

BOOSTING REPURCHASE INTENTIONS: THE INFLUENCE OF SERVICE, QUALITY, AND CUSTOMIZATION FOR SHOPEE ZERONE JAPAN USERS IN SURABAYA

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ABSTRACT

The current trend in vehicle maintenance focuses on keeping the appearance and performance of vehicles optimal by utilizing technology and environmentally friendly products. Modern consumers prioritize convenience, efficiency, and sustainability, including the use of applications for tracking vehicle conditions and scheduling regular services at official workshops. Maintenance products that support fuel efficiency and eco-friendly oils are also increasingly favored. Zerone Japan is a brand that provides a variety of automotive care needs for vehicle enthusiasts. This research aims to determine the influence of Information Quality, Service Quality, Preferential Treatment, and Customization on Repurchase Intention through Perceived Value. The expected benefit of this research is to expand knowledge in the field of management, particularly regarding the influence of these variables. The research is causal in nature, using a quantitative method and AMOS 24.0 software to process primary data from 150 Shopee Zerone Japan application consumers in Surabaya, gathered through the Snowball Sampling technique. The respondents are men and women, aged 18-60, residing in Surabaya, and have made purchases through the Shopee Zerone Japan app at least twice in the last six months. In this study, all variables, including Perceived Value, Information Quality, Service Quality, Preferential Treatment, and Customization, have a positive and significant effect on Repurchase Intention.

Keywords - Information Quality, Service Quality, Preferential Treatment, Customization, Perceived Value, Repurchase Intention

INTRODUCTION

As one of the largest marketplaces in Indonesia, Shopee strategically utilizes social media as a marketing tool and primary communication platform with its customers (Lestari et al., 2021). This highlights the critical role of Social Media Marketing Activities in shaping and maintaining Shopee's brand presence and consumer relationships in the ever-evolving digital landscape. Shopee strategically incorporates entertainment into its marketing campaigns, such as the Shopee 9.9 Super Shopping Day TV Show and the more recent Shopee 12.12 Birthday Sale TV Show. These campaigns feature live shopping sessions at their peak, offering a vibrant mix of entertainment with well-known celebrities, fan interactions, and exclusive benefits for shoppers (Shopee Indonesia, 2024). Beyond just entertainment, in its 9.9 September marketing campaign, Shopee introduced Shopee Video, enabling consumers to create and share short videos. This entertainment-driven campaign significantly boosted awareness and engagement between Shopee and its consumers, as evidenced by the creation of 170,000 new videos each day.

The trend of vehicle care has become a form of protection for owners to keep their vehicles looking smooth and new. Along with the growing diversity of vehicle care trends, the automotive industry continues to expand rapidly. Modern consumers not only focus on vehicle performance but also pay attention to the maintenance needed to keep their cars in top condition. Technology-based care, such as apps for tracking vehicle condition and service schedules, remains popular.

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Figure 1. Antusiasme Shopee 9.9 Super Shopping Day 2023

Source: <https://money.kompas.com>, diunduh 20 Juli 2024

Additionally, car owners still prefer regular servicing at official workshops to ensure their vehicles remain in good shape. Eco-friendly care products, such as more efficient fuels and oils, are also trending. Overall, current vehicle care trends emphasize convenience, efficiency, and sustainability, aligning with technological advancements and environmental awareness. Therefore, consumers seek affordable, easy-to-use products. Zerone Japan is an automotive care brand that offers a wide range of products for car enthusiasts.

LITERATURE REVIEW

Information Quality

According to Jiang et al. (2021), Information Quality is defined as consumers' perception of whether the information features can be used to meet their requirements and goals. Sari and Keni (2019) describe it as the agreement and understanding of how people send and receive messages with others. Manik et al. (2017) define the quality of information on a website based on its content in terms of completeness, relevance, and level of accuracy.

H1: Information Quality is significantly impact on Perceived Value.

Service Quality

Good customer service can be the key to business growth, making it a competitive advantage for the company (Pakurar et al., 2019). According to Nguyen et al. (2018), assessing service quality takes a considerable amount of time. Additionally, according to Setiawan and Sayuti (2017), in relation to company services, there is a gap between the customers' expected perception and what they actually receive.

H2: Service Quality is significantly impact on Perceived Value.

