mittal and Lassar, 1998; Sharma and Patterson, 2000; Srinivasan, 1996; Storbacka et al., 1994). Therefore, according to Hellier et al., (2002) that the direct positive relationship of satisfaction upon repurchase intention is a simplification of the matter. It is the same as Hung & Tsang (2015) suggested the higher customer satisfaction can lead to higher repurchase intention. Yi and La (2004) also suggest that investigating new paradigm of post-purchase satisfaction is necessary since the link between customer satisfaction and repurchase intention seems to be more complex than expected (e.g. Anderson and Srinivasan, 2003). Additionally, Wen et al., (2011) recommended that satisfaction has a positive impact on online repurchase intention. Therefore, the second research suggested hypothesizes:

H2: Satisfaction with process quality has positive impact to repurchase intention.

1.2.3 Relationship shopping habit moderates between satisfaction with outcome quality and repurchase intention.

Online customers' post-adoption phenomena should account for their evaluation on the retailer's performance and quality based on their history of interacting with the retailer (e.g., habit) (Jasperson et al., 2005). A certain number of research have explored the effect of habit on continuance intention (e.g 2). In an online shopping context, customers' satisfaction with process quality and outcome quality reflects emotional evaluation (feeling and reasoning) of the online retailer based on their consumption experience for a short-term encounter of the retailer (Chou and Hsu, 2015). Therefore, Chou & Hsu (2015) suggesting that shopping habit serves as the

key source for customer satisfaction. Besides that, according to Khalifa and Liu (2007) suggested that individuals habit directly affect their emotional evaluation (satisfaction) or response to behavior. Therefore, the third research suggested hypothesizes:

H3: Shopping habit positively moderates the relationship between satisfaction with outcome quality and repurchase intention.

1.2.4 Relationship shopping habit moderates between satisfaction with process quality and repurchase intention

In this study, unlike offline shopping that the intention for customers with shopping habit is guided by their habit rather than by their beliefs, online customers' continuance for website usage is affected by shopping habit (Liao et al., 2006; Verplanken et al., 1997). According to Chou & Hsu (2015) that shopping habit captures online customers' history of interacting with the retailer and reflects their learned sequences of acts (process quality) and satisfied result (outcome quality), which implies that their uncertainty has been removed through the retailer's assured performance. Besides that, Gefen (2000) noted that habitual previous preference to use an online shopping website directly and strongly increased user intentions to continue using the same online shopping website again. It is same as Rauyruen and Miller (2009) support that there is a habitual role on repurchase intentions. Researchers Khalifa and Liu (2007) also examined the moderating role of the habit between satisfaction and online repeat purchase intention. Therefore, the fourthresearch suggested hypothesizes:

H4: Shopping habit positively moderates the relationship between satisfaction with process quality and repurchase intention.

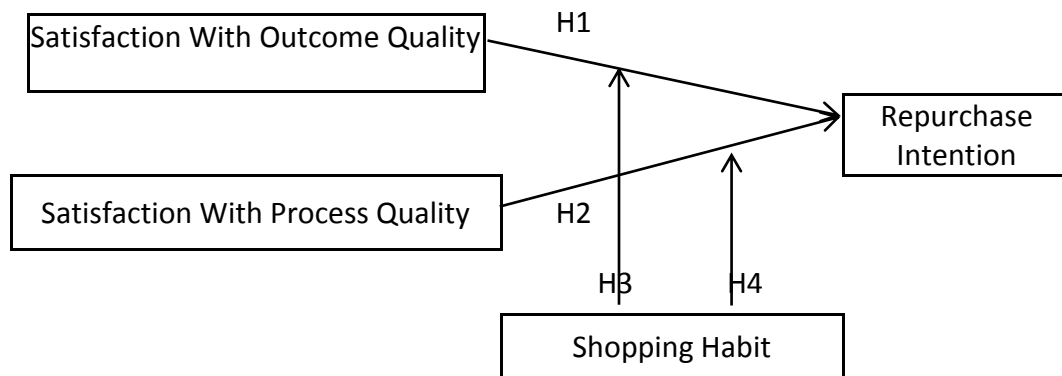


Figure 2.1
Theoretical Framework

Source: Developed by the writers for the purpose of study.

