

ANALYZING THE IMPACT OF SERVICE QUALITY ON CONSUMER PURCHASE INTENTIONS IN INDONESIAN E-COMMERCE PLATFORMS

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Abstract

In an increasingly competitive world of e-commerce, customer experience is a crucial element that influences the decision to make a repurchase, especially in the context of product delivery. Customer perception of the quality of online delivery services plays a significant role in shaping loyalty and interest in returning to shopping. This research aims to understand how customer experience affects repurchase interest, by placing the perception of delivery service quality as the main path of influence. Using a qualitative approach and phenomenological methods, this study explores the real experiences of e-commerce users related to delivery services—including speed, security, and ease in the return process. Data was collected through open interviews using a Google Form survey, which was distributed to 128 respondents of active e-commerce users. The analysis was conducted using the Miles & Huberman approach to identify the patterns and meanings behind the user experience. The results of the study show three main findings: (1) Positive customer experiences often arise when they receive fast, safe, and supported shipping services such as discounts or free shipping; (2) Delivery speed is the most determining aspect of customer satisfaction; and (3) Negative experiences in delivery services may lead to reluctance to make a repeat purchase from a particular platform or store. These findings make an important contribution to e-commerce companies in designing marketing strategies that focus on improving the quality of delivery services, in order to strengthen customer satisfaction and loyalty in the long run.

Keywords: Customer Experience, Service Quality, Customer Satisfaction, E-commerce

Introduction

Consumer purchases of goods and services have undergone significant changes in the current era of digital transformation. E-commerce is a primary alternative in shopping activities because it offers various advantages, such as ease of access, time efficiency, product variety, and convenience in payment methods. Consumer trust in shopping is determined based on the customer's experience which is one of the important factors that form the perception of satisfaction. Competitive prices and product quality are not always the main factors in the success of e-commerce; the experience felt during the transaction and the experience of product delivery can influence the customer's decision to make a repeat purchase.

The intention to repurchase needs to be studied in depth, in the context of customer experience and perception of the service influencing the customer's decision. Common problems often complained about by customers include late delivery, damaged products upon receipt, and orders that differ from the original specifications. These conditions create a gap between customers' desires and the reality they experience. In a recent survey of users of platforms such as Shopee, Tokopedia, Lazada, Blibli, and TikTok Shop, it was found that the five aspects of delivery services that most affect customer experience are delivery speed, security of goods, package tracking, courier services and ease of returning orders not only have an impact on temporary satisfaction, but also affect consumers' long-term decisions to make repeat purchases.

Previous studies have shown that customer experience has a significant influence on loyalty. Ardelia and Rahyuda (2022) reported in their study that customer experience significantly contributes to online repurchase intentions, with satisfaction serving as a mediating variable. This means that positive experiences can create psychological effects that shape trust and loyalty to a brand. Similar results were also found in the study by Yolandari and Kusumadewi (2018), where customer experience and trust have a direct impact on customer satisfaction, which in turn increases the customer's desire to make repeat purchases. These findings reinforce the view that experience is not only the result of direct interaction but also describes subjective perceptions of service, especially in the final stages of product delivery. Furthermore, Ryansa et al. (2023) found in their research during the COVID-19 pandemic that a positive customer experience, coupled with incentives in the

form of discounts, significantly influenced repurchase intentions for GrabFood services. The study illustrates that a well-designed experience can overcome psychological challenges such as doubt or dissatisfaction with online services.

In a different context, Ayatullah et al. (2024) demonstrated that good service quality and marketing experience, mediated by satisfaction, can increase repurchase intention at PT. JNE Kota Serang. This study is relevant because it highlights the importance of logistics services in creating a positive consumer experience. Furthermore, in his book, Kusnadi (2020) emphasizes that digital marketing in the modern era must prioritize customer experience as a key strategy. He stated that today's consumers not only want quality products, but also a smooth, pleasant, and trustworthy experience throughout the purchasing process, including delivery of goods.

In a similar view, Anggraini (2022) explains that consumer behavior in the digital era is greatly influenced by experiential values, especially those that are emotional and practical. Therefore, the quality of delivery services is no longer just a technical component but a very important factor in creating an immersive experience and forming customer loyalty. In addition, Maria et al. (2024) found that in the online fashion industry, the quality of customer service and products greatly determines repurchase interest. This emphasizes that although the product is the main attraction, the services that accompany the purchasing process, such as speed of delivery and responsive communication, are no less important. Meanwhile, Wibowo and Santoso (2023) stated that a consistently positive customer experience will increase loyalty in the long term. They emphasize that the success of e-commerce is not only measured by the number and size of transactions, but by how many customers are willing to return and recommend the service to others.

