
**THE IMPORTANCE OF LOGISTICS SERVICE QUALITY AND
PERCEIVED PRICE ON ONLINE FOOD DELIVERY'S REPURCHASE
INTENTION: THE MEDIATING ROLE OF CUSTOMER SATISFACTION****Edhie Budi Setiawan¹, Suci Ramadhani Siregar², Muhammad Dafa³, Rizka Miranti
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Abstract: In Indonesia, Gojek's GoFood is the top online food delivery service, leading in transaction value and brand recognition. In 2023, GoFood adjusted fees to cover rising costs and enhance service quality. Despite raising prices and adding service fees, GoFood continues to be the top online food service. The data was acquired from 200 samples of GoFood customers and analyzed using the Structural Equation Model (SEM). The analysis results indicate a positive influence of Logistics Service Quality (LSQ) on customer satisfaction; however, it does not directly affect repurchase intention. Interestingly, LSQ indirectly affects repurchase intention through its impact on customer satisfaction. Moreover, Perceived Price (PP) significantly contributes to customer satisfaction, consequently affecting repurchase intention. These insightful findings underscore the critical roles of customer satisfaction and pricing strategies in shaping the triumph of online food delivery services.

Keywords: *Online Food Delivery Platform, Logistics Service Quality, Customer Satisfaction, Repurchase, Perceived Price.*

1. Introduction

In Indonesia, food logistics services are crucial to the efficient movement and distribution of food products nationwide. Providing dependable, efficient distribution networks and food logistics services in Indonesia contributes to expanding the agricultural industry and growing local food businesses. They are essential in linking food producers, distributors, retailers, and consumers nationwide.

Gojek is a well-known transportation service in Indonesia that offers various services, such as ride-hailing, meal delivery, and courier services. According to research conducted by Tenggara Strategics, GoFood is Indonesia's foremost online food delivery service with the highest transaction value. GoFood has the highest transaction value and brand recognition (50%) among food delivery services in Indonesia. According to the calculations of Tenggara Strategics, the transaction value of GoFood is Rp30.65 trillion. This transaction exceeds ShopeeFood and GrabFood's transaction values.

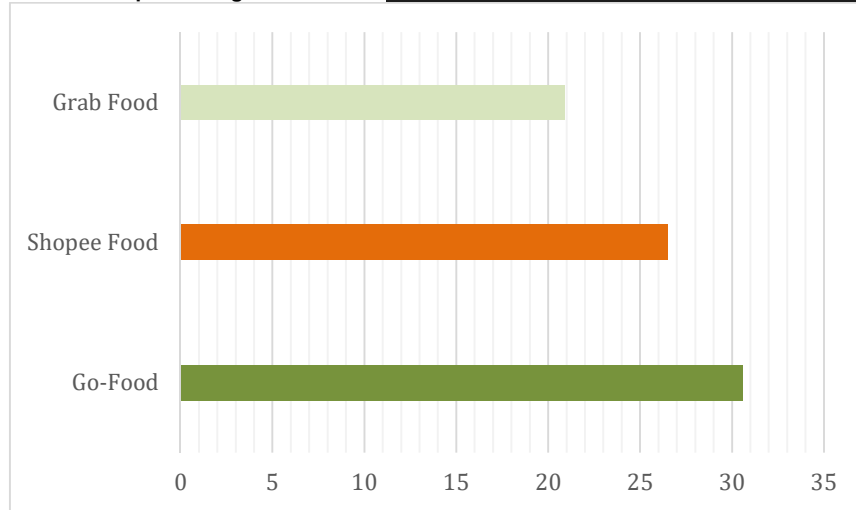


Fig. 1. Online Food Transaction in Indonesia 2022 (Triliun RP)
Source: survey databoks

In 2023, there has been an increase in the fees for GoFood services. This adjustment accounts for rising costs and improving driver welfare, ensuring the sustainability and quality of Gojek's services. The details of the fee increase may vary depending on the location. On March 24, 2021, GoFood officially announced an additional service fee of Rp2,000.00 to Rp3,000.00 for each order. For each order, consumers are currently charged a minimum fee (in 2023, ranging from Rp 8,800.00 to Rp 10,000.00), per-kilometer, and service fees.



Fig. 2. Upper Limit online food platform fee per Kilometers
Source: News Republica & Kompas

This research will contribute to the literature by providing insights into the factors that drive customer satisfaction and repurchase intention in the context of Gojek's courier services and Go-Food. The findings of this research can help Gojek and other transportation service providers develop effective pricing and logistics strategies that balance perceived quality and perceived sacrifice to maintain customer loyalty and encourage repurchase intention.

