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THE EFFECT OF SERVICE QUALITY ON RECERTIFICATION. MEDIATED BY CUSTOMER SATISFACTION AND RELATIONSHIP COMMITMENT⁵

Providing certificates to companies is to maintain the existence of the company and to be more competitive. The existence of certification service companies in Indonesia from year to year is increasing, and this will provide its phenomenon in maintaining customers among companies in charge of this service because every company in charge of this certification service will compete with each other to retain customers and attract customers from other companies in a similar field. This study aims to determine whether the intention to recertify is influenced by mediating variables, namely customer satisfaction and relationship commitment, or predictor variables, namely service quality, from certification service companies. In addition, this study synergises two intermediary factors, namely customer satisfaction and relationship commitment, in examining service quality on recertification. Factor analysis in this survey is to test the indicators of questions or statements as forming factors. The test results of the factors show that all values meet the validity and reliability. The service quality of the product or service produced by the company greatly affects customer satisfaction and relationship commitment. Because recertification is indirectly influenced by service quality. If customers have the intention to recertify, it is not influenced by customer satisfaction based on service quality but is influenced by relationship commitment. Ongoing communication is an essential factor in maintaining relationship commitment between the company and the client.

Keywords: service quality; customer satisfaction; relationship commitment; recertification

JEL: D18; L84; M21; M31

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⁵ This paper should be cited as: Lando, K. K., Sudiro, A., Moko, W., Indrawati, N. K. (2024). *The Effect of Service Quality on Recertification. Mediated by Customer Satisfaction and Relationship Commitment.* – *Economic Studies (Ikonomicheski Izsledvania)*, 33(6), pp. 160-179.

1. Introduction

Economic activities in the current industrial 4.0 era have changed the concept of producer and consumer behaviour. In the light era, we know the establishment of companies as a demand from the community to fulfil their needs. Meanwhile, the current modern concept has shifted; namely, the presence of companies is no longer just to meet the needs of the community but more than that. There is a special attraction, namely the market following the pattern of demands and needs for products and services so that the presence of companies today competes with each other to create its own image with the aim of attracting new consumers or retaining old consumers.

The development of an increasingly competitive industry today requires companies to provide excellent or superior service to customers. As in the view of Golar et al. (2021), it is said that if the company has difficulty providing services to customers, it will suffer a decrease in market share in the future. The same thing happens in e-commerce companies; according to Wilson et al. (2019), companies must really pay attention to service quality because it becomes important for new consumers to buy or old consumers the intention to repurchase the product or service launched.

The products and services produced must give their own assessment and impression from customers. Companies that produce products and services must also provide satisfaction to customers. In addition to customer satisfaction, companies must continue to build good relationships with customers. These two things will have a positive impact so that the company will grow and ultimately provide additional value through increased sales and lead to increased profits. On the one hand, the position of the customer becomes king because the demands are so complex, so according to Stanimirov and Georgieva (2019), they are positioned as *sophisticated customers*. The reason is first, business competition is so intense, so every company is competing to retain its customers, even though it is quite difficult to meet their demands. Second, customers feel that not only the product or service has been fulfilled but also the fulfilment of the inner being after purchasing the product or service.

So many companies in Indonesia continue to improve the assessment of the quality of their goods and services through the provision of certificates, so the implementation of certification for companies that need it must be truly independent and professional, and this means that it must be free of conflict of interest in the relationship between the certification company and the client. According to Lakhal (2014), the purpose of granting certificates is to improve the quality of company management. Boulanger (2016) emphasises the need for a good relationship and cooperation between the company to be assessed and the institution that has the authority to issue the certificate. The purpose of granting certificates is to encourage the company's presence in the market environment to be increasingly competitive. Market and customer demands must be followed by companies to improve the quality of management, products, services, and overall company performance. If it is not followed, the company will automatically lose the competition and ultimately decrease profits from period to period, and the worst is the closure of its operational activities.

The higher the company's demand for audits and certificates, the more the presence of certification bodies. The presence of this certificate body creates a potential conflict of

interest. The occurrence of this conflict of interest is a result of competition between certification bodies (Bar, Zheng, 2018; Dranove, Jin, 2010). Whatever the type and form of the business environment, it will create competition between *business markets*. Competition is not only about getting new customers (clients) but also about how certification bodies try to maintain their clients. In view of Babin et al. (2017) explained that efforts in recertification are a form of maintaining old clients. Recertification is part of the behavioural intention to buy and re-consume products from the same company (Molinari et al., 2008). Certificate providers find it quite difficult to retain old clients, and this is due to competition from other parties to attract old clients by providing tantalising information for old clients to move to other parties, which old clients may consider more competent and prestigious.

So many studies such as Fared et al. (2021), Khan et al. (2021a) Leonnard (2018), Mensah and Mensah (2018), Saleem et al. (2017), Suhaily and Soelasih (2017), and Wilson et al. (2019) explained that quality service will provide satisfaction to customers. The results of research by Gustafsson et al. (2005) showed that there is a positive influence between service quality and relationship commitment. In the end, customer satisfaction and relationship commitment also have a positive impact on repurchase intentions. But in fact, other findings from Foster (2019) and Susanto et al. (2021) explain that service quality does not have a significant effect on *repurchase intention*. An inconsistency in this study must be resolved by giving different treatments, namely, including other variables to bridge the differences in findings from previous studies.

