THE EFFECT OF PERCEIVED VALUE AND SERVICE QUALITY ON REPURCHASE INTENTION THROUGH GO-FOOD CONSUMER SATISFACTION: A STUDY ON THE MILLENIAL GENERATION

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Abstract. This study tests the effect of perceived value, service quality and customer satisfaction in repurchase intention through Go-food services, a study on the millenial generation. The data collection was performed using a questionnaire and an interview of 100 respondents from the millenial generation who use Go-food services more than 2 times using the *purposive sampling* method. The data analysis method used is quantitative analysis, validity and reliability test, classical assumption test, t test and F test, coefficient of determination and multiple linear regression analysis. Based on the data analysis, the result shown that: 1. perceived value has a positive and significant effect in consumer satisfaction, 2. service quality has a positive and significant effect in consumer satisfaction, 3. the perceived value has a positive and significant effect in repurchase intention, 4. service quality has a positive and significant effect in repurchase intention, 5. consumer satisfaction has a positive and significant effect in repurchase intention.
Keywords: perceived value, service quality, customer satisfaction, repurchase intention

1. INTRODUCTION

One of many developments in information technology is the emergence of food delivery service platforms that can serve orders and deliver food in a timely manner. The aforementioned food delivery service are dominated by large companies such as Go-Food and Grab-Food. The development and emergence of food delivery service platforms show that there is a shift in how a part of society consumes, where before they depend on direct consumption but are now facilitated by the aforementioned media. This service is continually used by the millenial generation whose lifestyle is instant, with a high mobility, time restraint, and many needs that society can enjoy food and beverages without having to overexert themselves by going to a location, waiting, and going back to where they came from. Zhou (2017) stated that to sell food online, there must be a unique feature that distinguishes it from other food sold at the stores, so that the consumer would be interested in buying.

In online food delivery service, the customers tend to trust in the service provider as a whole because the customer receive a value that consists of the trading of information, an element of flexibility and solidarity towards the online food delivery service provider. In particular, the service provider can provide high quality items, a website that gives actual information, and a good reputation (Bhattacherjee, 2002; Gefen, 2000; Hong, Thong, & Tam, 2006). A company that can survive and develop must understand their consumers' behavior, so that the company can retain and increase their customers, attracting their customers to continue buying the products available at the company (Kusdyah, 2012). The above is a challenge for the Go-Food platform that must be worked through for the company's sustainability in this millenial era. Because without customers who repurchase, then a company could not maintain their sustainability. Aside from that, it will be more effective and easier if the Go-Food platform company held onto existing customers by giving good quality services towards the consumers.

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Recently, marketers are beginning to redesign their marketing strategies towards the millennium because they are more digital friendly and brand aware compared to other generations (Smith, 2012). This is because the millenial generation born between 1982 and 2002, grew up alongside the internet, cellphones, and online social networking (Hershatter & Epstein, 2010). The millenial generation are adept in the technological field, particularly in innovation and permanently seeking for change through smartphones, tablets and Internet of Things. Their mode of communication is shaped by new technology, the Internet and social networking (Smith, 2011). The purpose of this study is to learn and analyze the perceived value and service quality on repurchase intention through Go-Food consumer satisfaction in the millenial generation.

2. METHODOLOGY

a. Consumer Satisfaction

According to Kotler & Keller (2012), satisfaction originates from comparing a product's perceived performance or outcome against the customer's expectations. Zeithaml and Bitner (2003) defines satisfaction as a customer's rating that a product or service could give achievement levels related to consumption that is enjoyable. Yin (2014) is of the opinion that perceived values have a positive and significant effect in customer satisfaction, showing that the higher the perceived value, the higher the consumer's satisfaction. The study by Khin Yadanar Seinn (2016), confirms that there is a direct and positive relationship between the perceived value and a customer's satisfaction. (Hapsari *et al.,* 2016) analyzes that there is a direct and positive relationship between the perceived value and a customer's satisfaction.

