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Effect of Service Quality, Customer Relationship Management, and Customer Experience to Repurchase Intention on Customer Satisfaction on Toll Road Users in the City Segment Cawang-Tomang-Pluit, Jakarta

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Abstract:- This study aims to analyze the effect of service quality, customer relationship management, and customer experience on repurchase intention through customer satisfaction on toll road users in the Cawang-Tomang-Pluit toll road city. The results of the study using primary data in the form of questionnaires to 120 toll road users with the Structural Equation Modeling (SEM) analysis method. The results show that Repurchase intention will increase by increasing customer satisfaction, especially variable service quality, customer relationship management, and customer experience along the Cawang-Tomang-Pluit Jakarta toll road.

Keywords:- *Service Quality, Customer Relationship Management, Customer Experience, Repurchase Intention, Customer Satisfaction, Toll Road*

I. INTRODUCTION

The city as a center of government resulted in the solid-state and provincial community activities in the city of Jakarta, this creates a dense transport activity and dynamic. The level of high traffic density is not separated from the phenomenon of high-growth vehicles. The increasing volume of vehicle growth in the last 10 years from 2008 to 2017 increased by 82.31% is not comparable to the growth path in the same year only increased by 24.09% (source BPS 2017)[2]. This phenomenon could result from a growth vehicle that is not balanced with the growth of the road, this raises issues of inadequate length of the road and needed alternative integrated network linking roads such as toll roads.

Toll road network infrastructure in Jakarta and its surroundings have a very important role for the access of the fast, efficient, and effective in the city. Toll in Indonesia that has been operating up to now is 44 toll roads According to the Toll Road Regulatory Agency (BPJT, 2017) [1]. There are five roads with the highest traffic volume in Indonesia one of which is the city toll roads Cawang-Tomang-Pluit the 4th highest daily traffic volume on average in 2016-2017 [1]. The toll road is expected to assist the mobility and effectiveness in terms of time and costs for office employees, both private and state civil officials in Jakarta, thus increasing the volume of toll users [1].

But in reality there is a decrease in the volume of toll road users which can be seen from the amount of the traffic volume of the year 2014 - 2017 passing through the toll road. The decline in the volume of road users Cawang-Tomang-Pluit toll road Jakarta has become a phenomenon of growth amid motor vehicles, especially four or more wheels that is high enough in the last 10 years [1].

Identification of the main problems in this study was a decrease in the volume of road users especially road toll roads Cawang - Tomang – Pluit [1]. Consideration authors chose motorway Cawang-Tomang-Pluit is that the toll in the city is one of the main access activity Jakarta people in the activity job, but the decreased volume of users in the last few years [1] so the need to identify the cause, either by measuring the effectiveness of the service in terms of service quality, customer relationship management and customer experience toll road users based on the level of customer satisfaction (customer satisfaction) and the impact on the desirability of using back (repurchase intention).

II. THEORETICAL REVIEW

- *Definitions Road*

The definition of a road which is an infrastructure intended for ground transportation which includes all parts of the road, including complementary buildings and equipment intended for traffic, which is at ground level, above ground, below ground or water, as well as on the surface water, except for railway, road trucks, and street wires Roads are classified into several types, namely: public roads, special roads, highways [14].

- *Service*

The service is somewhat intangible activity or series of activities that normally do and not necessarily in the interaction between the customer and the service and / or physical resources or goods and / or service delivery

systems by employees, but is presented as a solution for customers(Grönroos, 1984), Satisfaction with the service is measured by asking the customer about the services presented.

➢ *Quality*

Quality is determined by the conformity of products with characteristics that are judged by the customer or the amount of the product's ability to meet customer expectations previously (Johnson & Nilsson, 2003). Quality means the number of expectations and the suitability of customer demand.

➢ *Service Quality*

service Quality developed by(Parasuraman, A; Zeithaml, Valarie A .; Berry, 1988)as a method of measurement of customer satisfaction in the approach to a service known as SERVQUAL. Basic analysis is used in this research is to look at the gap between customer expectations (expectations) to the fact that the receipt of services (perception). This method uses a user-based approach pattern, which quantitatively measures service quality in the form of a questionnaire and contains the dimensions of service quality. Five dimensions of service quality (Zeithaml et al in Iwaarden et al., 2002), namely: Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

➢ *Customer Relationship Management (CRM)*

Customer relationship management is one way to manage the customer so that companies can understand what is desired by the customer and serve customers better (Beijerse, 1999). Kamakura et al. (2005) classify CRM into CRM analytics and behavior. Analytic CRM refers to how a company processing and analyzing what customers want through interaction with customers. The results will be developed, tailored marketing strategies to increase customer loyalty, and increase the cost of the transition to a sustainable profit company.

