

Service Quality and Intention to Repeat Buying of Digital Services Start-up

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Abstract—The digital services start-up has entered into various industries, one of which is the beauty industry. Beauty industry is a promising industry for start-ups. One of them is the makeup artist services which are included in the category of beauty industry. The makeup artist business is getting more and more promising; thus, they keep growing. As a business player in this industry, to face this competition is by providing satisfaction to customers by using e-commerce or platforms as a medium to provide value for their business. Each person's satisfaction is different from the level of importance of the other person. Therefore, due to differences in the level of one's interest in one aspect of the service, the company/service provider needs to pay attention to an aspect in the service quality component based on the level of interest of its customers so that it becomes a priority. Repetitive buying is important because this will indicate the extent to which customers are satisfied by the services offered and also knows if business growth has been achieved. Therefore, this study aims to determine the effect of service quality on customer satisfaction and intention to repeat buying of digital services start-ups.

This study uses an online survey method to collect data, Structural Equation Method and Important Performance Analysis approach to analyze the relationship between variables. The number of samples is 210 respondents who are women aged 17-35 years have used the services of makeup artist. The results of the study shows a significant effect in the variables service quality, customer satisfaction, and repurchase intentions.

Keywords—service quality, customer satisfaction, intention to repeat buying, digital services, start-up.

I. INTRODUCTION

A. Background

The digital era is a general picture related to modernization and the devices it uses and is a place for modern humans to carry out all activities. One of the business players in the digital era is start-up. Many start-ups not only offer their products but also services as well as packaged digitally. Therefore, the current digital services of start-up players already exist in various industries, one of which is the beauty industry. Platforms and e-commerce are also used as one of the marketing strategies carried out by start-ups. This applies to the beauty industry, especially to makeup artist services. Currently, digital services start-up players for makeup artist services continue to arrive. These business players are competing to build their own brand through digital media, potential customers can easily be touched in a short time by

a word-of-mouth marketing strategy that has been known as powerful marketing.

Beauty is something that has merged with life today. Many women also invest their resources in beauty and even take a lot of risks for it. One that is included in the category of beauty is makeup. Makeup is needed for some women. This is evidenced from the results of its research that 44% of American women do not like to leave their homes without makeup on [1]. Beside that Caucasian female faces with full makeup were more attractive to both men and women than without makeup [24]. Makeup is used to look beautiful [25].

As the world develops, human needs and wants are increasingly diverse. Since makeup is a necessity that must be met for some women, this is evidenced by the many influencers who provide content about makeup in the form of photos or videos. In the end, many people learn about makeup through social media. In fact, it is not uncommon for people to declare themselves as makeup artists, only by learning from tutorials on social media. This has prompted many businesses to offer makeup lessons, and are usually opened for people interested in considering makeup artist as a career by earning certification from courses and training institutes. This increases players who are in the field of makeup artist. Therefore, makeup artists are trying to get clients through a digital services start-up.

A digital services start-up is a platform that provides services to meet makeup artists with their clients easily, safely, and according to client needs. They bring together customers with makeup artists according to the availability of makeup artists and customers' purchasing abilities. This study explores the needs and desires of customers to choose makeup artist services.

Today's customers have different needs and requirements for products and services are getting higher. However, in most cases, customer priorities are usually significantly different from what the organization believes [14]. Although the needs of customers have been considered critical, this understanding has not yet been fully translated into action in terms of obtaining the necessary information. In the general definition, quality means meeting customer requirements [15]. To consumers quality is no longer a competitive weapon, but a basic core product that customers expect. The sole purpose of any organization is to create value for its customers [16]. In order to maintain outstanding performance, the business needs to serve their customers in a unique way to attract, satisfy and retain them [17]. Because customer satisfaction has a positive impact on the company's profitability [27].

Customer satisfaction will affect behavioural intentions by buying services from the same service provider [2] thus to survive in a competitive situation in this industry, as business player can try by improving business strategies which uses service quality, because it can lead to customer satisfaction. Satisfied customers are more likely to recommend their friends and families which will help business development and customer satisfaction is a barometer of predicting future customer behaviour [3]. Service quality is the first thing to customer satisfaction, because it is particularly sensitized to the level of service quality provided by the organization [13], thus it can be a basis for companies to develop or improve their marketing strategies. Customer satisfaction is the significant factor that can influence customer repurchase intention [26].

