

INFLUENCE OF CUSTOMER SATISFACTION AND CUSTOMER EXPERIENCE ON REPURCHASE INTENTION OF EXPRESS DELIVERY SERVICES FOR EXPORT ACTIVITIES THROUGH UNITED PARCEL SERVICE (UPS) IN JAVA AND BALI, INDONESIA

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ABSTRACT

This study aims to determine the effect of the variables Price fairness (PRF), Customs clearance (CCE), Use of Supporting technology (STC), and Total time in transit (TTT) on Customer experience (CEX) and Customer satisfaction (CSA) which then affect Repurchase intention (RPI) for express delivery services in export activities. The data used are primary data with a valid sample of 140 out of 168 respondents (out of 508 samples) which was taken using purposive sampling because the determination of the sample is carried out with certain considerations, samples taken in full month of September 2024. The finding of this study indicates a significant positive result on the relationship between Customer experience on Repurchase intention and Customer satisfaction on Repurchase intention. Other findings show that United Parcel Service (UPS) is expected to pay attention to price fairness, the process of releasing goods from customs areas/ Customs clearance, the use of supporting technology, and total delivery time that influence the formation of positive Customer experience and Customer satisfaction aimed at increasing the repurchase intention of express delivery services for export activities.

Keywords – Price Fairness, Customs Clearance, Supporting Technology, Time In Transit, Customer Satisfaction, Customer Experience, Repurchase Intention, Express, Export, United Parcel Service

INTRODUCTION

The global economic growth that is experiencing challenges globally, has made global export and import trade activities experience significant challenges. Referring to research of (Blavasciunaite et al., 2020), which suggests the decline in the balance of trade has a negative impact on economic growth and vice versa. Regarding the importance of international trade (exports and imports), Suresh and Tiwari, 2018 in a study by (Jijian et al., 2021) found that international trade has a positive impact on economic growth by providing comparative advantages and resource transfers. Comparative advantage arises when individuals, companies, or countries can produce goods or services involving lower opportunity costs than other individuals, companies, or countries; while the obstacle to creating comparative advantage in

practice is that many countries create trade barriers to protect domestic industries, including imposing tariffs, import restrictions, and bans (Smith, 2014). According to D'Angelo, Ganotakis, and Love, 2020 in a study conducted by (Gkypali et al., 2021) : In response to the above, companies establish new mechanisms and new routines to support the export process.

Given the importance of express delivery services in international trade, Oxford Economics, 2009 (Forecasting, 2009), revealed the potential for weakening the level of ability to compete in the global market, such as 40% of companies in India expect to lose orders, with an estimated decrease of more than a third of orders, and disruption in production processes of up to an average of ten days per year because spare parts for factory equipment cannot be delivered “next day” when needed; more than half of companies

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in Germany expect to lose sales, with an estimated decrease in sales of 2.6% in the retail and wholesale sector and a decrease of 1.7% in the manufacturing sector, and an increase in costs of an average of 3%; 20% of companies in France expect to experience a decrease in sales of between 5% and 25%.

In his research, (Gani, 2017), found that logistics performance, which includes the ability to monitor and track shipment movements, competence and quality of logistics services, ease of arranging shipments at competitive costs, efficiency of customs inspection processes, frequency of successful shipments reaching destination addresses according to schedule or expected time, and the quality of infrastructure related to trade and transportation, all have a positive correlation with export and import (activities). Research conducted by (Ding, 2023), found that security, timeliness, empathy, and cost-effectiveness of logistics service quality in cross-border e-commerce have a positive impact on repurchase intentions. In the same study, it was also stated that international logistics creates limitations on the level of service quality, service cycle, and cost of cross-border e-commerce services, which directly affect the consumer shopping experience (Qian Hui Ming and He Jiang, 2017). In study of (Liu et al., 2022), namely cross-border e-commerce distribution channels are risky and articulated compared to domestic e-commerce initiatives, this is due to a number of factors, such as longer distances, longer delivery times, dependence on third-party logistics, and customs challenges. Based on above mentioned facts about important factors which have been driving the preference on using express delivery, hence this research will try to uncover how price (in context of price fairness), customs clearance, technology (in context of supporting technology), total time in transit influence customer satisfaction and experience as intervening variables towards repurchase intention.