H1. The perceived value has a positive effect on Go-food consumer satisfaction in the millenial generation.

Oliver (1997) and Taylor and Baker (1994) summarizes that service quality and customer satisfaction are difference constructs, but satisfaction and service quality are interrelated. (Suhendra & Yulianto, 2017) every improvement on service quality that is given positively will have an effect on the increase of customer satisfaction, on the other end a degradation in service quality will have an effect on the decline of customer satisfaction. (Phuong & Trang, 2018) shows that service quality has a positive and significant effect on customer satisfaction.

H2. Service quality has a positive effect on Go-food consumer satisfaction in the millenial generation.

b. Repurchase intention

(Yaw Ling Awi, 2014) The size of repurchase intention is usually obtained from customer surveys, customers who at the moment rate how likely they are to buy the same brand, product / service, from the same company. The reason why the customer will decide to choose the same service provider and buy the same service is based on their past experiences. According to (Deonir De Toni *et al.,* 2017) perceived value has a positive effect on the repurchase intention, this could be interpreted as consumers who feel a higher value or have a good perceived value towards a certain food will tend to repurchase that same food product. Hume (2008) shows that perceived value is the most important factor for repurchase intention and has a direct relationship with satisfaction.

H3. The perceived value has a positive effect on Go-food consumer's repurchase intention in the millenial generation.

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Based on research by (Hellier, Geursen, and Rickard, 2003) found that there are seven key factors that influence repurchase intention, including service quality, equity and value, customer satisfaction, past loyalty, expected switching costs and brand preference. Based on a study by Ismael Mensah and Rebecca Dei Mensah (2018), it is also shown that service quality has a positive effect on repurchase intention. Wen-Jung Chang (2018) the result of this study shows that service quality has a positive effect on repurchase intention.

H.4 Service quality has a positive effect on Go-food consumer's repurchase intention in the millenial generation.

(Suhaily & Soelasih, 2017) shows that customer satisfaction has a positive effect on repurchase intention, which means that when a consumer is satisfied, they would repeat their purchase. Because of that, satisfaction becomes the basis for consumers to repeat a purchase, and satisfaction must become an interest in online shopping. The discovery in a study done by (Huang, C.L, 2015) supports the fact that customer satisfaction has a positive and significant effect on repurchase intention, showing that the higher a customer's satisfaction, the stronger the repurchase intention.
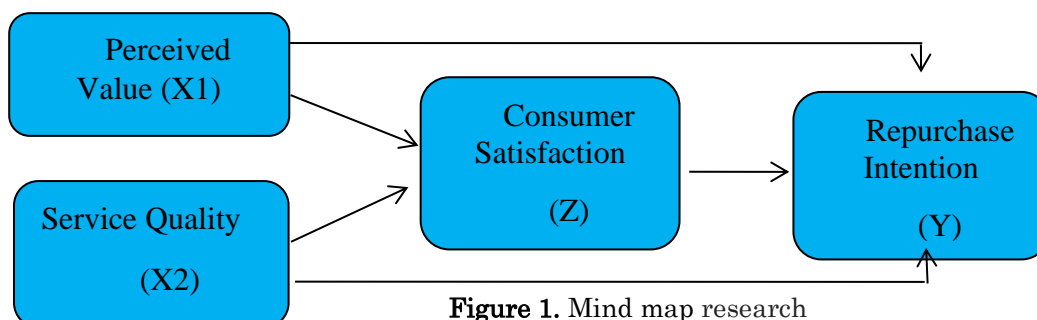
H5. Consumer satisfaction has a positive effect on Go-food consumer's repurchase intention in the millenial generation.

c. **Perceived Value**

According to Kotler (2008:60) *perceived value* is: "Perceived value is the difference between customer's evaluation of all the benefits and all the costs of an offering and the perceived alternatives." The definition of customer value according to (Hellier *et al.*, 2003) is based on a customer's rating on what is received (the benefits given by the service), and what is given (a cost or sacrifice in obtaining and utilizing the service). Woodruff (1997, p.141) describes that the perceived value involves exchanging what is received by the consumer (e.g., quality, benefit, and ability) and what they receive by using a product (e.g., A competitive price and time saving).

