



E-ISSN:  
2721-13988

# The Mediating Role of Customer Satisfaction in the Relationship Between Perceived Ease of Use and Online Ticket Repurchase Intention in Indonesia

Surya Alam<sup>1\*</sup>, Fajar Supanto<sup>2</sup>, Syaiful Arifin<sup>2</sup>

<sup>1</sup>Universitas Primagraha

<sup>2</sup>Universitas Merdeka Malang

\*Corresponding author: [suryaalam3089@gmail.com](mailto:suryaalam3089@gmail.com)

## Abstract.

This study aims to analyze the mediating roles of customer satisfaction and trust in the relationship between perceived ease of use and online ticket repurchase intention in Indonesia. As digital penetration continues to increase within the travel and entertainment industries, understanding the factors that influence customer loyalty has become increasingly important. This research adopts a quantitative approach, with data collected through questionnaires distributed to users of online ticketing services across various regions of Indonesia. The data were analyzed using Structural Equation Modeling (SEM) to examine both direct and indirect relationships among the variables. The results indicate that perceived ease of use has a significant positive effect on repurchase intention. Furthermore, customer satisfaction was found to mediate the relationship between perceived ease of use and repurchase intention. These findings highlight the importance of fostering customer satisfaction to enhance repurchase intention within the digital ecosystem. The practical implications of this study emphasize the need for online ticketing platforms to be user-friendly, functional, and competitive, while implementing customer experience-oriented strategies to build long-term customer loyalty.

**Keywords:** *Customer Satisfaction; Perceived Ease of Use; Repurchase Intention; Online Ticketing; Indonesia.*

## 1 Introduction

The significant growth of this industry has also been driven by the increasing adoption of digital payment systems and changes in consumer lifestyles that increasingly prioritize convenience (Ainur Hardianti et al., 2022). A study conducted by Istiqomah (2022) reported that e-commerce transactions, including travel services and ticket booking platforms, increased by more than 30% following the COVID-19 pandemic. Travel restrictions imposed during the pandemic compelled consumers to adapt to digital technologies, including the use of online ticket booking applications, which subsequently became part of their daily routines.

For companies, particularly marketers, retaining existing customers by encouraging repeat purchases is generally more effective than acquiring new customers. Customer acquisition often requires substantial marketing expenditures, whereas retaining existing customers not only reduces costs but also enables satisfied customers to become effective promoters who encourage others to make repeat purchases. In the context of e-ticketing services, repurchase intention can be explained as follows:



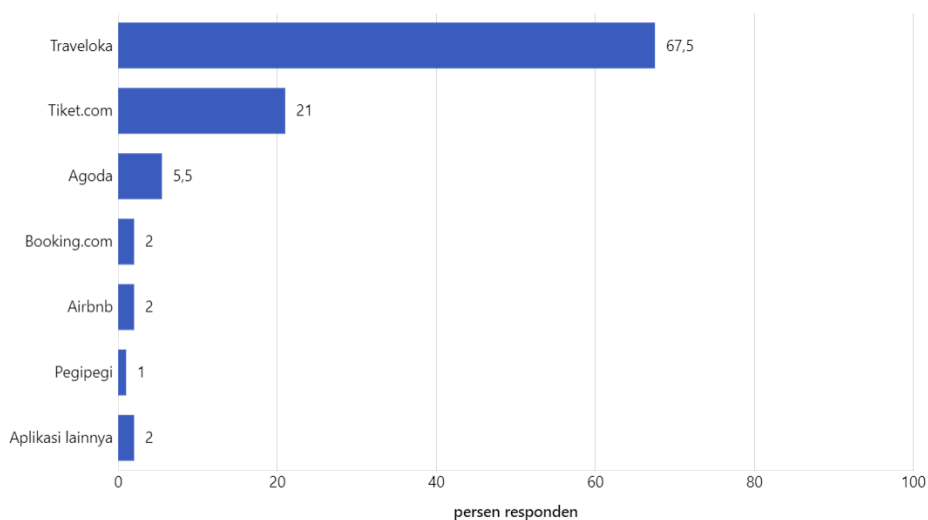
E-ISSN:  
2721-13988

## PROCEEDINGS OF THE INTERNATIONAL CONFERENCE OF GRADUATE SCHOOL ON SUSTAINABILITY (ICGSS)

10<sup>th</sup> International Conference on Sustainability (ICoS10)

