

THE INFLUENCE OF SERVICE QUALITY AND EXPERIENTIAL MARKETING ON REPURCHASE INTENTION THROUGH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE (A STUDY AT PT CITRA VAN TITIPAN KILAT, SERANG CITY)

Ayi Ayatullah^{1*}, Asri Nabila Jahro², Putri Yeti Herawati³

^{1,2,3} Program Studi Manajemen, Universitas Pamulang

*E-mail: dosen03206@unpam.ac.id

ABSTRACT

E-commerce transactions in Indonesia reached IDR 487 trillion in 2024, compared to only IDR 205 trillion in 2018. This indicates that the e-commerce market share continues to grow. The acceleration of growth in the courier and logistics business across various countries, including Indonesia, is a positive impact of the expanding creative economy and e-commerce industries, which have opened opportunities for logistics companies to contribute to the delivery process. Digital technology and e-commerce platforms have supported and provided broad opportunities for Indonesian entrepreneurs, particularly micro, small, and medium enterprises (MSMEs), to expand their businesses and reach more consumers.

This study examines the influence of service quality and experiential marketing on repurchase intention, with customer satisfaction as an intervening variable. The research was conducted at PT Citra Van Titipan Kilat (TIKI) in the city of Serang. A quantitative method was employed using primary data collected through a questionnaire. The questionnaire applied a Likert-style Agree–Disagree scale, utilizing an interval scale from 1 (strongly disagree) to 10 (strongly agree).

The population in this study consisted of 2,800 individuals, representing the average monthly number of customers sending packages. The sample size used in this research was 170 respondents. The analytical tool employed for data processing was SmartPLS Version 4.0.9.2.

Keywords: Service Quality, Experiential Marketing, Customer Satisfaction and Repurchase Intention.

INTRODUCTION

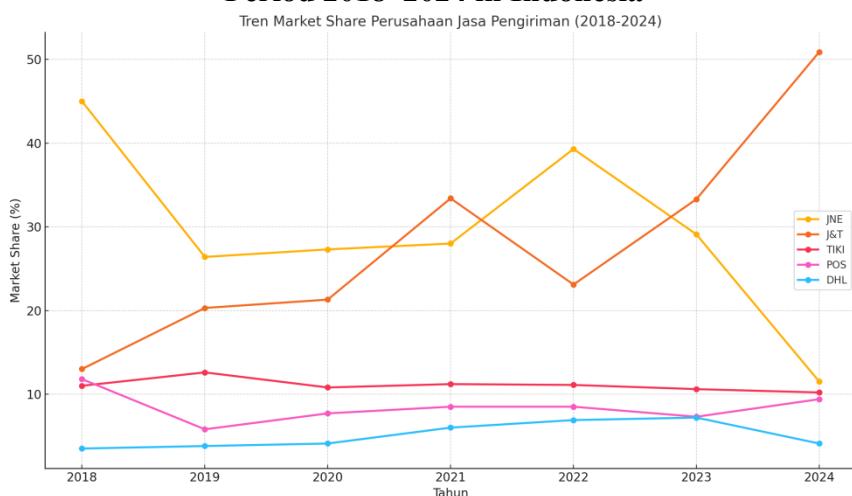
The growth of the business world in the era of globalization continues to advance. This development reflects companies' efforts to implement strategic business activities aimed at maintaining and increasing their customer base. According to Mangeswuri et al. (2015), business competition has become an inseparable aspect of corporate dynamics. The expansion of the logistics service industry, particularly courier services, is largely driven by a shift in consumer behavior from offline to online shopping. Arrizal et al. (2020) state that digitalization efforts have significantly facilitated business activities, particularly by enabling consumers to freely browse online stores in search of desired and needed products.

Several courier service companies operate in Indonesia, one of which is PT Citra Van Titipan Kilat (TIKI). TIKI has established a strong brand image and reputation in the minds of consumers, having been in operation for decades and consistently handling the delivery of customers' goods. TIKI offers a variety of delivery services, including Cash on Delivery (COD), where the buyer pays for the goods upon receipt—a feature that enhances customer trust and security. Additional services include Same Day Service, Regular Service (delivery within approximately three days), Overnight Service (next-day delivery), Trucking Service (for shipments of at least 10kg), International Service, Economy Service (offering lower shipping rates), and specialized services such as Froozy (frozen food delivery), Fish Delivery (for

ornamental fish), and Plants and Fruits Delivery. TIKI also provides an online pickup service known as JEMPOL, designed to simplify the shipping process from home or office. [Source: <https://www.tiki.id>]

