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Research Article

Determinants Affecting Repeat Purchase Behavior in Online Tourism Services Buying

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Abstract

As online tourisms offer similar content, the competition and switching rate between them are intense; thus, it is crucial for the online tourism services to learn the repeat purchase behavior of customers to capture a greater share of the market. This study aims in determining the affecting factors for consumers' repeat purchasing behavior toward online tourism services in Jakarta. Data is collected through online questionnaires that were distributed randomly to people living in Jakarta. There were 150 samples collected and analysed using SPSS version 22.0. Statistical analyses such as multiple linear regression analysis, frequency, and descriptive analysis were used to answer the study's objective. The findings showed that perceived value and experience of mobile application usage positively affected customer satisfaction in purchasing online tourism services. Meanwhile, transaction security, customer trust, and quality of service do not correlate with customer satisfaction during the purchase of online tourism services. Furthermore, this study showed that customer satisfaction also positively affected repeat purchase behavior. Practitioners within the online tourism industry may benefit from this research in developing marketing campaigns and customer relationship management.

Keywords: *Customer satisfaction, Repeat purchase behavior, Online buying, Tourism service, Mobile application*

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Introduction

The internet has reduced the entry barriers for e-commerce businesses (Altinay, Gucer, & Bag, 2017), paving the way for cost efficiency and increased profit. One of the advantages of e-commerce is cost efficiency and the increasing profit of companies (Rose, Hair, & Clark, 2011). Previous studies (Kim, Chung, & Lee, 2012; Law, Buhalis, & Cobanoglu, 2014) showed that e-commerce has rapidly developed the tourism sector worldwide. This growth has occurred in Indonesia, where many online travel agency start-ups such as Traveloka, Tiket.com, Pegipegi, and others have expanded steadily (Rosyidi, 2019). Euromonitor International (2018) reported that Indonesia's online travel agency sales value increased from 2013 to 2018 by an average of 25.98%. This rapid growth of online sales has shown a strong competitive advantage of online travel agencies in the tourism sector. Rosyidi (2019) also mentioned that Indonesia's government needed to be responsive with the opportunity to develop online travel agencies. As a matter of fact, this has happened in Indonesia's major city, especially Jakarta. The success of online tourism agencies is supported by some reasons, such as a wide product offering in an online platform that allows consumers to compare before purchasing it (Euromonitor International, 2018). The expansion of Indonesia's middle-income class also has created a greater demand that leads to a convenient life as people gradually have better financial capabilities (Euromonitor International, 2018). Thus, online travel services must learn how to maximize their profitability out of this market opportunity by executing proper strategy through their competitive advantage.

As buying habits shift, today's generation could easily book their trips online due to the eliminated barriers afforded by the internet (eDreams, 2017), which could impact post-purchase behavior. Jankingthong and Gonejanart (2012) explained that post-purchase behavior is considered essential by academics and practitioners. There is a view from practitioners that gaining and retaining customers takes many considerations since each consumer has unique needs. Thus, understanding the consumer buying behavior model is crucial to design marketing strategies (Kotler & Keller, 2012), such as customer segmentation and differentiation. Furthermore, positive post-purchase behavior is key to capturing the market since it could lead to repeat purchase intention, thereby driving revenues. The online business views customers who purchase more often and spend more money repeatedly as the most important ones; hence, it is essential to retain these customers for competitive advantage (Pappas, Pateli, Giannakos, & Chrissikopoulos, 2014).