2. Literature Review

2.1 Logistics Service Quality (LSQ)

Logistics service quality (LSQ) is crucial for providers to maintain customer satisfaction, loyalty, and market competition (Arabelen & Kaya, 2021; Kilibarda et al., 2020; Salma & Rachmawati, 2022). Companies can use information technology facilities to support the competition development strategy in the field (Diva, 2022). A study discovered that logistics service quality influences consumer satisfaction and intention to repurchase. The research uncovered five logistics service quality factors associated with customer satisfaction and six logistics service quality factors related to repurchase intent (Lee et al., 2008). Another study examined the relationship between service quality, Perceived Price, and customer satisfaction among Gojek consumers. The research indicates that service quality and price impact consumer satisfaction among Gojek users (Trisandy & Utama, 2023).

2.2 Perceived Price

Perceived price is the value consumers place on a product or service in relation to the financial and non-financial sacrifices they make to obtain it. Cost of the price can also characterized as the sum of cash required to get a few combination of a item and going with benefit (Ali, 2022). It is crucial in determining consumer behavior, such as repurchase intent and loyalty (Trisandy & Utama, 2023). Perceived price is limited in the context of Gojek's intention to repurchase, with customer satisfaction and logistics service quality mediating. However, some studies have examined the effects of perceived service quality and Perceived Price on consumer satisfaction and repurchase intent in the context of Gojek. A study discovered, for example, that service quality and Perceived Price impact consumer satisfaction among Gojek users (Trisandy & Utama, 2023). Another study predicted the effects of perceived service quality and logistics service innovation on the intention to repurchase immediate courier services through customer satisfaction and trust (Kusumawardani & Hastayanti, 2020).

2.3 Customer Satisfaction

In the context of Gojek, customer satisfaction is a crucial factor influencing repurchase intent. According to Tjiptono (2017) on (jurnal ini), customer satisfaction is a complete evaluation buy at where perception to performance alternative selected product/service (Indah, 2022). Moreover, several studies have examined consumer satisfaction in the logistics industry, focusing on logistics service quality. One study (Meidutė-Kavaliauskienė et al., 2014) found that logistics services are evaluated primarily based on price and safety, and service providers must understand consumer expectations to attract potential users. Another study (Umair et al., 2019) found that logistics management is crucial in customer value creation, making customers happier and more contented. A survey of the satisfaction and loyalty of Indonesian online transportation (Go-

Jek) consumers revealed that perceived quality significantly impacts the decision to use Gojek services.

2.4 Repurchase Intention

Furthermore, repurchase intentions are essential in the logistics industry, directly affecting a company's profitability. Studies (Choi et al., 2019) have found that logistics service quality directly impacts customer satisfaction and re-use intent, while (Choi et al., 2019; Lin et al., 2023) online retail logistics services have a positive relationship with customer satisfaction and repeat purchase behavior. Logistics providers must prioritize service quality, effective communication, and competitive pricing to meet customer expectations and increase the likelihood of repeat purchases. A study investigated the factors influencing the satisfaction and loyalty of Indonesian online transportation (Go-Jek) consumers, including perceived value, perceived quality, digital marketing, and word of mouth. According to the study, perceived quality significantly impacts the decision to use Gojek services and make a repeat purchase, which is subsequently influenced by consumer satisfaction (Harsono, n.d.).

2.5 The Effect of Logistics Quality Service on Customer Satisfaction

Several studies (Andrejić et al., n.d.; Lin et al., 2023) indicate that logistics service quality positively influences customer satisfaction. The quality of staff service and the quality of technical service have a significant impact on customer satisfaction (Restuputri et al., 2021). In addition, by reducing uncertainty, high-quality information provided by logistics service providers can increase consumer satisfaction (Andrejić et al., n.d.). Companies must gain customer satisfaction and loyalty by evaluating delivery timeliness, accuracy, and thoroughness (Restuputri et al., 2021). In the context of e-commerce, where logistics services play a crucial role in customer contentment and loyalty, the impact of logistics service quality on customer satisfaction and loyalty is especially significant (Hafez et al., 2021). To accomplish customer satisfaction and retention, logistics service providers must provide services that meet or exceed customer expectations (Hafez et al., 2021; Restuputri et al., 2021; Sutrisno et al., 2019). Based on the description, the hypothesis proposed in this research is:

H₁ = Logistics Service Quality has a significant positive effect on Customer Satisfaction

2.6 The Effect of Logistics Service Quality (LSQ) on Repurchase Intention

In Pakistan's e-commerce sector, the effect of logistics service quality on repurchase intention has been studied (Khan et al., 2021). The study discovered a correlation between logistics service quality, relationship quality, and intent to repurchase. The logistics service quality was incorporated into the purchasing procedure's pre-purchase, purchase, and post-purchase phases. The results of this study provide a quality framework for the management of logistics service providers operating in Pakistan's e-retail industry to evaluate the strengths and limitations of their service provision and then identify potential areas for improvement. Another study investigated the role of purchasing

satisfaction as a mediator between electronic logistics service quality (e-LSQ) and intention to repurchase (Andrejić et al., n.d.; N. Jain et al., 2020; Lin et al., 2023). The study discovered that purchasing satisfaction mediates the association between e-LSQ and repurchase intent. In addition, numerous studies indicate that logistics service quality affects customer satisfaction and that satisfied customers firmly intend to repurchase (Arabelen & Kaya, 2021; Kilibarda et al., 2020). Logistics service providers must provide high-quality services to accomplish customer satisfaction and retention, which leads to repurchase intent. Based on this description, the hypothesis proposed in this research is:

H₂ = Logistics Service Quality has a significant positive effect on Repurchase Intention

2.7 The Effect of Perceived Price on Customer Satisfaction

Pricing significantly affects customer satisfaction (Bagus et al., 2019; Haq, 2018; Kencana, 2018). Customers are susceptible to prices because they compare them with the value they receive (Bagus et al., 2019). The better the price determination and the higher the quality of the product, the more it will increase customer satisfaction (Kencana, 2018). However, exceptionally low pricing suggests to the customer that the product is not particularly valuable or is of a lesser quality than higher-priced products. Therefore, reasonable pricing that appears fair and in line with the product's value can positively affect customer satisfaction and develop a trusting, loyal commercial relationship. It is also worth mentioning that consumer satisfaction plays a decisive and mediating role in the development and molding of the buying behavior of consumers (Kencana, 2018). The product's pricing is essential to customer satisfaction (Bagus et al., 2019). Based on this description, the hypotheses proposed in this research is

H₃: Perceived Price has a significant positive effect on Customer Satisfaction

2.8 The Effect of Perceived Price on Repurchase Intention

According to several studies (Ali & Bhasin, 2019; Chatzoglou et al., 2022; He & Song, n.d.; Morrit, 1999; Yasri et al., 2020). Perceived price has a substantial impact on repurchase intent. If the buyer's price perception, experience, brand, and contentment are inconsistent with what they paid for and received, their intention to repurchase will likely decrease (He & Song, n.d.; Yasri et al., 2020). A favorable price perception affects purchase intentions (Yasri et al., 2020). Moreover, Liu and Lee (Yasri et al., 2020) discovered that price perceptions can increase repurchase intentions. It was found that perceived price was inversely related to perceived value, while delivered quality was directly related to perceived value (Ali & Bhasin, 2019). Moreover, promotion and price perception significantly impact online purchasing decisions and repurchase intent [6]. To obtain customer satisfaction and retention, which leads to repurchase intention, businesses must consider the perceived price of their products or services. Based on this description, the hypothesis proposed in this research is:

H₄ = Perceived Price has a significant positive effect on Repurchase Intention

2.9 The Effect of Customer Satisfaction on Repurchase Intention

Customer satisfaction significantly influences repurchase intention (Ali & Bhasin, 2019; Ashfaq et al., 2019; Bramantio Lau et al., 2020; Curtis et al., n.d.; Ibizan et al., 2016). Customers are more likely to repurchase a product or service if satisfied (Ashfaq et al., 2019). Customer satisfaction has a direct, positive influence on repurchase intent. Customers are more likely to repurchase a product or service if they are content with their previous purchase (Ashfaq et al., 2019). consumer satisfaction plays a vital role in determining whether or not a consumer will repurchase a product or service. Satisfied customers are more likely to return, increasing customer loyalty and business success. Based on this description, the hypothesis proposed in this research is:

H₅: Customer Satisfaction has a significant positive effect on Repurchase Intention

