



## Examining Customer Satisfaction Mediates E-Service Convenience and Perceived Quality Effects on Repurchase Intentions in Indonesia

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**Abstract:** This study uses customer satisfaction as mediation to determine the effect of e-service convenience and perceived quality on repurchase intention at AirAsia Move Indonesia. Although the app has successfully integrated AirAsia Indonesia's services, several issues, such as poor web quality and lengthy refund processes, cause transaction annoyance. This study aims to understand how these characteristics affect users' intention to repurchase. This research used quantitative methods, by distributing questionnaires to 125 users of the AirAsia Move Indonesia application. Data were processed and analyzed with SEM-PLS 4.1.0.6. The findings of this study are that e-service convenience and perceived quality increase customer satisfaction, thus significantly affecting repurchase intention. Furthermore, customer satisfaction mediates the relationship between e-service convenience and repurchase intention quality. This insight can help project managers improve user experience and increase customer loyalty.

**Keywords:** E-service convenience, perceived quality, customer satisfaction, repurchase intention, online technology

### INTRODUCTION

Product innovation and technological advancements have contributed to the growing use of Internet technologies. Many airlines are combining physical contact with internet services. Airlines need to sustain long-term advantages, guarantee customer happiness, and enhance marketing and administration to remain competitive (Urumsah, 2015). The majority of airlines in industrialized nations provide the greatest e-services. For instance, up to 90% of tickets in the US are sold directly on the websites of Southwest Airlines and JetBlue (Orlov, 2011) Ryanair and easyJet, two European airlines, exhibit a similar pattern (Urumsah, 2015).

Especially in Indonesia and other developing countries, many airlines have developed e-services but have not used their online platforms to gain competitive advantage (Urumsah, 2015). For this reason, many customers of these airlines prefer to buy tickets from online

travel agencies rather than the airlines' websites. Among the airlines that have made good use of their website is AirAsia Indonesia, which offers the AirAsia Move app. As a complete travel booking tool, the platform offers many services such as Airfare, snap, gift, ride, ASEAN pass, transport, food, hotel, Bigpay, shop, rewards, Xchange, insurance, Ikhlas dan Zoneup. With this in mind, the author intends to investigate issues in the utilization of technology and electronic services of the AirAsia Move app in Indonesia.

AirAsia operates domestic and international flights throughout Asia with 388 routes and has a branch office in Tangerang, Banten, Indonesia. AirAsia Indonesia began operations with the IATA code QZ on December 8, 2004 (Pratiyudha & Amaliya, 2021). Based on the above, the researcher used AirAsia Move Indonesia app users as a sample for the primary survey and conducted a preliminary analysis of customer complaints. The information collected was as follows:

**Table 1** Pre - research user complaints

Grievance	Respondent
Poor web quality	5
Long refund process	7
App file size is too large	4
Date display difference	1
App often crashes	5
Total	22

Based on a preliminary study of 22 respondents on their interest in booking airline tickets using the AirAsia Move app, several persistent problems that irritated users and decreased the possibility of repurchases were found. Poor site quality, a protracted refund procedure, a big app download size, date display difference, and frequent app difficulties were common issues. This issue can prevent customers from making repeat purchases using the app.

According to (Adekunle & Ejechi, 2018) in their research, customer satisfaction serves as a mediator between e-service convenience to repurchase intentions. Therefore, AirAsia must learn how to provide good service to its customers. Electronic service convenience leads to customer satisfaction after transactions, thus making purchasing decisions stronger. According to Imran et al., (2020) customers are influenced by a product when they buy it for the second time or several times and express their positive experience with the product. The main objective of this work program is perceived quality. Customers' stronger sense of product quality encourages repeat purchases. When they think that a product is of high quality, customers often feel satisfied (Purnamasari & Fadli, 2023).