According to Wilson et al. (2019), service refers to the actions performed by marketers for consumers, which do not result in ownership transfer. Service is a corporate action intended to satisfy consumer needs and desires. Furthermore, marketing experience helps shape consumers' lasting impressions of a company's marketing efforts (Kim & Qu, 2020). This experience aims to motivate and encourage consumers to repurchase services or products within a desired timeframe and to develop a positive attitude toward the product or service after usage (Suryana & Dasuki, 2013). The competitive landscape in Indonesia's courier service industry as of 2022 is described as follow :

Figure 1.1
Top Brand Index for Courier Service Category
Period 2018–2024 in Indonesia

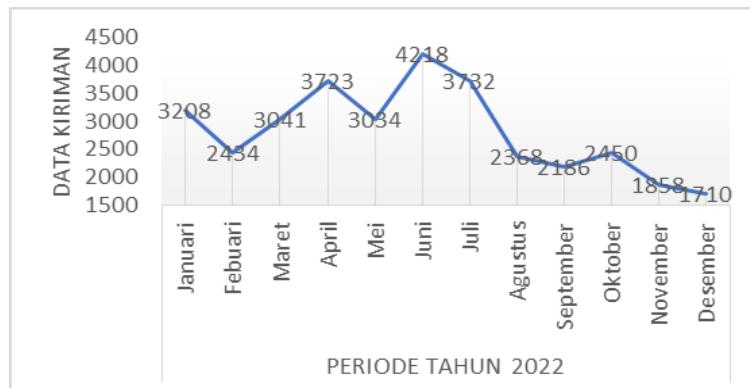


Source : Top Brand Index 2024

Based on the data presented in Figure 1.3, it can be observed that the brand index for TIKI in the courier service category experienced a decline in 2019 and 2021, with percentages falling below 10%. This decline occurred following the entry of the J&T brand into Indonesia's courier service industry. Notably, the decline was not limited to TIKI; other major brands such as JNE, POS Indonesia, and DHL also experienced a similar downward trend.

From 2018 to 2022, JNE consistently held the top position in the brand index, replacing J&T which had previously led the category. However, in 2021, J&T regained the top spot in Indonesia's courier service Top Brand Index, overtaking JNE, which had maintained the number one position from 2015 to 2020. These fluctuations in the Top Brand Index data indicate a highly dynamic competitive landscape within the Indonesian courier service industry. This research was conducted at PT. TIKI, Serang City Branch. The following is the data on package deliveries by PT. TIKI Serang City for the year 2022:

Figure 1.2
Package Delivery Data of PT. TIKI Serang City
For the Year 2022

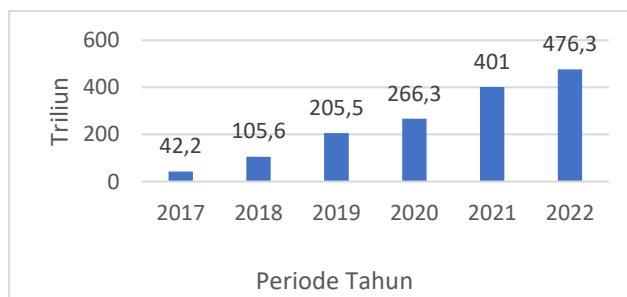


Source: Internal Data of PT. TIKI Serang City

Based on Figure 1.1 above, it can be analyzed that in February there was a decrease in the number of package deliveries compared to January 2022. In contrast, March and April 2022 experienced a month-to-month increase in package shipments. However, in May, there was a decline in deliveries, followed by the highest increase recorded in June, with a total of 4,218 packages delivered. A downward trend in package delivery volumes reappeared from July to September. In October, there was a slight increase, but the lowest point occurred in December 2022. This data reflects a less-than-optimal performance of PT. Citra Van Titipan Kilat (TIKI) Serang City Branch.

The accelerating growth of the courier and logistics industry in various countries, including Indonesia, is a positive impact of the expanding creative economy and e-commerce sector. This development has opened up significant opportunities for courier companies to contribute to the delivery process of goods. Digital technology and e-commerce platforms have created broader opportunities for Indonesian entrepreneurs, especially micro, small, and medium enterprises (MSMEs), to expand their businesses and reach more consumers. The market potential is illustrated in the chart below, which presents the annual growth of e-commerce transaction values. The following is data on the nominal value of e-commerce transactions in Indonesia for the period 2017–2022:

Figure 1.2
E-Commerce Transaction Value
Period 2017–2022 in Indonesia



Data Source: Bank Indonesia

Based on the data in Figure 1.2, the nominal value of e-commerce transactions has shown a consistent increase from 2017 to 2022. In 2017, the transaction value was recorded at IDR 42.2 trillion. In 2018, the value rose to IDR 105.6 trillion, representing a 150 percent increase compared to 2017. In 2019, the transaction value reached IDR 205.5 trillion, marking a 95 percent increase from 2018. Furthermore, in 2021, the transaction value rose to IDR 401 trillion, reflecting a 51 percent increase from the 2020 figure.