B. Research Questions

(1) What service quality factors are important for customers? (2) What do the customers assess about the quality of services offered by makeup artists? (3) How is the service quality affects customer satisfaction and intention to repeat buying?

C. Research Limitation

The limitation of this research are: (1) The target research is 210 respondents from ages 17 to 35 who have used makeup artist services; (2) The data collected in this research is in March to May, 2021; (3) The respondent in this research only represent a few regions in Indonesia; West Java, DKI Jakarta, and Banten.

II. LITERATURE REVIEW

One of the approaches to measuring service quality is using the method found by [8], who have concluded that there are five dimensions of service quality called SERVQUAL. The five dimensions of service quality are as follows: (1) Tangibles, (2) Reliability, (3) Responsiveness, (4) Empathy, (5) Assurance. These researchers postulated that measuring service quality as “disconfirmation”, that is the difference between perceptions and expectations is valid [9]. The descriptions provided for each of the SERVQUAL dimensions are as follows:

1. Reliability is the facility to provide promised services with measurable and reliability [20]. Performance must meet customer expectations, that is, timeliness, to provide the same service to all customers, no errors. In the context of makeup artist services, the makeup artist can provide services according to what they promise to clients. Furthermore, they can also handle customer problems where facial skin problems are faced by clients, and makeup artists can complete their services according to the estimated time they have promised.
2. Responsiveness is a policy to help provide fast service to customers [20]. Responsiveness means that service personnel are willing to help customers and provide timely services, not only in terms of speed, but also in

terms of nature [21]. For the makeup artist services in the responsiveness itself, the makeup artist can inform the client about the certainty of the service delivery time that they will provide. Then, there is fast service in replying to client messages or in delivering services and also the availability of a makeup artist in helping customers, such as dressing customers or helping customers in wearing contact lenses. As well as the readiness to respond to customer requests in the makeup style that the client wants.

3. Assurance is the knowledge and friendliness of employees and the ability to perform tasks spontaneously, which can guarantee good performance [20] and generate customer trust and confidence. This includes trusting employees and feeling safe in transactions with employees [22]. In this case, the customer may think that sharing personal information is risky with strangers. In the context of makeup artist services, it is the sense of trust that is instilled by the makeup artists to their customers by making customers feel safe when making transactions between makeup artists and clients. Moreover, a makeup artist who has a positive attitude towards their client, and can answer questions from his clients.
4. Empathy is the giving of individual or personal attention to customers and seeks to understand customer wishes for [20]. When makeup artists are attentive towards their clients, this takes into dimensions empathy. As a makeup artist, they must take the interests of their customers seriously and understand the needs of their customers.
5. Tangibles are communication materials [23] is the appearance and capability of physical and reliable facilities and infrastructure, and the conditions of the surrounding environment are clear evidence of the services provided by the administrator, such as beautiful buildings, complete and sophisticated equipment, comfort space, large and comfortable parking lots [20]. In the makeup artist services, this includes the equipment used by the makeup artist which must be hygienic, a visually appealing portfolio, as well as the appearance of a neat and professional makeup artist.

One of the other factors that affect customer satisfaction is by service quality [18]. Customer satisfaction is related to price, product quality and service quality [4]. It is considered to be one of the main strategic goals that every organization should pay special attention to [11], because almost all studies have shown that there is a close relationship between customer satisfaction and repurchase willingness because based on [5] and [6] revealed that there is a close relationship between concept of service quality and customer satisfaction, has a positive reputation, also lead to increased profits and lower costs [12].

Intention to repeat buying is the desire and action of consumers to repurchase a product, because of the satisfaction received according to what is desired from a

product [7]. Another study stated [2] that satisfied consumers or customers will visit again in the future and tell others of the services they feel.

Empirical research shows that customer satisfaction is the expectation and judgement of attribute performance. By considering these factors, importance performance analysis is considered a useful technique to evaluate the elements of the marketing plan [33].