Previous studies (Beránek, Nýdl, & Remeš, 2015; Jankingthong & Gonejanart, 2012; Pappas et al., 2014; Setiawan & Sayuti, 2017) have discussed the antecedent factors of repeat purchase behavior as well as customer satisfaction for either offline or online tourism services and reported some meaningful impacts of repeat purchase behavior factors. However, little attention was paid to the factors that may affect repeat purchase intention of the customers (Beránek et al., 2015) through customer satisfaction as its intermediary factor. Meanwhile, as online tourism services offer similar contents, the competition and switching rate between them is intense (Beránek et al., 2015); thus, these online tourism services must learn the factors that can influence the repeat purchase behavior of customers. Previous studies have other limitations, such as utilising model experience as a latent variable that

could be used to assess customer satisfaction and repurchase intention (Pappas et al., 2014). Limited factors were also taken into account to analyze factors that could steer repeat purchase behavior (Beránek et al., 2015) and trigger further studies to analyze variables related to repeat purchase behavior through customer satisfaction. Some studies also suggest the rapid advancement and changes of online tourism services (Kanade & Kulkarni, 2018; Law et al., 2014) for prospective researchers and professionals confirm previous studies and forecast a better future model toward online tourism industry.

Given the limitations of previous research, the study aims to classify factors that influence repeat purchase behaviors in online tourism services, such as service quality, perceived value, consumer loyalty, transaction security, and mobile app user experience on customer satisfaction and repeat purchase behavior online tourism platforms. It is expected that this study would help practitioners to gain insights in developing service marketing strategies in order to generate more sales revenue, especially for online travel agencies, through studying customer behavior in online buying.

Literature Review

Transaction security

Security is considered a valued attribute by customers who perform transactions through online websites (Guo, Ling & Liu, 2012). The security of online website can be perceived as the extent to which customers trust the safety of an electronic platform to warrant the disclosure of sensitive personal as well as business information regarding a transaction (Mitra & Mitra, 2016). Online buyers are reluctant to give information as they fear it may be stolen or misused. According to Kim *et al.* (2012), secure transaction includes warranties and guarantees, the discretionary usage of private credentials, clear refund policies, and the risk-free nature of online purchases. It is discovered how influential transaction security is toward individuals' trust in online tourism businesses. In addition to that, privacy, personal information, and protection for payments were deemed important determinants of customers' trust in online tourism companies (Kim, Chung, & Lee, 2011). Thus, online tourism companies should carefully create a safe environment by considering the customers' concerns, especially in terms of transaction security, to gain their trust and consequently increase customers' satisfaction. It was discovered that consumer satisfaction is positively influenced by security, and security is a significant determinant of consumer satisfaction (Guo et al., 2012). If the security attribute is strong, customer satisfaction will increase (Guo et al., 2012). In this regard, the hypothesis is as follows:

H_1: There is a significant relationship between transaction security and customer satisfaction

Customer Trust

Individuals' optimistic views about another party's actions regarding ethical and appropriate social interaction, such as resisting opportunistic behaviors and insecurity, are linked to trust (Benlian et al., 2012). In online shopping industries, it is usual that consumers give personal information over a mobile phone, yet, they are reluctant to give the same information online as they fear theft and inappropriate use of information (Razak, Marimuthu, Omar, & Mamat,

2014). This has been often recognized as one of the biggest barriers to online marketing growth. Previous research (Kaur & Madan, 2013) also shows that customers' lack of trust represents a psychological barrier to online shopping adoption. Razak *et al.* (2014) found that increasing consumer trust improves customer satisfaction. Kim *et al.* (2012) mentioned that online tourism companies should merge consumer trust in order to leverage customers' purchase intention. Their research showed trust as a crucial success component in the online tourism business by exploring how external variables (transaction security, navigation functionality, and cost-effectiveness) affected trust and turned out to have a positive influence on purchasing intention in the online shopping environment. In research conducted on Traveloka (Januarti & Priantinah, 2018), it was also mentioned that trust was known as an outcome of satisfaction factor, which was strengthened by the payment security. If the customers trust an online tourism platform, they will be more satisfied (Januarti & Priantinah, 2018). Hence, the hypothesis is developed:

H₂: There is a significant relationship between customer trust and customer satisfaction