In previous research, testing service quality on repurchase intentions mediated by each, namely customer satisfaction and relationship commitment, has never been tested together. From the results of searching various literature, it is usually found that customer satisfaction and relationship commitment become predictor variables together with other predictor variables, namely service quality. Therefore, in this study, the two factors are tested together, especially in certification service provider institutions with clients.

Recertification is the intention to repurchase by consumers or existing clients for the services of a certification-granting company. Recertification is also a company's effort to retain customers. Therefore, the purpose of this study is to determine whether recertification is only influenced by service quality or customer satisfaction and relationship commitment as mediating factors in the influence relationship. In the review of previous research, it was found that not many have examined the relationship or influence of service quality on recertification, and also, not many have examined synergising the two factors, namely customer satisfaction and relationship commitment, as mediation. The uniqueness of these two mediating factors is that customer satisfaction is assessed based on what the client feels, while relationship commitment is assessed based on what the company feels. So this reason becomes a new uniqueness.

The limitation of this research is that it only takes two intermediary factors, namely customer satisfaction and relationship commitment, to test service quality on recertification. These two factors are considered important in maintaining the certification service company's relationship with existing clients. Thus, it is unique that customer satisfaction can only be measured by the experience felt by the client on the quality of service provided by the

company, while relationship commitment is also only based on the assessment of the intensity of communication felt by the company in the relationship with the client.

2. Literature Review and Hypotheses Development

This planned behaviour is a reciprocal relationship between thought and intuition. According to Ajzen (2005), behaviour or intention with the basic theory is the theory of planned behaviour that can be controlled. The theory of planned behaviour shares three essential factors, namely, a person's personality, social environment, and perceived behavioural control. The three factors in the theory of planned behaviour can create a series of compositions that are always different.

According to Ajzen (2005), if the information received is inaccurate, it will also have an impact on individual behaviour. The causes of inaccurate information can come from inappropriate experiences, insufficient knowledge, and presentation of information through biased media. The theory of planned behaviour emphasises that intentions are also sufficiently influenced by individual background factors. These factors can be divided into three types, namely personal, social, and information.

The theory of consumer behaviour, according to Hoyer et al. (2021), is a person's decision on goods or services that will be consumed from time to time. The study of this theory is from acquiring, consuming, and disposing of products or services based on activities, experiences of oneself and others, and ideas in making a decision over time. The measuring instrument starts from buying and consuming the goods or services, then assessing and comparing based on his or others' experience. Meanwhile, consumer behaviour, according to Babin et al. (2017), is a series of activities that give the right assessment according to personal needs. There is an unbroken chain through consumer reactions using psychological processes, thoughts, feelings, and behaviour. Consumer behaviour starts with something that is a need, whether it is urgent or not. After that, there is an urge within consumers to try to get what they need. The action to fulfil these needs is through an exchange process, be it money for goods or goods for goods (barter transactions).

Intention is a planned behavior that is felt within a person. It is commonly associated with the affective component of attitudes. Intention arises from within a person through intuition and is then channelled into cognition to do or not. Ajzen (2005) asserts that the three primary factors in the theory of planned behaviour are highly dependent on how much the intention is considered to be implemented or not, so the surrounding conditions must also support these three factors.

Recertification will occur when the validity period of the certificate has expired, so it is necessary to carry out an assessment procedure by the authorised institution. Recertification occurs only with the same certification service company. According to the FINAS (Finnish Accreditation Service) (2022), certificate maintenance is only carried out periodically within a certain time frame, and after this time frame, a reassessment can be carried out, whether it is eligible or not. If qualified, it can be given back; otherwise, the client can fix the

deficiencies or move to another certificate service company. Even according to Midor and Wilkowski (2021), recertification is not done because of the economic situation.

2.1. Quality of Service → Recertification

Consumers always have their perceptions in assessing the products or services to be consumed. Before the intention of new consumers to buy or old consumers to buy again, it will lead to a perceived expectation. The definition of service quality, according to Fejza & Fejza (2023), is a difference between the services provided by a particular company and customer expectations for these services. Wilson et al. (2019) found that there are expectations from consumers that are not in accordance with what was imagined before if the product or service purchased is not good. Good or bad assessments of service quality differ between conventional (non-online) and online sales. According to Fared et al. (2021), service quality for online transactions is assessed at the same time, while conventional sales, according to Salem and Kiss (2022), are assessed at the time or post-sale because this is related to accuracy and better than with other companies. Service quality, according to Yousapronpaiboon (2014), is a comparison using common sense and intuition between expectations and the reality of the product or service obtained by the customer.

Service companies need to pay attention to service quality. According to Zeithaml et al. (2017), there are five dimensions to measure service quality, namely: (1) reliability dimension, (2) *responsiveness dimension*, (3) *assurance dimension*, (4) empathy dimension, and (5) physical or *tangible dimension*. Leonard and Thung (2017) explained that good service quality will benefit the company's relationship with consumers.

Recertification is carried out for certain reasons, as in the view of Midor and Wilkowski (2021), due to the benefits of certification. Because the purpose of certification, according to Cândido et al. (2021), is to improve economic performance. It is not only these benefits but the quality of service that causes clients to recertify.

The following hypotheses are designed to explain the effect of certification service quality on intention to recertify.