Phan Tan & Le (2023) claim that a customer's desire to repurchase is greatly influenced by their level of contentment. If a customer is happy with a service, they are more likely to utilize it again. Additionally, customers are more inclined to spread the word about the product, which helps manufacturers expand their market. However, the results of the research Purnamasari & Fadli (2023) revealed that customer satisfaction has no positive or significant effect on repurchase decisions. This research was developed from previous research (Nikmatullah et al., 2023) which focuses on AirAsia Indonesia as the object and Indonesian citizens who use the AirAsia Move application as the subject. The reason for choosing this object and subject is due to the existence of several problems as mentioned earlier. Therefore, this study will explore "The Effect of E-Service Convenience and Perceived Quality on Repurchase Intention mediated by Customer Satisfaction".

## **Literature review**

### **E-Service Convenience**

E-service convenience is a marketing approach that tries to make it easier for customers to get the services they need by saving time and effort. Higher prices and longer service durations do not always make customers feel comfortable (Azizah et al., 2022). As reported by Bi & Kim (2020) the convenience of e-services helps companies to foster long-term customer relationships and hence improve their degree of competitiveness. According to Permana & Ratnasari (2023), one of the key determinants of online buyer is their perceptions of using technology. E-service Convenience is a marketing strategy that aims to make the use of certain services easier for users by saving time and effort. (Berry et al., 2002), consumer perceptions of e-service convenience are influenced by the time and effort required to get or use a service. Non-monetary costs borne by users of the service include time and effort. The ease of utilizing the service, the ease of making transactions, the ease of getting the service's fundamental advantages, and the comfort experienced after obtaining the service may all be used to assess the convenience of a service (Berry et al., 2002).

### **Perceived Quality**

Purnamasari & Fadli (2023) define perceived quality as a customer's perception of a product or service's overall superiority when compared to competitors. According to Yan et al., (2019) perceived quality is determined by consumer perceptions and assessments of a product. Another study found that perceived quality is an assessment used by customers and clients to determine whether service quality meets their demands or expectations (Al-Debei et al., 2015).

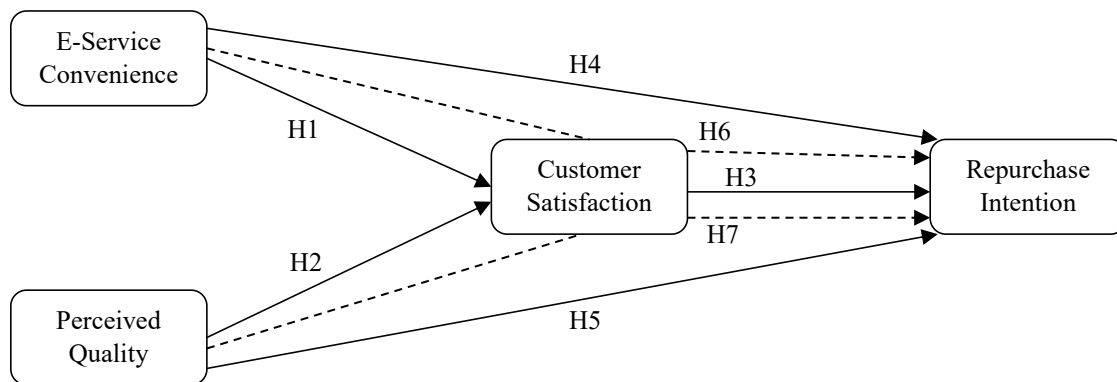
### **Customer Satisfaction**

The reaction of consumers to the mismatch between the performance of a good or service and their expectations after use is known as customer satisfaction. It plays an important role in finding out how well a business meets client demand (Tufahati et al., 2021). Lau et al., (2020), define customer satisfaction as a measure of what consumers want or expect from a product or service. This is evaluated by comparing the performance provided with the client's expectations (Setiawan et al., 2021). Customer satisfaction is one of the elements that drive customers to continue using a product or service, stay loyal, and promote it to others (Ginting et al., 2023). This is relative because satisfaction is based on perceptions, assessments, and psychological reactions to the purchasing experience (Ilyas et al., 2020).