Preferential Treatment

According to Xia et al. (2014), Preferential Treatment is the way companies use common marketing strategies to better meet the needs of certain consumers compared to others. It involves providing benefits to only a few customers rather than to everyone (Söderlund et al., 2014). Additionally, according to Lacey et al. (2007), offering products or services with value that exceeds the company's standard value, including enhanced customer service, is provided to specific customers.

H3: Preferential Treatment is significantly impact on Perceived Value.

Customization

According to Lestari and Soesanto (2020), activities carried out by companies to meet customer needs involve using products, technology, or services. It includes forms of service coordination between companies and website menus to fulfill customer needs (Nillson and Wall, 2017). According to Istijanto (2017), customization is a form of service provided by companies to assist potential consumers in determining their desired products.

H4: Cusomization is significantly impact on Perceived Value.

Perceived Value

By considering the benefits gained, customers assess the costs incurred to purchase goods or services (Naami et al., 2017). According to Subagio and Saputra (2012), perceived value is the

evaluation given by customers regarding the quality of services provided by a company, based on the sacrifices made by the customers, whether in monetary or non-monetary forms. Additionally, according to Kotler and Keller (2009), value is derived from the difference between what consumers receive and the costs they incur as a result of choosing alternative options.

H5: Perceived Value is significantly impact on Repurchase Intention.

Repurchase Intention

Repurchase intention refers to the buyer's intention to repurchase a product after the initial purchase (Adelia, 2018). According to Yan et al. (2015), repurchase intention is defined as the act of returning to an online forum to make a purchase from a specific seller. Furthermore, according to Anggaeni et al. (2015), repurchase intention is the buyer's subjective intention, based on previous purchase experiences, to make future purchases.

METHODOLOGY

The *Consumers of Shopee Zerone Japan Application in Surabaya* are the study's population, and this research uses a quantitative technique. Non-probability sampling is the sampling method used, and a questionnaire serves as the main instrument for data collection. The individuals who will help distribute and complete questionnaires will be chosen using the "snowball sampling" technique. The study covers *Consumers of Shopee Zerone Japan Application in Surabaya* as its respondents based on the characteristics of the respondents. The research methodology is presented below:

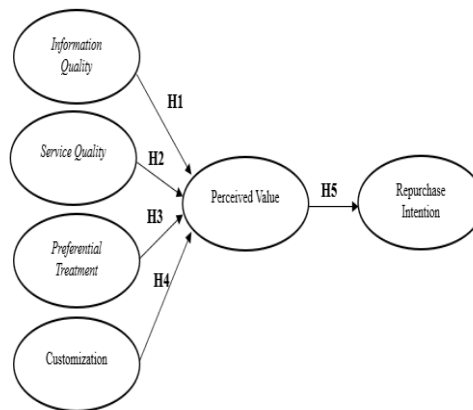


Figure 2. Research Model

According to Sekaran (2006), a population is the entirety of the group of people and events to be studied in research. Sugiyono (2017) defines the population as a generalization area formed from objects or subjects that possess specific qualities and characteristics, which have also been established by the researcher for study and conclusion drawing. The population used in this study will be all consumers of the Zerone Japan app on Shopee in Surabaya.

According to Sugiyono (2008), a sample is a part of the whole population and shares its characteristics. Arikunto (2006) defines a sample as a portion of the population to be studied. Gulo (2010) describes the population as the group from which a sample is taken to provide an accurate representation. This study uses the non-probability sampling technique, chosen because the exact population size is unknown (Sugiyono, 2018).

The study also employs the Snowball Sampling technique. As per Sugiyono (2017), Snowball Sampling begins with a small sample that selects and refers others meeting the criteria, expanding until a larger sample is reached. This method allows for fast and wide distribution of questionnaires. In this study, the questionnaires will be distributed via Microsoft Forms to individuals who have purchased automotive care products from Zerone Japan on the Shopee app in Surabaya.

The respondent criteria are:

1. Male and female
2. Aged 18-60 years
3. Residing in Surabaya
4. Have made two purchases in the last six months from Zerone Japan on Shopee.

In this study's hypothesis testing, the data collected from the questionnaires will be processed using the Structural Equation Model (SEM) analysis technique. SEM is a combination of path analysis and regression analysis that allows researchers to test a series of interrelated relationships between measured variables and latent constructs simultaneously (Hair et al., 2006). The advantage of SEM in research is its ability to confirm the dimensions of a factor based on its empirical indicators and to measure the influence of theoretical relationships (Ferdinand, 2002).