Service Quality

Service quality is commonly understood to be the perceived superiority of a service (Li & Song, 2011). It means that in order to provide outstanding service, providers would need to exceed customers' expectations. Service quality refers to how consumers perceive the five dimensions of service; tangibility, responsiveness, reliability, empathy, and assurance (Setiawan & Sayuti, 2017). Service quality has been measured using The SERVQUAL scale, whereby perception and expectations on provided services were compared, and dimensions (ease of use, website design, and assurance) were discovered to have a positive relation to customer satisfaction (Kassim & Abdullah, 2010). Therefore, good service quality should increase customer satisfaction and could lead to repeat purchase behavior. High customer satisfaction will be obtained if the provided service of online tourism is fulfilled to consumers' expectations (Syafik & Tanamal, 2017). Pertaining to that, the developed hypothesis is as follows:

H₃: There is a significant relationship between service quality and customer satisfaction

Perceived Value

Perceived value indicates consumers' overall perception of what is offered and delivered by a service; studying it requires even greater efforts for its conceptualisation (Zeithaml, Bitner, & Gremler, 2017). Kotler and Keller (2012) explained the useful framework of consumer-perceived value, which aids in gaining insights into how a company should assess the cost and benefit of customers' perceptions associated with other competitors' offers to learn how the customer perceived an offer. This consists of total customer benefits, customers' expectation from a market regarding the economic, functional, and psychological value of product, service, image, and personnel, and total customer costs that are associated with perceived expectations in obtaining, using, evaluating, and disposing of other market offerings, such as time, psychological, energy, and monetary costs. As far as tourism businesses are concerned, the perceived value of a tourist is important for their competitive advantages' improvement (Jankingthong & Gonejanart, 2012). Hew, Leong, Tan, Lee, and

Ooi (2018) found that perceived usefulness positively affected mobile social tourism shopping. Wu (2011) found that perceived value positively affected customer satisfaction. Satisfaction helped retain the customers (Pappas et al., 2014) and eventually led to repeat purchases. If the customer perceived positive value through what they get in comparison to what they pay, the customer would be more satisfied with a transaction (Wu, 2011). Therefore, the hypothesis is as follows:

H4: There is a significant relationship between perceived value and customer satisfaction

Experience in Mobile App Usage

In a tourism context, the implication of mobile device usage has been examined, and it was revealed that adoption had changed travel activities such as easier planning and more flexibility, interpretation, and sensations that make users feel more connected, informed, secured, etc. (Kim & Law, 2015; Wang, Park, & Fesenmaier, 2011). Tourism providers have begun to place a greater emphasis on the advancement of mobile apps as a means of selling to travelers, which may influence their travel decision-making behavior (Eden & Gretzel, 2012). Lee, Lee, and Ham (2013) stated that mobile apps and their experience had a significant impact on tourist satisfaction. The experience of mobile app usage was related to appealing visual images with its user-friendly interface. In this vein, Criteo (2015), an Internet Advertising Company, found that on average, users tended to look for 14 products through the mobile apps compared to 4 products with a browser, and it was easier to purchase from mobile apps, resulting in 1.6 times higher purchase rate than via a mobile browser. When deciding on making purchases, mobile applications could enable consumers to take part in relationships tailored to their interests and desires (Aaron, 2013). In other words, the experiential aspect of the app is contributing to user satisfaction which may lead to repurchase intention. If the customers have a great experience with certain mobile apps, they will keep using them due to their satisfaction with those certain mobile apps (Dwikesumasari & Ervianty, 2017). Hence, the developed hypothesis is shown:

H5: There is a significant relationship between experience of mobile apps usage and customer satisfaction

Customer Satisfaction

Consumer satisfaction is described as the discrepancy between customers' expectations and experiences (Beránek et al., 2015). In terms of e-commerce environment, Al-Hawari (2014) interpreted e-satisfaction as the contentment evaluation of consumers concerning their previous cumulative purchase experience with a certain firm. Customers evaluate whether the products or services could meet their expectations and needs. Further, satisfaction is a judgement on the feature of products or services in fulfilling the expectations of customers, including levels of under or over-fulfillment (Beránek et al., 2015). Ruthia and Miladiah (2017) found that building customer's confidence in an app through physical appearance improvement (more colorful, more accessible, more informative, and more convenient for customers) could lead to a better customer experience in enjoying the app and driving them to learn, thus affecting their satisfaction.