Based on the description above, it is essential to examine the role of customer experience in influencing repurchase intention, with the perception of delivery service as a mediating variable. This study carries the title "The Influence of Customer Experience on Repurchase Intention through Perception of Online Delivery Service", with the aim of understanding how customer perceptions of delivery service quality can impact the experience they feel on the decision to repurchase. This study is important to do because academically it can expand the literature on consumer behavior and digital marketing, especially in the context of delivery services in e-commerce. Practically, this study is expected to provide strategic recommendations for online industry players and delivery service providers to improve customer satisfaction and increase purchases through service optimization.

This study also contributes to developing a new approach to more comprehensive customer experience management, not only focusing on digital applications and transaction processes, but also on the final stage that greatly influences, namely the delivery of goods to consumers. By studying the relationship between customer experience, perception of delivery services, and repurchase intentions, digital marketing strategies can be more directed to realize sustainable consumer satisfaction and loyalty. Therefore, this study is expected to be able to provide theoretical and practical contributions in answering the obstacles faced by the e-commerce industry in the current era of digital transformation.

Methods

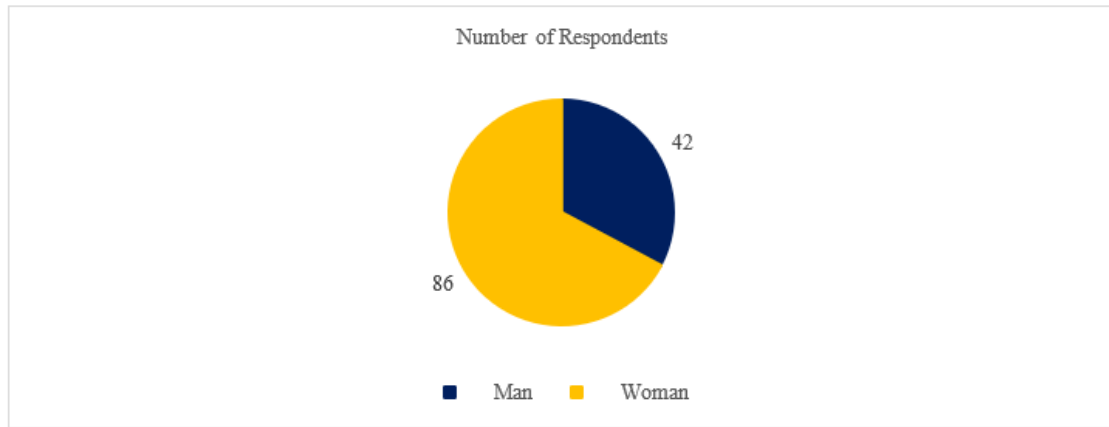
This study applies a descriptive qualitative approach to investigate and understand how customer experiences when using online delivery services can affect their desire to repurchase on e-commerce platforms. This method was chosen because it provides space to explore personal meanings, views, and consumer behavior patterns that cannot be measured quantitatively. This type of research is descriptive qualitative, which aims to explain phenomena systematically without manipulating the variables being studied. The location of the study was carried out via the internet by distributing questionnaires using Google Form to e-commerce users in Indonesia, from February to April 2025.

The subjects of the study consisted of active consumers on platforms such as Shopee, Tokopedia, Lazada, Blibli, and TikTok Shop. They were selected using a purposive sampling technique with the criteria that they had made online purchases at least three times in the previous six months and had diverse experiences with delivery services. The total number of respondents obtained was 128 people from various backgrounds. Data collection was carried out through open interviews based on online questionnaires, including questions about delivery experiences, views on service quality, and things that influence decisions to repurchase. Secondary data was obtained through a literature review of various journals and scientific literature. Data analysis was carried out using the Miles and Huberman model, which consists of three stages: data reduction, data presentation, and drawing conclusions. To ensure accurate data, researchers applied triangulation techniques and member checks to increase the validation of research results.