To facilitate the analysis of the questionnaire results, the researcher will use AMOS (Analysis of Moment Structure) software. AMOS 24.0 is a structural equation modeling tool widely used in marketing management research. Its causal models can display measurement results and structural issues, and it can be used to analyze and test hypothesis models. AMOS is an appropriate choice for such analysis due to its relevant capabilities. Some features of AMOS include estimating unknown coefficients from structural linear equations, accounting for models involving latent variables, considering measurement errors in independent and dependent variables, and addressing reciprocal and interdependent relationships.

RESULTS

TABLE 4.1
REGRESSION WEIGHT FULL STRUCTURAL EQUATION MODEL

			Estimate	S.E.	C.R.	P	Std. Estimate
Perceived_Value	<---	Service_Quality	0,844	0,142	5,954	***	0.414
Perceived_Value	<---	Preferential_Treatment	0,303	0,095	3,199	0,001	0.197
Perceived_Value	<---	Customization	0,43	0,094	4,583	***	0.311
Perceived_Value	<---	Information_Quality	0,585	0,136	4,3	***	0.284
Repurchase_Intention	<---	Perceived_Value	0,338	0,052	6,478	***	0.613
IQ5	<---	Information_Quality	1,000				0.675
IQ4	<---	Information_Quality	1,049	0,129	8,11	***	0.762
IQ3	<---	Information_Quality	1,200	0,123	9,785	***	0.791
IQ2	<---	Information_Quality	1,306	0,158	8,258	***	0.792
IQ1	<---	Information_Quality	0,999	0,144	6,921	***	0.674
SQ5	<---	Service_Quality	1,000				0.730
SQ4	<---	Service_Quality	1,253	0,148	8,441	***	0.740
SQ3	<---	Service_Quality	1,412	0,152	9,315	***	0.820
SQ2	<---	Service_Quality	1,069	0,131	8,129	***	0.699
SQ1	<---	Service_Quality	1,075	0,131	8,19	***	0.702
PT5	<---	Preferential_Treatment	1,000				0.767
PT4	<---	Preferential_Treatment	0,987	0,097	10,19	***	0.802
PT3	<---	Preferential_Treatment	1,104	0,106	10,426	***	0.838
PT2	<---	Preferential_Treatment	1,043	0,113	9,232	***	0.820
PT1	<---	Preferential_Treatment	1,023	0,105	9,734	***	0.793
C5	<---	Customization	1.000				0.780

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C4	<---	Customization	0,979	0,098	9,948	***	0.765
C3	<---	Customization	0,889	0,094	9,512	***	0.751
C2	<---	Customization	1,082	0,103	10,513	***	0.824
C1	<---	Customization	1,065	0,095	11,238	***	0.853
RI1	<---	Repurchase_Intention	1,000				0.718
RI2	<---	Repurchase_Intention	1,118	0,124	9,007	***	0.801
RI3	<---	Repurchase_Intention	1,083	0,133	8,163	***	0.729
RI4	<---	Repurchase_Intention	1,481	0,164	9,015	***	0.812
RI5	<---	Repurchase_Intention	0,899	0,11	8,206	***	0.707
PV3	<---	Perceived_Value	0,793	0,061	13,104	***	0.820
PV2	<---	Perceived_Value	0,940	0,063	14,871	***	0.873
PV1	<---	Perceived_Value	1,000				0.880
PV4	<---	Perceived_Value	0,584	0,056	10,484	***	0.720
PV5	<---	Perceived_Value	0,565	0,058	9,702	***	0

C.R. for each relationship between the variables tested is shown in table 4.1. These results show that of the 5 proposed hypotheses, there are 5 accepted hypotheses that have a value of C.R. above 2.00