➢ *Customer Experience*

There is a way to create a unique experience for customers as well as gain the trust and loyalty of customers (Klaus, 2014). Service companies throughout the industry recognizes the importance of creating a "wow" factor for customers through the provision of services (Kim et al., 2011). Parasuraman et al. (1988) makes the concept of SERVQUAL to measure the customer experience from the perspective of quality of service. SERVQUAL measures the gap between the expected and the actual service based on five dimensions - reliability, assurance, tangibility, empathy, and responsiveness. One such criticism led to the development of quality customer experience quality scale by Klaus and Maklan (2012).

➢ *Customer Satisfaction*

The definition of customer satisfaction that can be accepted by many researchers is the customer satisfaction is the result obtained from the customer after the transaction and perform a comparison between the functions expected with perceived functionality and the price paid (Beerli et al., 2004). Customer satisfaction is the result of marketing activities as the relationship between the various stages of consumer buying behavior. For example, if the customer is dissatisfied with a particular service, they are likely to repeat their purchase.

➢ *Repurchase Intention*

The interest in repurchase intention of the customers highly desired by the service provider company, customers feel like to buy the same product again, or go to the same place to buy again. According to Kotler (2003) that there are costs five times more to acquire a new customer than to retain an existing one. However, many studies that discuss the factors - factors of repurchase intention. There is a perceived value (William & Hu, 2003), customer loyalty, customer satisfaction (Michael, 2007; Michael, 2003; Curtis, Abrat, Rhoades, & Dion, 2011).

➢ *Research Accomplished*

Based on (Pareigis, Edvardsson & Enquist, 2011) by title exploring the role of the service environment informing customer's service experience. Ditch using research variables customers Experience: Customer processes, other customers, physical environment, contact personnel, the provider processes, wider environment, and Customer Satisfaction, based on(Rostami, Valmohammadi, & Yousefpoor, 2014) by title The relationship between customer satisfaction and customer relationship management systems. By using the variables service Quality, Customer Relationship Management, Customer Satisfaction. based (Tseng, 2016) by title knowledge management capability, customer relationship management, and service quality. By using the variables knowledge management capability, customer relationship management, Service Quality.

based on(Rohman, Doloi, and Heywood, 2017) by title success criteria of toll road projects from a community societal perspective. By using the variables public-private partnership, Community Satisfaction. based on(Shin, Van Thai, Grewal, & Kim, 2017) by title sustainable corporate management activities do improve customer satisfaction, word of mouth intention, and repurchase intention. By using the variables Corporate Sustainable, Management Activities, Customer Satisfaction, Word of Mouth Intention, Repurchase Intention.

➢ *Framework*

From the description of these ideas can be clarified regarding the influence the effectiveness of the service in terms of service quality, customer relationship management and customer experience on the toll road in the town roads Cawang-Tomang-Pluit based on the level of user satisfaction (customer satisfaction) and the impact on reuse (repurchase intention). Schematically illustrated as in the following framework:

➢ *Conceptual Framework*

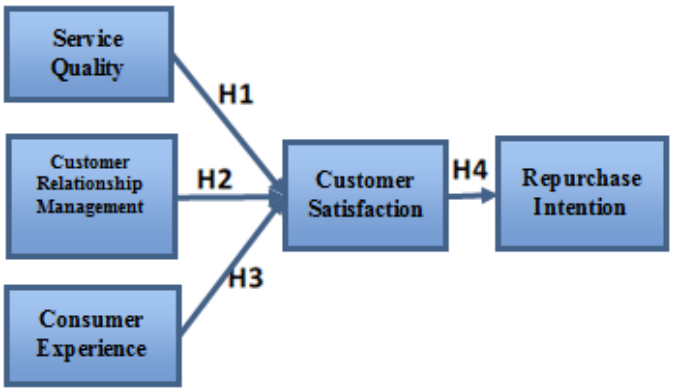

Fig 1

III. RESEARCH METHODS

➢ *Types of research*

This research is a quantitative verification with explanatory survey research methods. According Sugiyono (2013: 13), "Methods of quantitative research can be interpreted as a method of research that is based on the philosophy of positivism, is used to examine the population or a particular sample, the sampling technique is generally done at random, data was collected using research instruments, data analysis is quantitative / statistics to test the hypothesis that has been set.