Result and Discussions

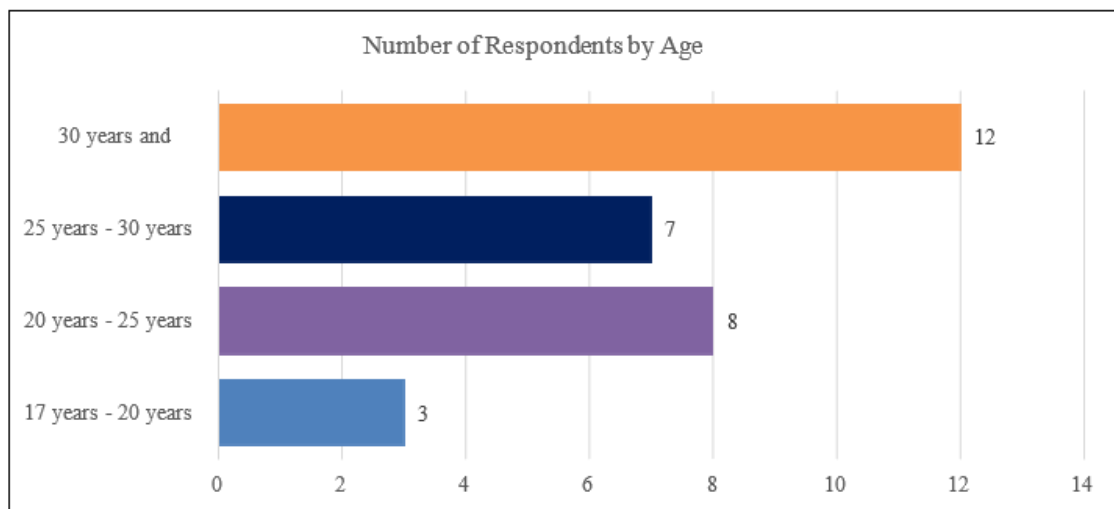
This study aims to determine the effect of customer experience on repurchase intention on e-commerce platforms in Indonesia, by considering the role of perceptions of delivery service quality as a mediating variable. Based on data obtained from 128 respondents who actively use e-commerce, an analysis was

conducted to identify the relationship between customer experience, perceptions of delivery services, and repurchase decisions. The survey was conducted on 128 respondents consisting of men and women who work in various fields of work in the following age ranges:



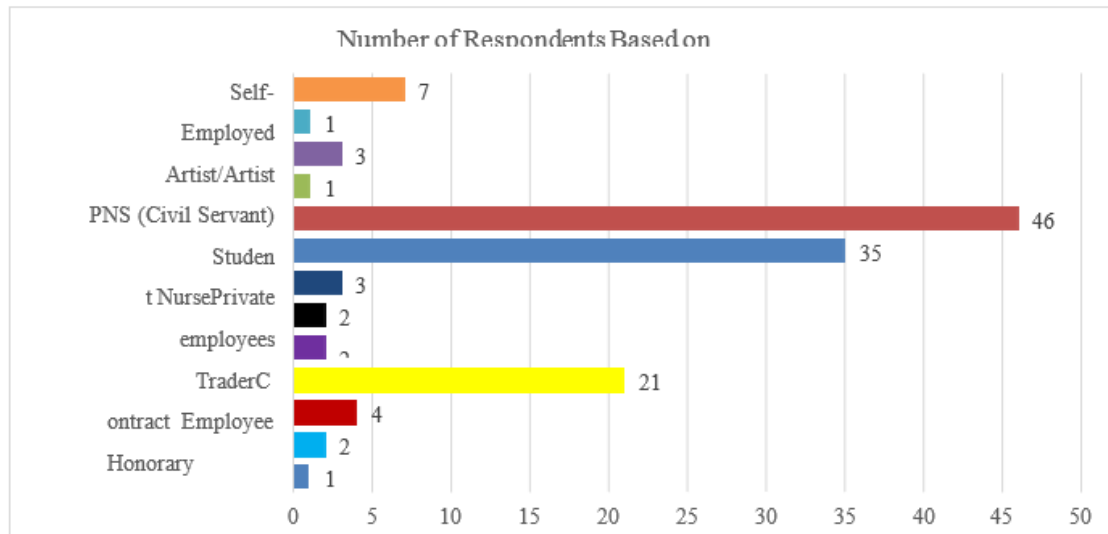
Figures 1.
Number of Respondents Based on Gender

Of the total 128 respondents, 42 people (32.8%) were male and 86 people (67.2%) were female. This finding shows that more women are shopping online. According to Ardelia and Rahyuda (2022), “interest in repeat online purchases tends to be higher among female consumers because they are more responsive to service experiences and more sensitive to delivery quality” (p. 1298). This illustrates that the e-commerce service approach should consider emotional and practical choices which are generally more emphasized by female consumers.



