

The Effect of Reliability, Flexibility, Satisfaction, Loyalty Moderated Price Fairness on Reuse Intention of Third Party Logistics Selection

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Article history

Received : 2023-02-13

Revised : 2023-06-12

Accepted : 2023-07-22

Published : 2023-08-28

Keywords:

Logistic, Flexibility, Reliability, Satisfaction online seller

Abstract: The purpose of this study is to investigate the relationship between reliability, flexibility, satisfaction, price fairness mediated loyalty, and reuse intention when choosing a 3PL service. The study used a targeted sample of 120 online sellers from various marketplaces. Data were analyzed using structural equation modeling (SEM) and SmartPLS 3.0. The study led to several discoveries. First, reliability has a positive impact on satisfaction. Second, flexibility has a positive impact on satisfaction. Third, flexibility has a positive impact on reuse intentions. Fourth, satisfaction has a positive impact on reuse intention. However, price fairness as a moderator between satisfaction and reuse intention did not have a significant effect on reuse intention. Finally, happiness has a positive effect on loyalty.

Abstrak: Tujuan dari penelitian ini adalah untuk menyelidiki hubungan antara kehandalan, fleksibilitas, kepuasan, harga keadilan dimediasi loyalitas, dan niat menggunakan kembali ketika memilih layanan 3PL. Penelitian ini menggunakan sampel yang ditargetkan sebanyak 120 penjual online dari berbagai marketplace. Data dianalisis menggunakan model persamaan struktural (SEM) dan SmartPLS 3.0. Studi tersebut menghasilkan beberapa penemuan. Pertama, reliabilitas berdampak positif terhadap kepuasan. Kedua, fleksibilitas memiliki dampak positif terhadap kepuasan. Ketiga, fleksibilitas memiliki dampak positif pada niat penggunaan ulang. Keempat, kepuasan berdampak positif terhadap niat penggunaan kembali. Namun, price fairness sebagai moderator antara kepuasan dan niat penggunaan kembali tidak berpengaruh signifikan terhadap niat penggunaan kembali. Akhirnya, kebahagiaan memiliki efek positif pada loyalitas.



Available online at
<http://jurnal.usk.ac.id/riwayat/>

INTRODUCTION

Courier, freight forwarding, and package delivery services are currently experiencing rapid growth due to the growth of the e-commerce industry and increased consumer interest in online shopping. Online sellers rely heavily on the ability of logistics services to ship products to various customer locations. Logistics services are considered to

be the backbone of the exceptionally fast growth of e-commerce

(Cichosz et al., 2020). Therefore, the increase in e-commerce activities must be balanced with the flexibility of logistics service providers. This makes logistics service providers have tried to provide the best service in order to increase customer satisfaction and reuse intentions (Cichosz et al., 2020). to do online shopping A third-party

logistics company is defined as an external supplier responsible for managing part or all of the logistics function. As a leading industrial sector, the logistics sector has recorded brilliant achievements over the past two years.

Flexibility is the main key in this regard, because logistics service providers run business processes with high standard procedures and a strict level of compliance with Standard Operating Procedures (SOPs). However, flexibility in supply chains allows them to be responsive to market changes,

The logistics sector has been the best industrial sector for the past two years. This achievement was driven by the increase in domestic consumption and the explosion of online business in the community. Following to data from the Central Statistics Agency (BPS), the transportation and warehousing sector recorded the highest growth in terms of production in 2022, with a growth rate of 19.87%. Logistics has become one of the businesses that has experienced significant growth in recent years. In 2023, the Indonesian Logistics Association (ALI) predicts the growth of logistics business in Indonesia will reach around five to eight percent. Meanwhile, Supply Chain Indonesia (SCI) projects the contribution of the logistics sector (transportation and warehousing sector) to Gross Domestic Product (GDP) will reach Rp 1,090.2 trillion in the same year. This prediction shows that the logistics sector continues to be one of the important sectors in the Indonesian economy. Strong growth in this sector is driven by increasing demand for logistics services from the public and growing online businesses. In the face of global economic uncertainty, the logistics sector is expected to remain resilient and able to adapt to changes that occur.

