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## Increasing Repurchase Intention Through Timeliness Delivery and Service Quality Mediated by E-Commerce Customer Satisfaction in Indonesia

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**Abstract:** In the marketplace category e-commerce sites that have the highest number of visitors in Indonesia are Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. The number of Blibli visitors looks lower compared to other E-Commerce but still increases in 2023. The purpose of this study is to increase repurchase intention through timeliness delivery and service quality mediated by e-commerce customer satisfaction in Indonesia. This study involved 170 respondents who were Blibli e-commerce users, with samples taken using purposive sampling techniques. The method applied in this study is quantitative, with data processing using SEM-PLS software. The results of this study indicate that Timeliness delivery has a significant effect on customer satisfaction. Timeliness delivery does not have a significant effect on repurchase intention. Service quality has a significant effect on customer satisfaction and repurchase intention. Customer satisfaction has a significant effect on repurchase intention.

**Keyword:** Repurchase Intention, Timeliness Delivery, Service Quality, Customer Satisfaction, E-Commerce.

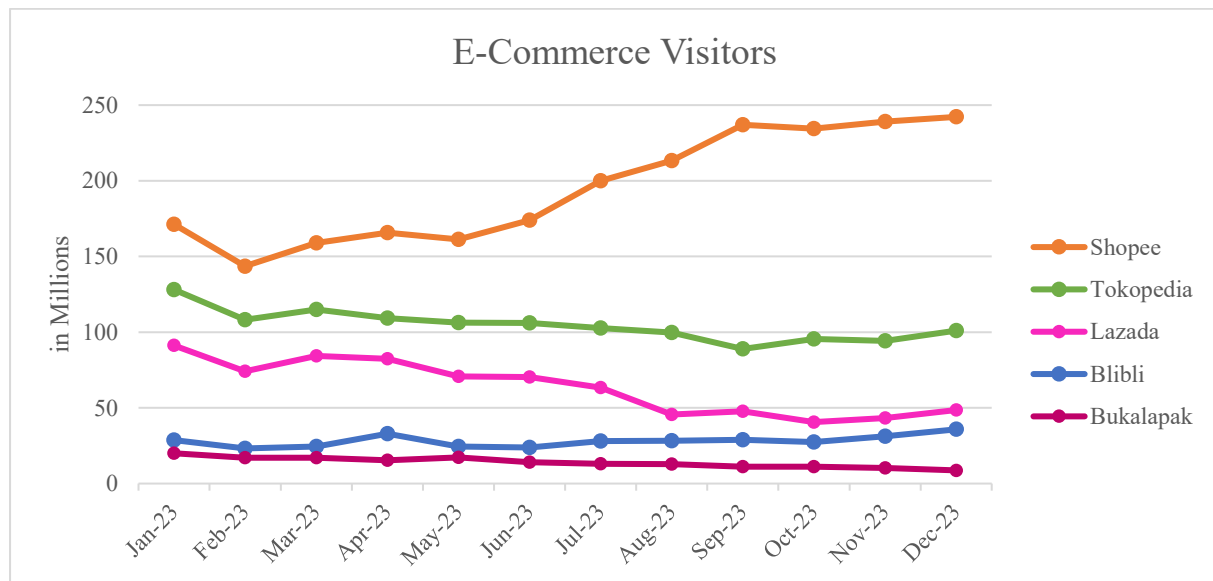
### INTRODUCTION

The modern era has been shaped by the development of superior information technologies. Businesspeople are drawn to provide things online by the growing number of internet users in today's world. In the current day, with competitive and dynamic markets that are changing consumer behavior, e-commerce is an appealing business option. E-commerce is the purchasing and selling of business activities through the use of electronic technology, linking producers, customers, companies, and the general public in electronic transactions. (Hermawan, 2022).

Timeliness delivery of requested goods is a crucial factor to consider as it plays a significant role in enhancing the customer satisfaction. Timeliness is the time span from when the customer purchases the product until the customers receives the product in their hands. Achieving success in service delivery depends on the effectiveness of service personnel in bridging the gap between customer expectations and the company's actual service delivery

performance, thereby ensuring customer satisfaction. (Rita et al., 2019). According to Griffs in Wang et al. (2020) Repurchase intention is crucial, as customers are likely to make future purchases that are typically more valuable than the initial one, especially if their first experience was positive.

