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Determining Factors of Customer Satisfaction and Repurchase Intention of Madura Store Customers In Surabaya: The Role of Service Quality and Perceived Value

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Abstract: This study examines the influence of service quality and perceived value on customer satisfaction and loyalty at Madura Stores in Surabaya. Competition in the retail industry, both traditional and modern, is increasingly fierce. The challenge is not simply knowing, liking, and enjoying the store, but also how to maintain repeat purchase intentions among customers at Madura Stores in Surabaya. Data collection was conducted through an online survey distributed using Google Forms, using a structured questionnaire as the instrument. The data collection method used a questionnaire. Data analysis in this study used a structural equation model (SEM) using PLS 3.0. Data collection used a survey and 148 participants were distributed via Google Forms. The results show that service quality and perceived value have a positive and significant effect on customer satisfaction, which in turn significantly impacts customer loyalty.

Keyword: Customer Perceived Value, Service Quality, Customer Satisfaction, Loyalty

INTRODUCTION

In recent years, MSMEs have grown rapidly. The Central Statistics Agency (BPJS) updated its 2023 data on small and micro-scale industries. As of September 18, 2024, the total number of micro and small enterprises by province reached 977,471 in 2023, an increase of 102,974 (1%) from the total number of MSMEs in 2022, which was 874,497. This is shown in the following table:

Table 1. National Small and Micro Industry Data

Province	Micro Enterprises					Small Enterprises				
	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
Aceh	100728	111920	108050	106527	106147	2572	1372	448	3999	2360
Sumatera Utara	113495	126732	117806	119539	116906	6668	5650	3108	7368	7005
Sumatera Barat	91079	94090	86129	84077	85194	3313	2543	1755	4144	2859
Riau	48750	44976	44623	60273	52839	1952	819	1863	2090	1586
Jambi	25254	28754	32656	33742	29576	831	630	339	792	1692
Sumatera Selatan	73404	77494	72707	75282	73955	2165	1621	1349	1934	3723
Bengkulu	19919	20636	18435	25595	20744	514	220	354	936	911
Lampung	84452	82805	82715	77575	83989	4074	1219	1818	3680	4080
Kep. Bangka Belitung	21075	18578	18756	15776	17138	482	574	423	486	583
Kep. Riau	13482	17878	16926	25873	20113	297	147	113	394	331
DKI Jakarta	46084	54029	45051	69072	59908	12933	8079	10112	10920	11142
Jawa Barat	584920	592791	632921	584903	583357	41023	29434	34874	56736	56959
Jawa Tengah	831652	808293	856144	811039	834615	66510	47195	35964	51887	52944
DI Yogyakarta	133132	103559	120731	129289	119560	4367	4332	2841	4736	5555
Jawa Timur	720250	681442	782131	862057	824473	108232	80573	92366	115414	101512
Banten	100709	100260	97303	90908	93834	6968	3568	5056	6184	5892
Bali	145622	146025	148133	120752	143770	3894	2301	2333	5035	3273
Nusa Tenggara Barat	92839	97704	98777	131958	103807	11749	9271	10450	18004	14854
Nusa Tenggara Timur	135051	155871	166792	124566	144145	1003	434	1210	1374	1148
Kalimantan Barat	38187	39480	38561	47435	46213	962	557	563	1021	596
Kalimantan Tengah	21774	25584	23359	27952	29032	1499	423	593	599	628
Kalimantan Selatan	52798	55968	53646	64528	58754	2835	1107	882	2842	2195
Kalimantan Timur	23550	26156	25688	34586	31440	1094	446	536	1055	2111
Kalimantan Utara	4771	6224	5221	5763	5783	192	58	133	207	170
Sulawesi Utara	35727	52678	44214	59112	47990	1384	625	94	1849	911
Sulawesi Tengah	81535	87511	86280	69057	73087	3024	1004	2299	7072	9267
Sulawesi Selatan	121097	121537	127221	119613	122892	5392	1343	2458	4313	3911
Sulawesi Tenggara	44620	54713	44220	47415	48432	968	172	233	1738	1065
Gorontalo	27273	25632	30542	38089	29423	1363	129	561	836	1482
Sulawesi Barat	25221	23720	27456	21947	24363	671	115	436	541	375
Maluku	21890	35253	33406	61308	41326	311	111	207	199	2169
Maluku Utara	13289	15857	15977	17016	13380	294	288	103	322	2407
Papua Barat	4277	5992	6118	5553	1827	281	77	155	284	31
Papua Barat Daya	-	-	0	0	2822	-	-	0	0	39
Papua	11812	15941	14174	12951	7370	282	168	330	465	129