University of Merdeka Malang, November 15, 2025

<https://jurnal.unmer.ac.id/index.php/icgss>



*Figure 1.* Most Preferred Online Ticketing Applications/Websites  
Source: (Databoks.katadata.co.id, 2022b)

Based on Figure 1, Traveloka dominates user preferences among online ticketing applications and websites, with 67.5% of respondents indicating that it is their preferred platform. This finding suggests that the majority of users favor Traveloka, potentially due to factors such as comprehensive features, ease of use, attractive promotional offers, and a superior user experience compared to competing platforms. In second place, Tiket.com accounts for 21% of respondents, indicating that although it trails significantly behind Traveloka, it remains a major alternative for many users due to its competitive features and services.

Other platforms, including Agoda (5.5%), Booking.com (2%), Airbnb (2%), and other applications (2%), recorded relatively lower preference levels, while Pegipegi received the lowest percentage at only 1%. The limited preference for these platforms may be attributed to factors such as lower brand awareness, less aggressive promotional strategies, fewer attractive features, or weaker competitive advantages compared to the two leading platforms.

These findings indicate that the online ticketing application market is highly concentrated, with Traveloka and Tiket.com serving as the dominant market players and Traveloka maintaining a clear leadership position. Nevertheless, the presence of users on other platforms suggests opportunities for smaller competitors to expand their market share through innovation, service enhancement, and more effective marketing strategies. Overall, the figure highlights Traveloka's strong dominance in the online ticketing industry, followed by Tiket.com, while the remaining platforms continue to hold relatively small market shares.

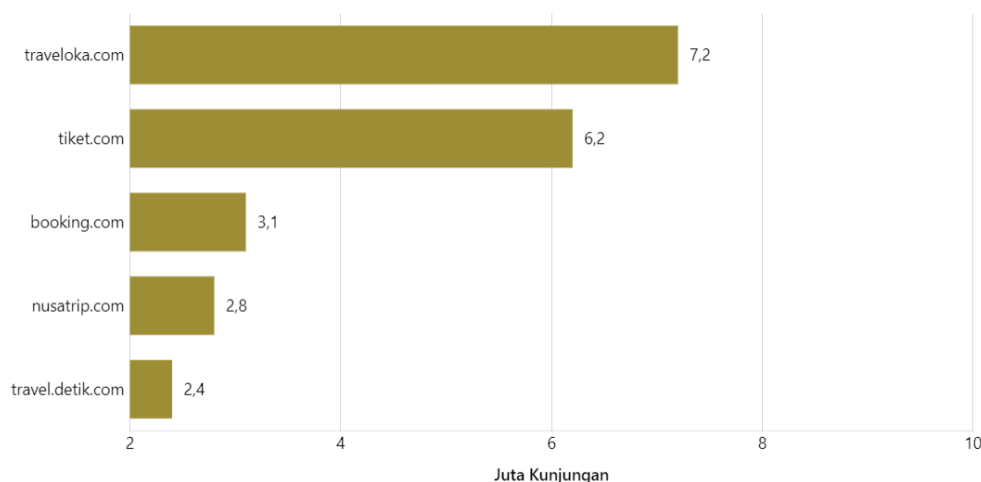


Figure 2. The Five Most Visited Online Ticketing Websites

Source: (Databoks.katadata.co.id, 2022a)

Based on Figure 2, which presents the five most visited ticketing websites, Traveloka.com ranks first with 7.2 million visits, followed by Tiket.com with 6.2 million visits. These two platforms clearly dominate the market, indicating that they are the primary choices among users of online ticketing services. This dominance may be attributed to factors such as user trust, product variety, aggressive promotional strategies, and ease of website use.

In third place, Booking.com recorded 3.1 million visits, although the gap between Booking.com and the two leading platforms is substantial. This suggests that while Booking.com remains relatively popular, its user base is considerably smaller. Meanwhile, Nusatrip and Travel.detik received 2.8 million and 2.4 million visits, respectively, ranking fourth and fifth, with only a modest difference in visitor numbers between them. Although their traffic levels are lower than those of the top three platforms, their presence indicates the existence of niche market segments seeking alternative ticketing services.