The intention of making repeat purchases for online shopping is closely linked to customer satisfaction (Beránek *et al.* 2015). The study suggested the development of websites to increase the repentance of online use, which would produce satisfied customers that were less costly and more effective in terms of advertising. Kotler and Keller (2012) explained that repurchasing a product or service was more likely to happen to satisfied customers as they tended to express positive things about the brand to other people. Setiawan and Sayuti (2017) also found that customer satisfaction affected customer loyalty positively. This means that satisfaction will make customers loyal to reuse the products or services and create repeat purchase behavior in online tourism services. If the customers are satisfied, it will greatly impact their repeat purchase behavior (Beránek et al., 2015). Therefore, the hypothesis is shown below:

H6: There is a significant relationship between customer satisfaction and repeat purchase behavior

Repeat Purchase Behavior

This research aims to identify the factors that influence repeat purchasing behaviors in online tourism services. It could be reflected as behavioral loyalty that included repurchase intentions and recommending the service to other people (Velazquez, Saura, & Molina, 2011). Repurchase intention could be defined as a customer's judgement in determining whether to repurchase a particular service from the same provider by considering his or her current circumstances or to engage in future activity (Beránek et al., 2015). A customer's repurchase activity would be crucial to the success of customer retention and profitability of an online business that attracted considerable concerns in recent years since it showed the competitive advantage of a business (Razak et al., 2014). To increase the repeat purchase frequency, one needs to develop positive perceptions to enhance consumers' satisfaction (Jankingthong & Gonejanart, 2012). Therefore, the researcher tried to find the factors that affected customers' repeat purchase behavior in online tourism services through customer satisfaction.

Pertaining to the facts mentioned above, the theoretical framework is developed to investigate the impact of independent variables on consumer satisfaction and repeat buying behavior is as follows:
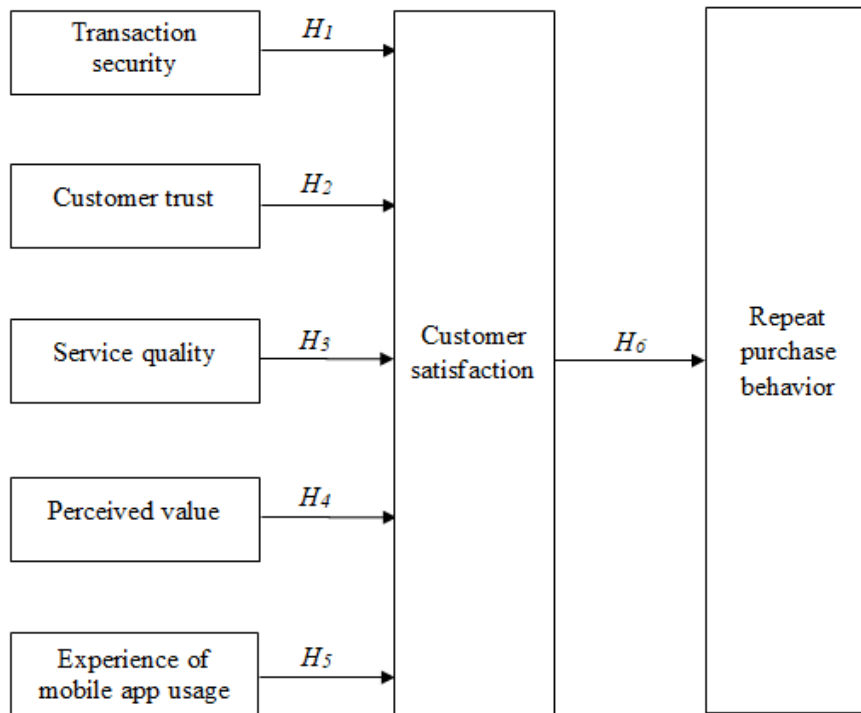
Figure 1. Theoretical Framework