Province	Micro Enterprises					Small Enterprises				
	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
Papua Selatan	-	-	0	0	4911	-	-	0	0	20
Papua Tengah	-	-	0	0	3732	-	-	0	0	96
Papua Pegunungan	-	-	0	0	552	-	-	0	0	35
Indonesia	3909718	3956083	4122869	4181128	4107397	300099	206605	216359	319456	306046

Source: Statistics Indonesia (BPS), www.bps.go.id (2024)

The following is complete data on micro and small MSMEs in Surabaya City from 2020 to 2023, complete with an analysis of sector growth and distribution:

Table 2. Number Of Micro And Small Msmes In Surabaya (2020–2023)

Year	Micro	Small	Total
2020	59,969	N/A	59,969
2021	60,007	N/A	60,007
2022	80,465	4,989	85,454
2023	124,000	11,500	135,500
2024	136,000	14,000	150,000
2025	147,200	14,800	162,000

Source: Dinas Koperasi UKM dan Perdagangan Kota Surabaya through <https://dinkopdag.surabaya.go.id> (Data 2020–2022, 2024–2025) and Badan Pusat Statistik Provinsi Jawa Timur through <https://jatim.bps.go.id> (Data 2023)

These findings reveal a significant positive correlation between customer satisfaction and repurchase intention, indicating that increasing customer satisfaction is crucial for driving repurchase intention. Furthermore, perceived value positively impacts both customer satisfaction and repurchase intention, indicating that customers are more likely to repurchase when they believe the course value is worth the investment. Customer expectations also play a significant role, positively influencing perceived value and overall customer satisfaction at music training institutions.

According to Khuzafah et al. (2023), the results show a significant positive influence of perceived value and customer satisfaction on repurchase intention. Recommendations for Shopee include prioritizing aspects such as shopping convenience, price, product quality, and order processing time to increase perceived value and drive repurchase intention. Higher perceived value of Shopee products and services correlates with stronger customer intentions to shop again. Furthermore, customer satisfaction significantly contributes to repeat purchase behavior, indicating that greater satisfaction with the shopping experience on Shopee results in a higher likelihood of returning to the platform. Therefore, when customers perceive high value and satisfaction, they are more likely to return to Shopee for future purchases.

Research by Firdaus et al. (2023) shows that service quality plays a crucial role in increasing repurchase intention through customer satisfaction. In the context of street food at festivals and night markets across Indonesia, service quality has been shown to increase customer satisfaction, which in turn drives repurchase decisions. These findings confirm that service quality is a key determinant in shaping consumer loyalty behavior in face-to-face services.

However, these results differ from the findings of Guan Hui et al. (2024) in the context of cross-border e-commerce (CBEC). Their research showed that while several service aspects, such as delivery information services, return logistics services, and cross-border shopping experiences, significantly influenced customer satisfaction, delivery service quality

and delivery stability did not. Furthermore, price reasonableness also had no significant impact on customer satisfaction. However, price reasonableness, cross-border shopping experiences, and customer satisfaction still had a positive effect on repurchase intention. Mediation analysis showed that customer satisfaction only partially mediated the service aspects and did not mediate the effects of delivery service quality or stability on repurchase intention.

Similarly, research by Iffan et al. (2024) on e-commerce platforms like Shopee also found that service quality is not a determining factor in repeat purchases. Customers in the online shopping context place more emphasis on the level of trust and satisfaction with a particular product or brand than on the platform's service quality. This finding suggests that in the digital industry, consumer behavior dynamics differ from those of face-to-face services, where product attributes, seller reputation, and shopping experience are more dominant in influencing repeat purchase decisions than the platform's service quality itself.

Based on the explanation presented above, the researchers analyzed "Determinants of Customer Satisfaction and Loyalty at Madura Stores: The Role of Service Quality and Repurchase Value."

Customer perceived value is the consumer's perception comparing the sacrifices made with the benefits obtained after using a product (Kevin and Kotler, 2007). Perceived value is a strategic orientation aimed at creating customer-oriented value and offering it in the best way possible to meet customer needs. Measures used to assess customer perception (customer perceived value) of the product in question include: 1) the taste and physical elements of a product; 2) the methods or conditions for obtaining various types of Toko Madura products; 3) the capabilities of personnel, including knowledge and courtesy; 4) the feelings and emotions associated with using Toko Madura products; and 5) the perceived sacrifices related to the monetary or price of obtaining Toko Madura products.

