

ANALYSIS OF SERVICE QUALITY AND CUSTOMER SATISFACTION ON REPURCHASE HALAL FASHION PRODUCTS (Study on Akhwat Bone Sewing House Customers)

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Abstract

This study aims to determine the effect of service quality on repurchasing and the effect of customer satisfaction on repurchasing halal fashion products at the Bone Sewing House (RJA). The variables used are Service Quality (X1), Customer Satisfaction (X2) as the independent variable and Repurchase (Y) as the dependent variable. This study uses a quantitative approach. The research was conducted using a purposive sampling technique, with a sample of 80 respondents. The data collection method was through distributing questionnaires to the customer population of the Bone Sewing House (RJA). The data analysis technique used is Partial Least Square (PLS). The results of this study indicate that service quality (X1) has a significant effect on repurchase (Y) and customer satisfaction (X2) has a significant effect on repurchase (Y) with a sig value of 0.000, which means the value is less than α 0.05 or $(0.000 < 0.05)$.

Keywords: **Service Quality, Customer Satisfaction, Repurchase**

1. INTRODUCTION

In general, humans today tend to display the beauty in him. Many things are done by a person to look beautiful. One way is to follow the development of fashion. Fashion is considered to carry a message and is a lifestyle. One trend that occurs among Muslim women is Muslim clothing. Muslim clothing aside from being a cover for women's genitals, now Muslim clothing comes in various models, patterns, patterns and colors (Yessa Febriana, 2014).

The halal fashion trend is in demand by Indonesian people who are predominantly Muslim and coupled with the current awareness of Muslim women to perfect their syar'i appearance. Halal fashion is a set of tools to beautify one's appearance in accordance with Islamic teachings (Samsul et al., 2022). The development of Muslimah fashion has recently been growing rapidly and progressing, this can be seen from the large number of teenage to adult women who wear syar'i clothing. Every day the fashion used varies according to the

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creativity of its users (Sri Eka Damayanti, 2014). In the current development of civilization, there are so many types of fashion offered to Muslim consumers (Ministry of Industry 2019). Fashion is used as one of the things that play an important role in creating self-identity. Therefore, many women buy fashion products (clothing).

The high expenditure of Muslim consumers for clothing and footwear in 2018 which reached USD 283 billion, shows the great opportunity for Indonesian modest fashion to take a much larger share. The survey results show that the level of public awareness of halal fashion is high (89.2%). On the other hand, people's preference for the importance of halal fashion is not a major factor, the main factors in choosing fashion products are comfort, quality products, and price (KNKS Indonesia Halal Industry Development Strategy, 2019). Referring to the State of the Global Islamic Economy Report 2020-2021 data, the Ministry of Industry stated that the halal fashion industry in Indonesia is ranked third in the world. The large number of the world's Muslim population and the rapid development of the young Muslim generation population affect the prospects and trends of Muslim fashion in the future.

Based on this, various regions are also experiencing modest fashion development because demand and Muslim women who are up to date about halal fashion make the businessman's soul agitated to open a halal fashion business, in Bone Regency in particular there are various offline shops selling halal fashion. , because the majority of the population is Muslim and always updated about fashion. As time goes by and the trend in Bone Regency opens business opportunities for Muslim women, one of which is the Akhwat Sewing House (RJA) which sells various Muslim clothing needs, namely syar'i clothing for Muslim women.

Table 1 Akhwat Sewing House Customer Data Years 2020-2022

MONTH	2021	2022
	NUMBER OF VISITORS	NUMBER OF VISITORS
Januarr	156	267
February	189	199
March	206	280
April	284	1299
Mei	618	484
Juny	208	444
July	230	631
Agustus	245	436
September	213	437
Oktober	269	366
November	284	384
Desember	304	405

Source: Interview with RJA store admin, January 13, 2023

From the results of initial observations made with the admin of the Akhwat Sewing House shop, the table above explains that for two consecutive years there has been an increase and also a decrease in customers which is not very drastic, seen in 2021 customers have increased from January to May but decreased in the following month. Whereas in 2022 in April there was an increase above the average, namely more than 1,000 customers. This proves that the Akhwat Sewing House is well known and can meet the needs of Muslim women in Bone district.