At this time, online shopping that is continuing to grow in Indonesia is blibli.com. This e-commerce site has long been in competition in Indonesia since 2011 which manages PT Global Digital Niaga, a subsidiary of PT Global Digital Prima (GDP) Venture. The site with the concept of an online shopping mall was created by a young generation of Indonesian professionals with an average educational background from abroad. Blibli not only acts as an online shop providing quality products, then provides information in the form of sites about things that are trending among the public.



Source: databoks.katadata.co.id 2023  
**Figure 1. E-Commerce Visitors Graphic**

Based on Figure 1, the 5 e-commerce sites in the marketplace category with the highest number of visitors in Indonesia in 2023 are Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. Of these 5 sites, only Shopee and Blibli achieved growth in visits over the past year, while the other competitors tended to experience a decline. Blibli's visitor numbers are noticeably lower compared to other E-Commerce. Blibli ranks fourth out of the five E-Commerce sites. Blibli is still unable to compete with the newer online shop sites as shown in the table above. This shows that the importance of visits to be able to increase consumer repurchase interest so that Blibli can continue to compete with other online buying and selling sites.

Based on research observations, one of the important factors in satisfying customers is the quality of service provided. Enhancing service quality will boost the company's reputation and help it create a better image to clients. In addition, paying attention to the timeliness of delivery can also improve the company's good image in the eyes of customers. However, not a few of them complained about the timeliness of the delivery of goods.

Seen on the Blibli application download page, there are several comments about complaints felt by customers about Blibli's shortcomings. Reviews from customers explain waiting for delivery of goods to arrive for up to 10 days while shipping through Blibli instant and quality in customer satisfaction is not met. Customer service directly answers customer questions and complaints, and if you leave the application, the system will repeat the conversation again. This problem results in a decrease in repurchase interest in customers.

Blibli applies the principle of always being there for the customer. For example, when a consumer receives an item, usually at other online stores, the seller's responsibility ends.

However, if there is damage to the goods, it is no longer the seller's responsibility. Instead, if there is a problem with the item that the buyer receives and causes a complaint, Blibli will take responsibility and resolve it. With this approach, customers and the general public feel more confident about the safety and convenience of shopping online at Blibli (Aisah Yuningsih et al., 2023).

Based on this research, the aim is to increase repurchase intentions through on time delivery and service quality mediated by e-commerce customer satisfaction in Indonesia.

## **Literature review**

### **1. Timeliness Delivery**

The timeliness of delivery is essential considering that the timeliness of delivering the ordered goods will play a significant role in boosting customer satisfaction. Timeliness delivery refers to the duration between when a customer places an order and when the product is delivered to them according to Hafizha in (Ridho et al., 2021). According to Handoko in Haikal Aliftian Nantigiri et al. (2021) Delivery timeliness is the period from the time the consumer orders the goods until the goods arrive safely, on time, and according to the set schedule.. Delivery timeliness the process of sending products without delays, according to the specified date and day so that customers do not complain about the delivery time according to Tania in (Raheni et al., 2024). This shows that the more the company delivers goods on time to its customers, the better customer satisfaction will be.

### **2. Service Quality**

Service quality is the point to which a given service meets the requirements and expectations of its customers. This implies that a certain service is considered to have added value if the company is able to provide products and services that are in accordance with the wants, needs and expectations of service users (Widiyanto et al., 2021). The service quality model is a framework designed to assess and quantify the quality of service as perceived by customers (Uzir et al., 2021). Service quality is important for companies to retain and acquire customers (Ricardianto et al., 2023). Service quality is a crucial factor in customer satisfaction. It represents the standard of products and services delivered to customers, with their satisfaction being influenced by this quality. Service satisfaction, in turn, impacts customer loyalty and the company's profitability, making it a key outcome of effective service quality management (Kim, 2021).