III. METHODS

This research first conducts preliminary research, which is to identify the problems faced by the player of digital services start-up. This study uses a case study [34] as research strategies, where digital services start-up is a platform that provides services to meet makeup artists is the case of this research. Research hypotheses and ideas are considered a larger area of expertise. This research develops research tools for research. Next, develops a conceptual structure for the research and its hypotheses, then developed a questionnaire design to collect data. After that, collected data through an online survey. For data analysis, this research used Structural Equation Modelling which is applied in the marketing sector or other business fields [19] and also Important Performance Analysis methods to analyse the data.

This research collects primary data through the distribution of online questionnaires. Questionnaires were distributed to 210 women respondents aged 17-35 years domiciled in West Java or DKI Jakarta or Banten. After successfully collecting 210 respondents. Then, the data that has been collected is ready for further processing in SPSS and SmartPLS. After the data is ready, the data is processed in SPSS v.21 and SmartPLS v.3, then the results of the data processing are translated into meaningful information. In this research used descriptive analysis of the survey results. After the final analysis, this research will provide research conclusions.

The following hypothesis were formulated:

H_1 = Service quality has a significant influence to Customer Satisfaction

H_2 = Customer satisfaction has a significant influence to intention to repeat buying

H_3 = Service quality has a significant influence on intention to repeat buying.

After structural model testing, bootstrapping will be performed to obtain the t-value test parameters, which are compared with the hypothesis testing standards used to predict causality or analyze the significance of path coefficients between latent variables. The structural equation model can calculate path coefficients and also the significance level of all relationships in the structural model [10]. When the t value > 1.65 (one tail) and the t value > 1.96 (two tails), the hypothesis will be accepted, or it can be done by using a p-value indicator with a value < 0.05.

In hypothesis testing, there are intermediate variables testing. The mediating variable test is testing the hypothesis of indirect effects that can be performed by a program called the Sobel test. The calculated t-value is compared

with the t-table value with the following conditions: If t-value $\geq$ t-table, then H_0 is rejected, H_1 is accepted or has a significant effect. If t-value $\leq$ t-table, then H_0 is accepted, H_1 is rejected or has no significant effect.

IV. RESULT

Table I explains the most important service quality factors. From table I, it shows each dimension in service quality that are most important item statements for customers, especially when using the services of makeup artists. But of the five dimensions, the most important for customers is in Tangibles. Because T1 and T2 have the highest mean and sum compared to other statement items.

From the five dimensions of service quality on table II, it shows that the highest score is in the assurance dimension, while in the tangible dimension it has the lowest score.

TABLE I. THE RESULT OF QUESTIONNAIRE

Dimension	Code	Item Statement	N	Sum	Mean
Reliability	R1	Makeup Artist provides services as promised	210	931	4.43
	R2	Makeup Artist provides services that can handle customer problems	210	1223	5.82
	R3	Makeup Artist completes his services according to the promised time	210	1218	5.80
Responsiveness	RS 1	Makeup Artist conveys the certainty of the completion time of the service	210	1377	6.56
	RS 2	Fast makeup artist service	210	1334	6.35
	RS 3	Makeup Artist has a good response when there are requests from customers regarding service needs	210	1315	6.26
Assurance	A1	Makeup Artist fosters customer trust	210	1464	6.97
	A2	Makeup Artist service transaction system is running well	210	1773	8.44
	A3	Makeup Artists can serve well and are also able to answer questions about the services offered	210	1507	7.18
Empathy	E1	Makeup Artist treats clients with great care	210	1516	7.22
	E2	Makeup Artist puts the interests of customers first	210	1597	7.60
	E3	Makeup Artist understands customer needs	210	1601	7.62
Tangibles	T1	Equipment used by hygienic makeup artists	210	1487	7.08
	T2	There are other facilities provided by the makeup artist	210	2227	10.60
	T3	Makeup Artist has a neat and professional appearance	210	2141	10.20

The following table will explain the respondents' assessment.

TABLE II. THE RESULT OF QUESTIONNAIRE

Dimension	Sum	Mean	Percentage (%)
Reliability	3710	5.89	84.13
Responsiveness	3753	5.96	85.10
Assurance	3840	6.10	87.07
Empathy	3827	6.07	86.78
Tangibles	3457	5.49	78.39
Average			84.29

A. Importance Performance Analysis

Respondents used in this study were 210 people. The calculation of the performance level score and the next level of importance can be seen in Table III.

