



# Exploring the Relationship Between Service Customization, Service Quality, Customer Satisfaction, and Repurchase Intention in Public Transportation: Evidence from Po Beju Jepara.

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## Abstract

Indonesia's public transportation sector has grown rapidly in the last few years, especially with the AKAP Bus services. Due of this expansion, entrepreneurs must innovate and engage in successful competition. This study suggests that Po Beju Jepara use service customization innovation as a tactic to increase repurchase intention while preserving customer satisfaction. A 10-point Likert scale questionnaire including demographic characteristics was used to collect data for this investigation. Using purposive sampling in conjunction with a non-probability sample technique, the questionnaires were given to Po Beju Jepara passengers. 102 valid responses out of the 108 total were used for study after six outliers were removed. The method of Rao Purba computation was used to identify the legitimate sample. The samples were put through the SEM method analysis process using Smart-PLS version 4.0, which included outer model testing, inner model testing, mediation testing, and hypothesis testing. The results of the validity test showed that the indicators were valid because the loading factor was greater than 0.7 and the Average Variance Extracted (AVE) was greater than 0.5. The reliability test confirmed the validity of the measures because the composite reliability and Cronbach's alpha values were both higher than 0.7.

Keywords: Service Customization, Service Quality, Customer Satisfaction, Repurchase Intention

## 1. Introduction

In recent years, public transportation has become one of the fastest growing modes of transportation. Thus, there is a need for better planning to improve efficiency and service quality. Customization has become better in recent years and is likely to continue in the future (Kasiri, Cheng, Sambasivan, Sidin, & Services, 2017). Service Customization consists of activities and results from customer-specific adaptation of the value creation process according to customer needs (Kleinaltenkamp, Minculescu, & Raithel, 2017). From the perspective, Customization leads to increased costs arising from customer-related changes or adjustments in the service process provided by the company. To achieve results, customer-specific information must transfer from the customer to the service provider (Kleinaltenkamp et al., 2017).

With the increasing rate of urbanization, the urban population continues to increase so that the Government needs to meet the growing infrastructure needs, including transportation infrastructure. In the world of transportation Customization meets as many needs as possible for each customer. In contrast to standard techniques, which try to reach as many clients as possible at the same time to satisfy a limited range of customer needs (Ashraf, Siddiqui, & Trust., 2020). Customers will seek new services to meet their needs, which in turn prompts companies to navigate new opportunities to survive under the ongoing crisis (Li-Ying & Nell, 2020). Because each customer has different tastes and mentalities, customers prefer services that suit them or that they like with quality at an affordable price (Ashraf et al., 2020).

In previous research (Tandon, Kiran, & Sah, 2017) found that Service Customization has a significant positive effect. Meanwhile, (Cahyani, Gunadi, & Mbulu, 2019) did not find a significant effect of service customization on company services. The purpose of this study is to increase understanding of the complex relationship between service customization and repurchase intention in public

transportation companies. However, in this study, service customization obtained insignificant results which contradicted previous research. Which makes researchers want to innovate on service customization with various gaps from previous research. Regarding conflicting results, this occurs due to the lack of sufficient evidence and the resulting data does not provide an accurate explanation. Therefore, it is important to identify any insignificant gaps in the related conflicting data.

After reaching the expected goal, in order to improve understanding, the researcher was directed to solve the following questions:

1. Is Service Customization has a affect Repurchase intention?
2. Is customer satisfaction able to mediate service customization and repurchase Intention in the company?

The questions that have been raised previously will be the main focus of the research that will be conducted as part of this scientific study. This research aims to propose Service Customization Innovation as a Strategy to Increase Repurchase Intention in maintaining Customer Satisfaction in public transportation services.