### **3. Customer Satisfaction**

The theory that explains the formation of customer satisfaction or dissatisfaction is the certainty expectancy model. This model states that customer satisfaction or dissatisfaction arises from the comparison between customer expectations of the product before buying and the real experience they get after using the product (Widiyanto et al., 2021). When a customer is satisfied, it strongly encourages repeat purchases, whereas dissatisfaction has the opposite effect (Octabriyantiningtyas et al., 2019). According to Armstrong in Huma et al. (2020) Customer satisfaction can simply be interpreted as feelings of pleasure and disappointment arising from an evaluation process of what is expected, received including purchasing decisions and the wants and needs associated with these choices. Customer satisfaction can be described as a state where the customer's expectations align with their perception of the service they actually receive (Gajewska et al., 2020).

### **4. Repurchase Intention**

Repurchase intention according to Hellier in Aparicio et al. (2021) is an individual's assessment of repurchasing a product or service from the same company, taking into account the current situation. Repurchase intention refers to the likelihood that a customer will buy a product from the same seller again in the future. This intention is crucial for the success and profitability of e-commerce businesses (Chiu & Cho, 2019). The intention to repurchase occurs

when an individual decides to buy certain products or services from the same company for the second time, taking into account the current conditions and environment (Kahar et al., 2019).

### **5. The Effect of Timeliness Delivery on Customer Satisfaction**

Timeliness delivery is very important because the delivery of products that have been ordered is essential to increase customer satisfaction. Timeliness Delivery has a positive and significant effect on Customer Satisfaction in the online shopping (Ridho et al., 2021). The timeliness delivery variable significantly and favorably affects customer satisfaction (Ricardianto et al., 2023). There are also research results from Kaligis et al. (2024) shows that on time delivery has a positive influence on customer satisfaction. Then the hypothesis proposed is:

H1: Timeliness delivery has a positive impact on customer satisfaction

### **6. The Effect of Service Quality on Customer Satisfaction**

Timeliness of delivery can affect the repurchase interest of its consumers. Based on research Candra et al. (2022) there is a significant influence between the timeliness of delivery on repurchase interest. Then the hypothesis proposed is:

H2: Timeliness delivery has a positive impact on repurchase intention

### **7. The Effect of Service Quality on Customer Satisfaction**

Quality of service is generally thought to lead to customer satisfaction. Stated differently, it refers to the quality of goods and services offered in a positive manner to the buyer. (Huma et al., 2020). In research from Abdirad y Krishnan (2021) states that an understanding of service quality and efforts to enhance it results in higher quality services. This is expected to boost customer satisfaction. Thus, service quality is viewed as a crucial factor of customer satisfaction. The results of the analysis show that service quality on customer satisfaction has a positive influence (Supriyanto et al., 2021). The results of the analysis show that service quality has a positive effect on customer satisfaction (Alfarisi et al., 2021). Based on this research, it is known that service quality affects customer satisfaction. Then the hypothesis proposed is :

H3: Service quality has a positive influence on customer satisfaction

### **8. The Effect of Service Quality on Repurchase Intention**

Several factors influence customers repurchase intentions, including customer satisfaction. Good service quality will have a positive impact that could attract customer repurchase intention. Considering the findings of the research Amoako et al. (2023), repurchase intention is positively and significantly impacted by service quality. In research Ningrum et al. (2021) states that service quality has a significant influence on repurchase intention. In the research Anjani, (2021) shows a positive influence on the quality of a service so that it will affect repurchase interest. Based on the explanation above, the researcher formulates the following hypothesis:

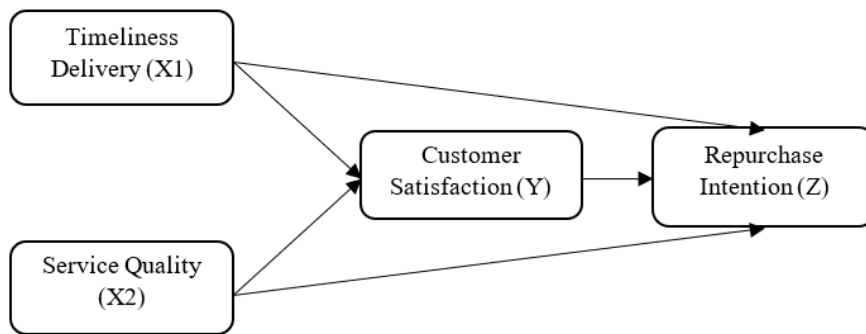
H4: Service quality has a positive influence on repurchase intention

### **9. The Effect of Customer Satisfaction on Repurchase Intention**

The higher the level of customer satisfaction, the more likely they will repurchase in the same marketplace. Empirical research has proven that high customer satisfaction is directly proportional to the increase in the number of purchases they make in the future. This is supported by the results of previous research which shows that customer satisfaction has a significant influence on repurchase interest. (Chatzoglou et al., 2022). The research findings were consistent with prior studies on e-commerce, revealing a positive impact of customer satisfaction on repurchase intention Based on the results of hypothesis testing Ginting et al. (2023), It was found that repurchase intention is positively and significantly impacted by customer satisfaction. This indicates that higher customer satisfaction levels lead to increased repurchase intention in Indonesian e-commerce, whereas lower satisfaction levels result in decreased repurchase intention. This study's findings indicate that customer satisfaction affects repurchase interest. Then the hypothesis proposed is:

H5: Customer satisfaction has a positive influence on repurchase intention

**Framework**



**Figure 2. Conceptual Framework**

**METHOD**

The method applied in this study is quantitative. Sampling in this study used purposive sampling by giving out surveys to 170 participants who had used Blibli E-Commerce. The determination of the minimum sample size is calculated based on the following formula (Joseph F. Hair et al., 2021) :

$$N = \{5 \text{ to } 10 \times \text{number of indicators used}\}$$

$$= 10 \times 17 = 170$$

From the above calculations, the number of samples to be studied is 170 respondents The questionnaire in this study used a Likert scale consisting of five scales. This research was calculated using the analysis method SEM-PLS (Structural Equation Modeling - Partial Least Square).

**Table 1. Measurement Of Variables**

Variable	Operational Definition	Items	Source
Timeliness Delivery	Timeliness delivery is the period from when a customer orders a product until the product arrives in the customer's hands safely and according to the specified schedule.	<ol style="list-style-type: none"> <li>The product is delivered by the time promised by the company.</li> <li>This online shop website makes items available for delivery within a suitable time frame.</li> <li>It quickly delivers what I order.</li> </ol>	Rita et al. (2019)
Service Quality	Service quality is the level of quality of service provided to customers in accordance with established procedural standards, including the fulfillment of the expectations, needs, and desires of service users, to achieve optimal satisfaction.	<ol style="list-style-type: none"> <li>Information transmission regarding to timeliness of the service</li> <li>Quick response to customer's questions and needs</li> <li>Helpful staff</li> <li>Transaction security</li> <li>Information about delays</li> <li>Easy access to the service</li> </ol>	Gajewska et al. (2020)
Customer Satisfaction	Customer satisfaction is the result of a comparative evaluation between customer expectations of a product before purchasing and actual experience after using the product, which results in a certain level of satisfaction.	<ol style="list-style-type: none"> <li>Customers are satisfied with their purchases</li> <li>Customers will buy again at our shop in the near future</li> <li>Customers feel that we understand their needs</li> <li>Customers will recommend buying at our shop to their nearest</li> </ol>	Kawa et al. (2021)

Variable	Operational Definition	Items	Source
Repurchase Intention	Repurchase intention is an individual's decision to repurchase a product or service from the same company based on satisfaction from previous purchasing experiences, taking into account current conditions and situations.	<ol style="list-style-type: none"> <li>I intend to shop at this store again in the future.</li> <li>I am likely to visit this store again in the future.</li> <li>I will probably use the products (and associated services) of this store in the future</li> <li>I will shop more at this store in the future.</li> </ol>	Chatzoglou et al. (2022)

## RESULTS AND DISCUSSION

This study uses reflective measurement as its measurement model, where the variables of on-time delivery, service quality, customer satisfaction, and repurchase intention are measured reflectively. In (Joe F. Hair et al., 2024), The reflecting measurement model is evaluated based on loading factor  $\geq 0.70$ , composite reliability  $\geq 0,70$ , cronbach’s alpha and average variance extracted (AVE  $\geq 0,50$ ), discriminant validity evaluation, and HTMT (Heterotrait Monotrait Ratio) under 0,90.