Research Methodology

This study used a quantitative method to measure customer satisfaction and the likelihood to purchase services repeatedly. The population of this study consisted of Indonesian people who had purchased tourism services through online platforms and repurchased similar or other services through the same platform. A convenience sampling method was applied to reflect the population, and Jakarta was selected as the sample frame. This study's sample size was 150, following the rule of thumb by Sekaran and Bougie (2016) for research with multi-variables in which the sample size should be at least 10 times to the total of variables in the study.

This study used primary data in which the data collection used a questionnaire that consisted of closed-ended questions that were randomly distributed. Data were collected from December 2019 to January 2020. The questionnaire was developed according to previous studies review, where adjustments were made on the questions for alignment and validation of this study. The questionnaire, included 31 questions, which was divided into seven segments that assessed the variables influencing online tourism purchase behavior through a five-point Likert scale ranging between 1 (strongly disagree) and 5 (strongly agree), and a set of socio-demographic question (gender, age, marital status, occupation, education, income range). Each question segment was adapted from previous studies and updated accordingly. The five questions of the first segment (transaction security) were adopted from previous studies of Chen et al. (2012), Guo et al. (2012), and Kassim and Abdullah (2010). The second segment (trust) included five questions adapted from previous research of Chen *et al.* (2012) and Kim *et al.* (2012). The third segment (service quality) consisted of 5 questions which were adopted from previous studies of Kassim and Abdullah (2010) and Sheng and Liu

(2010). The fourth segment (perceived value) consisted of 5 questions which were adopted from previous studies of Chang and Wang (2010), Hew et al. (2018), and Shen and Khalifa (2012). The fifth segment (experience of Mobile Application Usage) consisted of 5 questions adopted from the previous study of Dwikesumasari and Ervianty (2017). The sixth segment (customer satisfaction) consisted of 3 questions adopted from a previous study by Kassim and Abdullah (2010). The last segment (repurchase behavior) consisted of 3 questions which were adopted from Hussain (2017) and Hsu, Chang, and Chuang (2015).

A pilot test was conducted by analyzing 30 collected questionnaires in ensuring the questionnaire's validity and reliability. The instrument used KMO scores ranging from 0.6 to 0.813 and Cronbach's alpha ranging from 0.744 to 0.926 to determine its reliability. Data were then processed with the use of SPSS version 22.0 (SPSS, Inc., Chicago, IL). In answering the study's objectives, various analyses such as frequency, descriptive analysis, and multiple linear regression were utilized.

Findings And Discussion

According to the respondent profile, it consisted of 50.7% females, marginally higher than the 49.3% males. The majority of respondents (65.3 %) were between the ages of 25 and 34. Most were single (72.7%) and worked as employees (89.3%). Most of the respondents had bachelor's degrees (83.3%), and the majority had a monthly income of more than 20 million Indonesian Rupiah (28%). The profile of respondents depicted in Table 1.