While verification by Arikunto (2010: p 15), "The study aimed to verify the results of other studies. While the explanatory survey method is a method used to determine the causal relationship (causal) between the variables studied using hypothesis testing.

This study focused on researching user population city toll road segments Cawang - Tomang - Pluit Jakarta, with a certain number of samples. The data was obtained using a survey instrument with a questionnaire and a structured interview.

➢ *Definitions Concept of Operations*

The scale used is the interval. Based on the theoretical study that has studied the operational variables and variable dimensions and attributes used in this study is defined as follows:

- *service quality* consists of five dimensions that are tangible, empathy, reliability, responsiveness, and assurance. Question is composed of 12 indicators used items adopted from the research Parasuraman, et. al. 1988.
- *Customer relationship management* consisting of one dimension that is customer relationship management, statement consists of three items of the indicators used in the adoption of research Beijerse 1999.
- *Customer experience* consisting of one dimension, namely customer experience, statement consists of three indicators used items adopted from the study of Kim et al., 2011.
- *Customer satisfaction* consisting of one dimension that is customer satisfaction, statement consists of three indicators used items adopted from the research Rudy Hermawan Karsaman, Widyarini Weningtyas, 2015.
- *Repurchase Intention*consisting of one dimension, namely repurchase intention, statement consists of three indicators used items adopted from the research Youngran Shin, Vinh Van Thai, Devinder Grewal, Yulseong Kim, 2016.

➢ *Population and Sample*

A population is a group of individuals, events, or other interesting things to be observed (have now, 2006). The sample is part of the number and characteristics possessed by the population (Sugiyono, 2009). population in this study is that consumers who had used the services in the city toll road segments CTC. Because the analyst's method used is Structural Equation Model (SEM), the sample size in this study refers to the theory proposed by Hair et al in Butler (2010) which recommended the minimum number of samples is 5 times of the total number of indicators. In this study, the number of indicators is 24 indicators, so that the sample size of this study is 24 x 5 = 120.

➢ *Data Analysis Methods*

Data collected were analyzed using Structural Equation Modeling (SEM) with the aid of a software program or lisrel 9.2. SEM is a common multivariate analysis techniques and highly beneficial that includes special versions in several other analytical methods as special cases. This statistical technique is also used to build and test the statistical model in the form of cause and effect. Testing of the hypothesis was conducted using Structural Equation Modeling with the help of software lisrel 9.2. In this research Goodness of Fit Test. SEM is a statistical modeling technique that is very cross-sectional, linear, and general. SEM can also be regarded as a common multivariate analysis techniques and highly beneficial that includes special versions in several other analytical methods as special cases. This statistical technique is also used to build and test the statistical model in the form of causal models. According to Hair et al (2010), SEM would allow for an analysis among several dependent and independent variables directly.

IV. RESULTS AND DISCUSSION

➢ *Characteristics of Respondents*

By sex, of 120 respondents, the percentage of respondents consists of the male sex is 66% or as many as 79 people, while sex women is 34% or as many as 41 people. When viewed by age, the percentage of respondents who are younger than 25 years at 4% or 5 people, aged 24-34 years by 11% or as many as 13 people, ages 35-44 accounted for 63% or as many as 76 people, ages 45- 54 years at 19% or 23 people, and age> 55 years at 2% or 3 people. Based on toll roads that pass can be seen the percentage of respondents who pass through toll roads Cawang-Tomang / Slipi / Grogol is at 51% or as much as 61 toll road Cawang-Semanggi / Brass is at 28% or as much as 34 toll road Cawang-Pluit is as much as 14% or as many as 17 people,

➢ *Complete results of the Research Analysis*

- *Data Description*

According to the results of descriptive statistical analysis, the views of the overall mean for each variable. Service Quality (X1) reached a mean value of 3.29 which means that the majority of respondents agreed that the Service Quality is given quite good. Customer Relationship Management (X2) reached a mean value of 2.92 which means that the majority of respondents disagree that Customer Relationship Management applied poorly. Customer Experience (X3) reached a mean value of 3.42 which means most respondents stated expressly agree that Customer Experience is given quite good. Customer Satisfaction (Y1) reached a mean value of 3.35 which means that the majority of respondents agreed that the Customer Satisfaction given good enough. Repurchase Intention (Y2) reached a mean value of 3,

- *Validity and Reliability Instruments*

According to the results of the test of validity, and reliability of the instrument with a sample size of 30 respondents trials, all the questions on each of the variables have values above r calculate the value of R Table (0,361), so that all items in the instrument in question each variable declared invalid research can be used to measure the research variables. Meanwhile, according to test results reliability, the entire instrument has a value *Cronbach's Alpha* more than 0.6, which means the whole instrument is very reliable and can be used.