These findings reveal a significant gap between Booking.com, Nusatrip, and Travel.detik compared to Traveloka and Tiket.com, which collectively dominate the market. The remaining platforms attract only about half—or even less than half—of the number of visitors recorded by Tiket.com. This situation highlights opportunities for other platforms, such as Booking.com, Nusatrip, and Travel.detik, to increase their market presence through more intensive promotional efforts and enhanced service features. Overall, Figure 2 demonstrates that Traveloka and Tiket.com are the most dominant ticketing websites, attracting substantially higher traffic than their competitors.

Numerous studies have examined repurchase intention in the context of e-commerce. Luh et al. (2020) investigated the effects of Perceived Ease of Use and Perceived Usefulness on online repurchase intention, with Trust serving as a mediating variable. Similarly, Wilson (2019) examined this relationship in Indonesia's e-commerce industry and found that Perceived Ease of Use and Perceived Usefulness influence repurchase intention both directly and indirectly through Trust. Research focusing on Zalora further demonstrated that Trust strengthens the relationship between Perceived Usefulness, Perceived Ease of Use, and repurchase intention. These findings indicate that although both variables influence repurchase intention, Trust plays a critical role in reinforcing their effects within the e-commerce environment.



Wen et al. (2011), through an integrated model, found that utilitarian factors such as Perceived Ease of Use and Perceived Usefulness exert a stronger influence on repurchase intention than hedonic factors, particularly during the post-purchase stage. In contrast, Yulia (2023), in a study of the GoFood application, reported that Perceived Usefulness significantly affects repurchase intention, whereas Perceived Ease of Use does not have a direct effect. However, Trust was found to strengthen the relationships between usefulness, ease of use, and repurchase intention. Likewise, Syaharani and Yasa (2022) reported that both Perceived Usefulness and Perceived Ease of Use significantly affect repurchase intention on Zalora, with Trust serving as an important mediating variable.

Studies by Wilson (2019) and Wen et al. (2011) suggest that Perceived Ease of Use plays a more dominant role than Perceived Usefulness in determining repurchase intention. However, Yulia (2023) reported contrasting findings, where the direct effect of Perceived Ease of Use was not significant. These inconsistencies suggest that the strength and direction of the relationships among variables may vary depending on the platform and population under investigation.

Several research gaps remain regarding the determinants of repurchase intention in Indonesia's e-commerce context. First, prior studies consistently indicate that Trust serves as a significant mediator that strengthens the effects of Perceived Usefulness and Perceived Ease of Use on repurchase intention. This finding is supported by Luh et al. (2020) and Wilson (2019). Furthermore, Yulia (2023) found that Perceived Usefulness positively and significantly influences repurchase intention, particularly within applications such as GoFood, emphasizing the importance of perceived benefits in motivating repeat purchases.

However, inconsistent findings remain, particularly concerning the effect of Perceived Ease of Use on repurchase intention. While Wilson (2019) and Wen et al. (2011) reported that ease of use plays a significant and dominant role in influencing repurchase decisions, Yulia (2023) found that the effect of Perceived Ease of Use on repurchase intention was insignificant in the context of the GoFood application. In addition, the mediating role of Trust varies across studies, with some emphasizing its importance while others highlighting the direct effects of utilitarian factors without mediation.

Research by Olivia Citra Octaviani et al. (2021) demonstrated that perceived price positively influences customer satisfaction in Indonesian online shopping platforms; however, its effect on customer loyalty is not always significant without customer satisfaction acting as a mediator. This finding suggests that although reasonable pricing can enhance customer satisfaction, additional factors are required to convert satisfaction into repeat purchasing behavior. Similarly, Tzavlopoulos et al. (2019) emphasized that service quality dimensions, such as ease of use and reliability, can improve customer satisfaction, with price serving as an important element in creating a balanced perception of value.