2. Methods

Types of the data that used in this research is quantitative data and the source of data in this research is Primary data. Primary data from this research comes from the respondents through questionnaire delivered directly.

The population in this study are someone has been experience use online shopping. Because the number of population is unknown, so the author decided to following Thompson (2004) that stated at least 200 respondents were sampled to achieve stability through factor analysis. The sampling method that used in this research is non probability sampling, where it is purposive sampling and the criteria for this sampling is the people who has been doing online shop minimum one time. Eventually, data collected from 263 respondents, and all respondents have ever purchase product uses online shopping.

3. Analysis and Result

3.1 Characteristics of Respondents

The respondent's characteristic studied in this research includes gender, age, status, education, employment, income per month, intensity of purchase, and the name of the application used. In order to give clearer meaning from those characteristics, they can be seen from the explanations in Table 4.1:

Table 3.1
Characteristics of Respondents

Measure	Item	N=263	
		Frequency	Percentage
Online Purchase	Yes, Ever	263	100%
	Never	-	-
Gender	Male	79	30%
	Female	184	70%
Age	16 - 25 years old	255	97%
	26 - 35 years old	6	2.3%
	> 35 years old	2	0.8%
Marital Status	Single	255	97%
	Married	9	3.4%
Education	High School	53	20.2%
	Bachelor	206	78.3%
	Master	3	1.1%
	PhD	1	0.4%
Occupation	Student	213	81%
	Housewife	4	1.5%
	Lecturer	6	2.3%
	Employee	31	11.8%
	Entrepreneur	6	2.3%
	And Others	3	1.1%

Measure	Item	N=263	
		Frequency	Percentage
Income	<Rp 1.000.000	152	57.80%
	Rp 1.000.000 - Rp 2.000.000	66	25.10%
	Rp 2.000.001 - Rp 3.000.000	13	4.90%
	Rp 3.000.001 - Rp 4.000.000	16	6.10%
	>Rp 4.000.001	16	6.10%
Frequency of Purchase	0 - 2 x	152	81%
	3 - 5 x	34	12.90%
	6 - 10 x	6	2.30%
	> 10 x	10	3.80%
Name application to purchase	Facebook	14	5.30%
	Instagram	91	34.60%
	Tokopedia	28	10.60%
	Shopee	45	17.10%
	Lazada	34	12.90%
	Website online shop	27	10.30%
	Others	24	9.10%

3.2 Validity and Reliability Test

From the result of validity test for shopping habit, satisfaction with outcome quality, satisfaction with process quality, and repurchase intention. It could be concluded that all of the indicators loading factor overall > 0.3 and were valid (Hair et al. 1998). The results are already grouped in each component.

Reliability measurement is done by using Cronbach's alpha value. The minimum reliable level exceeds 0.70 (Nunnally, 1994). The result of Validity and Reliability Test can be seen in Table 4.2:

Construct	Cronbach's alpha	Measurement Items	Factor Loadings
Shopping Habit	0.729	I feel satisfied with the shopping process on the site.	0.839
		The shopping process is fun, interesting, fair, comfortable, and safe.	0.863
Satisfaction with Outcome Quality	0.837	This is one of the best shopping sites	0.717
		I can choose because of its quality and affordable price.	0.812
Satisfaction with Process Quality	0.892	I am satisfied with this shopping site because it provides useful information, is safe, and provides after sales service.	0.803
		The shopping process is fun, interesting, fair, comfortable, and safe.	0.785
		The transaction process from online sellers is very satisfactory both in the provision of information, payment processing, and delivery.	0.856
Repurchase Intention	0.924	This online shopping site is the first choice to buy similar products in the future.	0.850
		I want to continue using this shopping site to buy products.	0.862
		I will go back to shopping on this shopping site to buy similar products in the future.	0.840

3.3 Hypotheses Testing

Table 4.3
Hierarchical Regression Analysis

	Model 1		Model 2		Model 3	
	Repurchase Intention		Repurchase Intention		Repurchase Intention	
Constant	t	Sig.	t	Sig.	t	Sig.
Satisfaction With Outcome Quality	6.193	0.000	2.948	0.003	5.578	0.000
Satisfaction With Process Quality	3.977	0.000	3.647	0.000	1.384	0.167
Satisfaction With Outcome Quality*Shopping Habit	-		4.945	0.000	-	
Satisfaction With Process Quality*Shopping Habit	-		-		4.942	0.000
R square	0.431		0.480		0.480	
Adjusted R square	0.426		0.474		0.474	
F Test	98.373		79.647		79.632	
Significant F	0.000		0.000		0.000	

As seen in Table 4.3, the value of satisfaction with process quality variable is 6.193 with significance 0.000, so the satisfaction with outcome quality variable has significant positive impact on repurchase intention. As a consequence, H1 hypothesis is accepted.