Flexibility can be an advantage and a strong driver of all aspects of customer loyalty, thus it becomes a competitive advantage (De Grahl & Hartmann, 2011). Flexibility has a positive relationship to satisfaction when in a stable environment (Yu et al., 2017). On research Chou et al. (2018) shows that flexibility and

thereby increasing competitive advantage. In addition, reliability is also very important for national logistics service providers, because they strive to provide the best logistics services to customers. The success of a company's logistics management is measured by the extent to which they are able to provide the right product, in the right quantity, on time, in the right location, with the right conditions and packing, and the appropriate cost. One measure of reliability performance is delivery performance (Delivery Performance).

collaboration can affect loyalty. Flexibility affects customer satisfaction (Sorkun et al., 2020). The role of satisfaction affects reuse intention (Alalwan, 2020). Customer satisfaction can be achieved if customer expectations can be met, this is in accordance with previous research (Parasuraman et al., 1988). Customer satisfaction affects customers' willingness to pay for the services they receive (Homburg et al., 2005). Customer satisfaction has no direct impact on customer loyalty (Lin et al., 2016). Furthermore, to meet customer needs, flexibility must span the entire value chain, including product development, manufacturing, and logistics (Zhang et al., 2002).

Furthermore, perceived service quality, which consists of reliability, has the same influence on satisfaction and service quality (Nonthapot & Nasoontorn, 2020). Data-based logistics positively affects reliability which can lead to increased customer satisfaction (Chavez et al., 2017). On research Fernandes et al. (2018) The quality of logistics services felt by customers comes from the capacity of services provided to customers. The logistics service quality perceived by customers comes from the ability to provide services for customers. The quality of port logistics services is determined by five factors including responsiveness, safety, reliability, tangibility and empathy (Le et al., 2020). Logistics

service quality has a significant impact on customer loyalty (Huma et al., 2020). Osman et al. (2020) Reliability, comfort and functionality are important factors affecting satisfaction.

On research Konuk (2019) Product quality affects price fairness, present value, and customer satisfaction. Service quality has a bearing on customer loyalty (Iqbal et al., 2021). Brand image, brand awareness, perceived quality and loyalty have significant relationships with subjective norms, imposed behavioral control and behavioral intentions (Reza Jalilvand et al., 2014). Service quality has a major effect on satisfaction, loyalty, and purchase intent (Carrillat et al., 2009). However, research that discusses the ability of flexibility for third party logistics (3 third-party logistics services in the marketplace is still rarely found. In addition, customer satisfaction with logistics services does not have a direct impact on customer loyalty. In addition to previous research (Ngah et al., 2021) Not done in Indonesia but in Malaysia. Therefore, the purpose of this study is to determine the relationship between reliability, satisfaction, flexibility, price fairness, loyalty, and the intention of reuse. Reliability of satisfaction, satisfaction of loyalty and intention of reuse, flexibility of satisfaction and intention of reuse, price fairness of intention to reuse on online seller marketplace.

METHODS

In this investigation, the measurement aspects linked to variables were sourced from prior scholarly works. Specifically, the Reliability variable was assessed through four questions derived from the work of Le et al. (2020). Meanwhile, the Satisfaction variable was gauged using three questions adapted from the research by Huma et al. (2020). Similarly, the Flexibility variable's measurement comprised four questions drawn from the study by Sorkun et al. (2020). The Reuse Intention variable was evaluated via three questions borrowed from the research conducted by Venkatesh et al. (2012). Price Fairness was quantified

through three questions adapted from Konuk (2019). Lastly, the Loyalty variable was appraised utilizing six questions sourced from Chang et al. (2009). The assessment employed a Likert scale with five points, encompassing a total of 24 questions, which are elaborated in detail in Appendix 2 (Operational Variables) and Appendix 3 of the questionnaire.