By integrating these various factors, the present study proposes a more comprehensive model for understanding online ticket repurchase intention. This model is expected to contribute to the e-commerce literature in Indonesia by providing deeper insights into customer behavior. Specifically, this study aims to examine and describe whether Perceived Ease of Use significantly influences online ticket repurchase intention and whether Customer Satisfaction mediates the relationship between Perceived Ease of Use and repurchase intention.



## 2 Method

### 2.1 Research Design

This study employs a quantitative research approach, which is grounded in the philosophy of positivism. Quantitative research is used to investigate a specific population or sample through data collection using research instruments and quantitative data analysis, with the objective of testing predetermined hypotheses (Sugiyono, 2017). This research design is applied to analyze the role of customer satisfaction in mediating the effect of perceived ease of use on online ticket repurchase intention in Indonesia.

### 2.2 Operational Definitions of Variables

#### a. Perceived Ease of Use (X)

Perceived Ease of Use (PEOU) refers to the extent to which customers believe that a product or service is easy to use and requires minimal effort to learn and operate. PEOU reflects users' perceptions regarding the ease of operating a product or service, including the clarity of its features and the smoothness of everyday usage (Wilson et al., 2021).

#### b. Customer Satisfaction (Z)

Customer Satisfaction refers to the overall level of customer satisfaction with a product or service based on their experiences. It includes evaluations of product performance, fulfillment of expectations, and customers' willingness to recommend the product or service to others. Customer satisfaction is considered an important indicator of customer loyalty and repurchase intention (Kalia et al., 2017).

#### c. Repurchase Intention (Y)

Repurchase Intention refers to a customer's intention or tendency to purchase a product or service again in the future. It reflects customer loyalty toward a particular product or brand and is influenced by previous experiences, satisfaction, and trust in the product or service (Aldiki et al., 2022).

### 2.3 Population and Sample

The population of this study consists of approximately 60,000,000 users of the Traveloka and Tiket.com platforms. The sample size was determined using Slovin's formula. Based on a population (N) of 60,000,000 users and a margin of error (e) of 8% (0.08), the required sample size was calculated to be 156 respondents.

### 2.4 Data Analysis Technique

This study uses a questionnaire as the primary instrument for data collection. Each section of the questionnaire was measured using a five-point Likert scale, allowing respondents to rate statements ranging from "strongly disagree" to "strongly agree."

The data were processed using SmartPLS software with the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. PLS-SEM integrates factor analysis and regression analysis into a single analytical framework. The purpose of using PLS-SEM is to examine and validate the relationships among variables, constructs, and indicators within a proposed research model (Laura & Afivah, 2022).



### 3 Result and Discussion

#### 3.1 The Effect of Perceived Ease of Use on Repurchase Intention

The direct relationship between Perceived Ease of Use and Repurchase Intention was assessed using the bootstrapping procedure in the PLS-SEM analysis. The relationship is considered statistically significant when the p-value is below the threshold of 0.05. The results of the path coefficient analysis indicate the strength and direction of the relationship between the two constructs and are presented below.

*Tabel 1. Direct Effect (Path Coefficient)*

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (  O/STDEV  )	P Values
Variabel X -> Variabel Y	0,565	0,490	0,183	4.564	0.000

Based on the analysis conducted, there appears to be a significant direct relationship between Perceived Ease of Use and Repurchase Intention. This is evidenced by the p-value being below the threshold of 0.05. Therefore, it can be concluded that Perceived Ease of Use has a positive and significant effect on Repurchase Intention, supporting the proposed hypothesis.

The findings indicate that Perceived Ease of Use significantly influences Repurchase Intention. This suggests that the easier consumers perceive a system or service to be, the more likely they are to make repeat purchases in the future. Ease of use encompasses several aspects, including a user-friendly interface, intuitive navigation, and the ease with which users can understand and operate the available features. When consumers experience convenience and encounter minimal difficulties while using a service, they are more likely to develop positive perceptions and experiences toward the product or service.

Statistically, this relationship is supported by the significance test results, where a p-value of less than 0.05 indicates a statistically significant effect of Perceived Ease of Use on Repurchase Intention. These findings are consistent with the Technology Acceptance Model (TAM), which posits that perceived ease of use is one of the key determinants of technology adoption, continued usage, and consumer behavioral intentions. Therefore, companies and service providers are encouraged to continuously simplify their systems and enhance the user experience to foster customer loyalty and increase repeat purchases.