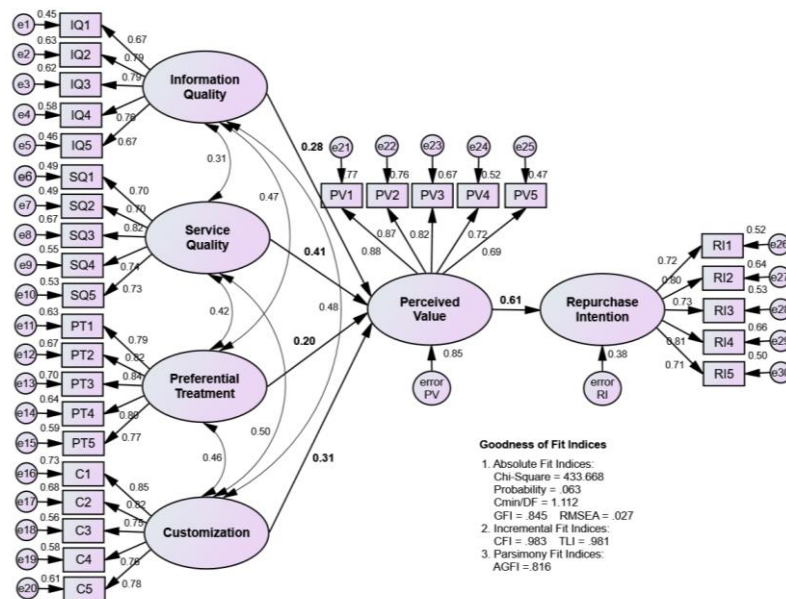


Figure 3. Full Structural Equation Model
Source: Amos 22.0 Analysis Result, 2020

TABLE 4.2
SUMMARY OF TESTING RESULTS.

Hypotheses	Analysis
H1: <i>Information Quality</i> has a significant effect on <i>Perceived Value</i>	Accepted
H2: <i>Service Quality</i> has a significant effect on <i>Perceived Value</i>	Accepted
H3: <i>Preferential</i> has a significant effect on <i>Perceived Value</i>	Accepted
H4: <i>Customization</i> has a significant effect on <i>Perceived Value</i>	Accepted
H5: <i>Perceived Value</i> has a significant effect on <i>Repurchase Intention</i>	Accepted

DISCUSSION

The first hypothesis estimated coefficient results for the effect of information quality on perceived value show a significant influence, with a CR value of 4.300 (greater than 1.96) and a significance value (p-value) of 0.000 (less than the 5% significance level). The resulting influence coefficient is 0.284 (positive), meaning that the higher the information quality, the higher the perceived value. Therefore, the first hypothesis, which states that information quality significantly affects perceived value among consumers of the Shopee Zerone Japan application in Surabaya, is accepted (H1 is accepted). Information quality has a positive and significant effect on perceived value because accurate, clear, and reliable information helps consumers make better decisions about the products they are going to purchase. In Surabaya, consumers of the Shopee Zerone Japan application feel more confident in comparing products and assessing promotional benefits when the information provided is easy to understand and matches their needs. High-quality information reduces uncertainty, enhances satisfaction, and ultimately increases consumers' perceived value of the application.

The second hypothesis estimated coefficient results for the effect of service quality on perceived value also show a significant influence, with a CR value of 5.954 (greater than 1.96) and a significance value (p-value) of 0.000 (less than the 5% significance level). The resulting influence coefficient is 0.414 (positive), meaning that the higher the service quality, the higher the perceived value. Therefore, the second hypothesis, which states that service quality significantly affects perceived value among consumers of the Shopee Zerone Japan application in Surabaya, is also accepted (H2 is accepted). Good service quality, such as fast, friendly, and responsive service, directly contributes to perceived value. When consumers feel well-served by Shopee Zerone Japan, they perceive that the application provides an efficient and pleasant shopping experience. This not only saves time but also enhances the overall shopping experience, as consumers feel valued and prioritized in every interaction.

The third hypothesis estimated coefficient results for the effect of preferential treatment on perceived value also show a significant influence, with a CR value of 3.199 (greater than 1.96) and a significance value (p-value) of 0.001 (less than the 5% significance level). The resulting influence coefficient is 0.197 (positive), meaning that the higher the preferential treatment, the higher the perceived value. Therefore, the third hypothesis, which states that preferential treatment significantly affects perceived value among consumers of the Shopee Zerone Japan application in Surabaya, is also accepted (H3 is accepted). Preferential treatment, such as free shipping promotions, bundling offers, and discounts, has a positive effect on perceived value because consumers feel they are receiving additional benefits when shopping on Shopee Zerone Japan. Consumers who receive special treatment feel they are getting more value from their transactions, which can increase satisfaction and encourage them to continue using the app. Thus, these promotions and incentives significantly enhance their perceived value.