## **2. Literature Review And Hypothesis Development**

### **2.1 Service Customization**

The main focus of service customization is to identify profitable segments of the public transportation market and provide services that meet customer needs. Therefore, among the competitive advantages between companies is customization; companies that provide specialized services to meet different customer needs, aiming to meet as many needs as possible for each customer (Ashraf et al., 2020). Customer-perceived personalization can interact with service diversity to improve customer demands, which in turn raises repurchase intention when service leads to a broader portfolio of new and improved services (Wu, 2014). Service Customization refers to the level of customer adaptation at which a company meets its heterogeneous needs (Pallant, Sands, Karpen, & Services, 2020), Often the service process on public transport is provided with little difference in cost from services provided in bulk. Service with an inherent contribution to the customer is different from personalization.

Critically in the public transport industry, customization is seen as different from an organizational point of view, although it does not question whether there is variation among customers in terms of their willingness to take advantage of customization (Pallant et al., 2020). As a result, the company offers a comprehensive service perspective that enables the company to improve service and understand the various aspects of service related to innovative service.

### **2.2 Service Quality**

Service quality is not a singular concept; rather, it comprises various dimensions, each contributing differently to the overall service quality and its impact on customer satisfaction (Boadi et al., 2019). It refers to the consumer's evaluation of the overall excellence or superiority of a service, as perceived by passengers based on their overall assessment of its quality (Nguyen-Phuoc, Tran, Van Nguyen, Le, & Su, 2021).

The real form of service quality is the perception of the effectiveness and efficiency of the services offered by the company. Meanwhile, the perception of quality is a topic of interest to service providers, which can refer to meeting customer expectations (Salamah et al., 2022). Based on various dimensions and conceptualizations of service quality, (Li, Shang, & Management, 2020) found the dimensions that form the basis of service quality, namely 1) tangible. 2) reliability. 3) empathy. 4) assurance. 5) responsiveness. Good and timely service by service providers always creates a basis for trust in the minds of customers (Kalia, Kaushal, Singla, & Parkash, 2021). So (Aslam, Arif, Farhat, & Khursheed, 2018) said, Satisfied customers will remain loyal to companies that use the best service.

### **2.3 Customer Satisfaction**

Customer satisfaction has been a major issue of great interest to academics and practitioners for the past few years (Mustak, Jaakkola, Halinen, & Kaartemo, 2016). Customer satisfaction can lead to reuse, offer positive feedback, and provide positive comments on the company (Hafni, Renaldo, Chandra, & Thaeif, 2020). Customer satisfaction can be based on customer experience in a particular service (Wantara & Issues, 2015) this is in line with the fact that customer satisfaction is a success factor of

service quality. Customer satisfaction (YuSheng & Ibrahim, 2019) refers to the overall evaluation of a product or service after use.

It's common knowledge that satisfaction is a feeling of contentment or dissatisfaction that results from evaluating how well the service performed in comparison to expectations. If the performance meets expectations then the customer is satisfied (Hafni, Renaldo, Chandra, & Thaief, 2020). However, (Wantara & Issues, 2015) in his research, increasing customer satisfaction has been shown to directly affect the company's market share and lead to increased profits. Customer satisfaction is a comparison between the expected service (expectations) and the performance provided by the company (Komariyatin & Ferdinand). Therefore, customer satisfaction is considered an effective measure of the usefulness of the product or service available by the customer (Boadi et al., 2019). In his research (Latifah & Roosdhani, 2024) said, Customer satisfaction is an emotional response to the difference between expectations and reality. Knowing what makes customers satisfied can help companies improve product or service quality.

## **2.4 Repurchase Intention**

Repurchase Intention is the customer's willingness to engage in subsequent repurchase behavior. Customers are willing to repeat purchases with the same company because it matches their level of expectation (Pitaloka, Gumanti, & Research, 2019). This refers to the customer's willingness to engage in repurchase behavior in the future. Customers are willing to repurchase the same product or service because their level of expectation is met. Thus, Repurchase intention is a customer commitment that is formed after purchasing a product or service (Mahendrayanti, Wardana, & Research, 2021).