Judging from the number of customers who have increased every month in two years, it is also necessary to know how the response from the customers themselves is satisfied in shopping or vice versa so that the seller can find out things that can improve the quality of his shop. In shopping for fashion products to give satisfaction to consumers. Consumer satisfaction is a person's (consumer) feeling of satisfaction or dissatisfaction, be it happiness or sadness, happiness because he gets something for his efforts, which results from a comparison of the performance of a product or the results of product expectations.

So that the company is not left behind in the competition, it is necessary to have customer satisfaction. Customer satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product or perceived performance or results to expectations (Katler & Keller, 2016). In determining and choosing a product, product quality and service quality are also inseparable from the company/manufacturer for the product or service produced. They are required to always maintain customer trust by improving product quality and service quality to increase customer satisfaction, as well as carefully determining customer needs as the company's efforts to fulfill desires and increase customer satisfaction so that repeat purchases occur.

Repurchase intention is a consumer who tends to repurchase products that have been used (Umar Bakti & Hairudi, 2020). The factor that can determine repurchase intention is the quality of service, which is an effort to fulfill consumer needs and desires as well as the accuracy of their delivery to offset consumer expectations (Diana, 2017). In addition, customer satisfaction is one of the main goals in a company, it can also encourage consumers to repurchase products, both short and long term goals, customer satisfaction provides a number of specific benefits, one of which has the potential to become a source of future income (Tjiptono and Chandra, 2021).

2. IMPLEMENTATION METHOD

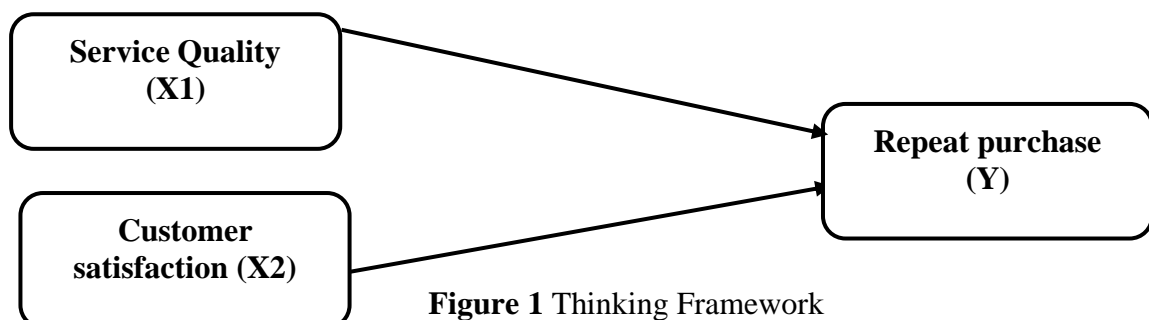


Figure 1 Thinking Framework

Based on the framework above, the researcher proposes a research hypothesis as follows:

H1: It is stated that service quality has a positive effect on repeat purchases

H2: It is stated that customer satisfaction has a positive effect on repeat purchases

This research uses a quantitative approach, quantitative research is research that uses statistical procedures or alternative methods of quantitative analysis (measurement) to obtain new data (Jaya, 2020). Studies that use this methodology to provide new data that are considered reliable. The variables are measured with research instruments so that the data comes from numbers that can be analyzed according to statistical procedures (Kusumastuti, Khoiron & Achmadi, 2020). This study aims to test and explain the causality relationship of each variable whether it is influenced by other variables through hypothesis testing. The variables studied consisted of two variables, namely the independent variable and the dependent variable. The independent variables in this study are service quality (X1) and customer satisfaction (X2). While the dependent variable is Repurchase (Y).