- *Match Analysis Measurement Model*

Measurement model testing in the SEM analysis was used to test the validity of the indicators in each construct. A construct validity test can be done by looking at the value of the loading factor of each indicator in the construct. In this test the indicator is valid if it has a loading factor values> 0.5 and T-value> 1.96, while the construct reliability test is done by calculating the value AVE and CR constructs, constructs declared reliable if the AVE model of> 0.5 and CR models> 0,7. According to Ghazali (2016) formula used to calculate the construct reliability (CR), and Variance Extracted (VE) are:

$$Construct\ Reliability = \frac{(\sum_i^n Standardized\ Loading\ Factor)^2}{(\sum_i^n Standardized\ Loading\ Factor)^2 + (\sum Standard\ Errors)}$$

$$Variance\ Extracted = \frac{\sum_i^n Standardized\ Loading\ Factor^2}{\sum_i^n Standardized\ Loading\ Factor^2 + (\sum Standard\ Errors)}$$

Table 1 shows that the value of Variance Extracted (VE), and construct reliability (CR) whole construct the indicator has a value of VE is greater than 0.50, the value of CR greater than 0.7, where successive values CR and VE Service Quality 0,95, and 0.62; Customer Relationship Management 0.87, and 0.69; Customer Experience 0.94, and 0.84; Customer Satisfaction 0.96, and 0.88; and Repurchase Intention 0.90, and 0.75. Thus all the latent variables are qualified validity and reliability due to the value of VE is greater than 0.50, the value of CR greater than 0.7.

Kode Indikator	SLF	Standard Errors	Reliabilitas		Keterangan
			CR ≥ 0,70	VE ≥ 0,5	
X1.1	0.81	0.38	**0.95**	**0.62**	**Valid**
X1.2	0.77	0.39			**Valid**
X1.3	0.79	0.33			**Valid**
X1.4	0.79	0.40			**Valid**
X1.5	0.80	0.36			**Valid**
X1.6	0.76	0.42			**Valid**
X1.7	0.76	0.51			**Valid**
X1.8	0.79	0.41			**Valid**
X1.9	0.80	0.38			**Valid**
X1.10	0.85	0.27			**Valid**
X1.11	0.80	0.34			**Valid**
X1.12	0.82	0.40			**Valid**
X2.1	0.85	0.29	**0.87**	**0.69**	**Valid**
X2.2	0.79	0.35			**Valid**
X2.3	0.85	0.27			**Valid**
X3.1	0.91	0.11	**0.94**	**0.84**	**Valid**
X3.2	0.87	0.16			**Valid**
X3.3	0.89	0.18			**Valid**
Y1.1	0.94	0.09	**0.96**	**0.88**	**Valid**
Y1.2	0.94	0.08			**Valid**
Y1.3	0.87	0.18			**Valid**
Y2.1	0.77	0.35	**0.90**	**0.75**	**Valid**
Y2.2	0.86	0.22			**Valid**
Y2.3	0.90	0.15			**Valid**

Table 1:- Test Validity and Reliability Variables

- *Suitability Analysis of Structural Model*

After doing the calculations and analysis of the Confirmatory Factor Analysis (CFA), the following is a structural equation model to analyze the relationship of measurement variables and hypotheses that match the research variables. The overall model fit test is done to see how well the model is generated describes the actual conditions. If the data of research conducted by the method of maximum likelihood.

✓ *Goodness of Fit Test*

Ukuran Goodnes Of Fit	Ukuran Kecocokan		*Hasil Pengukuran*	
	Good Fit	*Marginal Fit*		
Normed Chi-Square (χ^2/df)	< 2.0		1.691	Fit
Root Mean Square Error (RMSEA)	< 0.08		0.076	Fit
Root Mean Square Residual (RMR)	< 0.05		0.041	Fit
Goodness of Fit Index (GFI)	≥ 0.90	0.70 < 0.90	0.79	Marginal Fit
Normal Fit Index (NFI)	≥ 0.90	0.80 - < 0.90	0.96	Fit
Non-Normed Fit Index (NNFI)	≥ 0.90	0.80 - < 0.90	0.98	Fit
Comparative Fit Index (CFI)	≥ 0.90	0.80 - < 0.90	0.98	Fit
Increamental Fit Index (IFI)	≥ 0.90	0.80 - < 0.90	0.98	Fit
Relative Fit Index (RFI)	≥ 0.90	0.80 - < 0.90	0.95	Fit