Repurchase intention is an attitude that benefits the company that is sustainable in the future. Some of the things that strengthen customers to make repeat purchases are customer trust in the company, consumer evaluation of service quality, and customer satisfaction from the experience of using services (R. Wijaya & Farida, 2018). (H. J. M. o. M. F. o. E. A. J. C. U. o. I. Wijaya, 2014) says, the level of motivation from a customer's repurchase of a product or service, one of which is indicated by continuous use.

## **3. Hypotheses Development**

### **3.1 The Effect of Service Customization on Customer Satisfaction**

Retaining customers effectively involves satisfying them by offering top-notch service tailored to meet their needs. Earlier research demonstrates a link between service customization and customer satisfaction. Prior investigations confirm that service customization has a considerable influence on enhancing customer satisfaction (Gures, Arslan, & Tun, 2014). This statement is supported by (Ashraf et al., 2020) who noted that Service Customization can increase Customer Satisfaction and have a significant positive impact. On the basis of this information, this study develops the following hypothesis.

H1: Service customization has a positive and significant on customer satisfaction.

### **3.2 Effect of Service Quality on Customer Satisfaction**

Between the caliber of service rendered and the expectations of the client (Jiang & Zhang, 2016). According to research (Boadi et al., 2019), customer satisfaction is positively and significantly impacted by service quality. In their study, (Arifin, Hartoyo, & Yusuf, 2020) discovered a strong correlation between customer happiness and service quality. The following hypothesis is developed by this investigation based on the available data.

H2: Service Quality has a positive and significant influence on Customer satisfaction.

### **3.3 The Effect of Service Customization on Repurchase Intention**

The reason customers make repeat purchases is due to customer experience with the product or service (El Shiffa, Rahmiati, Santoso, & Yustina, 2022). From previous research, it was found that Service

Customization did not have a significant effect on repurchase intention (Cahyani et al., 2019). On the basis of this information, this study develops the following hypothesis.

H3: Service Customization has a positive and insignificant effect on repurchase intention.

### 3.4 The Effect of Service Quality on Repurchase Intention

When the company succeeds in making its customers feel satisfied with the quality of service provided, It will motivate clients to return to the business for additional (Mahendrayanti et al., 2021). According to earlier studies, service quality significantly affects consumers' intentions to make another purchase (Adekunle & Ejechi, 2018). Repurchase intention in organizations is significantly positively impacted by service quality, as stated by (Ali & Sciences, 2019). The following hypothesis is developed by this investigation based on the available data.

H4: Service Quality has a positive and significant on repurchase intention.

### 3.5 The Effect of Customer Satisfaction on Repurchase Intention

The satisfaction obtained by a customer can encourage someone to make repeat purchases (Cahyani et al., 2019). From previous research, customer satisfaction has a significant positive impact on repurchase intention (Cha, LEE, & Business, 2021). Reinforced by (Ashfaq, Yun, Waheed, Khan, & Farrukh, 2019) in his research, he found positive and significant results between customer satisfaction and repurchase intention. On the basis of this information, this study develops the following hypothesis.

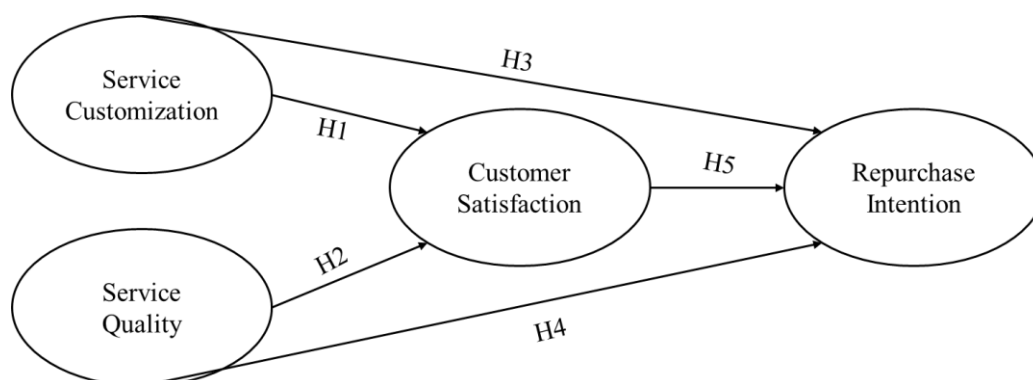
H5: Customer Satisfaction has a positive and significant on repurchase intention.