#### 3.2 The Mediating Effect of Customer Satisfaction on Repurchase Intention

The analysis of indirect effects aims to evaluate whether an exogenous variable exerts an indirect influence on an endogenous variable through an intervening (mediating) variable. In this study, the indirect effect was assessed using the bootstrapping procedure in the PLS-SEM analysis. The results of the indirect effect analysis are presented in Table 2.



Table 2. Indirect Effects

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (  O/STDEV  )	p Values
Variabel Z1 -> Variabel Y	0,263	0,247	0,145	1.214	0,023

Based on the research findings, there is a significant relationship between Customer Satisfaction and Repurchase Intention, with Customer Satisfaction acting as a mediating variable. Therefore, the proposed hypothesis is supported.

The results indicate that Customer Satisfaction (CS) has a positive and significant effect on Repurchase Intention and serves as a mediating variable in the relationship between independent variables, such as Perceived Ease of Use, and Repurchase Intention. This finding is important in the context of consumer behavior research because it confirms that customer satisfaction is not merely an outcome of consumer experiences but also a critical mechanism through which consumers develop intentions to make repeat purchases.

The mediating role of Customer Satisfaction suggests that the effect of the independent variable on Repurchase Intention is not entirely direct but occurs through customer satisfaction. In other words, positive perceptions of a product or service—particularly regarding its ease of use, functionality, and overall user experience—first enhance customer satisfaction, which subsequently increases the likelihood of repurchase. The positive effect indicates that higher levels of customer satisfaction lead to stronger intentions to repurchase, while the statistically significant relationship confirms that this effect is robust and not due to random variation.

These findings are consistent with established consumer behavior theories, which emphasize customer satisfaction as a key determinant of customer loyalty and future purchasing behavior. Satisfied customers are more likely to maintain long-term relationships with a service provider, recommend the service to others, and engage in repeat purchasing behavior.

Overall, it can be concluded that Customer Satisfaction functions as a significant mediator in influencing Repurchase Intention. When consumers are satisfied with a product or service, they are more likely to develop stronger loyalty and a greater willingness to make future purchases. Therefore, enhancing and maintaining customer satisfaction should be considered a strategic priority for organizations seeking to retain customers and improve long-term profitability.

## 4 Conclusion

Based on the hypothesis testing and discussion of the findings, the following conclusions can be drawn:

1. Perceived Ease of Use has a positive effect on Customer Satisfaction and Repurchase Intention. Users tend to feel more satisfied with online ticketing services that are easy to access, feature simple navigation, and offer uncomplicated transaction processes. A higher level of perceived ease of use enhances the overall user experience, which in turn increases customer satisfaction and encourages customers to continue using the platform. Consequently, users who perceive an online ticketing service as convenient and user-friendly are more likely to exhibit stronger repurchase intentions.



E-ISSN:  
2721-13988

2. Customer Satisfaction has a positive and significant effect on Repurchase Intention and serves as a mediating variable. The findings demonstrate that customer satisfaction directly and significantly influences repurchase intention. Customers who are satisfied with their previous experiences are more likely to express a strong intention to use the same online ticketing service again in the future. Furthermore, customer satisfaction acts as an important mediating mechanism through which perceived ease of use influences repurchase intention. This indicates that improving customer satisfaction is essential for strengthening customer loyalty and encouraging repeat purchasing behavior.