B. The Effect of Service Quality on Customer Satisfaction and Intention to Repeat buying

This study will find the result of service quality on customer satisfaction and intention to repeat buying by using Structural Equation Modelling method. Testing the results of the structural equation modelling with the Partial Least Square approach is done by looking at the results of the measurement model (outer model) and the results of the structural model (inner model) of the model under study. The outer model tested by convergent validity, discriminant validity and composite reliability. For the Inner model tested by R-square, Effect Size, and Predictive-Relevance.

TABLE III. PERFORMANCE LEVEL AND IMPORTANCE LEVEL SCORE

Dimension	Attribute	Performance (X)		Importance (Y)		Suitability Level
		Value	Score	Value	Score	
Reliability	R1	1232	5.867	931	4.433	132.3%
	R2	1199	5.710	1223	5.824	98.0%
	R3	1279	6.090	1218	5.800	105.0%
Responsiveness	RS1	1232	5.867	1377	6.557	89.5%
	RS2	1231	5.862	1334	6.352	92.3%
	RS3	1290	6.143	1315	6.262	98.1%
Assurance	A1	1263	6.014	1464	6.971	86.3%
	A2	1306	6.219	1773	8.443	73.7%
	A3	1271	6.052	1507	7.176	84.3%
Empathy	E1	1281	6.100	1516	7.219	84.5%
	E2	1289	6.138	1597	7.605	80.7%
	E3	1257	5.986	1601	7.624	78.5%
Tangibles	T1	1171	5.576	1487	7.081	78.7%
	T2	1068	5.086	2227	10.605	48.0%
	T3	1218	5.800	2141	10.195	56.9%
Score		5.901		7.210		85.8%

Based on table IV, it is known that all indicators have a factor loading value > 0.7 and the AVE (Average Variance Extracted) value of each construct variable > 0.5 . That means all indicators in this study can be continued in the next test because they meet convergent validity.

TABLE IV. CONVERGENT VALIDITY VALUE

	Outer Loading	AVE
<i>Service Quality</i>		
R1	0.716	0.581
R2	0.779	
R3	0.760	
RS1	0.762	

RS2	0.730	
RS3	0.762	
A1	0.843	
A2	0.707	
A3	0.785	
E1	0.778	
E2	0.822	
E3	0.764	
T1	0.742	
T2	0.715	
T3	0.756	
<i>Customer Satisfaction</i>		
CS	1.000	1.000
<i>Intention to Repeat Buying</i>		
RB	1.000	1.000

It can be concluded from Table V that all constructs are different from each other.

TABLE V. DISCRIMINANT VALIDITY VALUE

	Service Quality	Customer Satisfaction	Repeat Buying
Service Quality	0.762		
Customer Satisfaction	0.668	1.000	
Repeat Buying	0.592	0.707	1.000

TABLE VI. COMPOSITE VALIDITY VALUE

	Composite Reliability	Cronbach's Alpha
Service Quality	0.954	0.948
Customer Satisfaction	1.000	1.000
Intention to Repeat Buying	1.000	1.000

Based on Table VI, it can be explained that all the latent variables are reliable because their composite reliability value is greater than 0.7.

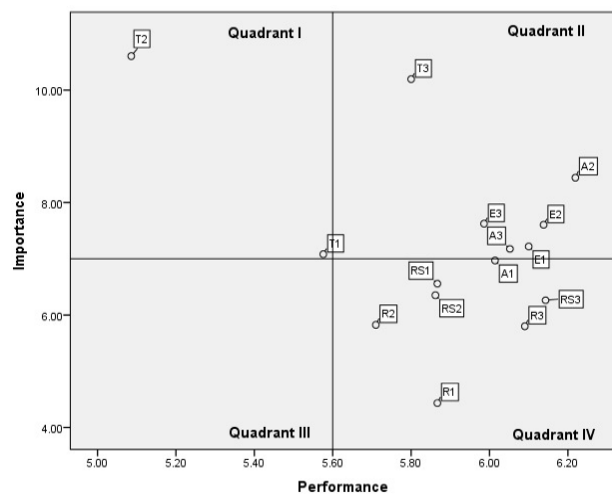


Fig. 1 Cartesian Diagram Cartesian diagrams were created using SPSS version 21 software. Cartesian diagrams were used to determine the performance and importance of each attribute. In

this study, the average score at the performance level is 5,901, this value will be the limit on the X line. While the average score on the importance level is 7,210, this value will be the limit on the Y line.