d. **Service Quality**

According to Wyckof in Tjiptono (2005: 260), service quality is a level of excellence that is expected in controlling the aforementioned excellence to meet the desires of customers. A quality service delivery is a strategic resource that can be utilized to achieve a continuous competitive excellence in the restaurant industry (Jin, Line & Goh, 2013). According to Kotler (2012:284) to determine the standard of service quality, one can observe the following five dimensions: a) Reliability; concerning the company's ability to give an accurate service and delivering said service at a time specified beforehand. b) Responsiveness; concerning the employee's willingness and ability to help consumers and respond to their wishes. c) Guarantee; also meaning that the employees always act in a proper manner and master the required knowledge and skills needed to handle each of the consumer's question or problem. d) Empathy; stating that the company understands the consumer's problem and acts in the consumer's best interests. e) Physical Proof: concerning the completeness of tools/equipment, and the neat appearances of the employee.

Figure 1. Mind map research

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e.   **Data Collection**

This research using the method of observation, questionnaires and interviews in data collection. For the questionnaire respondents were asked questions on a five-point Likert's scale ranging from strongly disagree (1) to strongly agree (5). The sample selection method in this study was conducted on a non-probability basis with a purposive sampling technique used based on the criteria of birth in 1982-2002 and using Go-food more than twice that will be used as respondents as many as 100 people in this study were millennial generation consumers of Go-Food service in the city of Purwokerto. The population size is not identified, so to determine the sample size of the study from the population can be used Slovin formula (Sugiyono, 2004).

f.   **Data Analysis Technique**

The data analysis technique used is quantitative analysis consists of: 1) Validity Test: validity test is used to determine whether or not a valid questionnaire is valid if the product moment correlation coefficient is positive> r-table (; n-2) n = number of samples (Santoso, 2000). 2) Reliability Test: A questionnaire is said to be reliable if a person's answer to a question is consistent or stable over time. If r-alpha is positive and r-alpha> r-table (; n-2) n = number of samples (Santoso, 2000). 3) Classical Assumption Test consists of normality test, multicollinearity test, heteroscedasticity test. 4) Multiple linear regression analysis is basically a study of the dependence of the dependent variable with one or more independent variables (Ghozali, 2009). Because the independent variables are used more than one, the regression in this study is called multiple regression. 5) Hypothesis Test The determination of the regression function in estimating the actual value can be measured from the Goodness of Fit can be measured by the value F, t test, and the coefficient of determination.

3. RESULT AND DISCUSSION

As for the results of the validity and reliability test in this study are as such:

Variable	r count	r table	Description	Cronbach Alpha	Description
Perceived Value (X1)				0.387	Reliable
1	0,546	0,1996	Valid		
2	0,546	0,1996	Valid		
3	0,541	0,1996	Valid		
4	0,507	0,1996	Valid		
5	0,554	0,1996	Valid		
Service Quality (X2)				0,655	Reliable
1	0,581	0,1996	Valid		
2	0,653	0,1996	Valid		
3	0,687	0,1996	Valid		
4	0,537	0,1996	Valid		
5	0,604	0,1996	Valid		
6	0,578	0.1996	Valid		
Consumer Satisfaction (Z)				0,434	Reliable
1	0,599	0,1996	Valid		
2	0,584	0,1996	Valid		
3	0,622	0,1996	Valid		
4	0,443	0,1996	Valid		
5	0,513	0,1996	Valid		

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| Repurchase Intention (Y)				0,230	Reliable
1	0,442	0,1996	Valid		
2	0,641	0,1996	Valid		
3	0,595	0,1996	Valid		
4	0,504	0,1996	Valid		