## 4. Methodology

This study seeks to investigate the causal relationship between two variables. Data collection involved administering surveys to passengers at Po Bejeu Jepara. The research employed non-probability sampling techniques specifically utilizing purposive sampling methods. From the questionnaire data collected as many as 108 respondents and found as many as 6 outlier data, so that 102 respondents were obtained valid data to be used as research. To determine the minimum number of samples used the formula from Rao Purba (Rao, la O'Castillo, Intal Jr, & Sajid, 2006).

To collect data and test hypotheses, a questionnaire with a Likert scale of 1-10 was used (Harpe & learning, 2015). This research applies a quantitative approach to propose Service Customization as a Strategy to Increase Repurchase Intention in maintaining Customer Satisfaction in public transportation services. Using the SmartPLS version 4.0 tool, data analysis is done using the Structural Equation Modeling, or SEM, approach. Three tests are conducted: the Outer Model Test, Inner Model Test, and Hypothesis Test.

Image 1. Theoretical Model



## 5. Results

### Outer Model (Measurement Model)

In the outer model, there are two measurement models included in this model, namely Convergent Validity and Reability Test, namely:

### 1) Convergent Validity

When the external loading is greater than 0.7 and the AVE value is at least 0.5, the measurement is deemed good. This means that the PLS model meets the requirements of good convergent validity (Taber, 2018). The purpose of this test is to assess the extent to which indicators describe the concept being measured.

Table 1. Convergent Validity Test

Indicator	Outer Loading	AVE	Result
CS1	0,850	0,619	Valid
CS3	0,768		Valid
CS4	0,739		Valid
RI1	0,800	0,613	Valid
RI2	0,776		Valid
RI4	0,771		Valid
SC1	0,809	0,578	Valid
SC2	0,724		Valid
SC3	0,730		Valid
SC4	0,776		Valid
SQ1	0,846	0,609	Valid
SQ2	0,727		Valid
SQ3	0,770		Valid
SQ4	0,788		Valid
SQ6	0,765		Valid

Source: Processed data SmartPLS versi 4.0 (2024)

On these results, it can be concluded that the indicators measuring Service Customization, Service Quality, Customer Satisfaction, and Repurchase Intention yielded values above 0.7 in the convergent validity test, and the Average Variance Extracted (AVE) value exceeded 0.5. Therefore, it can be determined that these indicators are valid.

### 2) Reliability Test

While not an absolute standard, composite reliability (Cr) serves as an indicator of reliability for variables, with a value greater than 0.7 suggesting good reliability. Cronbach's Alpha, which ranges from zero to one, is used to assess the reliability of each indicator, with values above 0.7 deemed to indicate high reliability.

Table 2. Composite reliability & Cronbach's alpha

Variabel	Composite Reliability	Croncach'alpha	Result
SC	0,845	0,757	Reliabel
SQ	0,886	0,839	
CS	0,829	0,700	
RI	0,826	0, 712	