### **Repurchase Intention**

Good and positive customer responses to the product or service determine the intention to repurchase (Sumiyati & Zabella, 2023). According to Jasin & Firmansyah (2023), this perception is closely related to consumers' perception of products and their pre-purchase thoughts. Repurchase intention according to Javed & Wu (2020) is a customer's intention to repurchase from the same company in the future. Since repeat purchases are an indication of client loyalty, they have a major influence on e-commerce success. In e-commerce, consumer loyalty is defined as the tendency to make future purchases from the same company (Quan et al., 2020).

**Framework**



**Fig. 1. Research model**

**The Influence of Variables on Each Other**

**The Influence of E-Service Convenience on Customer Satisfaction**

Benoit et al., (2017) discovered that e-service convenience can improve customer satisfaction. The phrase e-service convenience refers to how user-friendly internet services are for users. Customers find e-commerce websites more convenient because they are easy to access and can be accessed from any device. Consumers’ awareness of certain factors affects their satisfaction (Patrada & Andajani, 2021). Customer satisfaction and e-service convenience are positively correlated, implying that e-service convenience influences customer satisfaction (Ahmad Shuhida et al., 2024).

H1: It is hypothesized that E-Service Convenience has a favorable and significant effect on customer satisfaction

**The Influence of Perceived Quality on Customer Satisfaction**

Purnamasari & Fadli (2023), studies suggest that consumer satisfaction correlates with a positive perception of a product, hence the better the perceived quality, the more satisfied consumers are. According to a study by Othman et al., (2017) perceived quality has a significant positive correlation with customer satisfaction and loyalty. This can lead to brand love.

H2: It is hypothesized that Perceived Quality has a favorable and significant effect on customer satisfaction

**The Influence of Customer Satisfaction on Repurchase Intention**

Companies must focus on customer satisfaction to improve their performance because high levels of customer satisfaction lead to increased sales of the company's products (Safitri et al., 2023). Phan Tan & Le (2023) found that customer satisfaction influences repurchase intentions. Satisfied customers are more likely to repurchase and recommend a company's services, thereby contributing to the company's market expansion.

H3: It is hypothesized that Customer Satisfaction has a favorable and significant effect on Repurchase Intention

**The Influence of E-Service Convenience on Repurchase Intention**

According to Nikmatullah et al.,(2023) In their study, e-service convenience positively and significantly impacts repurchase intentions, indicating that a greater willingness to repurchase is linked to better e-service convenience. Customers look for convenience and when they are satisfied with the service, they will have a good impression about the entire transaction and convince them that purchasing was the right decision.

Research by Herman et al.,(2023) Demonstrates that repurchase intention is positively impacted by e-service convenience. Customers are more likely to utilize a service again if it is easier to use.

H4: It is hypothesized that E-Service Convenience has a favorable and significant effect on Repurchase Intention

### **The Influence of Perceived Quality on Repurchase Intention**

According to Wijaksono & Ali (2019), consumers' desire to repurchase a product increases based on their perception of its quality. Customers who perceive a product as high quality will be more likely to buy it again. A finding assessing the influence of perceived quality on repurchase intentions provided significant results. This is because perceived quality influences customer repurchase behavior (Purnamasari & Fadli, 2023).

H5: It is hypothesized that Perceived Quality has a favorable and significant effect on Repurchase Intention

### **The Role of Customer Satisfaction in Mediating the Influence of E-Service Convenience on Repurchase Intention**

In their research, Adekunle & Ejechi (2018) Explain that customer satisfaction plays a mediating role between e-service convenience and repurchase intentions. When using e-commerce platforms for business, customers who feel comfortable usually want to continue using the same platform services in the future. Because e-services are convenient, customer satisfaction after a transaction increases the likelihood of repeat purchase intention.

H6: It is hypothesized that Customer Satisfaction can mediate the influence of E-Service Convenience on Repurchase Intention

### **The Role of Customer Satisfaction in Mediating the Influence of Perceived Quality on Repurchase Intention**

Larasati & Baehaqi (2022) Shows that perceived quality through customer satisfaction has a significant impact on the intention to repurchase. This indicates that the higher the customer's perception of the quality of the product, the more satisfied they are, which affects their willingness to buy again.