According to Kotler and Keller (2003), quality is the totality of the features of a product or service that have the ability to satisfy a need. Service quality This refers to a global assessment or attitude related to service excellence as an overall assessment of the service provider. Service quality can be measured by three main dimensions: 1) interactions between Madura Store personnel and customers; 2) the physical elements (environment) present at Madura Store in providing added value to its products; and 3) emotions or feelings regarding the experience or post-purchase experience at Madura Store.

Satisfaction is the result of comparing perceived performance with one or more benchmarks, such as expectations. Customers are satisfied when they perceive that product performance meets their expectations (Kotler, 1995). Customer satisfaction is the customer's perception that their expectations have been met or exceeded in terms of the benefits provided. Therefore, satisfaction can be seen after a purchase transaction or after a purchase. Satisfaction can be measured by feelings of pleasure and satisfaction with the product performance and service. Customer satisfaction is the extent to which a product's perceived level meets the buyer's expectations, enabling them to more accurately understand the consumer's needs and desires, both now and in the future.

Repurchase intention is often a natural step that occurs when a customer has formed an emotional bond with a particular product (Hendarsin, 2006). Repurchase intention refers to respondents' opinions regarding evidence of consumers who consistently want to be Toko Madura customers in Indonesia, who have a strong and positive attitude toward the product. Repurchase intention indicates that Toko Madura customers repurchase Toko Madura products every time they want to eat at a fast-food restaurant. Toko Madura products become their first choice, even creating a dependency on Toko Madura products, making Toko Madura products a part of their lifestyle

METHOD

Data Analysis Techniques

The type of data used in this study is primary data, obtained directly from the research subjects using a questionnaire (Sekaran, 2006: 60). The data collection method used in this study was a directly distributed questionnaire. This questionnaire is closed-ended, meaning that respondents' answers are limited by providing predetermined alternatives. The questionnaire used is structured, meaning that the questions used provide pre-prepared and standardized answers, both in terms of language and statements.

Data Sources

A population is the entire element that shares a number of common characteristics that align with the objectives of the research problem (Malhotra et al., 2017). The population in this study were customers of Toko Madura in Indonesia. A sample is a subgroup or subset of the population whose knowledge represents the total population, and whose participation in this study is defined according to the problem being studied (Cohen et al., 2018).

Data Analysis Techniques

This analysis is used to describe the research results related to the research respondents. The data analysis in this study used a structural equation model (SEM). The analysis refers to the relationship between exogenous variables, namely service quality and customer perceived value, and endogenous variables, namely customer satisfaction and repurchase intention, which are unobservable or latent variables (Pedzhazur, 1982 in Tonny, 2009: 1).

The sampling technique used was purposive sampling (judgmental sampling), which is included in non-probability sampling. The sample is not selected randomly. Not all elements of the population have an equal opportunity to be selected, but the sample is provided to be representative of the population (Azahra and Handayani, 2022). Purposive sampling (judgmental sampling) was used in this study because the researchers wanted the results obtained from respondents to be more objective and the information obtained to be in line with expectations. The criteria for respondents in this study are that the respondents are consumers of Madura Stores in Indonesia, once or more, have a high school education/equivalent or above and an income of five hundred thousand rupiah or above.

This study develops a theoretical framework to explain the formation of repurchase intention as a consequence of the interaction between perceptions and evaluations of service experiences. In this model, service quality is positioned as the primary exogenous variable reflecting customer perceptions of the service provider's reliability, responsiveness, and competence. This construct serves not only as an operational assessment but also as an initial stimulus within the consumer behavior framework.

Service quality is then assumed to influence perceived value, which is the customer's cognitive evaluation of the balance between benefits received and sacrifices made. This value serves as the initial mediating variable linking service perceptions with customer affective responses. Customer satisfaction, as this affective response, is understood as the result of the cumulative evaluation of the consumption experience, which is influenced by service expectations and realization.

Finally, repurchase intention is positioned as the primary endogenous variable, reflecting long-term behavioral intentions in the form of attachment, commitment, and continued preference for the service provider. Repurchase intention is influenced not only directly by satisfaction but also indirectly by service quality through the value and satisfaction pathways. Thus, this framework forms a causal structure that allows for the

exploration of direct and indirect relationships between variables in the context of customer behavior in the community-based traditional retail sector.