LITERATURE REVIEW

1.1 Price Fairness

The study conducted by (Nghah et al., 2021) highlighted the perspective of online sellers on 3rd Party Logistics services, with findings that service providers must be aware of customer satisfaction and be more realistic in setting service prices. Although higher prices can increase profits, customers pay attention to price fairness in this highly competitive business. The findings of (Ding, 2023), found that the security, timeliness, empathy, and cost effectiveness of logistics service quality in cross-border e-commerce have a positive impact on repurchase intentions. In the same study, it was also stated that international logistics creates limitations on the level of service quality, service cycle, and cost of cross-border e-commerce services, which directly affect the consumer shopping experience (Qian Hui Ming and He Jiang, 2017). (Nur Amanda Putri & Bernarto, 2023) it is stated that if offered price fairness for a product or service is affordable, then the fair price is in accordance with the quality obtained and in accordance with the benefits expected by consumers when making transactions, then the opportunity for consumers to make repeat purchases will be higher. Hence in the research, is hypothesized that **H1A** : Price Fairness Has An Influence On Customer Satisfaction and **H1B** : Price Fairness Has An Influence On Customer Experience.

1.2 Customs Clearance

Customs clearance processes in export and import shipments play an important role in international express shipping, where express shipping generally requires the rapid release of packages from the customs area, which means the completion of customs formalities necessary to allow goods to enter for use, for export, or for entry into other customs procedures, (ICAO & WCO, 2023), which can affect the speed and reliability of delivery. Therefore, express shipping depends on efficient customs processes

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(Prepared et al., 2015). In a study conducted by (Le et al., 2020), it was stated that customers pay most attention to the strong commitment of the port which is reflected in the professionalism of the staff in handling customer issues, especially the safety of their shipments, timely clearance and timely delivery or receipt of shipments, while in a study conducted by (Ngah et al., 2021) found that reliability of Third Party Logistics (Global courier, express, and parcel delivery services) has a positive effect on satisfaction. Therefore it is hypothesized that **H2A** : Customs Clearance Has An Influence On Customer Satisfaction and **H2B** : Customs Clearance Has An Influence On Customer Experience.

1.3 Supporting Technology

Research of (Tahir Jan & Abdullah, 2014) stated that the use of technology combined with the right human resources can increase customer satisfaction (Jan et al., 2011). Referring to research of (Sharma, 2022) which states the importance of supplier technical capabilities for customers who produce technically innovative components, where Spiteri and Dion (2004) reported strategic benefits (including expertise as a synonym for information and learning benefits) to positively influence satisfaction. As a comparison, the use of technology that has influence the service industry is the technology-based financial sector or "Fintech". In the study (Barbu et al., 2021) it was stated that Fintech is a series of innovative services supported by advances in information and communication technology which relies on advanced technologies, such as the Internet of Things, artificial intelligence, blockchain, near field communication, mobile wallet, and others (Lim, S.H. et al, 2019). The results of the study supported the hypotheses that perceived value, customer support, assurance, speed, and perceived firm innovativeness have a significant positive influence on the formation of customer experience. Thus it is hypothesized that **H3A**: Technology That Supports Express Export

Delivery Services Has An Influence On Customer Satisfaction and **H3B**: Technology That Supports Express Export Delivery Services Has An Influence On Customer Experience.

1.4 Total Time in Transit

According to A. Ciani and K. Mau, 2022 in (Ciani & Mau, 2023), long delivery times can have an impact on depreciation and inventory holding costs for importers, while they bear the uncertainty associated with final demand once they have an agreement on the specific characteristics of the product being shipped. Longer delivery times are sometimes acceptable, especially with the minimum costs charged by the provider. However, the inability of the 3PL to deliver goods as promised can lead to customer complaints and dissatisfaction (Ngah et al., 2021). Total delivery time is related to waiting time. In a study conducted by (Vinish et al., 2022) which stated that the idea that waiting is an aversive experience and argued that people pursue various experiences (Hsee et al., 2010, p. 926), and the results of the study showed that customers experience emotional discomfort to varying degrees through various phases of the checkout process. However, the waiting time of idle customers cannot be ignored because it has triggered emotional discomfort in most of the cases considered in the study. Based on above mentioned findings on prior researches, hence it is hypothesized that **H4A** : Total Delivery Time Has An Influence On Customer Satisfaction and **H4B** : Total Delivery Time Has An Influence On Customer Experience.