TABLE VII. SQUARE VALUE

Construct	R ² Value
Customer Satisfaction	0.446
Intention to Repeat Buying	0.526

In this study, the internal model was tested by displaying the R² value on the endogenous potential structure. In addition, the structural model in the internal model is tested using the effect size (f²) value and the predicted value-correlation (Q²).

C. Hypothesis Testing

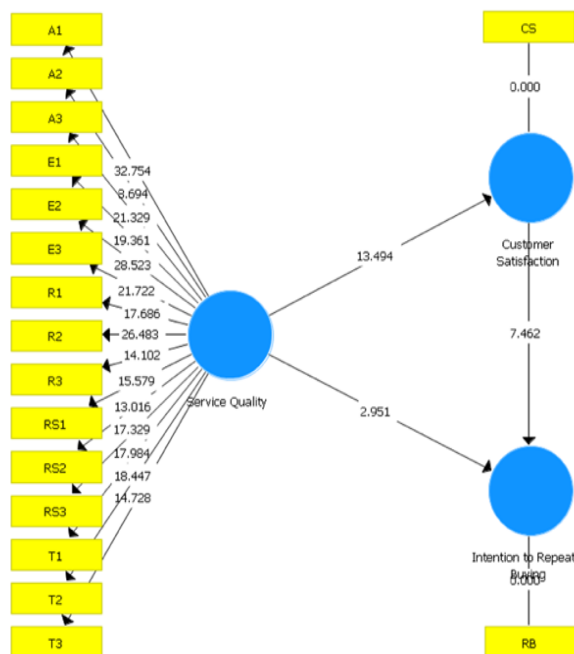


Fig. 2. Bootstrapping Path Diagram Result Hypothesis testing is done by looking at the t-statistics as measured by the t-table. If the value of t-statistics > t-table, the relationship between latent variables can be declared significant. Hypothesis testing in PLS is done by bootstrapping the sample. The following is the result of bootstrapping the inner mode path diagram using SmartPLS 3.0.

TABLE VIII. EFFECT SIZE VALUE

Construct	f ² Value
Customer Satisfaction – Intention to Repeat Buying	0.370
Service Quality – Customer Satisfaction	0.805
Service Quality – Intention to Repeat Buying	0.054

Predictive value – relevance is obtained by the formula:

$$Q^2 = 1 - (1 - R_1^2) (1 - R_2^2) \dots (1 - R_n^2) \quad (1)$$

$$Q^2 = 1 - [(1 - 0.446) (1 - 0.526)]$$

$$Q^2 = 0.737$$

The results of the Q-Square calculation in this study were 0.737. The model in this study has a relevant predictive value.

V. DISCUSSION

From the result of the questionnaire, it indicates that important service quality factors for customers are in tangibles dimension. The result is based on the average score on each dimension. From the five dimensions of service quality, the highest average score is the tangibles dimension. Therefore, it can be stated that the most important factor for customers is the equipment used by the makeup artist is hygienic, the facilities offered by the makeup artist and the neat and professional appearance of the makeup artist.

TABLE IX. SERVICE QUALITY OF MAKEUP ARTIST RESULT

Dimension	Sum	Mean	Percentage (%)
Reliability	3710	5.89	84.13
Responsiveness	3753	5.96	85.10
Assurance	3840	6.10	87.07
Empathy	3827	6.07	86.78
Tangibles	3457	5.49	78.39
Average			84.29

To find out customer assessment of the quality of makeup artist services. It can be seen from the best dimensions in service quality of makeup artists. From the average score of each dimension the highest result is in the assurance dimension with the average score 87.07%. It can be stated that the best service quality for makeup artists is the customer trust built by makeup artists, transaction systems for services that run well and good and capable answer questions about the services offered. While the lowest score is the tangibles dimension with average score 78.39%, thus makeup artists need to pay attention to the equipment that is used, improve the facilities provided and look neat and professional.

The Cartesian Diagram is divided into four groups., In Quadrant I, the attributes contained in this quadrant need to be increased first. Quadrant II is an attribute that must be maintained because they are included in the product advantage. Quadrant III is an attribute considered by customers to be less important but still must be considered by the business player because it affects perceived benefits. Quadrant IV shows that it is not very important for customers and can be reduced to avoid losses.