The value of satisfaction with process quality variable is 3.977 with significance 0.000, so the satisfaction with process quality variable has significant positive impact on repurchase intention. As a consequence, H2 hypothesis is accepted.

The interaction between satisfaction with outcome quality variable and shopping habit has t value as many as 4.942 with significance 0.000, so the interaction between satisfaction with outcome quality variable and shopping habit variable has significant positive impact on repurchase intention. As a consequence, H3 hypothesis is accepted.

The interaction between satisfaction with process quality variable and shopping habit has t value as many as 4.942 with significance 0.000, so the interaction between satisfaction with process quality variable and shopping habit variable has significant positive impact on repurchase intention. As a consequence, H4 hypothesis is accepted.

4. Conclusion

4.1 Conclusion

According to the result of the study that has been discussed in the previous chapter, the researcher will convey some conclusions about this study. The conclusions of the research are:

The result of model 1, F value is 98.373 with significance of 0.000, because the probability (level of significance) is smaller than 0.05 then this regression model can be used to predict the repurchase intention. In other words, the satisfaction with outcome quality and satisfaction with process quality can simultaneously influence the repurchase intention. It is similar with the t test result that showed the satisfaction with outcome quality variable and the satisfaction

with process quality variable has significant positive impact on repurchase intention.

The result of model 2, F value is 79.647 with significance of 0.000, because the probability (level of significance) is smaller than 0.05 then this regression model can be used to predict the repurchase intention. In other words, the interaction between satisfaction with outcome quality and shopping habit can simultaneously influence the repurchase intention. It is similar with the t test result that showed the interaction between satisfaction with outcome quality variable and shopping habit variable has significant positive impact on repurchase intention.

The result of model 3, F value is 79.632 with significance of 0.000, because the probability (level of significance) is smaller than 0.05 then this regression model can be used to predict the repurchase intention. In other words, the interaction between satisfaction with process quality and shopping habit can simultaneously influence the repurchase intention. It is similar with the t test result that showed the interaction between satisfaction with process quality variable and shopping habit variable has significant positive impact on repurchase intention.

4.2 Research Limitation

This study has some limitations that may require for future research to address. *First*, the study was carried out in Surakarta, hence the results may not be fully generalized for other city, as satisfaction and shopping habit may be different in other cities. On the other hand, the data collection used is a questionnaire by using google form, so researchers do not know about the true feelings and real condition of the respondent.

Second, this study adapting the model to product and service industry, without taking other industry. So, researchers do not know the results of the use of this research model in other industries or sectors.

Third, this study emphasizes on the moderating effect of shopping habit on the relationship between consumer satisfaction and consumer repurchase intention without taking other model which may affect on repurchase intention or

other factors that may mediate the above relationship between consumer satisfaction and consumer repurchase intention.

Fourth, the researcher has used consumer satisfaction to represent repurchase intention, without taking other existence other factors that may influence repurchase intention that are not examined in this research.

4.3 Implication of the Study

Theoretical Implication, this study used customers' satisfaction (with product quality and service quality) to represent repurchase intention and customers' satisfaction play an important role in enhancing their repurchase decisions. Research use shopping habit for exerts different moderating influence on the relationship between customers' satisfaction and repurchase intention. This study provides empirical results that shopping habit of customer influences the relationship between consumer satisfaction and repurchase intention. Additionally, the results show that high shopping habit can strengthen relationship between consumer satisfaction and repurchase intention and vice versa, if shopping habits are low, so relationship between consumer satisfaction and repurchase intention can be weak.