1.5 Customer Satisfaction

In marketing studies, satisfaction is generally positively related to reuse behavior, Han et al, 2021 in (Ngah et al., 2021). Previous research in logistics revealed that satisfaction leads to loyalty, Murfield et al, 2017 and Alalwan et al, 2020 in (Ngah et al., 2021). (Majeed et al., 2022) found that satisfaction is positively related to reuse intention. Repurchase intention is the

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evaluative probability that customers (i.e. experienced customers) will continue to purchase products from the same online seller, Wu et al., 2020; Zhang, Gu et al., 2018 as mentioned in (Majeed et al., 2022) or that they will purchase products/services from the same company again, Trivedi and Yadav, 2020 as mentioned in (Majeed et al., 2022). Based on the previous researches findings, hence it is hypothesized that **H5**: The Influence of Customer Satisfaction on Repurchase Intention.

1.6 Customer Experience

Parasuraman et al, 2006 in (Garcia et al., 2020), which states that repurchase intention is a dimension of loyalty attitude that identifies the need to repurchase a product or service after a previous positive experience. Doney and Cannon, 1997 in (Garcia et al., 2020) added in their study that customer trust in a service company can lead to the formation of commitment and future purchase intentions. (Wathne et al., 2001) stated that a customer's decision to repurchase from the same service provider depends on their previous experience. Based on the previous researches findings, hence it is hypothesized that **H6**: The Influence of Customer Experience on Repurchase Intention.

1.7 Repurchase Intention

(Amoako et al., 2023) stated in their research that the consumer decision-making process involves a series of cognitive actions before consumers make a purchasing decision (Schiffman and Kanuk, 2010). This process involves recognizing problems or needs, searching for relevant information, evaluating information, purchasing, and post-purchase evaluation (Engel et al., 1986). However, the outcome of a purchasing decision can lead to

cognitive dissatisfaction and subsequent product rejection, or lead to satisfaction and therefore, lead to repurchase intentions (Schiffman and Kanuk, 2010). In a study conducted by (Ding, 2023), findings were produced that produced results indicating that the quality of logistics services positively influences consumer repurchase intentions.

The proposed research model is depicted in Figure 1.

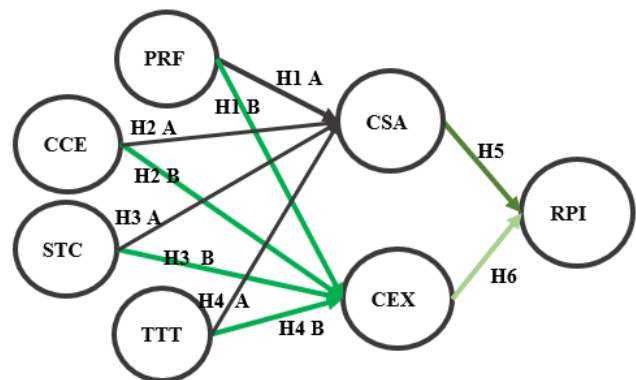


Fig. 1. Research Model.

METHODOLOGY

Sampling and Data Collection

Respondents in this study were customers of UPS' express export delivery services, domiciled in Java (East Java, Central Java, West Java) and Bali, who used UPS' express export delivery services for at least twice in the prior three months of September 2024. Out of the 508 samples included in the survey, 168 questionnaires were filled out by respondents via Google[®] Form[®], 140 were returned completely filled out and met the established criteria, thus the total respondents used in this study were 140.

TABLE 1

Respondents Distribution based on Ages

Respondents by Age	Frequency	Percent	Valid Percent	Total Percent
18-34 years old	67	48%	48%	100%
35-54 years old	66	47%	47%	
55-64 years old	7	5%	5%	

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Respondents Distribution based on Gender

TABLE 2

Respondents by Gender	Frequency	Percent	Valid Percent	Total Percent
Male	69	49%	49%	100%
Female	71	51%	51%	

Measures

This study uses a quantitative approach, using surveys and inferential analysis, from samples taken from a clear population, purposive sampling techniques (Sugiyono, 2015) as stated in (Evelina et al., 2020), (Sugiyono, 2017) (Putri Ina Amalia & Murniawaty, 2020), covering seven variables, which require an analysis method that can measure the influence between variables simultaneously and the predictive ability of the model, to understand and explore the relationship between variables in a study. This study uses data processing model to analyze the data in this study, namely by using multiple linear regression from SPSS[®] software version 22.