H7: It is hypothesized that Customer Satisfaction can mediate the influence of Perceived Quality on Repurchase Intention

## **METHOD**

Researchers use a quantitative approach method, which involves variables that are expressed or measured in numerical form (Suliyanto, 2018). This study focuses on users of the AirAsia Move Indonesia application, with an unspecified population. This study was conducted from July 2024 - August 2024. In this study, purposive sampling was used, which is a sampling method based on certain criteria to acquire as much information as feasible (Suliyanto, 2018). These are the criteria used to choose the study's sample:

1. Male or Female.
2. Age 17 years and over.
3. Have ever booked a flight ticket through AirAsia Move.

The determination of the sample size is determined by the requirements specified by (Hair et al., 2011). Hair et al., (2011) state that the number of samples taken is at least 5 times the number of indicators used in the study. This study uses  $x$  parameters in the form of question items in the questionnaire, so the minimum sample size taken is  $25 \times 5 = 125$ . Based on the minimum number of samples that must be taken in this study and the advice from (Hair et al., 2011) which states that the number of samples in SEM analysis is 100-200, the number of samples taken in this study was determined to be 125 people. A Likert scale with

five categories is used in the measurement scale to measure a person's response to social objects. The data analysis technique used in this research is PLS-based SEM (Structural Equation Modelling) (Partial Least Square), in the SEM-PLS analysis technique, steps are taken to model the research results.

**Table 2 Measurement of variables**

Variable	Operational Definition	Items	Source
E-Service Convenience	E-service convenience refers to the ease with which technology can be utilized to obtain services while reducing the effort and time required.	<ol style="list-style-type: none"> <li>1. Convenience of access</li> <li>2. Search convenience</li> <li>3. Evaluation convenience</li> <li>4. Attentiveness comfort</li> <li>5. Transaction convenience</li> <li>6. Possession convenience</li> <li>7. Post-possession convenience</li> </ol>	(Berry et al., 2002; Duarte et al., 2018; Jiang et al., 2013)
Perceived Quality	A customer's subjective assessment of the superiority and service level of an application compared to their expectations and other accessible alternatives is known as perceived quality.	<ol style="list-style-type: none"> <li>1. Perceived usefulness</li> <li>2. Attitude toward using</li> <li>3. Behavioral Intent to Use</li> <li>4. Actual technology usage</li> </ol>	(Apriyanto & Wahyuni, 2018)
Customer Satisfaction	Customer satisfaction is based on how effectively the app fits the user's requirements, wants, and expectations. This metric also evaluates the app's performance in addressing the user's demands, which improves loyalty and potential repurchases.	<ol style="list-style-type: none"> <li>1. Feels good when making transactions.</li> <li>2. Feeling satisfied when making transactions.</li> <li>3. Consumers feel that the decision taken is correct after making a transaction.</li> <li>4. Leave a pleasant impact on consumers' minds following a purchase.</li> </ol>	(Trivedi & Yadav, 2020)
Repurchase Intention	Repurchase intention is the willingness of customers to continue using or purchasing services from an application. A kind of customer loyalty that arises after being satisfied with the services provided.	<ol style="list-style-type: none"> <li>1. Desire to continue buying from the same seller.</li> <li>2. The desire to recommend the seller to others.</li> <li>3. The desire to make the seller the first choice when shopping.</li> </ol>	(Duarte et al., 2018)