The study's targeted population consisted of online sellers in Indonesian marketplaces such as Shopee, Tokopedia, Lazada, and Bukalapak. The research sample was chosen using a purposive sampling technique, focusing on online sellers within marketplaces that utilize third-party delivery services such as JNE, J&T, TIKI, SiCepat, GoSend, and Grabexpress. The samples were drawn from online sellers scattered across Indonesia, encompassing various characteristics, including gender, age, preferred marketplace for sales, and monthly income. In accordance with SEM analysis guidelines, the required number of respondents is at least five times the number of questions in the questionnaire (Hair et al., 2019), leading to a minimum of 120 participants.

This inquiry employs a quantitative research approach, utilizing the Structural Equation Model (SEM). Data processing and analysis were conducted through SPSS 25 and SmartPLS 3.0 software. The researchers performed validity and reliability tests using SPSS. The validity assessment involved assessing the Kaiser-Meyer-Okin (KMO) and Measure of Sampling Adequacy (MSA) values. When both KMO and MSA values exceed 0.5, it indicates the appropriateness of factor analysis. Additionally, reliability testing utilized Cronbach's Alpha measurements, where higher Cronbach's Alpha values indicate greater internal consistency.

Then in SEM-PLS consists of two models, namely *the inner model* and *the outer model*. In testing using the *inner model* or

structural model test shows how constructs are related to each other, then this model shows the path relationships in the construct evaluated through *R-square*, *Q-square*, and *Path Analysis* values. For testing using the *outer model* shows how the measured variable represents a construct that shows the relationship of the construct and variable indicators, in the outer model there are two tests, namely the validity test and the reliability test. This study uses a validity test which includes *convergent* validity which is seen based on testing with a *loading factor value of > 0.40* and an average variance extracted (*AVE*) value of *> 0.5*, then there is a discriminant validity test which can be seen from the Cross Loading test by showing the high value of each construct (Hair et al., 2019). Variable *Flexibility*, *Reliability*, *Satisfaction*, *Price fairness*, *Loyalty* and *Reuse intention* all questions are valid. Thus, after analyzing the pre-test results, as many as 24 questions were declared valid to be used as questionnaires in this study. The total respondents in this study did not change, which was as many as 120 respondents.

RESULTS AND DISCUSSION

The respondents of this study are *online sellers* who sell on the marketplace and use delivery services such as JNE, J&T, TIKI, SiCepat, GoSend, Grabexpress. Of the 120 respondents, 55.1% were aged 21-25 years, as many as 51.6% sold on Shopee and 45.1% sold on Tokopedia, the length of selling on the *marketplace* 1-1-2 years was 68.9% while the length of selling > 3 years was only 13%, the average income in a month > 1,000,000 - 10,000,000 as much as 74.6% of the total respondents.

The validity and reliability examinations performed on reflective measurement models using SmartPLS 3.0 demonstrate their acceptability and soundness, as a majority of indicators within each variable display loading factors of ≥ 0.70 . The outcomes of the

computations for Composite Reliability (CR) and Average Variance Extracted (AVE) within this study are considered satisfactory as a whole. In accordance with the findings of Hair et al. (2019), the requisite benchmarks are met, with CR values ≥ 0.70 and AVE values ≥ 0.50 . The calculations yield the following CR and AVE values for each variable: Flexibility (CR=0.81; AVE=0.59), Reliability (CR=0.83; AVE=0.56), Satisfaction (CR=0.84; AVE=0.65), Price Fairness (CR=0.84; AVE=0.65), Loyalty (CR=0.89; AVE=0.59), and Reuse Intention (CR=0.86 and AVE=0.67).

The analysis of structural tests is conducted to ascertain the R2 values within each equation, in addition to understanding the extent to which the independent variables elucidate the dependent variables. The analysis reveals that the Loyalty (L) variable is influenced by the Satisfaction (S) variable, with an R2 value of 0.464. Consequently, it can be interpreted that 46.4% of the Loyalty variable (L) can be elucidated by the Satisfaction variable (S), while the remaining 53.6% can be attributed to other unexamined variables.

The subsequent analysis concerns the Reuse Intention (RI) variable, which is influenced by Satisfaction (S) and moderated by Price Fairness (PF), yielding an R2 value of 0.542. This indicates that 54.2% of the Reuse Intention variable (RI) can be attributed to both Satisfaction (S) and the moderating role of Price Fairness (PF), while the remaining 45.8% can be attributed to unexplored variables.