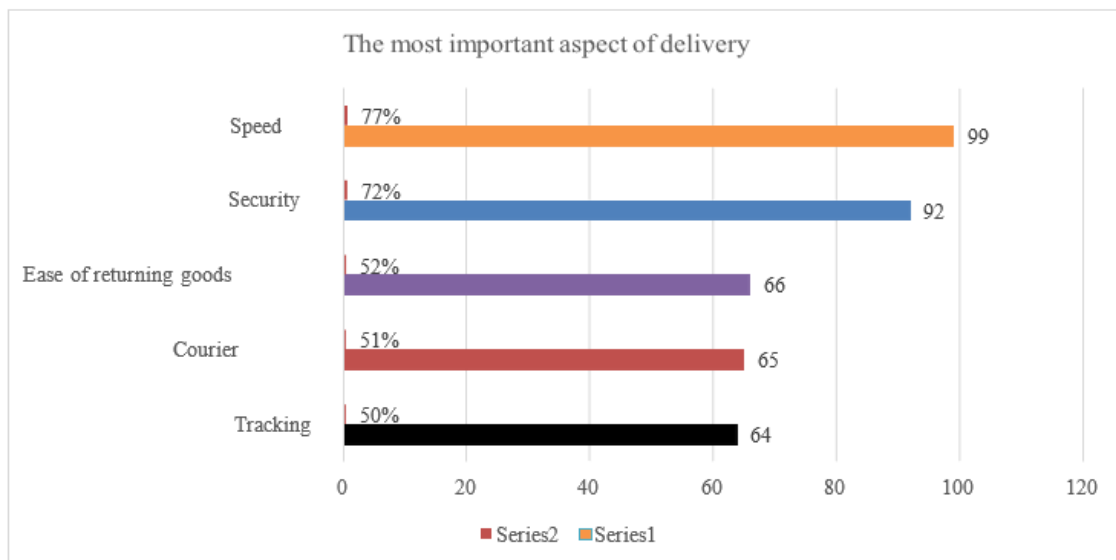
Figures 2.
Number of Respondents Based on Age

The age distribution indicates that the majority of respondents are in the 20–30 age group. This group is classified as a young generation who is very familiar with digital technology and is the main customer of e-commerce platforms. Maria, Yuniantari, & Lintang (2024) stated that “young consumers have high expectations for the speed and reliability of delivery services due to their dynamic lifestyle and high mobility”. Therefore, e-commerce platform entrepreneurs must adjust their strategies to meet the high expectations of this generation of consumers.



Figures 3.
Number of Respondents Based on Occupation

Most respondents were private employees and students. This strengthens the findings of Ryansa et al. (2023), which states that "active e-commerce consumers during the pandemic were dominated by workers and students, who demanded fast and reliable delivery services with flexible hours". Work background greatly influences the importance and desire of consumers for delivery, especially in terms of punctuality and communication with the courier.



Figures 4.
The Most Important Aspects in Delivery Services

Delivery speed is the most valued service aspect by respondents (77%), followed by security of goods and ease of return. In this context, Ayatullah et al. (2024) explained that "speed and security in delivery contribute directly to the formation of customer satisfaction which ultimately influences repurchase intentions" (p. 50). In addition, tracking capabilities and courier friendliness also affect the overall customer experience. As stated by Kusnadi (2020), "customers highly value transparent, friendly, and secure delivery services at every stage of the logistics process".

Based on the survey results above and observations of e-commerce customer behavior, a number of important patterns were found that indicate a strong relationship between three main elements: customer experience, perception of delivery service, and repurchase intention. The results of the study show that the best experience felt by e-commerce users is related to delivery speed, product security, and promotions such as discounts and

free shipping services. Conversely, bad experiences that often occur are caused by late delivery, damage or loss of goods, and unprofessional courier behavior. This is in line with the findings of Ryansa et al. (2023), which states that "good customer experience and discounts have a significant influence on repurchase intention during a pandemic".