## RESULT AND DISCUSSION

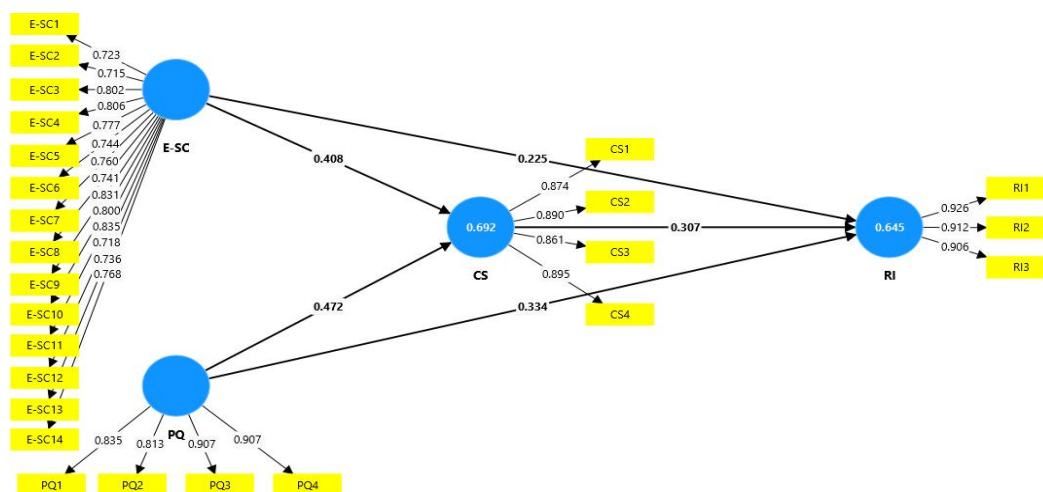
### Outer model test

According to Abdillah & Hartono (2015) a component is considered valid if each indicator meets a value of > 0.70 (high) or from 0.5 to 0.6 (medium). For AVE, the measurement value is considered valid if it reaches 0.50 or higher. This study's discriminant and convergent validity tests yielded the following results:

**Table 3 Loading factor and AVE**

Variable	Indicator	Outer Loading	AVE	Description
E-Service Convenience (X1)	E-SC1	0.723	0.592	Valid
	E-SC2	0.715		Valid
	E-SC3	0.802		Valid
	E-SC4	0.806		Valid
	E-SC5	0.777		Valid
	E-SC6	0.744		Valid
	E-SC7	0.760		Valid
	E-SC8	0.741		Valid
	E-SC9	0.831		Valid
	E-SC10	0.800		Valid
	E-SC11	0.835		Valid
	E-SC12	0.718		Valid
	E-SC13	0.736		Valid
	E-SC14	0.768		Valid
Perceived Quality (X2)	PQ1	0.835	0.751	Valid
	PQ2	0.813		Valid
	PQ3	0.907		Valid
	PQ4	0.907		Valid
Customer Satisfaction (Z)	CS1	0.874	0.775	Valid
	CS2	0.890		Valid
	CS3	0.861		Valid
	CS4	0.895		Valid
Repurchase Intention (Y)	RI1	0.926	0.837	Valid
	RI2	0.912		Valid
	RI3	0.906		Valid

Source: the results of research data processing using SmartPLS4.0.



**Fig. 2. Outer model**

Source: the results of research data processing using SmartPLS4.0.

The data processing findings provided in Table 1 and Figure 2 reveal that each indicator in the study variables has an outer loading value greater than  $> 0.7$ . Furthermore, the AVE value for all variables is greater than  $> 0.5$ , indicating that the variables meet the standards of convergent validity and are acceptable for use in research.

**Table 4 HTMT**

Variable	Customer Satisfaction	E-Service Convenience	Perceived Quality	Repurchase Intention
<i>Customer Satisfaction</i>				
<i>E-Service Convenience</i>	0.836			
<i>Perceived Quality</i>	0.883	0.857		
<i>Repurchase Intention</i>	0.826	0.779	0.838	

Source: the results of research data processing using SmartPLS4.0.

Table 2 shows that all indicators in the study variable have an HTMT value  $< 0.9$ . This implies that the indicator passes the discriminant validity test and is appropriate for use in research. Cronbach's Alpha and Composite Reliability values of  $> 0.7$  are deemed dependable, however, a value of 0.6 is also acceptable (Abdillah & Hartono, 2015).