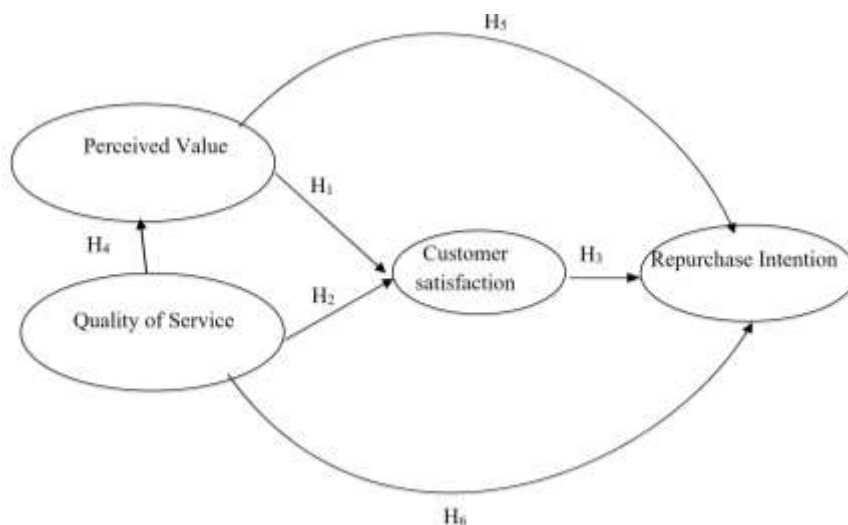


Figure 1. Conceptual Framework

RESULT AND DISCUSSION

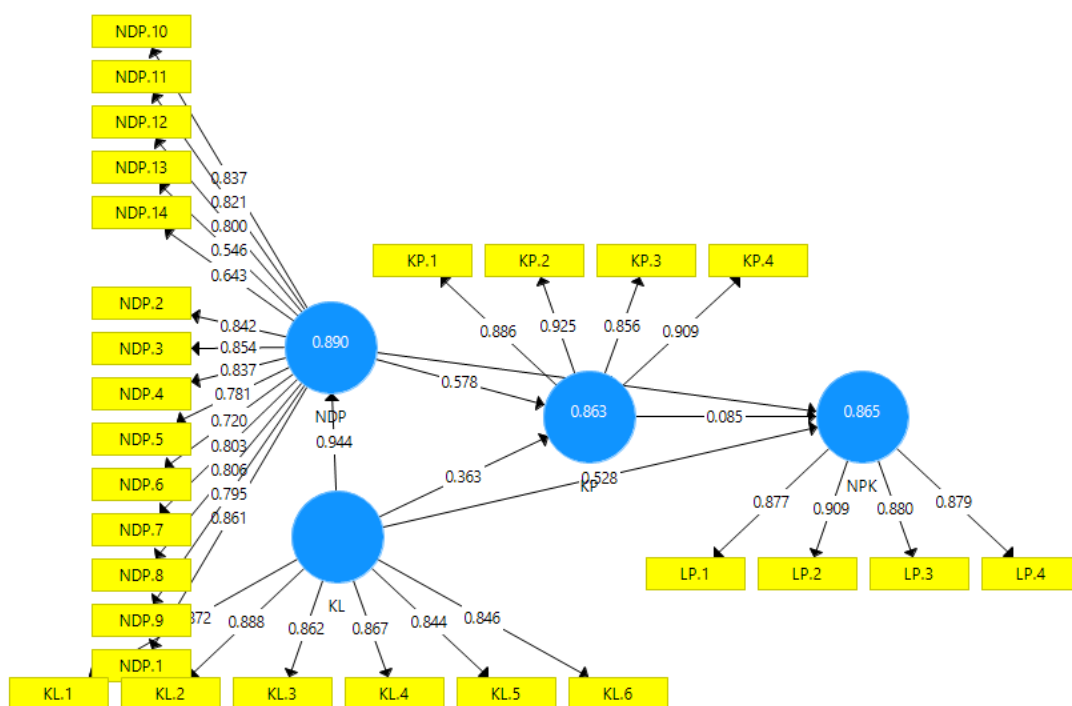


Figure 2. Full Outer Model

Table 3. Direct Effect Test

	Original Sample (Q)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (Q/STDEV)	P Values
Customer Perceived Value → Customer Satisfaction	0.578	0.580	0.103	5.629	0.000
Quality of Service → Customer satisfaction	0.363	0.360	0.105	3.459	0.001
Customer satisfaction → Repurchase Intention	0.085	0.083	0.078	1.092	0.275
Service Quality → Customer Perceived Value	0.944	0.943	0.010	90.498	0.000
Customer Perceived Value → Repurchase Intention	0.335	0.344	0.124	2.700	0.007
Service Quality → Repurchase Intention	0.528	0.521	0.122	4.332	0.000

Source: SmartPLS 3.