Figure 2. results of the validity and reliability test

The r count is larger than the r table, which is 0,196. The results of the Alpha reliability test also show that every variable has an Alpha coefficient above the r table which is 0,196 resulting in every measuring concept of each variable in the questionnaire to be reliable.
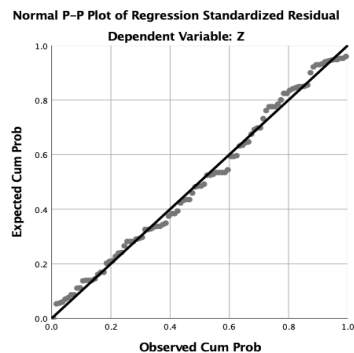
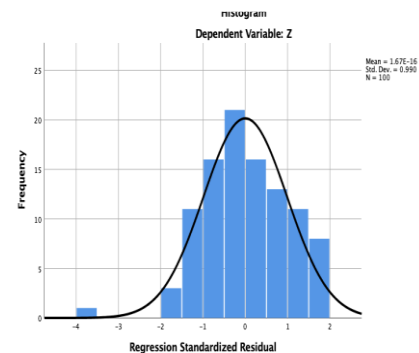The Normality Test is shown in the following image:
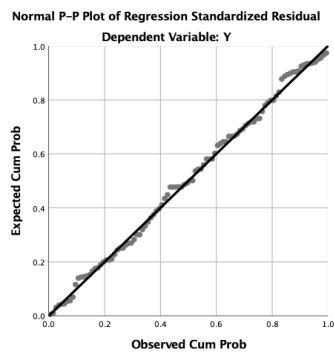
Figure 3. Observed Cum Prob Repurchase Intention
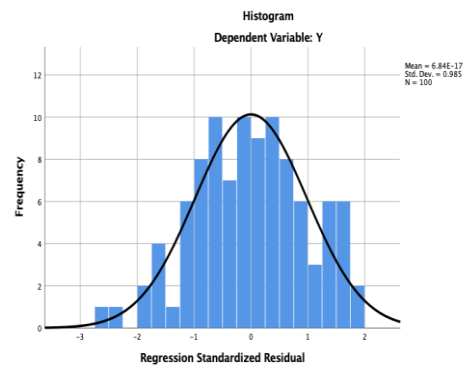
Figure 4. Regression Standarlized Residual Repurchase Intention

Figure 3. Observed Cum Prob Customer Satisfaction

Figure 4. Regression Standarlized Residual Customer Satisfaction

The above image shows that the standardized normal probability plot of regression graph shows a normal graph pattern. This is shown through the dots that are spread near and also following the diagonal line. It can be concluded that the regression model is appropriate for use as it fulfils the normality assumptions.

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The Multicollinearity Test in this study is shown in the table below:

Variable	Tolerance	VIF	Description
Perceived Value	0,610	1,638 < 10	No multicollinear
Service Quality	0,663	1,509 < 10	No multicollinear
Consumer Satisfaction	0,666	1,502 < 10	No multicollinear

Figure 5. Multicollinearity Test

The Heteroscedasticity Test in this study is shown in the table below:
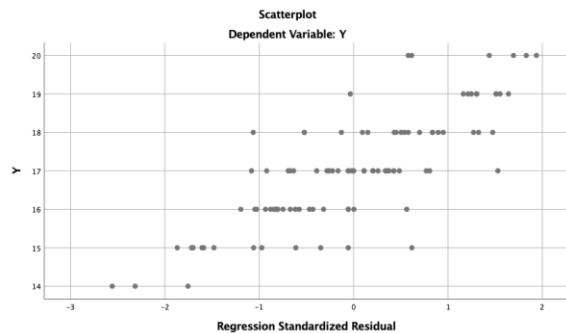
Figure 6. Heteroscedasticity Test Repurchase Intention
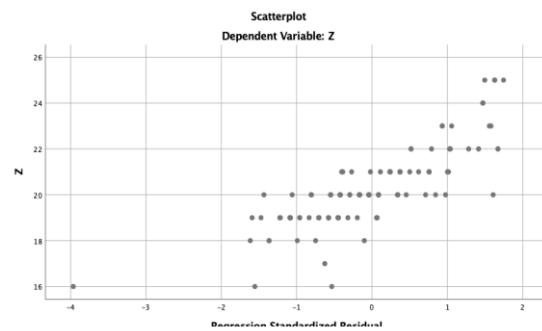
Figure 7. Heteroscedasticity Test Customer Satisfaction

Based on the scatterplots graph in the image above, it is clear that the dots are spread in a random and scattered manner. Therefore, it can be concluded that there is no heteroscedasticity in the regression model.