**Table 2. Table VIF, Outer Loading, AVE, and Composite Reliability**

Variabel	Code	VIF	Outer Loading	AVE	Composite Reliability
Timeliness Delivery	TD 1	1.811	0.867	0.671	0.849
	TD 2	1.675	0.854		
	TD 3	1.338	0.729		
Service Quality	SQ 1	1.609	0.737	0.529	0.882
	SQ 2	1.628	0.761		
	SQ 3	1.443	0.657		
	SQ 4	1.843	0.733		
	SQ 5	2.091	0.788		
	SQ 6	1.424	0.677		
Customer Satisfaction	CS 1	1.615	0.780	0.687	0.826
	CS 2	2.065	0.837		
	CS 3	2.112	0.847		
	CS 4	2.031	0.848		
Repurchase Intention	RPI 1	2.246	0.856	0.736	0.772
	RPI 2	2.270	0.853		
	RPI 3	2.211	0.857		
	RPI 4	2.230	0.865		

The results show that there are indicators that have an outer loading value below 0,70, but still above 0,06. According to Algarni & Ghazali (2021) If a reflective measure has a correlation of greater than 0,70 with the relevant construct, it is considered high. However, in the early phases of measuring scale development research, a loading value of 0,50-0,60 is considered sufficient to indicate the magnitude of the correlation between each item and the construct. The VIF value of each indicator is below 5, then the AVE on each construct ranges from 0,529 to 0,736, which means it exceeds the 0,05 limit. The composite reliability value ranges from 0,772 to 0,882, which indicates that all items are reliable, because the composite reliability is between 0,70 and 0,95. Therefore, the measurement model can be said to be valid and reliable.

### Reliability Testing

In reliability testing, the most commonly used method is to look at Cronbach's Alpha and Composite Reability values. The instrument can be said to be reliable if the Cronbach's Alpha value is greater than 0,70. Meanwhile, the value of the composite reliability method is well

acceptable if the value is  $< 0,70$  -  $< 0,95$  (Joseph F. Hair et al., 2021). The calculation results show that the Cronbach's Alpha value of each variable is above 0,70 and the composite reliability ranges from 0,772 to 0,882. So that the variables in this study can be said to be reliable.

**Table 3. Reliability Result**

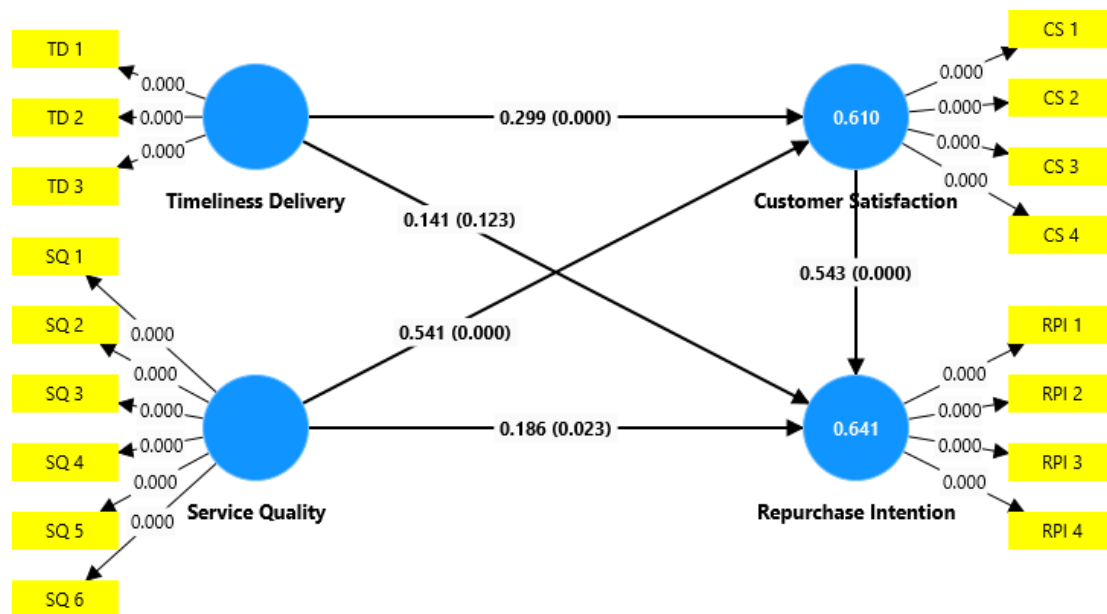
Variable	Cronbach's alpha	Composite reliability
Timeliness Delivery	0.754	0.772
Service Quality	0.821	0.826
Customer Satisfaction	0.847	0.849
Repurchase Intention	0.880	0.882