## References

- Ahmad, M. (2018). Review of the technology acceptance model (TAM) in internet banking and mobile banking. *Journal of Information Communication Technology and Digital Convergence*, 3(1), 23–41. <https://www.researchgate.net/publication/329034437>
- Ainur Hardianti, R., Permatasari, I., & Wahyuni, R. N. (2022). Paradigma Cashless Society Dan E-Commerce Di Indonesia, Keberhasilan Pemulihan Ekonomi Atau Euforia? *Jurnalku*, 2(1), 44–53. <https://doi.org/10.54957/jurnalku.v2i1.134>
- Albayrak, T. (2019). The inclusion of competitor information in the three-factor theory of Kepuasan Pelanggan. *International Journal of Contemporary Hospitality Management*, 31(4), 1924–1936. <https://doi.org/10.1108/IJCHM-03-2018-0239>
- Aldiki, E. P., Hidayati, L. L. A., & Anisa, F. (2022). The Influence of Price and Product Quality on Repurchase Decision with Consumer Satisfaction as a Mediation Variable. *Urecol Journal. Part B: Economics and Business*, 2(2), 98–110. <https://doi.org/10.53017/ujeb.168>
- Barbara, I., McNurlin, H. R., & Sprague, J. (2006). Information Systems Management in Practice. In *Information Systems Management in Practice* (7th ed., p. 155). Pearson.
- Baroroh, R. A., Kussudyarsana, & Soepatini. (2022). The Effect Of Price, Product, And Flash Sale On Repurchase Decision With Kepuasan Pelanggan As Moderation On Tiktokshop Features. *Jurnal Ekonomi Dan Bisnis*, 11(1), 255–265. <https://stiemitmaqien.ac.id/ojs/index.php/OJS/article/view/699>
- Cakici, A. C., Akgunduz, Y., & Yildirim, O. (2019). The impact of Persepsi Hargajustice and satisfaction on loyalty: the mediating effect of revisit intention. *Tourism Review*, 74(3), 443–462. <https://doi.org/10.1108/TR-02-2018-0025>
- Chaffey, D., & Ellis-Chadwick, F. (2016). Digital Marketing: Strategy, Implementation and Practice. In *Digital Marketing: Strategy, Implementation and Practice* (6th ed., pp. 344–346). Pearson.
- Chandrari, G. (2017). *Metode Riset Akuntansi Pendekatan Kuantitatif*. <https://eprints.unmer.ac.id/id/eprint/3849/1/18>. Metode Riset Akuntansi dummy.pdf
- Chen, L., & Aklikokou, A. K. (2020). Determinants of E-government Adoption: Testing the Mediating Effects of Persepsi Kegunaan and Persepsi Kemudahan Penggunaan. *International Journal of Public Administration*, 43(10), 850–865.



E-ISSN:  
2721-13988

<https://doi.org/10.1080/01900692.2019.1660989>

- Hamed, R., & Afshar, L. (2018). A Systematic Review of the Technology Acceptance Model in Health Informatics. *Appl Clin Inform*, 09(03), 604–634. <https://doi.org/10.1055/s-0038-1668091>
- Hamid, A. A., Razak, F. Z. A., Bakar, A. A., & Abdullah, W. S. W. (2016). The Effects of Persepsi Kegunaan and Persepsi Kemudahan Penggunaan on Continuance Intention to Use E-Government. *Procedia Economics and Finance*, 35(October 2015), 644–649. [https://doi.org/10.1016/s2212-5671\(16\)00079-4](https://doi.org/10.1016/s2212-5671(16)00079-4)
- Han, J.-H., & Sa, H. J. (2022). Acceptance of and satisfaction with online educational classes through the technology acceptance model (TAM): the COVID-19 situation in Korea. *Asia Pacific Education Review*, 23(3), 403–415. <https://doi.org/10.1007/s12564-021-09716-7>
- Julia, P. P. N. P. A., & Made, W. I. (2021). The Role of Kepuasan Pelanggan In Mediating The Effect of Persepsi Kemudahan Penggunaan and Perceived Enjoyment on Niat Pembelian Ulang on Shopee Customers In Denpasar City. *Eurasia: Economics & Business*, 11(53), 3–12. <https://doi.org/10.18551/econeurasia.2021-11>
- Kotler, P., & Keller, K. L. (2016b). Marketing Management. In *Marketing Management* (15th ed., p. 153). Pearson.
- Kotler, P., & Keller, K. L. (2016c). Marketing Management. In *Marketing Management* (15th ed., p. 154). Pearson.
- Kotler, P. T., & Armstrong, G. (2020). Principles of Marketing. In *Principles of Marketing* (18th ed., p. 239). Pearson.
- Prahiawan, W., Fahlevi, M., Juliana, J., Purba, J. T., & Tarigan, S. A. A. (2021). The role of e-satisfaction, e-word of mouth and e-Kepercayaan on Niat Pembelian Ulang of online shop. *International Journal of Data and Network Science*, 5(4), 593–600. <https://doi.org/10.5267/j.ijdns.2021.8.008>
- Prasetya, Y. E., & Sianturi, J. (2019). Customer Niat Pembelian Ulang in service business: a case study of car repair service business. *Management and Entrepreneurship: Trends of Development*, 2(8), 18–34. <https://doi.org/10.26661/2522-1566/2019-2/08-02>
- Rufina Pramuditha, Syarifah Hidayah, & Herning Indriastuti. (2021). Pengaruh Service Quality, E-Kepercayaan Terhadap E-Satisfaction Dan E-Loyalty Konsumen. *Sketsa Bisnis*, 8(2), 123–134. <https://doi.org/10.35891/jsb.v8i2.2632>
- Salsabilla, S., Kholid, M. N., & Maharani, Y. (2019). Aplikasi Pembelian Tiket Pesawat: Memahami Determinan Niat untuk Melanjutkan Penggunaan. *Esensi: Jurnal Bisnis Dan Manajemen*, 9(1), 57–68. <https://doi.org/10.15408/ess.v9i1.11238>
- Ventre, I., & Kolbe, D. (2020). The Impact of Persepsi Kegunaan of Online Reviews, Kepercayaan and Perceived Risk on Online Purchase Intention in Emerging Markets: A Mexican Perspective. *Journal of International Consumer Marketing*, 32(4), 287–299. <https://doi.org/10.1080/08961530.2020.1712293>
- Videlain, G., & Scaringella, L. (2019). Online Niat Pembelian Ulang : Empirical Study on the Household Equipment Market. *Russian Management Journal*, 17(4), 569–590. <https://doi.org/10.21638/spbu18.2019.409>