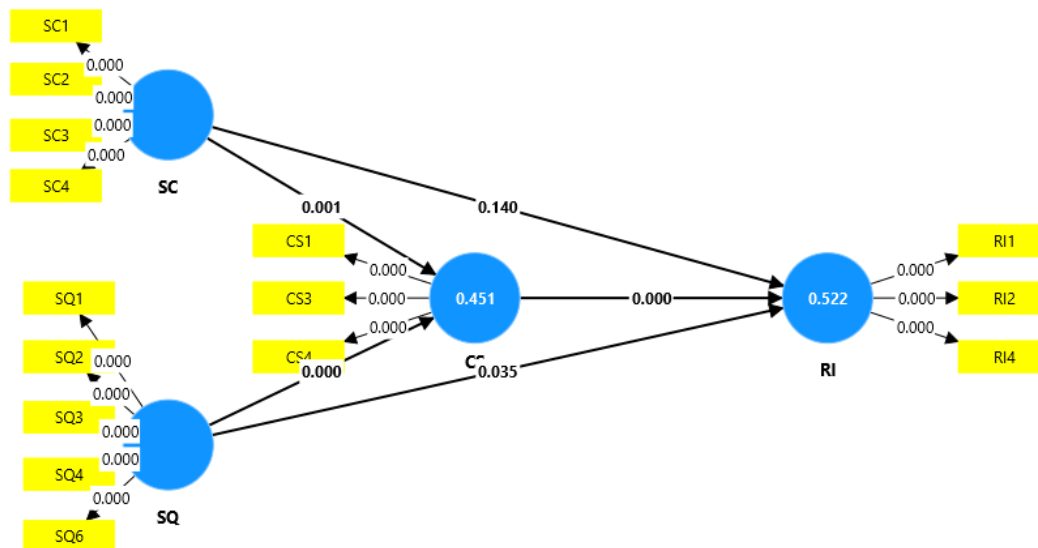
Source: Processed data SmartPLS versi 4.0 (2024)

The Reliability Test, it is confirmed that all variable indicators received values exceeding 0.7, allowing them to be deemed reliable.

### Inner Model (Measurement Model)

The inner model is a predictive framework designed to uncover causal connections between latent variables and complex elements that are hard to quantify.

Image 2. Structural Model



This table offers a clear and structured summary, making sure that roles and measurement criteria are clearly defined and readily available for reference.

### R-Square

R-square testing measures the influence of the independent variable on the dependent variable. An R-square value of 0.67 is classified as strong, 0.33 as moderate, and 0.19 as weak.

Table 3. R-square

Variabel	R-Square	R-Square Adjusted
CS	0,451	0,440
RI	0,522	0,508

Source: Processed data SmartPLS versi 4.0 (2024)

According to the table data, there is a moderate level of connection between the R-Square value of 0.451 and the Adjusted R-Square of 0.440 for customer satisfaction. The number indicates that repeat purchases and repurchase intention account for roughly 45.1% of the variation in customer satisfaction,

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with other variables not covered in the study accounting for the remaining 54.9%. Additionally, Repurchase Intention's R-Square score is 0.522, and its Adjusted R-Square is 0.508, indicating a modest degree of association. These findings clarify that factors other than those covered in the study account for 47.8% of the variation in Repurchase Intention, with Service Customization and Service Quality accounting for approximately 52.2% of the variation.

### Mediation Test

First, non-mediation occurs when there is a negative relationship between the mediating factors and the dependent and independent variables and a positive correlation between them. Second, when there is a beneficial outcome, full mediation is evident. A negative correlation and a relationship between the mediator and the dependent variable between the variables that are dependent and independent. Third, the characteristics of partial mediation are favorable relationships between the independent and dependent variables and the mediating factors variables. Using the bootstrapping method, the mediation effect's significance can be evaluated. In addition to SmartPLS 4.0. If the P-value for the indirect impact is, then a positive effect is provided. Less than 0.05, and if the P-value is greater than 0.05, a negative effect is suggested.

Tabel 4. Path Coefficient

Variabel	Original sample (O)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
SC -> CS	0,354	0,106	3,334	0,001
SQ -> CS	0,391	0,088	4,434	0,000
SC -> RI	0,190	0,129	1,477	0,140
SQ -> RI	0,222	0,105	2,106	0,035
CS -> RI	0,418	0,112	3,742	0,000

Source: Processed data SmartPLS versi 4.0 (2024)

Tabel 5. Spesific Indirec

Variabel	Original sample (O)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
SC -> CS -> RI	0,148	0,061	2,444	0,015
SQ -> CS -> RI	0,164	0,059	2,761	0,006

Source: Processed data SmartPLS versi 4.0 (2024)

Based on the attached tables 4 and 5, it can be concluded that:

**The effect of service customization on repurchase intention is mediated by customer satisfaction.**

Table 4 clearly shows the negative link between the coefficient of service customization and repurchase intention, with a value of  $P = 0.140 > 0.05$ . Furthermore, Table 5 shows how the indirect impact of service customisation on repurchase intention is mediated by customer satisfaction. Since there is a positive correlation indicated by the P value of  $0.015 < 0.05$ , this relationship can be classified as full mediation.