H1: Service quality has a positive and significant effect on recertification

2.2. Service Quality → Customer Satisfaction

Service quality is part of a form of appreciation from customers in providing an assessment or perception of the product or service purchased. Salem and Kiss (2022) define service quality as the result of a comparison between expected and actual performance. The form of appreciation of the assessment can be good or bad, and this depends on how important the company is in maintaining the quality of the service (Wilson et al., 2019). Therefore, companies must continue to maintain service quality even after purchase. Currently, many companies hire research institutions to conduct surveys on service quality either before or after purchasing a product or service. If there are criticisms or suggestions from consumers,

the product or service, the division of the company, namely *quality control and quality assurance*, tests and assesses the product or service that will be launched or has been sold.

Zeithaml et al. (2017) argue that in assessing customer satisfaction, one of the essential elements of the upstream path is service quality. Another thing that is no less important is customer perceptions of reliability, insurance, responsiveness, empathy and tangibility of the services received. Wijaya and Astuti (2018) assess the importance of service quality, as this will increase customer satisfaction. Wilson et al. (2019) add that what is recorded in customer cognition is an expression of satisfaction. If the assessment of consumers states that their reason for repurchasing the same product or service is because it meets the criteria and satisfaction with improving service quality, such as responding to customer complaints and quickly improving service quality. If the company ignores the quality of post-purchase service, then gradually, customers will move to products or services from other companies.

Companies must really pay attention to service quality in an effort to retain customers in today's competitive era, and this greatly influences customer satisfaction (Midor & Wilkowski, 2021). So, according to Esgarrancho and Cândido (2020), service quality must provide satisfaction to clients. To improve service quality, companies usually provide a consumer complaint centre (call centre) to receive any complaints from consumers, whether it is a product purchased or a service received. For companies that produce finished products, it is usually not only the products that are consumed but also complaints about the service of selling the product, whether it is pleasant or not. The role of this complaint section is to find out how much customer satisfaction with service quality. Because the company cannot measure the existence of the company and its products or services if there is no section that receives complaints from consumers. So Zeithaml et al. (2017) observed that there are several factors that influence customer assessments of service quality, such as product and service features, customer emotions, attribution of service success or failure, customer perceptions of equality and fairness, and finally, other customers including family members and coworkers. Fared et al. (2021) emphasise that perceived value has a positive relationship with satisfaction, meaning that the higher the perceived value of service quality, the higher the satisfaction achieved.

The following hypotheses are designed to explain the effect of certification service quality on customer satisfaction.

H2: Service quality has a positive and significant effect on client satisfaction.

2.3. Service Quality → Relationship Commitment

The company continues to maintain the quality of service at the time of sale, and after the sale of goods or services, it will continue to maintain good communication between the company and customers. Salem and Kiss (2022) emphasise the ability of company management to maintain service quality by continuously evaluating relationship commitment. Communication becomes tenuous if customers begin to experience a little disappointment in what they get. Venetis and Ghauri (2004) emphasise that to maintain the commitment of the relationship between the company and the customer, the quality of service must be considered. Because this is to maintain a lasting relationship, when customers feel

satisfied with a product or service after purchase, they will tend to continue using the product or service. Based on research from customers themselves regarding how good service quality is, it can meet expectations and can bind customers not to switch to another product or service. Khan et al. (2021b) argue that loyalty is a form of sustainable relationship and is an important foundation in maintaining relationships between companies and customers. According to Fared et al. (2021), a sustainable relationship is a characteristic of commitment from customers to the company, and it can be in the form of making visits. Sustainable relationships are a relatively easy factor, the reason being: first, maintaining old customers is better (they already know each other) than looking for new customers; second, looking for new customers is quite a drain on time, energy, and costs. Therefore, maintaining service quality is a requirement that cannot be avoided.

The relationship between companies and consumers can change or be dynamic. Changes in this relationship can continue, or vice versa, if there is a disconnection. According to Georgieva and Stanimirov (2021), it is influenced by changes in consumer behaviour with sellers. Gustafsson et al. (2005) define relationship commitment as a desire to maintain an ongoing relationship followed by sacrifice if the relationship ends. The relationship commitment theory emphasises the quality of a relationship. If made in the form of a pyramid, then relationship commitment is the highest part, so it is considered to be the highest and easy to fall. If the company does not maintain service quality, it is easy to shake this relationship commitment, and this is different from other factors such as customer satisfaction; if the customer is satisfied with the service quality but there is no commitment from the customer, then the value of the service quality means nothing. Therefore, Golar et al. (2021) consider that companies must improve service quality because this also affects the sustainability of relationships with clients.

Whether a certification service company's relationship with its clients is good or bad depends on the quality of service provided. The following hypotheses are designed to explain the effect of service quality on relationship commitment.

H3: Service quality has a positive and significant effect on relationship commitment

2.4. Customer Satisfaction → Recertification

The buyer's assessment of a product or service becomes a basic reference for customer satisfaction after a purchase occurs (Krystallis, Chrysochou, 2014). Customer satisfaction is seen from the high and low pleasure of receiving the product or service (Orel, Kara, 2014). Zeithaml et al. (2017) observed it by giving a positive or negative assessment of the customer's satisfaction. There are several factors in assessing customer satisfaction, namely product and service features, emotions surrounding customers, attribution of service success or failure, perceptions of awareness and fairness, and other parties (other customers, family members, and coworkers).

Intention is a behavior that arises within the individual. When associated with recertification, this is the intention to repurchase certification that has expired. According to Ibzan et al. (2016), the intention to repurchase is defined as the actual behaviour of consumers by buying products or services on more than one occasion. Electronic transactions will make it easier

to pamper customers in the current era of digitalisation, and it will increase trust and desire to repurchase the same product or service (Pandiangan et al., 2021).