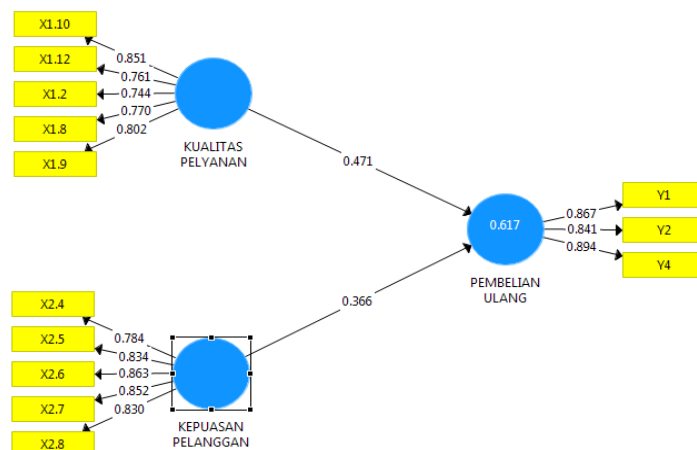
In this study, a sampling technique was used with a purposive sampling method, namely a sampling technique with certain considerations (Sugiono, 2016). The data collection method was carried out through a survey method, namely by distributing questionnaires to the respondents. Sampling was carried out by accidental sampling (accidentally) as many as 80 people. Measurements are used with a Likert scale, namely: (1) strongly agree (SS); (2) agree (S); (3) disagree (KS); (4) do not agree (TS). The analysis technique used in this study is Partial Least Square (PLS).

3. RESULTS AND DISCUSSION

3.1 Outer Model Testing

The Outer Model or Outer Measurement is also known as the measurement model. Outer model test aims to specify the relationship between latent variables and their indicators. Following are the results of testing the Outer Model in this study.

Figure 2
Outer Model Testing Results



a. Convergent Validity

Convergent validity in this study is expressed through the relationship between variables (independent and dependent), service quality (X1), customer satisfaction (X2), and repurchase (Y) with indicators through the help of software from Smart-PLS for Students (with 80 respondents) , if the factor loading (λ) value of the indicators is > 0.5 , then the relationship can be declared valid. Meanwhile, if the value of the loading factor (λ) is < 0.5 , then the relationship can be declared invalid and the invalid indicator must be dropped because it is considered not good enough to measure the variable precisely. The results of the validity test can be presented as in the following table.

Table 2
Convergent Validity from respondents answers

Variable	Indikator	(λ)	Information
Service quality	X1.2	0.744	Valid
	X1.8	0.770	Valid
	X1.9	0.802	Valid
	X1.10	0.851	Valid
	X1.12	0.761	Valid
Customer satisfaction	X2.4	0.784	Valid
	X2.5	0.834	Valid
	X2.6	0.863	Valid
	X2.7	0.852	Valid
	X2.8	0.830	Valid
Repeat purchase	Y1	0.867	Valid
	Y2	0.841	Valid
	Y4	0.894	Valid

Source: Primary Data (Questionary) Processed, 2023

b. Composit Reliability

Composite Reliability results carried out on Service Quality (X1), Customer Satisfaction (X2), and Repurchase (Y) can be declared reliable if the AVE values of these variables are > 0.5 , Composite Reliability values are > 0.7 , and Cronbach's Alpha values > 0.6 . Composite Reliability results can be seen in table 1.3 below:

Table 3. *Convergent Reability from respondents answers*

Variable	Cronbach's Alpha	Composite Reliability	AVE
Service quality (X1)	0.846	0.890	0.618
Customer satisfaction (X2)	0.890	0.919	0.693
Repeat purchase (Y)	0.824	0.885	0.659

Source: Primary Data (Questionary) Processed, 2023

Based on the table above, it shows that service quality (X1), customer satisfaction (X2) and repurchase (Y) have Cronbach's Alpha values > 0.6, Composite Reliability > 0.7, and AVE > 0.5, which means that all constructs in the model used have been meet the criteria of discriminant validity and can be said to be reliable.

c. Goodness Of Fit

The index used to state that the model used is feasible is the NFI (Normed Fit Index) which is a comparison of the purposed model with the null model and is also the most recommended index in the Smart PLS software for students according to Schumacker and Lomax. They say that the expected NFI value is ≥ 0.80 . While the results of the Goodness Of Fit test on the model proposed in this study show an NFI value of 0.743, which means that it has not reached the expected value of ≥ 0.80 , but can still be declared good.