**The effect of Service Quality on Repurchase Intention mediated by Customer satisfaction.**

Table 4 clearly shows that the Coefficient of Service Quality and Repurchase Intention have a positive link (P value = 0.035 < 0.05). Additionally, since the P value = 0.006 < 0.05 shows a positive link, Table 5: The Indirect Effect of Specific Service Quality on Repurchase Intention, Mediated by Customer Satisfaction, can be categorized as Full Mediation.

## 6. Hypothesis Test

In hypothesis testing, the T-Statistics and P-Value of each coefficient can be seen. The hypothesis is accepted if the P-Value < 0.05. To find out, it can be found in the Path Coefficient obtained through the Bootstrapping technique in the Smart-PLS version 4.0 program.

Table 6. Hypothesis Test Results

Hypothesis	Analysis
SC -> CS	Coeffisien = 0,354
	P value = 0,001
	T Statistics = 3,334
	T tabel = 1,650
	T statistics = 3,334
SQ -> CS	Coeffisien = 0,391
	P value = 0,000
	T Statistics = 4,434
	T tabel = 1,650
	T statistics = 4,434
SC -> RI	Coeffisien = 0,190
	P value = 0,140
	T Statistics = 1,477
	T tabel = 1,650
	T statistics = 1,477
SQ -> RI	Coeffisien = 0,222
	P value = 0,035
	T Statistics = 2,106
	T tabel = 1,650
	T statistics = 2,106
CS -> RI	Coeffisien = 0,418
	P value = 0,000
	T Statistics = 3,742
	T tabel = 1,650

T statistics = 3,742
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Source: Processed data SmartPLS versi 4.0 (2024)

**Hypothesis 1: The impact of Service Customization on Customer Satisfaction.**

According to the analysis, the T-statistic is  $3.334 > T\text{-table } 1.650$ , the coefficient value is 0.354, and the P-value is  $(0.001 < 0.05)$ . Therefore,  $H_{a1}$  is accepted and  $H_0$  is refused. This suggests that there is a positive and significant relationship between the Service Customization variable and Customer satisfaction on PO Bejeu Jepara. This shows the importance of service customization because satisfied customers tend to be more active in sharing experiences, providing feedback in the long run.

**Hypothesis 2: The impact of Service Quality on Customer Satisfaction.**

The analysis findings show that the Coeffisien value is 0.391, the p value is  $0.000 < 0.05$ , and the t-statistics are  $4.434 > t\text{-table } 1.650$ . Therefore,  $H_{a1}$  is accepted and  $H_0$  is refused. This implies that the service quality variable with customer satisfaction has a positive and significant effect on PO Bejeu Jepara. So that the company must continue to improve the best service to maximize customer satisfaction and encourage business growth.

**Hypothesis 3: The impact of Service Customization on Repurchase Intention.**

According to the analysis, the p value is  $0.140 > 0.05$ , the t-statistics are  $1.477 < t\text{-table } 1.650$ , and the Coeffisien value is 0.190. Thus,  $H_0$  is approved whereas  $H_{a1}$  is disapproved. This suggests that PO Bejeu Jepara's Repurchase Intention is not significantly impacted by the Service Customization variable. So it is necessary to innovate service customization to increase repurchase intention at PO Bejeu Jepara.