Research of Camango and Cândido (2023) found that thousands of companies fail to renew certification, and this is because the cost of recertification is greater than the benefits to the company. It could be that clients consider the costs incurred to obtain certification are not worth the benefits. Fornés-Rivera et al. (2021) argue that recertification is carried out to replace a new version or another because it is considered outdated or not in accordance with the client's business field. Midor and Wilkowski (2021) also argue that recertification is carried out as a mirror of the satisfaction provided by the company to clients. Therefore, customer satisfaction must be maintained and not decreased.

The following hypotheses are designed to explain the effect of customer satisfaction on intention to recertify.

H4: Customer satisfaction has a positive and significant effect on recertification.

2.5. Relationship Commitment → Recertification

Relationship commitment, according to Gustafsson et al. (2005), has two types, namely first, affective commitment because it arises from the emotional self, and next, calculative because it uses rationality analysis. Nora (2019) believes that the intention to repurchase is largely determined by the existence of strong trust and is based on religious faith, which can strengthen the intimacy of the company's relationship with customers, as happens in the relationship between Islamic Banks and their customers. Islamic banks strongly emphasise Islamic religious values such as profit sharing and not profit sharing and dividends because profit and dividends are *riba* as in conventional banks, so this is contrary to religious teachings. Therefore, relationship commitment is also strongly influenced by the dimension of religious beliefs held by customers. The concept of relationship commitment states that there is a strong relationship between the seller and the customer so that the effect is to continue to commit and make repeat purchases.

Companies can observe and assess what happens after purchasing a product or service. Do customers still want to buy back or not? The intention of the buyer to buy or not is influenced not only by what is felt but also by what is thought and analysed. Hellier et al. (2003) made a separate measurement related to the intention to repurchase, using three indicators, namely: (1) the extent to which customers will continue to buy the same product or service in at least the same amount over the next year; (2) how likely it is that customers will actually repurchase, at least in the same amount of products or services from the company over the next year; and (3) how likely it is that customers will continue to buy, at least in the same amount of products or services from the company over the next year. These three indicators of repurchase intention will form a pattern of relationship commitment assessed by the company.

Recertification, in the thinking of Rybski et al. (2017), is a form of trust that is still maintained between the company and the client because the result of trust is the commitment to a continuing relationship. Dai and Lee (2018) added that one of the dimensions of relationship

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commitment is intimacy because recertification (intention to repurchase) is highly dependent on intimacy in a relationship. Wilson et al. (2019) emphasise that maintaining relationships with existing customers is much better than getting new customers because this has an impact on the costs incurred. Camango and Cândido (2023) explain that if recertification is seen as beneficial in improving the quality management system (QMS), then clients will maintain good communication with the company.

The following hypotheses are designed to explain the effect of relationship commitment on intention to recertify.

H5: Relationship commitment has a positive and significant effect on recertification.

2.6. Customer Satisfaction as Mediation in the Relationship between Service Quality and Recertification

Service quality, in the observation of Dai and Lee, 2018 (2018), must fulfil several important elements, namely security, convenience, interactivity, information availability, and service quality. These elements will determine whether or not customers are satisfied with buying products or services from the company. The quality of these elements must be well maintained because, according to Wilson et al. (2019), the service quality factor is an antecedent before the client decides to repurchase the product or service.

The theory of customer satisfaction, according to Gajewska et al. (2020), is a person's expectation of a product or service according to their perception of it. Measuring customer satisfaction is one of the most important matters related to business organisations. Zouari and Abdelhedi (2021) explain customer satisfaction is related to what the customer feels about the product or service after use. Wilson et al. (2019) define customer satisfaction as an emotional expression of customers or clients for what they receive. According to Salem and Kiss (2022), customer expectations influence the intention to repurchase. If there is perceived satisfaction, it means that the customer feels that there are expectations beyond; while the customer does not feel any satisfaction, the expectation is not achieved.

To develop hypotheses for each of the two mediating variables on intention to recertify. This study uses measurements based on what has been done previously by Hellier et al. (2003) using the following statements: (1) the likelihood that customers can continue to be certified through the old certification service company; (2) the likelihood that customers can recertify through the old certification service company; and (3) the likelihood that customers can obtain other types of certification through the old certification service company.

Fejza and Fejza (2023) argue that each client has its own assessment of service quality. This difference will cause each to have a different level of satisfaction. So, in the end, there are those who recertify or do not continue to renew the certification with the same company or move to another company. Even according to Camango and Cândido (2023), if the client's assessment is below expectations, the client does not continue to renew the certification (decertification). In addition, Salem and Kiss (2022) also examined that customer satisfaction is primarily determined by the comparison of price with service quality, so this will affect recertification.

The following hypotheses are designed to explain how customer satisfaction factors mediate the effect of service quality on intention to recertify.

H6: Customer satisfaction mediates the effect of service quality on recertification

2.7. Relationship Commitment as Mediation in the Relationship between Service Quality and Recertification

Service quality, in the eyes of Dai and Lee (2018), consists of several elements, namely speed, reliability, familiarity, accuracy, and the quality of service itself. These elements greatly affect customer satisfaction because the only party who can assess the elements is the client. Therefore, the company must be able and quick to respond to any complaints from clients about the quality of service provided. Because what is prioritised in service quality, according to Fejza and Fejza (2023), is to satisfy customers.