Table 2:- GOF Test Structural Model

The results of SEM analysis illustrates the value of GFI 0.79 close to 0.90 (marginal fit), the value of RMSEA 0.076 <0:08 (model fit), this suggests that the structural equation model meets the requirements of absolute fit measure meaningful structural equation model in this study overall compatibility with the data, In terms of incremental fit measure Value NNFI / TLI 0.98 ≥ 0.90 (model fit), the value of CFI 0.98 ≥ 0.90 (model fit), the value of RFI 0.95 ≥ 0.90 (model fit), the value of NFI 0.96 ≥ 0.90 (model fit), and IFI 0.98 ≥ 0.90 (model fit), indicating that the structural equation model *incremental fit measure* qualify and then to *parsimonious fit measure normed chi-square* value of 1,691 <2.0 (model fit), shows that the structural equation model meets the *parsimonious fit measure* requirements, which means that the overall structural equation model in this study meets the *goodness of fit* requirements.,

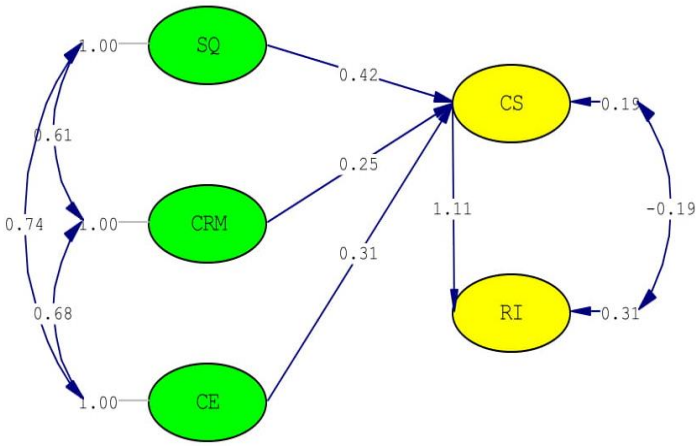

Fig 2:- Structural Model Estimates Using lisrel

Structural Equations

CS = 0.42*SQ + 0.25*CRM + 0.31*CE, Errorvar.= 0.19 , R^2 = 0.80
(0.070) (0.062) (0.072) (0.043)
6.05 4.02 4.24 4.34

RI = 1.11*CS, Errorvar.= 0.31 , R^2 = 0.71
(0.096) (0.085)
11.53 3.67

Fig 3:- Output of structural models

- *Coefficient Determination Test R-Square (R2)*

Determination analysis aims to measure how far the model's ability to explain the variations dependent may inform whether or not the structural model is estimated. The coefficient of determination (R2) of 0.80, which means the level of Customer Satisfaction variables can be affected by service quality, customer relationship management, and customer experience by 80%, while the remaining 20% are influenced by other factors not discussed in this study. While the coefficient of determination (R2) was 0.71, which means the rate of Repurchase Intention variables can be influenced by the Customer Satisfaction by 71%, while the remaining 29% is influenced by other factors not discussed in this study.

➢ *Hypothesis test*

Based on the test results match the structural model, four research hypotheses will be proven correlation significant at 95% confidence level with a t value> 1.96. In general conclusion of hypothesis testing, indirect effects, and estimation model coefficients can be seen in the following table:

Based on the hypothesis test results in Table 4.3, the Service Quality variable has a positive and significant relationship to the Customer Satisfaction toll users. It can be seen from the t value of 6.05 with a coefficient estimate of 0.42 or 42% influence on Customer Satisfaction. The next hypothesis test results are variable Customer Relationship Management has a positive and significant relationship to the Customer Satisfaction toll users. It can be seen from the t value of 4.02 with a coefficient estimate of 0.25 or 25% influence on Customer Satisfaction.

Customer Experience variable has a positive and significant relationship to the Customer Satisfaction CTC toll users. It can be seen from the t value of 4.24 with a coefficient estimate of 0.31 or 31% influence on Customer Satisfaction. Further Customer Satisfaction variable has a positive and significant relationship to the Repurchase Intention CTC toll users. It can be seen from the value t 11.53 to estimate coefficients of 1.11 or 111% influence on Repurchase Intention.