Based on the Cartesian Diagram result, it can be seen that the factors that require improvement with a high

priority are hygienic makeup equipment and other facilities offered by makeup artists. For the attributes that are in accordance with consumer expectations and must be maintained, is the transaction system for makeup artist services, providing good service and also being able to answer questions about services offered, treats customers with care, puts customer interests first, and understands customer needs, and has a neat and professional appearance from a makeup artist. This must be maintained, because they are included in the advantages of the products offered.

From the Cartesian Diagram there are attributes that are low according to the perception of importance, but with a high perception of satisfaction. In this quadrant there are the attributes that are not too important in for customers, and can be reduced therefore the makeup artist can economize costs or can focus on attributes in other areas that is makeup artist providing services as promised, providing services that solve customer problems, completing services according to with the promised time, conveying certainty of service completion time, fast in providing service, good response, and giving trust to customers.

TABLE X. THE SUMMARY OF BOOTSTRAPPING

Construct Relationship	Path Coefficient	T-Stat	P-Value	Information
Service Quality to Customer Satisfaction	0.668	13.494	0.000	Significance
Service Quality to Intention to Repeat Buying	0.216	2.951	0.003	Significance
Customer Satisfaction to Intention to Repeat Buying	0.563	7.462	0.000	Significance

The highest assessment from customer's of makeup artist service quality is in the dimension of assurance: the implementation of the transaction system by the makeup artist; the establishment of customer's trust; the overall good service; and the capacity of the makeup artist to answer to customer's questions. While the tangible dimension has the lowest score of the assessment: hygienic makeup tools; the other of facilities offered by makeup artists; the appearance of makeup artists.

From the hypothesis testing, this study used a two-tailed test with an error rate of 5%. With the critical value that must be met is 1.96. Based on the Table X summary of bootstrapping which shows the test results of the influence of Service Quality on Customer Satisfaction is significantly positive because it can be seen that t-stat is 13.494 and the path coefficient is 0.668 this means that H_1 in this study is supported. Thus, the better the quality of service provided by the makeup artist, the higher the level of customer satisfaction with the services provided by the makeup artist. Based on [28] emphasizing that service quality is a

customer satisfaction predictor, which positively affects customer satisfaction [29] in terms of customer satisfaction as an intermediary [30].

Table X of summary of bootstrapping shows the test results of the influence of Customer Satisfaction on Intention to Repeat Buying is significantly positive because the t-stat of the construct relationship is 7.462 and the path coefficient is 0.563, this means that H_2 in this study is supported. This means that the higher the level of customer satisfaction with the makeup artist, the higher the customer's desire to use the makeup artist service again. These results are in line with the findings of research conducted by [31] on customers at hair salons, which shows that customer satisfaction is correlated with customer loyalty to the hair salons studied.

Based on Table X of summary of bootstrapping shows the test results of the effect of Service Quality on Intention to Repeat Buying is significantly positive because it has t-stat 2.951 and path coefficient is 0.216 this means that H_3 in this study is supported. This means that the better the quality of service provided by the makeup artist, the higher the customer's desire to use the services of the makeup artist again. The results are in line with the findings of research conducted [6] and [32] that relative customer satisfaction with a service is strongly related to having behavioural intention to turn back to the same services they used.

VI. CONCLUSION

This study has three points of conclusion to answer the research question:

1. The results of this study indicate that an important factor for customers in service quality when using makeup artist services is in the tangibles dimension, where these factors include the hygienic equipment used by makeup artists, the facilities offered by makeup artists, and the appearance of a neat makeup artist and professional.
2. The results of customer assessment of the quality of services provided by makeup artists are in the highest score is in Assurance dimension where the factors that include the transaction system carried out by makeup artists, the building of customer trust by makeup artists, and also good service and the ability of makeup artists when answer questions about the services offered. While the lowest score in Tangibles dimension.
3. The results of the Bootstrapping process using PLS. It shows that there is a relationship between service quality and customer satisfaction, there is a relationship between customer satisfaction and intention to repeat buying, and also the relationship between service quality and intention to repeat buying has a positive effect. Therefore, when there are variables that experience an increase, other variables will also increase and vice versa, when there are variables that experience a decrease, it will cause other variables to follow down.

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