RESULTS

From the analyzed data, found that validity test results Pearson Correlation value for each variables showed values above the r table value (0.76), namely: PRF 1. = .509**, PRF 2. = .793**, PRF 3. = .640**, PRF 4. = .824**, CCE 1. = .812**, CCE 2. = .753**, CCE 3. = .784**, CCE 4. = .768**, STC 1. = .817**, STC 2. = .788**, STC 3. = .806**, STC 4. = .809**, TTT 1. = .768**, TTT 2. = .794**, TTT 3. = .774**, TTT 4. = .792**, CEX 1. = .791**, CEX 2. =

.731**, CEX 3. = .849**, CEX 4. = .831**, CSA 1. = .882**, CSA 2. = .830**, CSA 3. = .849**, CSA 4. = .865**, RPI 1. = .850**, RPI 2. = .819**, RPI 3 = .837**, RPI 4. = .717** which all indicated as valid with significance value of less than 0.05. The Reliability test result was showing reliable result with all variables' cronbach alpha (if item deleted) be more than 0.8 which indicated all variables were reliable, as shown in table 3. Normality test refers to (R. Mehta & R. Patel, 2011) which states that ideally the use of exact p values at all times, also in normality test calculations, because these exact p values are the gold standard.

TABLE 3
Reliability Test Result

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PRF	24.39	12.758	.763	.912
CCE	24.24	12.183	.795	.912
STC	24.30	12.140	.836	.912
TTT	24.26	12.402	.869	.912
CEX	24.26	12.197	.908	.912
CSA	24.27	11.940	.918	.912
RPI	24.26	12.365	.867	.912

TABLE 4
Classics Statistics Assumption Test Results

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Variable Type :	Variable Type :	Normality Test Result :	Heteroscedasticity Test Result :	Multicollinearity Test Result :		Linearity Test Result :
Independent	Dependent	Exact Significance (2-tailed) >0.05	Unstandardized Residual Sig.(2-tailed) >0.05	Tolerance >0.1	VIF <5	Deviation From Linearity
PRF→	CEX	0.163	0.921	0.464	2.156	.332
CCE→			0.845	0.380	2.629	.051
STC→			0.861	0.314	3.187	.294
TTT→			0.904	0.339	2.949	.601
PRF→	CSA	0.77	0.837	0.464	2.156	.162
CCE→			0.889	0.380	2.629	.187
STC→			0.915	0.314	3.187	.458
TTT→			0.745	0.339	2.949	.314
CEX→	RPI	0.086	0.274	0.247	4.053	.075
CSA→			0.281	0.247	4.053	.235

TABLE 5

Correlation, Determination, Hypothesis Test Results

From the data analysis, it was found that two hypotheses were rejected which were H2 B and H3 A, while other hypotheses were accepted.

Independent Variable	Dependent Variable	R Test	R ² Test	F Test, Sig. <0.05	t Partial Test, Sig. < 0.05	Note
PRF→	CEX	0.913	0.833	0.000	.000	H1 B accepted
CCE→					.612	H2 B rejected
STC→					.000	H3 B accepted
TTT→					.000	H4 accepted
PRF→	CSA	0.894	0.8	0.000	.000	H1A accepted
CCE→					.000	H2A accepted
STC→					.145	H3 A rejected
TTT→					.000	H4 A accepted
CEX→	RPI	0.892	0.796	0.000	.000	H6 accepted
CSA→					.000	H5 accepted

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The Multiple Regression Analysis equations to analyze the influence of each independent variables to dependent ones which are resulted from this research are shown below with the relation of each are described through Figure 2.