Socio-demographic factors	Profile of respondents	
	No	(%)
Gender		
Male	74	(49.3)
Female	76	(50.7)
Age		
19 – 24	25	(16.7)
25 – 34	98	(65.3)
35 – 44	23	(15.3)
> 45	4	(2.7)
Marital status		
Single	109	(72.7)
Married	40	(26.7)
Divorced	1	(0.6)
Occupancy		
Student	5	(3.3)
Self-Employed	8	(5.3)
Employee	134	(89.4)
Unemployed	3	(2.0)

Education		
High school or below	2	(1.3)
Diploma	2	(1.3)
Bachelor's degree	125	(83.4)
Master/Doctoral degree	21	(14.0)
Monthly income (IDR)		
< 3,900,000	10	(6.7)
3,900,001 – 10,000,000	38	(25.3)
10,000,001 – 15,000,000	41	(27.3)
15,000,001 – 20,000,000	19	(12.7)
> 20,000,000	42	(28.0)

The Multiple Linear Regression analysis results were shown in Table 2. The determination coefficient (R^2=0.622) indicated that 62.2% of the dependent variable variation (customer satisfaction) could explain the measured variables.

Result of multiple linear regression							
Multiple linear regression							
Dependent variable	*Independent variables*	R^2	*F*	*Significance*	*Standardized*	*t-value*	*Significance*
Customer satisfaction	Transaction security	.622	47.297	.000	.099	1.516	.132
	Customer trust				.078	.858	.392
	Service quality				.148	1.701	.091
	Perceived value				.421	6.198	.000
	Experience in mobile app usage				.222	3.057	.003
Repeat purchase behavior	Customer satisfaction	.476	134.551	.000	.690	11.600	.000

The impact of transaction security, customer trust, service quality, perceived value and experience of mobile app usage with consumer satisfaction was significant [$(F_{5,149})$=47.297, ρ=0.000].

The results showed that perceived value and mobile app experience were significant factors that affected customers' satisfaction. Customer satisfaction and perceived value were shown to be positively and significantly correlated (β=0.421, ρ=0.000). This result was consistent with Wu (2011), who found out that when a customer has a high perceived value from online tourism shopping, it was more likely that a customer would have a high satisfaction due to the customer perceiving the utility of both the online process of getting the services and the received services. Chinomona, Masinge, and Sandada (2014) also confirmed the results stating that perceived value and customer satisfaction are positively linked, whereby a positive value perceived in online shopping will cause an increase in customer loyalty.

Customer satisfaction was positively and significantly related to mobile app user experience (β=0.222, ρ=0.003). This result was consistent with Dwikesumasari and Ervianty (2017) and Lee *et al.* (2013), who stated that ease of use of mobile software as a positive purchasing experience that was likely to increase customer satisfaction. Through the mobile app, the customers could easily find the services, which would satisfy them. It was more likely that satisfied customers would keep purchasing from certain online tourism service platforms with user-friendly mobile applications. The findings in this study were also supported by the profile of respondents who were mostly millennials who did not need to adapt to technology as it was all they had ever known (Murray, 2011). Further, a satisfying experience on a customer's first transaction determined the intention of the customers to repeat such purchasing experience (Kim & Law, 2015).

Transaction security variable had no significant effect (β=0.099, ρ=0.132) on customer satisfaction. This contradicted Januarti and Priantinah's (2018) findings, who discovered a substantial association between security and satisfaction. These differences could be argued due to the passage of time. The transaction security of online tourism services had increased along with the risk and threat of internet frauds. This was supported by the findings from Moharrer, Tahayori, and Sadeghian (2013) that mentioned the decrease of online trust and satisfaction resulted from the increasing risk and threat to online transaction security. The customers considered the online tourism platform was unable to keep the information safely due to the possibility of invasion of privacy. Arguably, customers in Indonesia believed the online tourism services might breach their privacy by having too much of their personal information.

Customer trust had no significant relationship (β=0.078, ρ=0.392) with customer satisfaction, which contradicted Januarti and Priantinah (2018) and Razak et al. (2014) who discovered a substantial association between trust and satisfaction. The finding showed that the customers did not trust the transaction process of online tourism services. The customers felt that the online tourism service applications did not give the best offers, and consequently, the customers had little trust. Moreover, it is arguable that the customers believed the online applications failed to update and provide the information adequately, and consequently and therefore, the customers had no trust in the online tourism services.