Based on the above explanation, the conceptual framework of this research is illustrated in Figure 2 below:

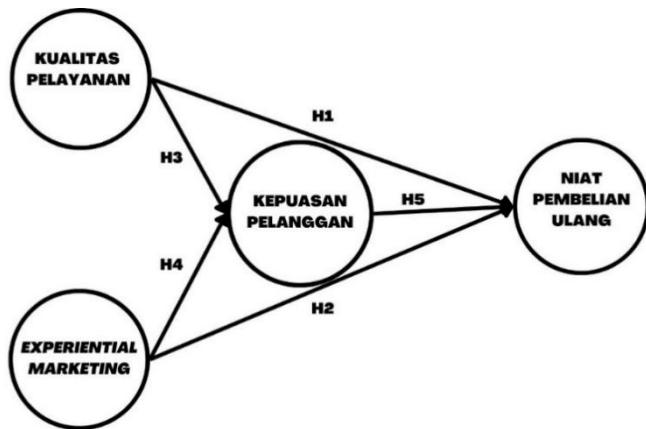


Figure 3 Research Model

Source: Developed in this study, 2025

- H1:** Service Quality has a positive and significant effect on Repurchase Intention.
- H2:** Experiential Marketing has a positive and significant effect on Repurchase Intention.
- H3:** Service Quality has a positive and significant effect on Customer Satisfaction.
- H4:** Experiential Marketing has a positive and significant effect on Customer Satisfaction.
- H5:** Customer Satisfaction has a positive and significant effect on Repurchase Intention.

METHOD

This study describes the variables of service quality, experiential marketing, repurchase intention, and customer satisfaction as an intervening variable. The research employs a causal and quantitative approach. According to Ferdinand (2014), causal research aims to obtain explanations regarding cause-and-effect relationships between several concepts or variables. Ferdinand (2014) also states that quantitative research (hypothesis-testing research) is intended to formulate and empirically test hypotheses. A key factor in hypothesis-testing studies is the depth of the literature review, which serves as the basis for developing new hypotheses. Based on the degree of explanation, this study is categorized as quantitative research (hypothesis-testing research).

A population is defined as a set of events or individuals that share similar characteristics (Ferdinand, 2014). The population in this study consists of 2,800 individuals, which represents the average number of monthly customers who sent packages through the TIKI outlet in Serang City, Banten, during the year 2022. This study uses 17 indicators, and the researcher determines the sample size by applying the formula 10×17 indicators = 170 respondents.

To ensure the selected respondents are representative of the research problem, the sampling technique used is purposive sampling, with the following respondent criteria:

1. Minimum age of 17 years.
2. Has sent packages outside the Serang City area.
3. At least on their second visit when completing the questionnaire.

Accidental sampling was also applied, meaning that any customer who had completed a transaction at the TIKI outlet in Serang City, Banten, could be selected as a sample. In addition, the researcher created a Google Form to be filled out by respondents who did not have sufficient time to complete the questionnaire at the TIKI outlet in Serang City, Banten. This study used an Agree–Disagree scale technique, employing an interval scale in which a score of 1 indicates “strongly disagree” and a score of 10 indicates “strongly agree.” The numeric range from 1 to 10 reflects the level of agreement with the statements provided. Variable measurement was conducted using an interval scale, a measurement tool that produces data with meaningful ranges and allows for the calculation of averages, standard deviations, parametric statistical tests, correlations, and other statistical analyses (Ferdinand, 2014). The analytical technique used in this study is PLS (Partial Least Squares), which is a variance-based structural equation modeling (SEM) method that simultaneously evaluates both the measurement model and the structural model. PLS assumes that all variance measures are explained variance, meaning that the estimation approach treats variables as linear combinations of their indicators (Jogiyanto & Abdillah, 2015).