	Hubungan Antar Konstruk	Estimates	T-Values	Keterang
Langsung	*Customer Satisfaction -> Repurchase Intention*	1.11	11.53	Berpengaruh Positif Signif
	Service Quality-> Customer Satisfaction	0.42	6.05	Berpengaruh Positif Signif
	Customer Relationship Management-> Customer Satisfaction	0.25	4.02	Berpengaruh Positif Signif
	Consumer Experience -> Customer Satisfaction	0.31	4.24	Berpengaruh Positif Signif
Tidak Langsung	*Service Quality-> Customer Satisfaction -> Repurchase Intention*	0.47	6.02	Berpengaruh Positif Signif
	Customer Relationship Management-> Customer Satisfaction -> Repurchase Intention	0.27	3.94	Berpengaruh Positif Signif
	Consumer Experience -> Customer Satisfaction -> Repurchase Intention	0.34	4.31	Berpengaruh Positif Signif

Table 3:- Hypothesis Testing

❖ *Discussion*

Based on the empirical findings of this research, it is known that the Service Quality has a significant positive effect on Customer Satisfaction in the toll [9]. These results confirm the successful empirical findings from previous studies(Rostami, Valmohammadi, & Yousefpoor, 2014), This shows that the higher the Service Quality perceived, the higher the level of Customer Satisfaction, and vice versa [9]. Other empirical findings are that there is a significant positive influence on customer relationship management to Customer Satisfaction. This is in line with(Tseng, 2016) which shows results where customers Customer Satisfaction arise as influenced by customer relationship management in the sector of toll road users [16]; (Rostami, Valmohammadi, & Yousefpoor, 2014) which found a significant effect of customer relationship management Customer Satisfaction customer to customer [9].

Another finding was the influence of the Customer Satisfaction Customer Experience positive and significant [7]. The empirical findings also confirm previous studies(Pareigis, Edvardsson & Enquist, 2011), The empirical findings of their last significant positive effect on Repurchase Intention Customer Satisfaction. This is in line with(Shin, Van Thai, Grewal, & Kim, 2017) which shows results where Repurchase Intention customers arising from Customer Satisfaction is influenced by the customer sector [10].

V. CONCLUSIONS AND SUGGESTIONS

A. Conclusion

To increase the volume of toll frequent users (repurchase intention) is to increase the level of satisfaction (customer satisfaction) toll users with Service Quality analysis of the positive and significant impact on Customer Satisfaction toll users. This shows that the larger the Service Quality received by customers, the increased Customer Satisfaction.

Customer Relationship Management has a positive and significant impact on Customer Satisfaction toll users. This suggests that further enhance the Customer Relationship Management Customer Satisfaction will rise better than ever.

Customer Experience has a positive and significant impact on Customer Satisfaction in the toll. This shows that the better Customer Experience toll users, the Customer Satisfaction will increase.

Customer Satisfaction has a positive and significant impact on the Repurchase Intention on the expressway. This shows that the better Customer Satisfaction toll road users, then the Repurchase Intention will increase.

B. Suggestion

➢ *For the Toll Company Business*

Toll Service should improve service quality for toll users to improve customer satisfaction, such as call centers, the condition of the road surface, and the signs, street lights, and speed the handling of accidents and damage to roads. It is by improving the ability of the management team to evaluate any defects that occur, because studies show that service quality the most dominant effect on customer satisfaction.

Toll Service should improve customer relationship management and customer experience for users of the toll to improve customer satisfaction, such as public participation toll cooperation, manufacture membership card and a special discount, and sense, feel, and act the perceived user experience tolls. Management can fuel innovation CRM program and control WOM CE, because studies show that customer relationship management, and customer experience can affect customer satisfaction.

Repurchase intention or interest in the re-use toll roads can be upgraded from a good customer satisfaction and high toll users according to the indicators in carrying this study, therefore, customer satisfaction becomes a variable cost to improve repurchase intention toll users. Customer Satisfaction toll users that need attention such as user satisfaction of the conditions of toll highways, toll roads concierge services, and facility signs along the highway. Because studies show that customer satisfaction has the most influence on repurchase intention.

➢ *For further research*

For further research may add other variables such as the effect of Word of Mouth Intention, innovation and substitution, and global issue, the possible effect on Customer Satisfaction and Repurchase Intention.

Using population and a broader sampling and research on other toll roads to be compared the results of the analysis to the increased influence of toll road users.

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