**Heterotrait-monotrait ratio (HTMT)**

Because HTMT is thought to be more sensitive or accurate in detecting discriminant validity, Hair et al. (2021) propose using it. The suggested value is less than 0,90. According to the test results, discriminant validity is attained because the HTMT value for the variable pair is less than 0,90. The measurement item's variance is divided by the variable against the item that measures it more strongly than the variance of other variable items is divided.

**Table 4. Discriminant Validity - Heterotrait-monotrait ratio (HTMT)**

Variable	Customer Satisfaction	Repurchase Intention	Service Quality	Timeliness Delivery
Customer Satisfaction				
Repurchase Intention	0.899			
Service Quality	0.895	0.811		
Timeliness Delivery	0.843	0.778	0.891	



Source: Processed Data (Smart PLS 4)  
**Figure 3. Structural model Asses**

**R square and F square**

The statistical measure R square ( $R^2$ ) illustrates the amount of variation in endogenous variables that can be explained by other exogenous / endogenous variables in the model. According to Chin et al. (2020) The recommended  $R^2$  values are  $\geq 0,75$  (strong), 0,50–0,74 (moderate), and 0,25–0,49 (weak). The effect size of each relationship between constructs is measured by the F-Square ( $F^2$ ) value, with the following assessment criteria : weak (0,02–0,14), moderate (0,15–0,34), and strong ( $> 0,35$ ) (Joe F. Hair et al., 2024).

**Table 5. R square and F square**

	R-Square	Decision	f-square	Decision
Timeliness Delivery -> Customer Satisfaction	0.610	Moderate	0.117	Weak
Service Quality -> Customer Satisfaction			0.383	Strong
Timeliness Delivery -> Repurchase Intention	0.641	Moderate	0.025	Weak
Service Quality -> Repurchase Intention			0.035	Weak
Customer Satisfaction -> Repurchase Intention			0.321	Moderate

Based on the processing results of table 5, it can be said that the joint effect of timeliness delivery and service quality on customer satisfaction is 61% (moderate effect). The magnitude of the influence of timeliness delivery, service quality, and customer satisfaction on repurchase intention sebesar 64,1% (moderate effect). Furthermore, the F<sup>2</sup> value of service quality on customer satisfaction has a strong influence with an F<sup>2</sup> value of 0,383. Conversely, the perception of delivery timeliness has a weak influence with an F<sup>2</sup> value of 0,117. Timeliness delivery (F<sup>2</sup> = 0,025) and service quality (F<sup>2</sup> = 0,035) each variable has a weak influence on repurchase intention. Finally, customer satisfaction has a moderate influence on repurchase intention, with an F<sup>2</sup> value of 0,321.