RESULTS AND DISCUSSION

Reliability can be analyzed based on the reliability value of a construct and the Average Variance Extracted (AVE) value for each construct. A construct is considered to have high reliability if it meets the following criteria: Cronbach's Alpha > 0.6 , Composite Reliability > 0.7 , and Average Variance Extracted (AVE) > 0.5 . The results of the composite reliability and Average Variance Extracted (AVE) tests are presented as follows:

Table 1.1
Composite Reliability and Average Variance Extracted (AVE) Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Experiential Marketing	.871	.928	.938	.883
Customer Satisfaction	.886	.888	.93	.815
Service Quality	.88	.883	.912	.676
Repurchase Intention	.769	.774	.867	.686

Sumber: *Output SmartPLS Versi 4.0.9.2 diolah 2025.*

Based on the table above, the values for Cronbach's Alpha are greater than 0.6, composite reliability exceeds 0.7, and the Average Variance Extracted (AVE) values are above 0.5. These results meet the established criteria. Next is the inner model test, which aims to determine the strength of the relationships between variables as described in the research hypotheses. The inner model is tested by examining the R-Square values, which are presented in the table below:

**Tabel 1.2
R-Square**

	R-square	R-square adjusted
• Customer Satisfaction	.732	.729
• Repurchase Intention	.748	.744

Sumber: *Output SmartPLS* Versi 4.0.9.2 diolah 205

According to Hair et al. (2011) and Ghazali and Latan (2015), the R-Square measurement technique is categorized into three levels: strong (0.75), moderate (0.50), and weak (0.25). The repurchase intention variable obtained an R-Square value of 0.748, which falls into the moderate category but is approaching the strong threshold. This result indicates that 74.8% of the variance in repurchase intention is explained by service quality, experiential marketing, and customer satisfaction, while the remaining 25.2% is influenced by other variables not included in this study. Customer satisfaction scored an R-Square value of 0.732, which also falls within the moderate category but is close to strong. This suggests that 73.2% of customer satisfaction is influenced by service quality and experiential marketing, with the remaining 26.8% affected by other unexamined variables.

Hypothesis testing aims to explain the level of significance for the proposed hypotheses by examining the probability value (p-value) and the t-statistic value, which are compared to the critical t-table value. With a significance level (alpha) of 5%, the hypothesis is supported when the p-value is less than 0.05 and the t-statistic exceeds 1.96. Therefore, a hypothesis is accepted if $t\text{-statistic} > t\text{-table}$ (1.96) and $p\text{-value} < 0.05$, and is rejected otherwise. In this study, hypothesis testing was conducted by comparing the t-table value and the t-statistic obtained from the bootstrapping analysis using the SmartPLS software. Bootstrapping was applied to minimize issues related to non-normal data distribution. The results of the bootstrapping analysis are as follows:

**Table 1.3
Hasil Uji Bootstrapping Langsung**

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
Service Quality → Repurchase Intention	.372	.377	.08	4.649	0,000
Experiential Marketing → Repurchase Intention	.187	.192	.064	2.914	0,004
Service Quality → Customer Satisfaction	.545	.544	.061	9.003	0,000
Experiential Marketing → Customer Satisfaction	.395	.397	.066	5.997	0,000
Customer Satisfaction → Repurchase Intention	.385	.379	.097	3.956	0,000

Source: Processed SmartPLS Output Version 4.0.9.2, 2025

Based on the PLS output presented in the table above, the results of the hypothesis testing can be explained as follows:

Service Quality on Repurchase Intention

Service quality has a positive and significant effect on repurchase intention. According to Table 4.17, the original sample (O) path coefficient is 0.372, indicating a positive relationship. The t-statistic value obtained from the path coefficients analysis is 4.649, which is greater than the critical t-value of 1.96, and the p-value is 0.000, which is less than 0.05. Therefore, Hypothesis 1 (H1) is accepted, indicating that service quality has a positive and significant influence on repurchase intention.

Experiential Marketing on Repurchase Intention

Experiential marketing has a positive and significant effect on repurchase intention. Based on Table 4.17, the original sample (O) path coefficient is 0.187, indicating a positive relationship. The t-statistic value obtained from the path coefficients analysis is 2.914, which is greater than the critical t-value of 1.96, and the p-value is 0.004, which is less than 0.05. Therefore, Hypothesis 2 (H2) is accepted, meaning that experiential marketing has a positive and significant influence on repurchase intention.

Service Quality on Customer Satisfaction

Service quality has a positive and significant effect on customer satisfaction. Based on Table 4.17, the original sample (O) path coefficient is 0.545, indicating a positive relationship. The t-statistic value obtained from the path coefficients analysis is 9.003, which is greater than the critical t-value of 1.96, and the p-value is 0.000, which is less than 0.05. Therefore, Hypothesis 3 (H3) is accepted, indicating that service quality has a positive and significant influence on customer satisfaction.