**Hypothesis 4: The impact of Service Quality on Repurchase Intention.**

The analysis's results show that the coefficient value is 0.222, with p value  $0.035 < 0.05$  and t-statistics  $2.106 > t\text{-table } 1.650$ . Therefore,  $H_{a1}$  is accepted and  $H_0$  is refused. This suggests that PO Bejeu Jepara is positively and significantly impacted by the variable of service quality with regard to customer satisfaction. Good and satisfying service is also very important for a company to increase repurchase intention in the company.

**Hypothesis 5: The impact of Customer Satisfaction on Repurchase Intention.**

As the analysis's results show, the Coeffisien value is 0.418, with p value  $0.000 < 0.05$  and t-statistics  $3.742 > t\text{-table } 1.650$ . Therefore,  $H_{a1}$  is accepted and  $H_0$  is refused. This suggests that at Po Bejeu Jepara, the customer satisfaction variable has a favorable and significant impact on repurchase intention. Building a clientele that is happy with the services received will therefore directly influence recurring business.

**7. Discussion**

According to this study, Po Bejeu Jepara's customer satisfaction is positively and significantly impacted by service customization. Service customisation and service customisation have a linear relationship, meaning that as service customization increases, so will customer contentment. In Service Customization, it is found that the indicator that has a very high influence is the CS1 indicator, therefore it is expected that Po Bejeu agrees that service customization has a good service offer. This starts from service quality that has been felt by customers, followed by service offerings that not all transportation companies apply. Strong service customization will allow customers to remember the service offerings provided, because these services can provide more value to customers. Increasing service customization will increase consumers' satisfaction with the services offered because it has a good and significant impact on customer satisfaction. This study documents that Service Quality has a positive and significant influence on Customer Satisfaction. This means that improving Service Quality will make

customers feel fast with the services provided by Po Bejeu. Po Bejeu has made efforts to improve service quality, customers start to trust and commit to Po Bejeu if they have a good experience with the services provided.

However, in this study it was found that service customization had no significant effect on repurchase intention. This means that the more service offerings provided by the company do not make customers repurchase intention (Cahyani et al., 2019). This is due to the lack of equal customization on all fleets and only on night buses with certain classes. Service quality has a far stronger positive impact on repurchase intention than service customization. This demonstrates that clients favor using the general services offered by the business; as a result, enhancing customer care might raise the likelihood that customers will make additional purchases from the business (Mahendrayanti et al., 2021). Customer satisfaction acts as a mediating variable, exerting a positive and significant influence on repurchase intention. This highlights the critical importance of customer satisfaction for companies in the long run. The implications of this research indicate the importance of increasing efforts to improve service quality between customers and companies. Meeting customer expectations and needs, as well as ensuring comfort and safety in using services in transportation companies, can strengthen customer perceptions of the company and encourage customers to make repeat purchases. To achieve this goal, strategies and innovations are needed that are directed and sustainable in fulfilling customer desires, maintaining commitments that have been given, providing the best service, and committing to solving problems.

## 8. Conclusion

This study focuses on evaluating the reliability and validity of the variables Service Customization, Service Quality, Customer Satisfaction, and Repurchase Intention. The findings indicate that all indicators of these variables have reliability values exceeding 0.7. The R-square analysis reveals a moderate relationship among these variables, with R-square values ranging from 0.33 to 0.67.

Service customization is found to have a significant positive impact on customer satisfaction, making it a crucial factor for customer retention. Although service customization is generally not problematic, it can ensure customer satisfaction. Service Quality also has a positive influence on customer satisfaction, as customers feel satisfied when the service is comfortable and calm, particularly in transportation services.

However, service customization has a negative effect on Repurchase Intention, suggesting that higher levels of customization may lead to lower repurchase intentions. Companies can innovate their services to make customers feel both economical and comfortable. The study also shows that customer satisfaction directly affects repurchase intention, indicating that satisfied customers are more likely to return to the company.

In summary, while service customization enhances customer satisfaction, it may negatively impact repurchase intentions. Service quality positively influences satisfaction, and overall customer satisfaction is a key driver of repurchase intentions.

## 9. Acknowledgement

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