1. Customer perceived value has a significant positive effect on customer satisfaction with a path coefficient of 0.578 and a p-value of 0.000 <0.05.
2. Service quality has a significant positive effect on customer satisfaction with a path coefficient of 0.363, but with a p-value of 0.001 <0.05.
3. Customer satisfaction does not significantly influence repurchase intention with a path coefficient of 0.085 and a p-value of 0.275 >0.05.
4. Service quality has a significant positive effect on perceived value with a path coefficient of 0.944 and a p-value of 0.000 <0.05.
5. Customer perceived value has a significant positive effect on repurchase intention with a path coefficient of 0.335 and a p-value of 0.007 >0.05.
6. Service quality has a significant positive effect on repurchase intention with a path coefficient of 0.528 and a p-value of 0.000. < 0.05.

Table 4. Indirect Effect Test (Specific Indirect Effect)

	Original Sample (Q)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (Q/STDEV)	P Values
Service Quality → Perceived Value → Repurchase Intention	0,546	0,548	0,098	5,553	0,000
Service Quality → Customer Satisfaction → Repurchase Intention	0,031	0,028	0,027	1,148	0,252
Customer Perceived Value → Customer Satisfaction → Repurchase Intention	0,049	0,051	0,050	0,983	0,326
Service Quality → Customer Perceived Value → Customer Satisfaction → Repurchase Intention	0,046	0,048	0,047	0,984	0,325
Service Quality → Customer Perceived Value → Repurchase Intention	0,316	0,324	0,117	2,691	0,007

Source: SmartPLS 3.

7. Service quality has a significant positive effect on customer satisfaction through perceived value with a path coefficient of 0.546 and a p-value of 0.000 <0.05.

8. Service quality does not affect repurchase intention through customer satisfaction with a path coefficient of 0.031, p-value of $0.252 > 0.05$.
9. Customer perceived value does not affect repurchase intention through customer satisfaction with a path coefficient of 0.049, p-value of $0.326 > 0.05$.
10. Service quality does not affect repurchase intention through perceived value and customer satisfaction with a path coefficient of 0.046, p-value of $0.325 > 0.05$.
11. Service quality has a positive effect on repurchase intention through perceived value with a path coefficient of 0.316, p-value of $0.007 < 0.05$.

CONCLUSION

Based on the data analysis and discussion in the previous chapter, the conclusions of this study are as follows:

1. Customer perceived value contributes to customer satisfaction, indicating that the higher customers perceive the benefits they receive relative to their sacrifices, the higher their perceived level of satisfaction. This finding is consistent with customer value theory, which emphasizes the perception of benefits relative to sacrifices.
2. Service quality contributes to customer satisfaction. This means that the better the service quality received, the higher the customer satisfaction. This finding is consistent with SERVQUAL theory, which asserts that quality dimensions such as reliability and empathy play a direct role in customer satisfaction.
3. Customer satisfaction contributes to repurchase intention, meaning that satisfied customers are more likely to remain loyal, recommend, and make repeat purchases. This suggests that satisfaction alone is not sufficient to encourage repeat purchases, possibly because other factors such as brand trust, emotional attachment, or price perception are more important determinants of repeat purchase behavior.
4. Service quality contributes to customer perceived value, indicating that good service quality can shape positive value perceptions in the eyes of customers. This means that improving service quality will directly increase customers' perceived value for a product or service.
5. Customer perceived value contributes to repurchase intention. Customers who perceive greater value from a product or service tend to have greater intentions to repurchase. These results emphasize the importance of building strong perceived value, both functionally and emotionally, in customer retention.
6. Service quality contributes to customer repurchase intention, emphasizing the importance of quality in maintaining and shaping customer repurchase intention. This reinforces the importance of maintaining service quality as part of a customer retention strategy.
7. Service quality contributes to customer perceived value through customer satisfaction, indicating a partial mediation effect, although not particularly strong. Good service quality will increase customer perceived value, and this increase in value ultimately drives customer satisfaction. These results reinforce the concept of the service value chain, where service quality shapes perceived value, which acts as a bridge to customer satisfaction.
8. Most mediation pathways are non-contributory, including the pathways service quality \rightarrow customer satisfaction \rightarrow repurchase intention, perceived value \rightarrow customer satisfaction \rightarrow repurchase intention, and other layered mediation pathways. This indicates that satisfaction and perceived value have not become strong mediators in forming customer repurchase intentions.

This study confirms that customer repurchase intentions are not solely determined by perceived satisfaction or value alone, but also depend heavily on service quality directly. Therefore, customer relationship management strategies need to emphasize strengthening service quality while simultaneously building emotional bonds that can foster long-term loyalty.

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