Finally, the analysis of the Satisfaction variable (S) reveals that it is influenced by the Reliability variable (R) and the Flexibility variable (F), resulting in an R2 value of 0.457. Hence, it can be inferred that 45.7% of the Satisfaction variable (S) can be accounted for by the Flexibility (F) and Reliability (R) variables, while the remaining 54.3% is attributed to undisclosed variables.

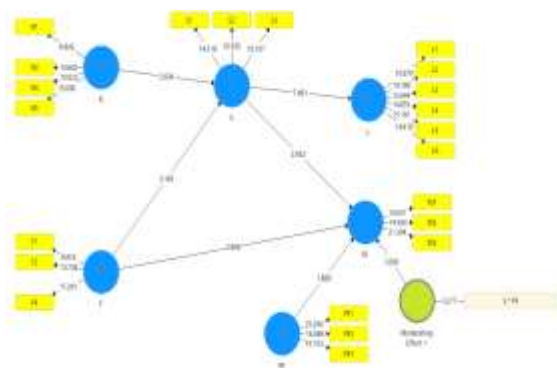


Figure 1. T-Value chart path

The results of the *Quality Model* test show a good fit. This can be seen from the values of R Square, Q Square Redundancy, and SRMR. Based on the T-Value Path Diagram in figure 2 above, it can be interpreted as hypothesis testing of the following research model:

Table 1 Research Model Hypothesis Test

Hypothesis	Hypothesis Statement	Nilai T-Value	Information
H1	<i>Reliability</i> has a positive effect on <i>satisfaction</i> .	3.936	The data support the hypothesis
H2	<i>Satisfaction</i> has a positive effect on <i>reuse intention</i>	2.922	The data support the hypothesis
H3	<i>Flexibility</i> has a positive effect on <i>satisfaction</i>	3.183	The data support the hypothesis
H4	<i>Flexibility</i> has a positive relationship with <i>reuse intention</i> .	2.996	The data support the hypothesis
H5	The positive relationship between <i>satisfaction</i> and <i>reuse intention</i> is stronger when price fairness is high.	1.889	The data do not support the hypothesis
H6	<i>Satisfaction</i> has a positive relationship with <i>Loyalty</i>	7.481	The data support the hypothesis

Based on the hypothesis test table above, it is known that 5 hypotheses have *T-Value values* (Chavez et al., 2017) above 1.96 so that the data support the research hypothesis built. While 1 hypothesis related to moderation has a *T-Value* value below 1.96 so that the hypothesis is rejected.

Discussion

This study explores and empirically examines the effect of the variables *Flexibility*, *Reliability*, *Satisfaction*, *Loyalty*, *Reuse intention* moderated by *Price Fairnese*.

The relationship between *reliability* variables positively affecting *satisfaction variables* has been studied more deeply through this study. This can be interpreted that the *reliability* of a shipping service can increase online seller satisfaction in using delivery services. Previous studies have also shown similar results where *reliability* has a positive relationship with *satisfaction* (Othman et al., 2020 dan Nonthapot & Nasoontorn, 2020). *Realibility* refers not only to the speed of delivery, but an ability to deliver products on time as promised (Ngha

et al., 2021). Therefore, *the reliability* of delivery services is very important to provide customer satisfaction. This results in online sellers being satisfied with the ability of shipping services in terms of fulfilling promises to send their products.

Furthermore, this study also found a positive influence of *flexibility* variables on *satisfaction* variables. This shows that *flexibility* is an important factor that must be considered by *online sellers* in choosing a shipping service (Ngah et al., 2021). Thus delivery service providers should not be too rigid in providing services. In addition to *online sellers* visiting shipping service agents, shipping service providers can also provide services such as visiting online sellers, this can provide an approach and increase *online seller satisfaction*. This is in line with previous research that revealed the *flexibility* of delivery services has a positive effect on *satisfaction* (Chavez et al., 2017 dan Yu et al., 2017).