Customer experience is not only technical from the product but also emotional from the service, where dissatisfaction due to a bad experience can cause trauma and make consumers reluctant to make repeat purchases from the same store or platform. The five main aspects that are very important to consumers in delivery services are delivery speed, security of goods, tracking capabilities, courier friendliness, and ease of returning goods. According to Ayatullah et al. (2024), "speed and security in delivery directly affect customer satisfaction which then drives loyalty". Statements from consumers that the highest satisfaction is created when the product arrives faster than promised, in intact condition, and package tracking can be done accurately and in real time. When this is not met, especially if there is no response or good response from the seller or courier, the experience turns negative and reduces consumer trust in the platform. The survey results also show that consumers highly value automatic notifications, accurate and real-time tracking, and direct responses from couriers or sellers. Transparent information and ease of tracking on the platform is a very important element in creating satisfaction.

This is in line with Kusnadi's opinion (2020), which states that "a good customer experience is formed through a logistics information system that is transparent and responsive to user needs". Therefore, the use of technology in delivery systems such as real-time tracking applications and customer service chatbots is not only a complementary feature, but an urgent need in today's e-commerce competition. The results of the study show that customer experience is greatly influenced by the quality of delivery services, which can make customers make repeat purchases. As stated by Ardelia and Rahyuda (2022), "customer satisfaction as a result of positive experiences acts as a mediator between experience and repeat purchase intentions".

Some consumers even prefer the speed of delivery of goods over the price of goods due to urgent or important needs. This shows the ability of logistics. Slow delivery or lost goods will create a negative experience for customers, especially if it happens repeatedly. This will affect customers to be reluctant to make transactions again at the store or platform. As stated by Wibowo and Santoso (2023), 'consumer loyalty in e-commerce is formed through consistent positive experiences and fast handling of service problems'.

Therefore, long-term customer loyalty to re-transact at a particular store or platform is greatly influenced by the quality of the store or platform, especially in terms of delivery. Repurchase interest is greatly influenced by the consistency of product quality, speed and security of previous deliveries, seller responsiveness, and competitive prices based on statements from respondents. This is also supported by research by Yolandari and Kusumadewi (2018), "trust and perception of delivery quality are determining factors that mediate customer satisfaction in e-commerce".

This also means that the customer experience in shopping becomes something very important besides the product itself. Improved delivery speed, more updated tracking, better protection of goods during delivery, and improved courier services are very high expectations from customers for services on e-commerce platforms. This is also a very crucial point in terms of customers making repeat purchases, so it is hoped that e-commerce platforms can evaluate their vendors, especially in terms of process services.

The results of this study strengthen the theory that marketing strategy is not only about promotion and price, but customer experience is an important thing in influencing customer purchases in the era of online shopping. This is also supported by Anggraini's (2022) statement: "in the digital era, consumer behavior is more determined by personal perception and experience than rational information alone." Overall, this study provides real contributions both academically and generally. Academically, this study adds to the study of the importance of service quality in terms of customer repurchase interest in e-commerce.

In general, this study helps e-commerce players in terms of increasing sales through improving service quality and can provide evaluation of services, service partners, and e-commerce consumer behavior. This study is also useful for implementing the right strategy to improve services for online shoppers in the marketplace.

Based on data analyzed from 128 active e-commerce users, it was revealed that user experience has a significant impact on their decision to shop again. Good experiences, including fast delivery, goods in good condition, clear tracking, and professional courier services, encourage users to remain loyal to a particular platform and seller. On the other hand, bad experiences such as delays, damaged or lost goods, and poor courier services can reduce trust and cause dissatisfaction that leads to decisions not to shop again. Views on the quality of delivery services are shown to play a significant role as a connecting factor in the relationship between customer experience and intention to buy again.

The five main factors that influence this view are speed, security, traceability, courier politeness, and ease of return. The success of an e-commerce platform depends not only on the marketing techniques or technological features used, but also on how they consistently manage the customer experience. Companies

that are able to maintain the quality of delivery services continuously will gain high loyalty from their customers. Thus, logistics management, training for couriers, transparency of information, and customer service must be the main focus in running e-commerce. The real impact of the results of this study shows that e-commerce companies together with logistics partners must make customer experience the main focus in every aspect of their services. The development of tracking technology must continue to be carried out, shipping procedures need to be explained well and carried out consistently, and two-way communication between customers and service providers must be managed well.

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Authors' Bibliography

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