Multiple Linear Regression Analysis and Marginal Effect Significance Test (t Test) Results

The multiple linear regression analysis performed yields a regression coefficient, t count value, and significance level as shown in the following table:

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.608	1.825		4.170	.000
X1	.387	.097	.393	4.002	.000
X2	.188	.071	.262	2.667	.009
a. Dependent Variable: Consumer Satisfaction					

Figure 8. (t Test) Consumer Satisfaction

From the multiple regression analysis above, it is shown that every variable has a coefficient with a positive direction. This supports the previous presumption that there is a positive effect from perceived value and service quality.

The above table shows the marginal effect significance test (t test) result, which are:

H.1 The obtained t value effect of perceived value is 4,002 with a significance level of 0,000. Because the significance level is 0,000<0,05, then Ha or H1 is accepted, as a result perceived value has a positive and significant effect in Go-food consumer satisfaction in the millenial generation.

H.2 The obtained t value effect of Service Quality is 2,6667 with a significance level of 0,009. Because the significance level is 0,009<0,05, then Ha or H2 is accepted, as a result perceived value has a positive and significant effect in Go-food consumer satisfaction in the millenial generation.

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Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.000	1.566		3.831	.000
	X1	.178	.083	.228	2.155	.034
	X2	.134	.058	.236	2.329	.022
	Z	.199	.080	.250	2.474	.015
a. Dependent Variable: Repurchase Intention						

Figure 9. (t Test) Repurchase Intention

From the multiple regression analysis above, it is shown that every variable has a coefficient with a positive direction. This supports the previous presumption that there is a positive effect from perceived value, service quality, and consumer satisfaction.

The above table shows each variable's marginal effect significance test (t test) result, which are:

H.3 The obtained t value effect of Perceived Value is 2,155 with a significance level of 0,034. Because the significance level is 0,034<0,05 then Ha or H3 is accepted, as a result perceived value has a positive and significant effect on Go-food services repurchase intention in the millenial generation.

H.4 The obtained t value effect of Service Quality is 2,329 with a significance level of 0,022. Because the significance level is 0,022<0,005 then Ha or H4 is accepted, as a result Service quality has a positive effect Go-food services repurchase intention in the millenial generation.

H.5 The obtained t value effect of Consumer Satisfaction is 2,474 with a significance level of 0,015. Because the significance level is 0,015<0,05 then Ha or H5 is accepted, as a result consumer satisfaction has a positive and significant effect on Go-food services repurchase intention in the millenial generation.

The F test is used to test the independent variables altogether with the dependent variables, as shown in the following table:

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	110.441	2	55.220	24.331	.000[b]
	Residual	220.149	97	2.270		
	Total	330.590	99			
a. Dependent Variable: Consumer Satisfaction						
b. Predictors: (Constant), Service Quality, Perceived Value						

Figure 10. (F Test) Consumer Satisfaction

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Based on the F test results, the obtained F count value is 24,331 with a significance level of 0,000. The significance level is ≤ 0,05, therefore the perceived value and service quality variables together affects the consumer satisfaction variable.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.744	3	23.915	16.869	.000[b]
	Residual	136.096	96	1.418		
	Total	207.840	99			
a. Dependent Variable: Repurchase Intention						
b. Predictors: (Constant), Consumer Satisfaction, Service Quality, Perceived Value						

ANOVA[a]

Figure 11. (F Test) Repurchase Intention

Based on the F test results, the obtained F count value is 16,869 with a significance level of 0,000. The significance level is ≤ 0,05, therefore the perceived value, service quality and consumer satisfaction variables together affects the repurchase intention variable.