The four hypothesis estimated coefficient results for the effect of customization on perceived value also show a significant influence, with a CR value of 4.583 (greater than 1.96) and a significance value (p-value) of 0.000 (less than the 5% significance level). The resulting influence coefficient is 0.311 (positive), meaning that the higher the customization, the higher the perceived value. Therefore, the fourth hypothesis, which states that customization significantly affects perceived value among consumers of the Shopee Zerone Japan application in Surabaya, is also accepted (H4 is accepted). Customization positively affects perceived value because the ability of the Shopee Zerone Japan application to display products according to consumer preferences creates a more relevant and personalized shopping experience. Consumers who feel that the products offered are tailored to their needs are more satisfied, as the application efficiently meets their expectations. This makes them feel that the time and effort spent shopping are more worthwhile, thus enhancing their perceived value.

The five hypothesis estimated coefficient results for the effect of perceived value on repurchase intention also show a significant influence, with a CR value of 6.478 (greater than 1.96) and a

significance value (p-value) of 0.000 (less than the 5% significance level). The resulting influence coefficient is 0.613 (positive), meaning that the higher the perceived value, the higher the repurchase intention. Therefore, the fifth hypothesis, which states that perceived value significantly affects repurchase intention among consumers of the Shopee Zerone Japan application in Surabaya, is also accepted (H5 is accepted).

Perceived value has a positive and significant effect on repurchase intention because when consumers feel they are getting maximum benefits from the time, cost, and quality of products they purchase on Shopee Zerone Japan, they are more likely to make repeat purchases. Consumers who perceive that shopping on the app provides them with advantages are more inclined to continue using the app in the future, as they see real value in their shopping experience.

CONCLUSION

1. *Information Quality*: Maintain and improve by providing real-time promotional notifications so that consumers receive the latest and timely information. Maintain and improve by providing clear and well-explained product descriptions so that when consumers receive the product, they feel the information provided matches the actual product. Maintain and improve by ensuring that both verbal and non-verbal information is easily understood by consumers. Maintain and improve by ensuring that all information, including descriptions, prices, and reviews, is presented clearly and does not confuse consumers. Maintain and improve by ensuring that product details, such as specifications, color, and material, are explained clearly and in detail.
2. *Service Quality*: Maintain and improve by ensuring security during purchases. Maintain and improve by training staff and couriers to sort items quickly and accurately according to consumer orders. Maintain and improve by training Shopee Zerone Japan's admins or staff to respond quickly and attentively to complaints or inquiries from customers or consumers. Maintain and improve by providing fast and solution-oriented service when dealing with consumers. Maintain and improve by training staff or employees to deliver service in accordance with the existing SOP when interacting with consumers.
3. *Preferential Treatment*: Maintain and improve by continuously providing high-quality educational videos with clear audio to enhance customer satisfaction and make it easier for customers to understand the information presented in these educational video clips. Maintain and improve by consistently offering attractive promotions related to products while including bundle products that contain items with different functions, accompanied by more affordable prices. Maintain and improve by continuously offering new bundles or recently launched products, which not only increases brand awareness but also adds value to customers. Maintain and improve by providing free shipping vouchers for customers who make purchases above a certain minimum amount, whether in price or quantity of products purchased. Maintain and improve by continuously offering special treatment, such as discounts or reduced shipping costs to customers, which can increase satisfaction and encourage customers to keep making purchases on the app.
4. *Customization*: Maintain and improve by providing additional variations of products that have been sold, including variations in size, color, or functionality. Maintain and improve by offering recommendations needed by customers through the algorithms of the Shopee Zerone Japan application. Additionally, a live chat feature is provided so that customers and staff can communicate directly for Q&A regarding the products needed. Maintain and improve by including a catalog in the Shopee Zerone Japan application, allowing customers to understand and adjust their product types or needs before making a purchase. Maintain and improve by continuously encouraging customers to leave reviews, which helps to better understand their needs. Furthermore, Shopee Zerone Japan can introduce new products to meet the desires of customers. Maintain and improve by monitoring the algorithms used by each customer during continuous

searches or purchases, enabling customers to easily find or receive recommendations for the products they need.

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