Relationship commitment is strongly influenced by the quality of service that has been provided. Even if the service quality is good, but there is no strong relationship commitment, the intention to repurchase in the form of recertification will be lost. According to Gustafsson et al. (2005), customers can be influenced by tempting offers from competitors so that they break the relationship. Wilson et al. (2019) illustrate that recertification is a form of reflection of client loyalty to the company by continuing to use the services of the company. Golar et al. (2021) also considered that relationship commitment becomes a means of communication and learning because finding out whether the client will renew the certification or not can be judged by the quality of service provided to the client.

Hellier et al. (2003) added that separate considerations in the current situation cause the customer's desire to repurchase with a comparison of future situations. This consideration is the result of intensive communication between the client and the company, thus forming a solid commitment. Golar et al. (2021) found that an essential aspect of relationship commitment is loyalty in a relationship; this can occur because of the intention of loyalty to the truth. Client management decisions also influence loyalty. If the quality of service is good but the client's management has other policies, decertification can occur. Cândido and Ferreira (2023) suggest that decertification occurs as a result of internal policies such as unusually high rates of certification renewal.

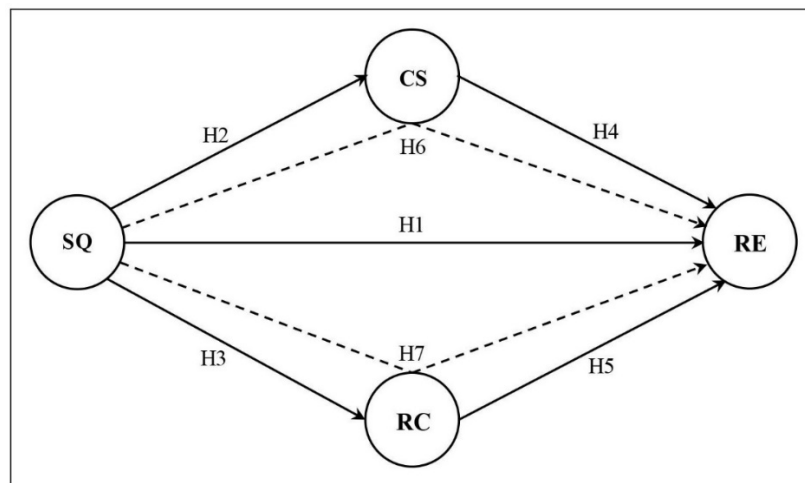
Wilson et al. (2019) emphasise that trust is decisive because, in the relationship between service quality and recertification, there is an emotional connection between the company and the client. Salem and Kiss (2022) consider that there is an element of option to determine whether to buy back or not. The company can assess this option at the time of communication with the client. Communication with the client is not continued, according to Cândido and Ferreira (2023), making the client's decision to decertify due to internal reasons.

The following hypotheses are designed to explain how relationship commitment factors mediate the effect of service quality on the intention to recertify.

H7: Relationship commitment mediates the effect of service quality on recertification

Figure 1 explains the direct effect of service quality (SQ) on recertification (RE). As for the indirect effect of service quality (SQ) on intention to recertify, it must go through two other factors, namely customer satisfaction (CS) and relationship commitment (RC). In addition, there is also a direct effect of each, namely SQ on CS, SQ on RC, CS on RE, and RC on RE; this can be explained by the fact that there are factors that influence and are influenced that do not require a connecting bridge as a solution, while there are those that require a connecting bridge to find the right solution.

Figure 1. Research conceptual framework model



Source: author's design.

3. Methodology

3.1. Scope of Research

This research study was conducted at a certification service company that has been conducting activities since 2014, with an address in Jakarta. The number of clients who have been certified is 463 throughout Indonesia. The certification process is carried out through several stages, namely, the initial certification stage, the periodic monitoring stage (every year), and recertification (every three years). The fields of certification services consist of quality management systems, environment, occupational health and safety, anti-bribery, food safety, information security, and technology. As for the form of certification to date, there are still three types, namely, product certification, personal certification, and railroad certification. In addition, the certification service company also carries out assessment service activities related to testing laboratories and training.

This research uses a survey method, so the participants involved as respondents are 130 people. Respondents are representatives of companies as clients of companies that issue certificates. Clients who are assessed to obtain a certificate consist of several types, such as finance, management, environment, work safety, and information system security. These 130

companies are all domiciled in the territory of Indonesia. The types of client companies are from various business sectors, namely service, manufacturing industry, ship crew agency, BUMN (State-Owned Enterprises), and public services.

Table 1 shows that the gender group with the majority of respondents is male than female (with a ratio of 9: 4). In the age group, the most respondents were in the 46-53 age range, and the least respondents in the 54-61 age range.

Table 1. Participants' profile based on gender and age

Items	Categories	Numbers	Percentage
Gender	Male	89	68.46%
	Female	41	31.54%
Age	22 – 29	9	6.92%
	30 – 37	12	9.231%
	38 – 45	49	37.692%
	46-53	56	43.077%
	54-61	4	3.077%

Source: data is processed.

Table 2 shows that the Java region dominates as the centre of Indonesia's industry. For regions outside Java, the number of companies is still small, amounting to 32.31%.

Table 2. Participants' profile based on company location

Areas	Numbers	Percentage
Java	88	67.69%
Kalimantan	6	4.62%
Nusa Tenggara	5	3.85%
Sulawesi, Moluccas and Papua	6	4.62%
Sumatra	25	19.23%

Source: data is processed.

Table 3 describes the position group for most respondents, who are management representatives. For the relationship group between the certificate granting company and the client, the most respondents with the longest relationship are in the 3-3.9 year group, while the least respondents are in the 1-1.9 year group.