**Table 5** Cronbach's alpha and composite reliability values tabulated

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
<i>E-Service Convenience</i>	0.947	0.949	0.953
<i>Perceived Quality</i>	0.889	0.895	0.923
<i>Customer Satisfaction</i>	0.903	0.904	0.932
<i>Repurchase Intention</i>	0.902	0.903	0.939

Source: the results of research data processing using SmartPLS4.0.

Cronbach's Alpha and Composite reliability for each assessed latent variable is greater than  $> 0.7$ , according to the data in Table 3. Thus, we can summarize that all variables in this study have a good level of dependability.

**Inner model test**

**Table 6 Values of R-square**

	R-square	R-square adjusted	Description
<i>Customer Satisfaction (Z)</i>	0.692	0.687	Moderat
<i>Repurchase Intention (Y)</i>	0.645	0.636	Moderat

Source: the results of research data processing using SmartPLS4.0.

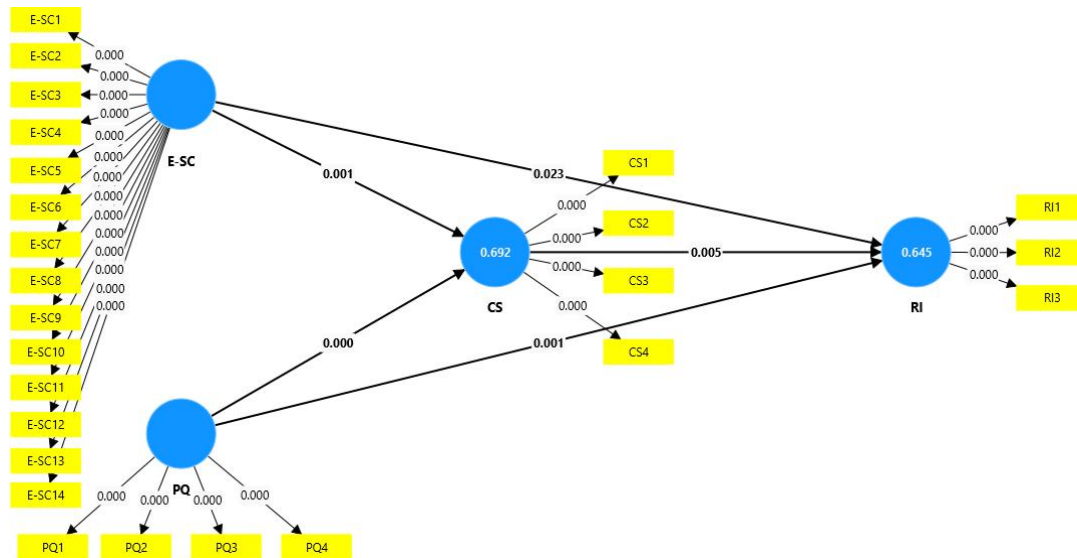
From Table 4 it is concluded that the R-Square value on the Customer Satisfaction variable is 0.692. It means that all exogenous constructs, such as the E-Service Convenience (X1) and Perceived Quality (X2) variables together influence the Customer Satisfaction variable by 69.2%. In addition, the Repurchase Intention variable is 0.645, meaning that all exogenous constructs, such as the E-Service Convenience (X1) and Perceived Quality (X2) variables together influence the Repurchase Intention variable by 64.5%.

**Table 7 Values of F-square**

Variable	F-Square	Description
E-SC->CS	0.206	Moderate
PQ->CS	0.277	Moderate
CS->RI	0.082	Weak
E-SC->RI	0.045	Weak
PQ->RI	0.094	Weak

Source: the results of research data processing using SmartPLS4.0.

According to the table above, E-Service Convenience (X1) and Perceived Quality (X2) have a moderate effect on Customer Satisfaction (Z), while Customer Satisfaction, E-Service Convenience, and Perceived Quality have a weak impact on Repurchase Intention.



**Fig. 3. Inner model Bootstrapping**

Source: the results of research data processing using SmartPLS4.0.