Service quality had no significant relationship (β=0.148, ρ=0.091) with customer satisfaction, and this result was consistent with Wu (2011) but inconsistent with Syafik and Tanamal (2017) and Kassim and Abdullah (2010), who discovered a correlation between service

quality and customer satisfaction. It could be argued that the respondents found online tourism platform features were not easy to use for them and it was not easy to find the features they specifically needed to use.

The impact of customer satisfaction on repeat purchase behavior was significant [($F_{1,149}$) = 134.551, ρ = 0.000] and contributed 47.6% (R^2 = 0.476) to the overall repeat purchase behavior in online tourism services buying. The finding showed a significant relationship (β=0.690, ρ=0.000) between customer satisfaction and repeat purchase behavior with a positive relationship. This aligned with Beránek et al. (2015), whereby customer satisfaction and repeat purchase behavior have a strong and substantial association. Accordingly, online tourism services needed to maintain and increase their customers' satisfaction level as high as possible in order to attract customers to purchase their service repeatedly.

Conclusıons And Lımıtatıons

This research explores the factors that influence consumers' repeat purchasing behavior through customer satisfaction on online tourism services in Jakarta. It was shown that there is a substantial correlation between customer satisfaction with perceived value and experience of mobile app usage. By increasing positive perceived values, online tourism services are able to satisfy their customers mores and enhance the customer's repeat purchase intention. Online tourism services can increase the customer's perceived value through the pricing strategy based on the value of provided services in online platform. Consequently, the customer will be satisfied with their purchase as they get what they pay for. Furthermore, online tourism services should take into account the value of mobile apps in increasing consumers' satisfaction, due to the demand for their helpful features, especially for the Indonesian market. An accessible and attractive mobile application produces a positive purchasing experience and satisfies the expectation of customers. Coincidentally, the large number of downloads for mobile applications reinforces the vast opportunity of online travel services (Dwikesumasari & Ervianty, 2017). On the other hand, transaction security, customer trust, as well as the quality of service do not have any significance on the correlation of customer satisfaction. In this case, Indonesian people, especially in Jakarta, seem to have no satisfaction with the security of online tourism services. They also do not trust the information provided by the online platform, such as the best deal offered. Nevertheless, customer satisfaction does have a significant relationship with repeat purchase behavior. These findings indicate that through the important role of perceived value and experience of mobile app usage, the increase of customer satisfaction is likely to enhance customers' intention to purchase online tourism services repeatedly.

This study suggests that the marketers of online tourism services create the strategy on how to satisfy the customers' needs. The marketers can also provide better mobile marketing strategies, such as implementing simple and clear online platforms to enhance customers' experience, to win the online tourism services market by utilizing the repeat purchase behavior of customers. Satisfied customers are a more effective channel for word-of-mouth marketing and less expensive than mass media (Beránek et al., 2015). Satisfied customers can help to increase the sales of online tourism services and implement a cost-efficiency strategy.

Online tourism services can also increase customer satisfaction through a mobile application to motivate repurchase behavior in daily transactions. Therefore, online tourism services should consider these factors in planning their marketing strategies and customer relationship management.

The advancement of digital marketing studies is supported by this study to enhance online customer satisfaction, especially among Indonesia's consumers. Given the ever-changing developments and advancements in online tourism services, this research will also provide insights for potential studies regarding online consumers' behavior in the developing tourism industry. The analysis's results could also be used to compare future studies to validate the findings and forecast future online tourism services research.

This research contains several limitations. For starters, convenience sampling method was used which could not generalized the data for the whole population. Therefore, future studies are suggested to apply probability sampling in order to generalize their findings. The sample frame of this study was limited to Jakarta. Therefore, future studies need to expand this study to other cities in Indonesia to understand customers' purchase behavior better. This study measured some variables which may affect the satisfaction of a customer. It is suggested for future studies to consider different variables that may contribute to customers' satisfaction towards their purchase through online platforms.

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