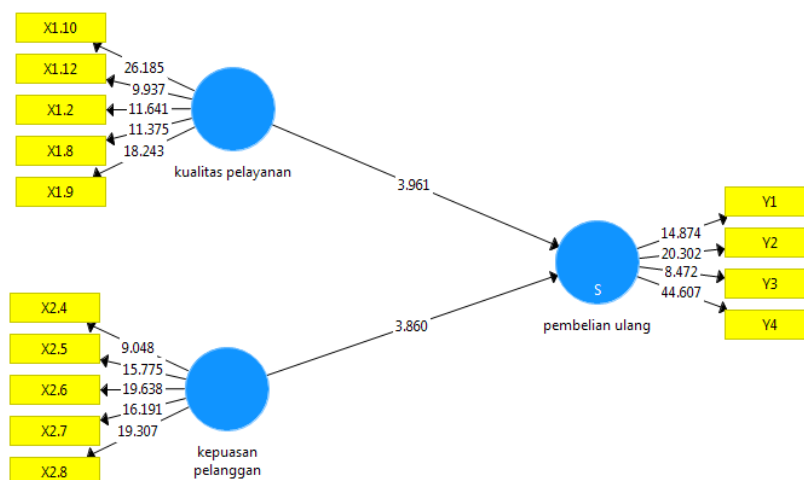
d. R-Square

The R-Square value obtained from the results of the Inner Model test with the help of SmartPLS for Students Software for the Repurchase variable (Y) is 0.617 (61%), which means that this value indicates that the Repurchase variation (Y) can be explained by the Service Quality variable (X1) and Customer Satisfaction (X2) of 61% while the remaining 39% is influenced by other variables not included in the model proposed in this study.

3.2 Inner Model Testing

Testing the Inner model is a structural model that is used to predict causal relationships (causality) between latent variables or variables that cannot be measured directly.

Figure 3
Inner Model Testing Results



Hypothesis testing can be done by looking at the T-Statistics, if the T-Statistics ≥ 1.96 , then the hypothesis is accepted, meaning that the variable being tested has a significant influence. Meanwhile, if the T-Statistic ≤ 1.96 then the hypothesis is rejected, meaning that the variables tested have no significant effect. The description of the results of the hypothesis test in the table can be explained as follows:

Table 4
Hypothesis Test Results

Relation	Cut Off Value	T-Statistic	Information
Service Quality (X1) – Repeat purchase (Y)	≥ 1.96	3.961	Significant
Customer satisfaction (X2) – Repeat purchase (Y)	≥ 1.96	3.860	Significant

Source: Primary Data (Questionary) Processed, 2023

Based on the table above it can be explained that; the T-Statistic value obtained after testing the direct relationship between the Service Quality variable (X1) and the Repurchase variable (Y), which is 3,961 (≥ 1.96). This shows that there is a significant influence between Service Quality and Repurchase. Meanwhile, the T-Statistic value obtained after testing the direct relationship between the Customer Satisfaction variable (X2) and the Repurchase variable (Y), is 3,860 (≥ 1.96). This shows that there is a significant influence between Customer Satisfaction and Repurchase.

4. CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that there is a significant influence on service quality (X1) and customer satisfaction (X2) on repurchase (Y) either directly or indirectly. This is supported by the theory described by (Kotler, 1997) which links service quality and customer satisfaction predicting that customer satisfaction becomes positive and substantial when consumers feel high service quality, perceived service delivery is the same or better than expected. This will have an impact on repeat purchases by customers/consumers.

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