The bootstrapping test is used to evaluate the t-statistic and p-value, which is then used as a hypothesis in this study. This study uses a significance level of 5% (1.96). The requirements that must be met are the t statistic value > t table (1.96) and the P values ≤ 0.05 or 5% alpha. Below is a table of path coefficient values and t statistics.

**Table 8 Path coefficient and t-statistic**

	Original sample	Sample mean	Standard deviation	T-statistics	P-values	Description
CS -> RI	0.307	0.297	0.111	2.779	0.005	Significant
E-SC -> CS	0.408	0.420	0.118	3.457	0.001	Significant
E-SC -> RI	0.225	0.232	0.099	2.277	0.023	Significant
PQ -> CS	0.472	0.462	0.120	3.941	0.000	Significant
PQ -> RI	0.334	0.335	0.105	3.180	0.001	Significant

Source: the results of research data processing using SmartPLS4.0.

The following bootstrapping test data and assessment outcomes are derived from the information in Table 6:

**H1: The Impact of E-Service Convenience (X1) on Customer Satisfaction (Z)**

The test findings showed that there was a 0.408 path coefficient and a 3.457 t-statistic (t count > 1.96) between E-Service Convenience on Customer Satisfaction. The P-value has a magnitude of 0.001 (0.001 < 0.05). Therefore, hypothesis 1 is accepted, since E-Service Convenience has a positive and significant impact on Customer Satisfaction. These findings complement a previous research by Ahmad Shuhida et al., (2024), which discovered a relatively significant impact of E-Service Convenience on Customer Satisfaction, but Customer Satisfaction, E-Service Convenience, and Perceived Quality have little effect on Repurchase Intention.

**H2: The Impact of Perceived Quality (X2) on Customer Satisfaction (Z)**

The test findings showed that there was a 0.472 path coefficient and a 3.941 t-statistic (t count > 1.96) between Perceived Quality on Customer satisfaction. The P-value has a magnitude of 0.000 (0.000 < 0.05). Since perceived quality has a positive and significant

impact on customer satisfaction, hypothesis 2 is accepted. These results back up a previous study Purnamasari & Fadli (2023) that found consumers can be satisfied by having a positive perception of a product. The higher the perceived value of the product, the more satisfied customers will be.

**H3: The Impact of Customer Satisfaction (Z) on Repurchase Intention (Y)**

The test findings showed that there was a t-statistic value of 2.779 (t count > 1.96) and a path coefficient value of 0.307 between Customer Satisfaction on Repurchase Intention. The P-value has a magnitude of 0.005 (0.005 < 0.05). Thus, it can be said that hypothesis 3 is accepted since customer satisfaction has a positive and large impact on repurchase intention. These findings are consistent with earlier studies by Phan Tan & Le (2023) which found that customer happiness influences repurchase intentions, meaning that happy consumers are more likely to repurchase or utilize the product in the future.

**H4: The Impact of E-Service Convenience on Repurchase Intention**

The test findings showed that there was a 0.225 path coefficient and a 2.277 t-statistic (t count > 1.96) between E-Service Convenience on Repurchase Intention. The P-value has a magnitude of 0.023 (0.023 < 0.05). Therefore, hypothesis 4 is accepted as E-Service Convenience has a positive and significant influence on Repurchase Intention. These findings support other studies Herman et al.,(2023) that found a positive correlation between convenience and repurchase behavior. The likelihood that customers will decide to utilize the service increases with its simplicity of use.

**H5: The Impact of Perceived Quality on Repurchase Intention**

The test findings showed that there was a 0.334 path coefficient and a 3.180 t-statistic (t count > 1.96) between Perceived Quality on Repurchase Intention. The P-value has a magnitude of 0.001 (0.001 < 0.05). Thus, it is determined that hypothesis 5 perceived quality has a positive and large impact on repurchase intention. These results are in line with an earlier study Wijaksono & Ali (2019) which discovered that when consumers have a favorable opinion of a product's quality, they tend to repurchase it.