Table 3. Participants' profile based on job position and relation with client

Items	Categories	Numbers	Percentage
Job position	President Director	48	36.92%
	Management Representative	82	63.08%
Relations with clients	< 1 year	19	14.62%
	1 – 1.9 years	3	2.31%
	2 – 2.9 years	27	20.77%
	3 – 3.9 years	32	24.62%
	4 – 4.9 years	10	7.69%
	> 5 years	39	30.00%

Source: data is processed.

Table 4. Participants' profile based on achievement

Type of Certificate	Numbers	Percentage
Bioc INS	2	1.54%
BRC8	23	17.69%
ISCC	24	18.46%
ISO 45001	7	5.38%
ISO 9001	69	53.08%
MLC 2006	5	3.85%

Source: data is processed.

Table 4 shows the types of certificates that clients mostly take. The group of certificate types that are mostly taken is ISO 9001, and the second most is the ISCC type. The last group is the Bioc INS certificate type, and the next least is MLS 2006.

3.2. Procedure

The questionnaire consists of several questions or statements. Questions or statements are built based on indicators designed based on theory. The indicators of each variable vary in number. The service quality variable consists of 17 questions or statements. The mediating variable, namely customer satisfaction, consists of 11 questions or statements, while relationship commitment consists of 7 questions or statements. The intention to recertify variable only has three questions or statements.

Researchers sent questionnaires via email to clients located outside Java. For clients located in the Java region, the questionnaire was sent using paper format and sent to their respective addresses through mail delivery services. Furthermore, the researcher confirmed that the questionnaire had been sent through a short message on the *Whatsapp* number. It was the client who determined who had sufficient time and opportunity to complete the questionnaire. All questionnaires that were completed via email and paper were sent back to the researcher. For the purpose of sending back the results of the questionnaire answers by the client, a stamp with the express price was provided, which was put in the envelope at the time of sending the questionnaire to the client. The reason for sending an email was because it was far away and quickly received, while through mail delivery services because it was close, affordable, and there was an intention to fill out the questionnaire (reluctant and included a return stamp).

The results of respondents' answers will be processed using SPSS software version 26. This software is used to test the reliability and validity of the data. While more detailed statistical testing, the software used is PLS version 3.0.

The test results of each hypothesis are discussed in detail by looking at the significance test both with t-statistics and p-value. The discussion traces from the first to the seventh hypothesis. Furthermore, the seven hypotheses will be compared with theories or concepts and the results of previous research.

4. Results

Java is the centre of the economy and government, so almost all the clients in this study are concentrated on this island. The reality that has occurred so far is that although the company's operational activities are outside Java, the head office is still on Java Island, either in Jakarta or in Surabaya. So, the data presented in Table 2 explains that almost all companies as clients receiving certification services are located on Java Island; this is very helpful for researchers in distributing questionnaires and also affects the return rate of questionnaires, which is higher than outside Java.

This study uses one predictor variable, namely X, and one criterion variable, namely Y. In addition, there are two intervening variables, namely Z1 and Z2. Validity and reliability tests were first carried out before testing the effect of each variable. The purpose of this test is to find out whether each variable tested has met the statistical criteria or not.

In conducting the validity test, it still refers to certain criteria. If it is said to be valid if the significance result $< \alpha$, or $t\text{-count} > t\text{-table}$. With the provisions of $\alpha = 0.05$, $t\text{-table} = 0.1723$ ($N-2, 130-2 = 128$). As for the reliability test, it must be above 0.7, but it can still be tolerated at a minimum of 0.6.

The validity test results show that X (service quality), Z1 (customer satisfaction), Z2 (relationship commitment), and Y (intention to recertify) < 0.05 , or all t counts of the question items or statements > 0.1723 . For the reliability test with Cronbach's alpha, namely X = 0.962, Z1 = 0.959, Z2 = 0.958, and Y = 0.827.

Table 5. Reliability and validity of the reflective constructs

Constructs	Outer loadings	CR	AVE	Heterotrait-Monotrait Ratio (HTMT)			
				X	Z1	Z2	Y
Service Quality (X)	0.863, 0.819, 0.823, 0.687, 0.828, 0.893, 0.848, 0.865, 0.839, 0.615, 0.895, 0.648, 0.893, 0.901, 0.897, 0.690, 0.886	0.972	0.676				
Customer Satisfaction (Z1)	0.721, 0.878, 0.910, 0.833, 0.827, 0.913, 0.927, 0.917, 0.927, 0.888, 0.824	0.972	0.760	0.984			
Relationship Commitment (Z2)	0.907, 0.937, 0.944, 0.941, 0.933, 0.933, 0.888	0.977	0.858	0.950	0.947		
Repurchase Intention (Y)	0.912, 0.964, 0.824	0.929	0.813	0.959	0.947	1,013	

Source: processed data.