Practical Implication, understanding the formation of online repurchase intention helps retailers address challenges related to online shopping, which in turn increases customer retention. This results show that while satisfaction with outcome quality and satisfaction with process quality of the shopping site (or retailer) motivate their online repurchase, however their continuance relies on shopping habit, which moderates the relationship between their satisfaction and repurchase intention. For online customers without shopping habit, retailers should help them gain satisfaction through improving outcome and processes, including product quality, reasonable price, after-sale service, pleasant and convenient processes, and alleviating security concern. Because shopping habit either directly affects satisfaction or increases the influence of satisfaction on repurchase intention, how to foster the development of shopping habit becomes a critical issue. The researcher suggest that providing satisfaction is the first step for

customer retention and the extent to which this can be ensured relies on development of shopping habit such as providing satisfied shopping service to stimulate habit development. Therefore, Companies and sellers serving online shopping should understand and improve consumer shopping habits and focus on delivering more innovative product and service satisfaction as it is proven that all integrated factors together can increase the element of satisfaction and repurchase intention.

4.4 Future Research Recommendation

The researcher also gives some recommendation for future research to overcome the limitations. *First*, for next researcher is expected to add more data collection method such as depth interview to the respondent so that the real condition can be seen clearly and support the result of the research collected by using the questionnaire. *Second*, for future research to adapt the model in different industries such as tourism, insurance, and automotive sectors. *Third*, for next research can adopt different model such as shopping habit as mediating variable and the other literature suggested that other factors may moderate the relationship between consumer satisfaction and repurchase intention such consumer experience, consumer loyalty, or switching cost. *Fourth*, for future research can adopt more and different variable such as customer trust, customer commitment, word of mouth that may influences repurchase intention.

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APPENDIX

THE IMPACT OF OUTCOME QUALITY AND PROCESS QUALITY TOWARD REPURCHASE INTENTION WITH SHOPPING HABIT AS MODERATING VARIABLE ON ONLINE SHOPPING

Have you ever made an online purchase?

- ☐ Yes, Ever
☐ Never

If you have ever made online purchase, please proceed to the next question.

If Never or Never, you do not have to continue. Thank you ☺

<u>Respondent's demographic data</u>
1. Gender: ☐ Male ☐ Female
2. Age : ☐ 16-25 ☐ 26-35 ☐ >35
3. Status : ☐ Single ☐ Married
4. Education: ☐ High School ☐ Bachelor ☐ Master ☐ PhD
5. Employment: ☐ Student ☐ Housewife ☐ Lecturer ☐ Employee ☐ Entrepreneur ☐ and others
5. Income : ☐ <Rp.1.000.000 ☐ Rp.1.000.001 – Rp.2.000.000 ☐ Rp.2.000.001 -Rp.3.000.000 ☐ >Rp.3.000.001--Rp.4.000.001 ☐ >Rp.4.000.001
6. How many times buy a product using online shopping: ☐ 0-2 ☐ 3-5 ☐ 6-10 ☐ >10
7. What is the name of the app / site used to shop online? ☐ Facebook ☐ Instagram ☐ Tokopedia ☐ Shopee ☐ Lazada ☐ Website online shop ☐ others

Questionnaire:

⇒ Habit

No.	Statement	1	2	3	4	5	6	7
1.	Shopping online has become a natural habit for me.							
2.	Shopping online becomes spontaneous action for me.							
3.	Shopping online in my opinion is an action without having to think.							

⇒ Satisfaction With Outcome Quality

No.	Statement	1	2	3	4	5	6	7
1.	I am satisfied with the results of online shopping because it provides a pleasant experience.							
2.	This is one of the best shopping sites I can choose because of its quality and affordable price.							
3.	I am satisfied with this shopping site because it provides useful information, is safe, and provides after sales service.							

⇒ Satisfaction With Process Quality

No.	Statement	1	2	3	4	5	6	7
1.	I feel satisfied with the shopping process on the site.							
2.	The shopping process is fun, interesting, fair, comfortable, and safe.							
3.	The transaction process from online sellers is very satisfactory both in the provision of information, payment processing, and delivery.							

⇒ Repurchase Intention

No.	Statement	1	2	3	4	5	6	7
1.	This online shopping site is the first choice to buy similar products in the future.							
2.	I want to continue using this shopping site to buy products.							
3.	I will go back to shopping on this shopping site to buy similar products in the future.							

-THANK YOU-