**Table 9 Indirect effect**

	Original sample	Sample mean	Standard deviation	T-statistics	P-values
E-SC -> CS -> RI	0.125	0.124	0.058	2.157	0.031
PQ -> CS -> RI	0.145	0.139	0.066	2.184	0.029

Source: the results of research data processing using SmartPLS4.0.

**H6: The Role of Customer Satisfaction in Mediating the Influence of E-Service Convenience on Repurchase Intention**

The t-statistic value of 2.157 (t count > 1.96) was found in the test results of E-Service Convenience with Repurchase Intention and Customer Satisfaction. The P-value has a magnitude of 0.031 (0.031 < 0.05). Therefore, hypothesis 6 can be accepted because it can be concluded that E-Service Convenience has an indirect influence on Repurchase Intention on Customer Satisfaction. This conclusion is similar to earlier studies by Adekunle & Ejechi (2018) which found that customer satisfaction mediated by e-service convenience can affect repurchase intentions.

### **H7: The Role of Customer Satisfaction in Mediating the Influence of Perceived Quality on Repurchase Intention**

A t-statistic value of 2.184 ( $t \text{ count} > 1.96$ ) was obtained from the test results of Perceived Quality on Repurchase Intention through Customer Satisfaction. The P-value is 0.029 ( $0.029 < 0.05$ ). Thus, hypothesis 7 is supported because it can be concluded that Perceived Quality indirectly affects Repurchase Intention through Customer Satisfaction. This conclusion is consistent with an earlier study Larasati & Baehaqi (2022), which discovered that customer satisfaction significantly influences the perceived quality variable's impact on the willingness to repurchase.

### **Discussion**

The results of this research confirm that ease of electronic service usage, perceived quality, and consumer satisfaction are positively related to repurchase intention. This is evidenced by the highest mean score of e-service convenience at 4.192 related to security customer data with the AirAsia Move app, then the highest average value of perceived quality of 4.112 related to efficiency in using the application. Finally, the highest mean value for customer satisfaction 4.112, is associated with the impression users have of receiving good service. These results are in alignment with other studies that highlight the importance of user experience in fostering client loyalty (Bhatti, 2019).

E-service convenience is a key factor in attracting users to use the app again. users who find the ticket purchase process easy and quick tend to be happier and more inclined to repeat purchases. Therefore, user data security, synchronized display of services sold, and customer service are vital to the AirAsia Move Indonesia app.

The influence of perceived quality is equally significant. Customers will be more pleased with the services offered if they have favorable experiences, such as improving the effectiveness of planning their trips and being pleased with the features of the AirAsia Move Indonesia app. As a consequence, service providers should concentrate on raising the quality of their offerings, both in terms of technical proficiency and creative feature development.

Customer satisfaction acts as a mediation that connects the convenience of electronic services and perceived quality with repurchase intention. This shows that to increase repurchase intention, service providers need to pay attention not only to convenience and quality but also to how the experience can generate high satisfaction for AirAsia Move Indonesia application users.

### **CONCLUSION**

This study aims to find out if Customer Satisfaction is a mediation function between E-Service Convenience and Perceived Quality partially with Repurchase Intention. The data indicates that E-Service Convenience and Perceived Quality significantly affect Customer Satisfaction as well as Repurchase Intention. Besides, satisfaction has been found to mediate and moderate the impact of E-Service Convenience, and Perceived Quality on Repurchase Intention.

### **Implications**

The results of this study can help AirAsia Move Indonesia's marketing strategy by improving the quality of services and systems so that users use the application more often. This service improvement can be done by maintaining data security, developing the appearance of the application, and understanding the needs of users, including users with special needs. To ensure user satisfaction, AirAsia Move needs to maintain a good service impression felt by users and ease of use when using the app. With these steps, the service provider can maintain the trust of users to continue to choose this application as the first choice in supporting tourism activities.

## Research limitations

Future research might potentially explore additional elements that may impact the repurchase intention variable, as shown by the data from the above study. Consequently, to determine their effect on repurchase intentions, future studies might examine factors like service innovation. In addition, researchers recommend that future studies include more samples and indicators.

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