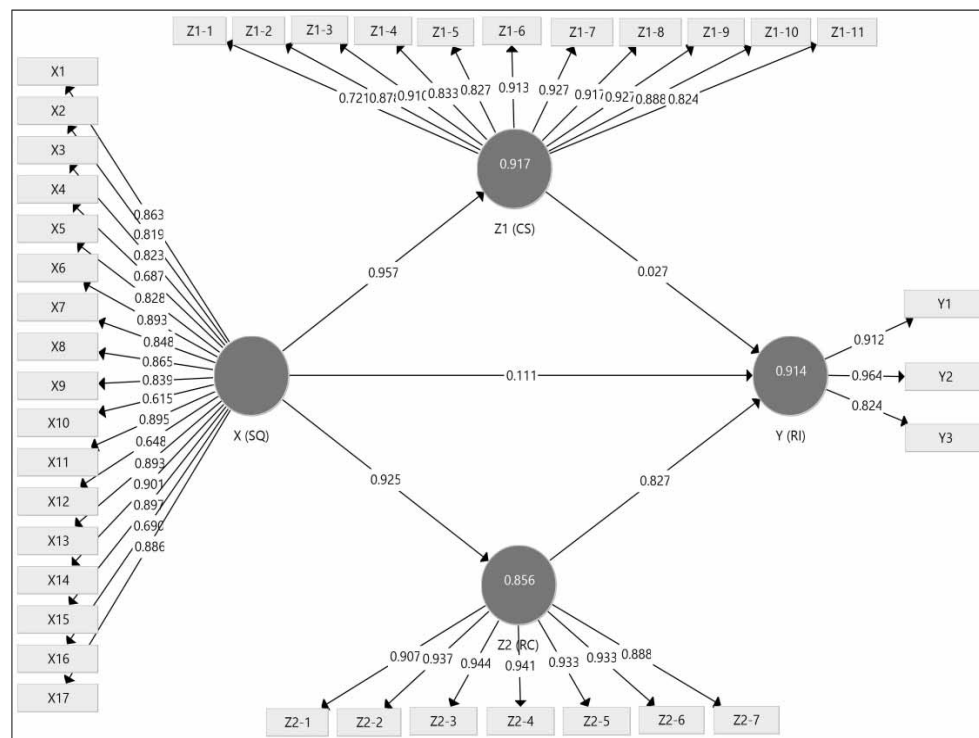
Each construct consists of service quality (X), customer satisfaction (Z1), relationship commitment (Z2), and intention to recertify (Y). In Table 5 above, the outer loadings with each value correspond to the number of latent variables for each construct. For composite reliability, each construct is X = 0.972, Z1 = 0.972, Z2 = 0.977, and Y = 929. Meanwhile, the average variance extracted (AVE) is X = 0.676, Z1 = 0.760, Z2 = 0.858, and Y = 813. The Heterotrait-Monotrait Ratio (HTMT) test results show the effect of each construct on other constructs, namely X Z1 = 0.984, X Z2 = 0.950, X Y = 0.947.

Figure 2 explains that each latent variable value with its respective reliability for indicators X1 to X17 is above 0.6. For indicators of mediation variables from Z1.1 to Z1.11 and for Z2.1 to Z2.7 above 0.7. The same is true for the criterion variable indicators from Y1 to Y3, which are also above 0.7.

The reliability of the influence of each variable on other variables is $X \rightarrow Y = 0.111$. The effect of variable X on the mediating variable and the mediating variable on variable Y is $X \rightarrow Z1 = 0.957$, $X \rightarrow Z2 = 0.925$, $Z1 \rightarrow Y = 0.027$, and $Z2 \rightarrow Y = 0.827$.

Table 6 shows the measurement results, both the direct effect of X on Y and the indirect effect using two mediating variables. First, four measurement results show a p-value = 0.000, namely $X \rightarrow Z1$, $X \rightarrow Z2$, $Z2 \rightarrow Y$, and $X \rightarrow Z2 \rightarrow Y$. Second, there are three measurement results that produce a p-value above 0.05, namely $X \rightarrow Y$, $Z1 \rightarrow Y$, and $X \rightarrow Z1 \rightarrow Y$. However, all constructed relationships, both directly and indirectly, show a positive influence.

Figure 2. Results of part analysis



Source: processed data.

Table 6. Descriptive statistics of the constructs

Parameters	O	M	SD	t-statistics	p-values
X (SQ)→Y (RE)	0.111	0.142	0.222	0.501	0.616
X (SQ)→Z1 (CS)	0.957	0.959	0.013	75,593	0,000
X (SQ)→Z2 (RC)	0.925	0.925	0.025	37,347	0,000
Z1 (CS)→Y (RE)	0.027	0.020	0.210	0.130	0.896
Z2 (RC)→Y (RE)	0.827	0.803	0.154	5,373	0,000
X (SQ)→Z1 (CS)→Y (RE)	0.026	0.019	0.202	0.130	0.897
X (SQ)→Z2 (RC)→Y (RE)	0.765	0.742	0.139	5,487	0,000

Source: processed data.

Most respondents were male, which greatly influenced the answers to questions or statements. For the age range, maturity and being at a productive age, namely between 46 and 53, have a higher responsibility than the age range group below, although there is an age group above this that has experienced productivity. This mature and productive age group is expected to be responsible for answering every question or questionnaire statement. The geographical location of the certification service provider company and the client also affects the rate of return of the questionnaire. If the questionnaire is sent in paper form, the return rate outside Java Island is very low; this is different from respondents located on the island of Java, where the return rate of the questionnaire is higher. Even the questionnaire in the form of Google Form is the same; namely, respondents located on Java Island are much higher and more accessible than those outside Java Island.

Respondents, based on position or position in the client company, can affect the seriousness in answering each question or statement. The management representative position is a subordinate who is asked by the head of the client company to answer the questionnaire. Due to lack of experience, the answers may be biased, but because they are under pressure from their superiors, they are more serious in reading and answering each questionnaire statement. The relationship between the certifying company and the client also influenced the answers to the questionnaire. The longer the relationship with the client, the more likely the questionnaire answers are to be true. Conversely, a less-long relationship with the client will have an impact on the ability to understand the questionnaire questions or statements so that it can cause confusion and seem to answer just like that.