$$CEX = 0,243*PRF+(-0,029)*CCE+0,272*STC+0,516*TTT$$

$$CSA = 0,211*PRF+0,344*CCE+0,101*STC+0,355*TTT$$

$$RPI = 0,604*CSA + 0,317*CEX$$

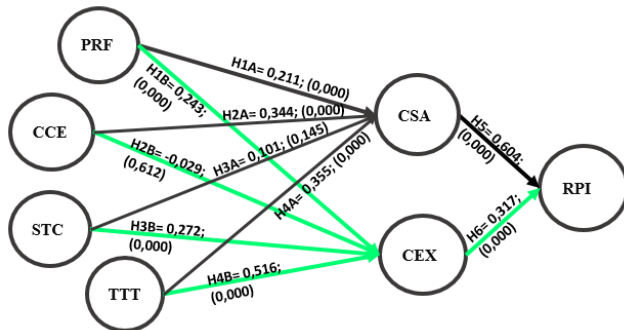


Fig. 2. Research Result.

DISCUSSION

Based on the general description of respondents, it is found that most customers of United Parcel Service (UPS) who used express export service in Java and Bali are customers with age range of 18-34 years or 48% (67 respondents) from a total of 140 respondents. Therefore, it is suggested that UPS can increase focus on this age range as the target market.

From the findings, over the rejected hypothesis which shown no impact over customer experience after customs clearance variable, by reflecting on the results of the study (Garden-ahmedabad & Garden-ahmedabad, 2019) which examined export-import shipping services in relation to satisfaction levels, it was found that when talking about transportation services, respondents looked for the quality of transportation services in terms of container cleanliness, cargo handling rather than the

process of releasing goods by Customs. Where Customer satisfaction itself is a factor influenced by Customer experience, as stated in the study conducted by (Cepeda-Carrión et al., 2023).

Over the findings which showed no impact over customer satisfaction after supporting technology used in express based exports, the research of (Eren, 2021) shows that the expectation of chatbot technology users in banking services and confirmation of the expectation does not have an impact on customer satisfaction.

Indicated from supported hypotheses, UPS can enhance the price fairness by developing personal assistance-like service, developing two way communication both verbally and technologically aided facility which allows users to submit by online system for additional customs documents as required during export customs process, improving easy to comprehend and to use type of mobile application which can be accessed through various operating systems of mobile devices and computers, developing two cycles of export goods pick up service during the day which connected with same day export processing, developing consultative service prior export shipments to increase export successfulness, developing ecosystem which allows exporters to easily access important information in regards with their exports.

CONCLUSION

The research provides an insight into important factors in developing customer satisfaction (Majeed et al., 2022) and customer experience (Garcia et al., 2020) as significant influence towards repurchase intention (Ding, 2023) over express base export service provided by UPS in Indonesia for exporters in Java and Bali. The significant impact towards customer satisfaction caused by price fairness (Nur Amanda Putri & Bernarto, 2023), customs clearance (Le et al., 2020) and (Nghah et al., 2021), and total time in transit (Nghah et al., 2021) . While customer experience is significantly influenced by price fairness (Ding, 2023) ,

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supporting technology (Barbu et al., 2021), and total time in transit (Vinish et al., 2022) within a limited scope of cross sectional research period in September 2024, while market demand for express based exports has been widely known for being dynamically changes along with international economics situation and especially in reaction and anticipation of special moments such as national holiday periods in other countries such as Black Friday on November 29, 2024, Cyber Monday on December 2, 2024 which is celebrated in the United States, Chinese New Year on February 10, 2024, Christmas Celebration on December 25, 2024, New Year on January 1, 2025 which is celebrated throughout the world as reported by Maersk. (2023, October 27). 5 peak logistics periods to prepare for in 2024 (Maersk, 2023).

FUTURE RESEARCH

The Future research can be developed further by :

- a. Examining how product categorization as a moderator to obtain clearer results on the factors that influence the independent variables that affect both Customer Satisfaction and Customer Experience Repurchase Intention,
- b. It is expected to be able to add moderator factors such as Word of Mouth which can influence Repurchase Intention,
- c. In the Customs Goods Release Process Variable, it is hoped that moderator variables such as knowledge of international trade regulations can be added which can provide a deeper picture of the influence of the Customs Goods Release Process in certain conditions related to the level of knowledge of international trade regulations,
- d. Further research can include technostress variables in the use of information and communication technology that supports and increases the success of the express export shipping process,
- e. Research on the extent to which customer experience moderates customer satisfaction which influences repurchase intentions.

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