E-ISSN:  
2721-13988

- Wang, M., Sun, L.-L., & Hou, J.-D. (2021). How Emotional Interaction Affects Purchase Intention in Social Commerce: The Role of Persepsi Kegunaan and Product Type. *Psychology Research and Behavior Management*, 14(null), 467–481. <https://doi.org/10.2147/PRBM.S301286>
- Wearesocial.com. (2023). *DIGITAL 2023*. Wearesocial.Com. <https://wearesocial.com/id/blog/2023/01/digital-2023/>
- Yi, H.-T., Yeo, C., Amenuvor, F. E., & Boateng, H. (2021). Examining the relationship between customer bonding, customer participation, and Kepuasan Pelanggan. *Journal of Retailing and Consumer Services*, 62, 102598. <https://doi.org/https://doi.org/10.1016/j.jretconser.2021.102598>
- Yoesoep Edhie Rachmad. (2022). Social Media Marketing Mediated Changes In Consumer Behavior From E-Commerce To Social Commerce . *International Journal of Economics and Management Research*, 1(3 SE-Articles), 227–242. <https://doi.org/10.55606/ijemr.v1i3.152>
- Yohanes, R., & Sutrisno, N. (2022). Pengaruh Persepsi Kemudahan Penggunaan, Perceived Security, Dan Kepuasan Pelanggan Terhadap Niat Pembelian Ulang Guna Meningkatkan Pangsa Pasar. *E-Jurnal Manajemen Tsm*, 2(2), 303–316.
- Yulia, V. (2023). Effect of Persepsi Kegunaan, Persepsi Kemudahan Penggunaan, and Persepsi Hargato Niat Pembelian Ulang : Mediating Role of Perceived Kepercayaan. *International Journal of Innovative Science and Research Technology*, 8(1), 799–803. [www.ijisrt.com799](http://www.ijisrt.com799)
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2017). Services Marketing: Integrating Customer Focus Across the Firm. In *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed., p. 234). McGraw-Hill Education.
- Zulfahmi Siregar, Abd.Rasyid Syamsuri, & Arief Hadian. (2021). The Influence of Perceived Service Quality and Consumer Satisfaction on Repurchase Decisions at Alfamart Minimarket Sisingamangaraja 2 Medan . *International Journal of Educational Research & Social Sciences*, 2(4 SE-Articles), 820–831. <https://doi.org/10.51601/ijersc.v2i4.118>