Coefficient of Determination (R^2)

R	R Square	Adjusted R Square
.578[a]	.334	.320
a. Predictors: X2, X1		
b. Dependent Variable: Z		

R	R Square	Adjusted R Square
.588[a]	.345	.325
a. Predictors: X2, X1, Z		
b. Dependent Variable: Y		

Figure 13. R^2 Repurchase Intention

The analysis results show that the Adjusted R value is 0,320. It can be concluded that the ability of the entire independent variables to describe the variance in the consumer satisfaction variable is at 32% and 68% as explained by other factors that are not explained in the obtained regression model. Furthermore, the Adjusted R Square value is 0,325. It can be concluded that the ability of

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the entire independent variables to describe the variance in the repurchase intention variable is at 32,5% and 67,5% as explained by other factors that are not explained in the obtained regression model.

4.DISCUSSION

The effect of perceived value (X1) on consumer satisfaction (Z)

Based on this study's results, perceived values have a positive and significant effect on consumer satisfaction for millenial Go-Food users. This proves that values perceived by Go-Food users are already viewed positively and shows that the higher the value perceived by the customer, the higher the satisfaction level of Go-Food consumers, in particular those in the millenial generation. This study result supports a preliminary study's result performed by Yin (2014) about "*The Relationship among service quality, perceived value, customer satisfaction and repurchase intention A study of bicycle industry in Taiwan*" which states that perceived values have a positive and significant effect on customer satisfaction. (Hapsari *et al.,* 2016) regarding "*The Mediating Role of Perceived Value on the Relationship between Service Quality and Customer Satisfaction: Evidence from Indonesian Airline Passengers*" analyzes that there is a direct and positive relationship between the customer perceived value and customer satisfaction, which mean that when a customer receives a high perceived value, it will result in a higher satisfaction.

The effect of service quality (X2) on consumer satisfaction (Z)

Based on this study's result, service quality has a positive and significant effect on consumer satisfaction for millenial Go-Food users. This proves that the quality of Go-Food services are already viewed positively and if the company desires to they could raise their customer satisfaction level by improving the service quality given. This study result supports a preliminary study's result performed by (Suhendra & Yulianto, 2017) about "The Measure of Service Quality, Price and Customer Value on Online Public Transport Consumer Satisfaction for Millenials" stating that the service quality has a positive and significant effect on consumer satisfaction. (Phuong & Trang, 2018) regarding "*Repurchase intention the effect of service quality, system quality, information quality, and customer satisfaction as mediating role: A PLS approach of m-commerce ride hailing service in Vietnam*" shows that service quality has a positive and significant effect on consumer satisfaction.

The effect of perceived value (X1) on repurchase intention (Y)

Based on this study's result, perceived values have a positive and significant effect on repurchase intention for millenial Go-Food users. This proves that Go-Food perceived values are already viewed positively and could be interpreted through consumers who feel a higher value or have a better perception will tend to repurchase in the near future for products provided by Go-Food. This study result supports a preliminary study's result performed by (Deonir De Toni *et al.,* 2017) about "*Antecedents of perceived value and repurchase intention of organic food*" which shows that perceived values have a positive effect on repurchase intention. Hume (2008) regarding "*Understanding core and peripheral service quality in customer repurchase of the performing arts*" shows that perceived value is the most important factor for repurchase intention.

The effect of service quality (X2) on repurchase intention (Y)

Based on this study's result, service quality has a significant effect on repurchase intention for millenial Go-Food users. This proves that the quality of Go-Food services are already viewed positively and if the company provides a high quality service for their consumers based on their past experiences, then consumers will want to repurchase in the near future. This study result supports a preliminary study's result performed by Ismael Mensah and Rebecca Dei Mensah (2018) about "*Effects Of Service Quality and Customer Satisfaction on Repurchase Intention in*

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Restaurant" which finds that service quality has a positive effect on repurchase intent. Wen-Jung Chang (2018) regarding *"Service quality, experiential value and repurchase intention for medical cosmetology clinic: moderating effect of Generation"* This study result shows that service quality has a positive effect on repurchase intent.