Experiential Marketing on Customer Satisfaction

Experiential marketing has a positive and significant effect on customer satisfaction. Based on Table 4.17, the original sample (O) path coefficient is 0.395, indicating a positive relationship. The t-statistic value obtained from the path coefficients analysis is 5.997, which is greater than the critical t-value of 1.96, and the p-value is 0.000, which is less than 0.05. Therefore, Hypothesis 4 (H4) is accepted, meaning that experiential marketing has a positive and significant influence on customer satisfaction.

Customer Satisfaction on Repurchase Intention

Customer satisfaction has a positive and significant effect on repurchase intention. Based on Table 4.17, the original sample (O) path coefficient is 0.385, indicating a positive relationship. The t-statistic value obtained from the path coefficients analysis is 3.956, which is greater than the critical t-value of 1.96, and the p-value is 0.000, which is less than 0.05. Therefore, Hypothesis 5 (H5) is accepted, indicating that customer satisfaction has a positive and significant influence on repurchase intention. Mediation testing aims to examine the strength of the influence among variables, including direct effects, indirect effects, and total effects. The direct effect is the coefficient of all single-headed arrow paths. The indirect effect is the effect that occurs through an intervening variable (Ferdinand, 2014). Testing indirect effects, commonly known as mediation testing, is conducted to prove whether the intervening variable significantly mediates the influence of the exogenous variable on the endogenous variable. Using a 5% alpha level, the probability value (p-value) must be less than 0.05, and the critical t-value must be greater than 1.96. Thus, the intervening variable is proven to mediate if the t-statistic > 1.96 and the p-value < 0.05 . The results of the indirect effect test using SmartPLS are as follows:

Table 1.4
Hasil Uji Bootstrapping Tidak Langsung

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
"Service Quality → Customer Satisfaction → Repurchase Intention Experiential Marketing → Customer Satisfaction → Repurchase Intention"	.21	.207	.06	3.497	0.000
"Service Quality → Customer Satisfaction → Repurchase Intention Experiential Marketing → Customer	.152	.15	.045	3.4	0.001

Satisfaction → Repurchase Intention"					
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Sumber: *Output SmartPLS Versi 4.0.9.2* diolah 2025

Based on the table above, the following explanation can be provided:

Mediation Test 1: The indirect effect of service quality on repurchase intention mediated by customer satisfaction shows an Original Sample Coefficient Interval value of 0.21, with a T-statistic of $3.497 > 1.960$ and a P-value of $0.000 < 0.05$. These results indicate that customer satisfaction is able to mediate the relationship between service quality and repurchase intention. Mediation Test 2: The indirect effect of experiential marketing on repurchase intention mediated by customer satisfaction shows an Original Sample Coefficient Interval value of 0.152, with a T-statistic of $3.4 > 1.960$ and a P-value of $0.001 < 0.05$. These results indicate that customer satisfaction is able to mediate the relationship between experiential marketing and repurchase intention.

Conclusion

Service quality has a significant positive effect on repurchase intention, meaning that the better the service quality, the stronger the repurchase intention. Conversely, poor service quality leads to a decrease in repurchase intention. Experiential marketing has a significant positive effect on repurchase intention, which means that higher evaluations of experiential marketing contribute to an increase in repurchase intention. On the other hand, lower evaluations of experiential marketing lead to a decline in repurchase intention. Service quality has a significant positive effect on customer satisfaction, indicating that the better the service quality, the higher the level of customer satisfaction. Conversely, poorer service quality leads to lower customer satisfaction. Experiential marketing has a significant positive effect on customer satisfaction, meaning that better evaluations of experiential marketing result in increased customer satisfaction. Conversely, poor evaluations lead to decreased customer satisfaction. Customer satisfaction has a significant positive effect on repurchase intention, which implies that higher customer satisfaction contributes to stronger repurchase intentions. On the other hand, lower customer satisfaction reduces repurchase intention. Service quality has a significant positive effect on repurchase intention through customer satisfaction, meaning that higher service quality, through increased customer satisfaction, leads to stronger repurchase intention. Conversely, lower levels of customer satisfaction due to poor service quality lead to reduced repurchase intention. Experiential marketing has a significant positive effect on repurchase intention through customer satisfaction, indicating that better experiential marketing, through improved customer satisfaction, results in higher repurchase intention. Conversely, low customer satisfaction caused by poor experiential marketing reduces repurchase intention.

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