Furthermore, this study found a positive influence of *flexibility* variables on reuse intention variables, this is not in line with previous studies where in the study flexibility variables did not significantly affect *reuse intention*. However, in other studies the *flexibility* variable on the *reuse intention variable has a positive influence, by providing flexibility services can retain customers and maintain long-term relationships, this will make online sellers reuse or continue cooperation with previous delivery service providers* (De Grahl & Hartmann, 2011).

Furthermore, this study found a positive influence of *satisfaction variables* on reuse intention variables. When *online sellers* are satisfied with the shipping service provider they use, it will foster high intentions to continue using their services in the future. Therefore, shipping service providers must strive to provide the best service to reduce complaints and increase *online seller satisfaction*. In addition,

satisfaction begins when online sellers communicate with shipping service providers, when online sellers choose to use these shipping services, the first impression received by online sellers is the response from shipping service providers to give a good impression such as providing information that can meet customer expectations. This is in line with previous research that has provided positive results between the relationship between *satisfaction* and *reuse intention* (Ngah et al., 2021 & Murfield et al., 2017).

Moreover, this investigation revealed that the moderating factors related to price fairness did not enhance the association between satisfaction and the intention to make repeat purchases. Despite the fact that online vendors express contentment with their current shipping service provider, the equitable pricing of services has minimal impact on their decision to utilize the service again. This can be attributed to the fact that shipping expenses are typically borne by the purchaser, but the online vendor still takes into account the shipping costs due to their influence on the overall expenditure. Additionally, online marketplaces frequently offer promotions such as discounted or free shipping, relieving this burden for online vendors. This contrasts with prior research, where earlier studies suggested that the moderating variable of price fairness could amplify the link between satisfaction and the intention to engage in repeat transactions (Ngah et al., 2021).

This study found that *satisfaction* variables have a positive influence on *loyalty*. This is because *satisfaction* can make *online sellers loyal*, *not only loyal but* online sellers can recommend shipping services used *to other online sellers or even to* customers (Munawar et al., 2017). On the other hand, if *the online seller is not satisfied with the delivery service when receiving complaints*

about late delivery, the customer will give a negative review so that the online seller will not be loyal to the delivery service provider (Awan et al., 2017). The results of this study are in line with previous research where satisfaction has a positive influence on loyalty (Lin et al., 2016).

CONCLUSION

Online sellers in Indonesia have various options for using shipping services to deliver goods that have been ordered by customers, therefore online sellers need to understand what factors can affect reuse intention. From the discussion of this study, it can be concluded that most of the hypotheses proposed in this study have been successfully demonstrated, interestingly, only moderator variables, and these variables have a significant effect on strengthening the association between satisfaction and reuse intention. No significant effect.

There are still some limitations or areas for improvement in this study. First of all, this study was conducted in the market industry and does not necessarily describe the status of the shipping services industry as a whole. So that future research can focus on other industries. Second, this study only examines online sellers, so it is hoped that it will be expanded from a consumer market perspective in the future. Third, the variables in this study need further development, requiring other variables that are relevant to this study and may be affected by various factors.

This study aims to examine the effect between flexibility, reliability, satisfaction, price fairness, loyalty and reuse intention. This research provides some managerial implications. First, shipping service providers need to understand the factors that influence the intention of reuse in order to retain online

sellers who use their services, so that the delivery service provider can make a better service scheme and can make marketing strategies that can attract and can maintain cooperation with online sellers to continue to use their services.

Both flexibility and reliability can be factors that can be considered, by increasing flexibility and reliability of services will affect to increase online seller satisfaction so as to create greater opportunities for online sellers to reuse the service. In addition, increasing flexibility and reliability can produce satisfaction for all parties (online sellers, customers, and delivery service providers) thereby reducing complaints from online sellers or customers.

Third, delivery service providers need to develop their business operations to be more flexible, such as advancing technology that supports operations in order to help in rearranging unexpected shipping changes. Fourth, online sellers do not need to worry too much about shipping costs because usually the marketplace provides discounts in the form of free shipping to customers so that there will be no additional shipping costs incurred when shopping.

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