The relationship of each construct, namely service quality to customer satisfaction, service quality to relationship commitment, customer satisfaction to intention to recertify, and relationship commitment to intention to recertify, explains that all construct relationships are built to meet the validity value. Meanwhile, all constructs also meet the reliability value. However, the analysis of Hair et al. (2021) and Hair et al. (2022) provided a tolerance limit for the minimum reliability value of 0.60. The calculation of convergent validity using AVE (average variance extracted) has met the requirement, which is above 0.50, while for discriminant validity through the results presented in cross-loading, it is the same, which has met the requirement.

5. Discussion

This study developed as many as seven hypotheses. The results of testing the seven hypotheses show that: First, there is a positive influence between service quality and intention to recertify, but it is not significant; this means that the higher the value generated from the company's service quality to customers, the higher the intention to recertify. However, the results of this study show that the relationship does not have enough evidence of the effect of service quality on the intention to recertify. Therefore, these results reject the first hypothesis statement, and this is corroborated by the results of research by Amoako et al. (2023), which emphasises that quality is measured by the time span in providing services to customers. Second, there is a positive influence between service quality and customer satisfaction. The results are significant, and this means that the higher the value produced by the quality of service provided, it can increase customer satisfaction. This relationship shows sufficient evidence of the effect of service quality on customer satisfaction. Therefore, the test results accept the second hypothesis. Third, there is a positive influence between service quality and relationship commitment, and the results are significant; this means that the higher the value resulting from service quality, the better the commitment relationship is built, and this is enough evidence to show that there is an effect of service quality on relationship commitment. Therefore, the test results accept the third hypothesis. Fourth, there is a positive influence between customer satisfaction and intention to recertify, but the results show that it is not significant; this means that the higher the value of perceived customer satisfaction, the better the intention to recertify. However, customer satisfaction does not have enough evidence of its influence on the intention to recertify. Therefore, the fourth hypothesis is rejected. Fifth, there is a positive influence between relationship commitment and intention to recertify, and the results show significance; this means that the higher the value of the relationship commitment between the company and the client, the better the intention to recertify. The relationship has sufficient evidence of the influence of relationship commitment on the intention to recertify. Therefore, the fifth hypothesis is accepted. Sixth, there is a unidirectional relationship between service quality and customer satisfaction and customer satisfaction and intention to recertify. However, the test results show that it is not significant; this means that the higher the quality of service provided, the higher the perceived customer satisfaction, and ultimately, the better the intention to recertify. However, customer satisfaction does not have enough evidence to mediate the effect between service quality and intention to recertify. Therefore, the seventh hypothesis is rejected. Seventh, there is a unidirectional relationship between service quality to relationship commitment and relationship commitment to intention to recertify. The test results show significance; this means that the higher the quality of service provided, the higher the perceived relationship commitment, and the better the intention to recertify. Relationship commitment has enough evidence to mediate the effect between service quality and intention to recertify. Therefore, the seventh hypothesis is accepted.

The results of this study are in line with research by Fejza and Fejza (2023), who explain that the most important thing in repurchasing a product or service is the customer's judgment. These assessments are related to satisfaction and relationships. Georgieva & Stanimirov (2021) emphasise that companies must be able to maintain customer loyalty to keep returning, so relationship commitment must be really considered. This research is also similar

to previous research conducted by Khan et al. (2021b), who outlines that consumer loyalty is highly dependent on relationship commitment because commitment is also closely related to trust. So, relationship commitment also determines the effect of service quality on the intention to repurchase; this is further corroborated by Kraveva and Dimitrova (2018) that there are assurances from sellers that consumer rights are guaranteed by law, thus strengthening relationship commitment. Wilson et al. (2019) repurchase intention is a form of relationship commitment between the company and the client because relationship commitment will show client loyalty. The results of Wilson et al.'s research show that service quality has a significant effect on customer satisfaction, and this is the same as the results of our research. However, what distinguishes our research from theirs is that customer satisfaction cannot mediate the intention to recertify, while in their research, it can mediate.

6. Conclusions and Recommendations

This study proves that service quality cannot directly affect the intention to recertify; this is also the same for the direct effect of customer satisfaction on the intention to recertify. However, it is different in the direct effect of service quality and customer satisfaction because it has a significant effect. So, customer satisfaction cannot mediate the effect of service quality on the intention to recertify. Relationship commitment as mediation, both in the direct relationship between service quality and relationship commitment, as well as relationship commitment with intention to recertify, has a significant effect. Therefore, relationship commitment can mediate the effect of service quality on the intention to recertify. The purpose of this study is to determine whether the effect of service quality on intention to recertify can be mediated by customer satisfaction and relationship commitment. So, it is concluded that only relationship commitment is able to mediate this influence.

Companies, in an effort to retain old customers, find it not easy. Therefore, communication with old customers must be continuous so that there is a reluctance to move to another company. As a consideration for future research, it is necessary to include other mediating variables such as personal orientation, emotional state, and brand selection. This study only focuses on recertification, which is related to old customers, so for future research, it should also test new customers in buying certificate services. It is possible that in future research, it will also be necessary to examine the factors that influence decertification or withdrawal of certification or who have not been certified. Research in the field of certification services is still very limited, so this is a contribution to companies and clients in certification services.

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