The effect of consumer satisfaction (Z) on repurchase intention (Y)

Based on this study's result, consumer satisfaction has a significant effect on repurchase intention for millenial Go-Food users. This proves that consumer satisfaction must become a priority for the Go-Food company so the consumers will intend to reuse Go-Food services. This study result supports a preliminary study's result performed by (Suhaily & Soelasih, 2017) about *"What Effects Repurchase Intention of Online Shopping"* showing that customer satisfaction has a positive effect on repurchase intent. The findings of a study performed by (Huang, C.L, 2015) about *"The influence of perceived value on repurchase intention: A leading 3C retailer in Taiwan"* supports that customer satisfaction has a positive and significant effect on repurchase intention.

5. CONCLUSION

From the results of the data analysis and the discussion done in this study and according to the purpose of this study, the following conclusions can be made:

a. The perceived value variable has a positive and significant effect on consumer satisfaction and repurchase intention. This means that values perceived by the consumer, in particular millenial consumers, can increase consumer satisfaction and will result in raised repurchase intentions for food and beverage products through Go-Food.

b. The service quality variable has a positive and significant effect on consumer satisfaction and repurchase intention. This means that service quality given to Go-Food users, in particular millenial consumers, can provide satisfaction for consumers and raise repurchase intention for food and beverage products through Go-Food.

c. The consumer satisfaction variable has a positive and significant effect on repurchase intention. This means that consumer satisfaction after using Go-Food is one of many factors that can raise repurchase intention for food and beverage products through Go-Food.

Based on the findings of this study and the theories that have been developed, then the following managerial implications can be drawn:

First, raising perceived values which means a need to increase the benefit given to consumers and a decrease in cost for consumers be it monetary or non-monetary costs, resulting in the increase of consumer satisfaction and the raise of repurchase intention for Go-Food usage. Second, raising the service quality given to Go-Food consumers by giving *excellent service* in the form of performing 3S (salam (*salutations*), sapa (*say hello*), senyum (*smile*)) when meeting with consumers, *fast response* when accepting orders, and handling complaints in a friendly and proper manner when answering consumer complaints to receive a high consumer satisfaction who will repurchase in the near future. Third, raising consumer satisfaction by providing the best services to consumers so consumers will have repurchase intention and give positive comments on the services provided. Fourth, in this study the perceived value and service quality variables on consumer satisfaction obtained is 32% and the remaining 68% is affected by other factors that are not explained in this study. Furthermore, the effect of the perceived value, service quality and consumer satisfaction variables on repurchase intent obtained is 32,5% and the remaining 67,5% is affected by other

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factors that are not explained in this study. The hope is that future studies will add other variables that can affect consumer satisfaction and repurchase intention.

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LETTER OF ACCEPTANCE

Dear Authors : Marsita Satriandhini, Siti Zulaikha Wulandari and Lusi Suwandari
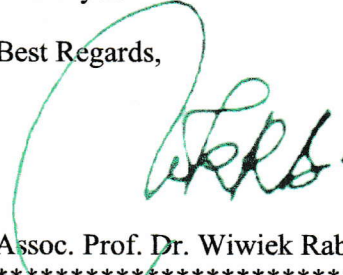
Paper Number : 10031

Entitled : The Effect of Perceived Value And Service Quality On Repurchase Intention Through Go-Food Consumer Satisfaction: A Study On Millenial Generation

Has been reviewed and accepted the manuscript to be present at ICORE 2019 Conference to be held on 20-21 August 2019 in Yogyakarta, Indonesia

We cordially invite you to attend our conference and present your paper. Please make the payment for registration fee before August 10th, 2019. visit our website for more information.

Thank you

Best Regards,

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This Certificate is Proudly Present to :

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