**Table 6. Direct Effect – Mean, STDEV, T values, p values**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Timeliness Delivery -> Customer Satisfaction	0.299	0.296	0.068	4.433	0.000
Service Quality -> Customer Satisfaction	0.541	0.546	0.059	9.152	0.000
Customer Satisfaction -> Repurchase Intention	0.543	0.542	0.102	5.328	0.000
Service Quality -> Repurchase Intention	0.186	0.189	0.082	2.268	0.023
Timeliness Delivery -> Repurchase Intention	0.141	0.141	0.091	1.542	0.123

From table 6, we can see that timeliness delivery directly affects customer satisfaction with Tstatistic of 4,433 > 1,97 and P-value 0,000 < 0,05. Service quality directly affects customer satisfaction with Tstatistic of 9,152 > 1,97 and P-value 0,000 < 0,05. Next, customer satisfaction directly affects Repurchase intention with Tstatistics of 5,328 > 1,97 and P-Value 0,000 < 0,05. Service quality directly affects repurchase intention with Tstatistics of 5,595 > 1,97 and P-Value 0,023 < 0,05. Furthermore, timeliness delivery has no direct effect on repurchase intention with a T-statistic of 1,542 < 1,97 and P-Value 0,123 > 0,05.

**Table 7. Indirect Effect**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Service Quality -> Customer Satisfaction -> Repurchase Intention	0.294	0.295	0.060	4.920	0.000
Timeliness Delivery -> Customer Satisfaction -> Repurchase Intention	0.163	0.161	0.051	3.194	0.001

From table 7 it can be seen that service quality has an indirect effect on customer satisfaction on repurchase intention with Tstatistics of  $4,920 > 1,97$ , p-value  $0,000 < 0,05$ . Furthermore, timeliness delivery also has an indirect effect on customer satisfaction on repurchase intention with Tstatistics of  $3,194 > 1,97$ , and p-value  $0,001 < 0,05$ .

**Table 8. Cross-Validated Predictive Ability Test (CVPAT)**

	Indicator Average (IA)		
	Average loss difference	t value	p value
Customer Satisfaction	-0.302	5.695	0.000
Repurchase Intention	-0.301	5.834	0.000
Overall	-0.302	6.305	0.000

Cross-Validation Predictive Ability (CVPAT) is a structural model test to validate predictive ability by contrasting the Linear Model (LM) with Indicator Average (IA), according to Sharma in (Ricardianto et al., 2024). In order to examine the prediction power of two models using an overall statistical inference test, Liengard et al., (2021) proposed the CVPAT. To assess the predictive accuracy of this structural model, CVPAT focuses on predicting all endogenous constructs at the same time. Table 8 shows that, overall and for each construct, the mean loss difference value between PLS-SEM and IA is substantial and negative. In a similar vein, each construct's meaning loss difference value between PLS-SEM and LM is positive and significant overall. This suggests that there is considerable predictive validity in the PLS path model.

## CONCLUSION

This research focuses on increasing repurchase intention through timeliness delivery and service quality mediated by e-commerce customer satisfaction. Based on the results and discussion above, the following conclusions can be drawn. Timeliness delivery has a significant effect on customer satisfaction. Customer satisfaction in e-commerce can be increased by ensuring that deliveries are made on time. Customers really appreciate when the products they order arrive according to the promised schedule. Customers positive evaluation of timeliness delivery will increase their overall satisfaction. Service quality has a direct significant influence on customer satisfaction. In using e-commerce, customer satisfaction can be improved by providing consistent and responsive service. Customers value fast, friendly, and effective service in handling their questions or problems. When customers are satisfied with the quality of service they receive, they tend to give positive evaluations.

Service quality has a significant effect on repurchase interest. In e-commerce, customer interest in returning to shopping can be increased by providing consistent and satisfying service. Customer satisfaction has a significant influence on repurchase interest. In e-commerce, repurchase intention can be increased by ensuring that customers are satisfied with their entire shopping experience. While timeliness of delivery does not have a direct effect on repurchase intention. While timeliness delivery can provide a positive experience for customers, it does not necessarily contribute directly to their decision to repurchase. However, timeliness delivery will have a direct impact on customer satisfaction. Thus, when customers are satisfied with timely delivery, it can encourage repurchase interest for customers.

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