2.10 The Indirect effect of Logistics Service Quality between Repurchase Intention mediated by Customer Satisfaction

Customer Satisfaction mediates the relationship between logistics service quality and intention to repurchase (Ibizan et al., 2016; N. K. Jain et al., 2021; Lin et al., 2023d; Yahya et al., 2018). This indicates that the effect of logistics service quality on repurchase intent is indirect and is mediated by customer satisfaction (Ibizan et al., 2016; N. K. Jain et al., 2021; Lin et al., 2023d; Yahya et al., 2018). High logistics service quality increases customer satisfaction, positively influencing repurchase intention (N. K. Jain et al., 2021; Yahya et al., 2018). When customers are satisfied with the logistics services provided, they are more likely to have a favorable intention to repurchase and continue doing business with the company (Yahya et al., 2018). Based on this description, the hypothesis proposed in this research is:

H₆: There is an indirect effect between logistics service quality and repurchase intention mediated by customer satisfaction

2.11 The Indirect Effect of Perceived Price between Repurchase Intention mediated by Customer Satisfaction

Numerous studies have investigated the indirect effect of perceived price on repurchase intention via customer satisfaction as a mediator. (Ali & Bhasin, 2019) discovered that perceived price and delivery quality significantly affect perceived value, influencing customer satisfaction and repurchase intent. Similarly, Liu and (Lee et al., 2008) discovered that price perception could increase repurchase intention, and (& Song n.d.-b) found that perceived value directly affects customer satisfaction, which in turn influences repurchase intention. In addition, (Chatzoglou et al., 2022) concluded that customer satisfaction with rendered services can contribute to customer loyalty, while (Chatzoglou et al., 2022) confirmed the relationship between customer satisfaction and customer loyalty. Therefore, customer contentment mediates the relationship between perceived price and intention to repurchase. To achieve customer satisfaction and retention, which ultimately leads to repurchase intent, businesses must consider the

perceived cost of their products or services and ensure they meet customer expectations.

Based on this description, the hypothesis proposed in this research is:

H₇ = There is an indirect effect between Perceived Price and repurchase intention mediated by Customer Satisfaction

Framework

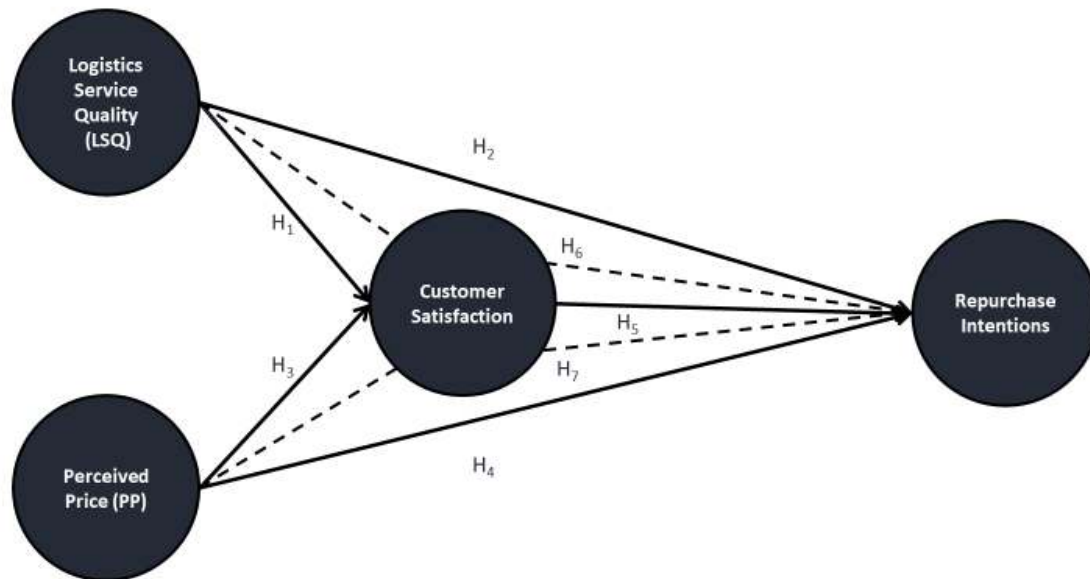


Fig. 3. Research model

3. Research Methodology

The population of this quantitative study consists of Go-Food service consumers. This study's sampling procedure was based on probability sampling. The technique employed is the technique of purposive sampling. As a survey instrument, a questionnaire is directly disseminated to the sample, and a Likert scale is used to obtain responses. SmartPLS software analyzes data using the SEM-PLS (Structural Equation Modeling Partial Least Squares) method.

The participants in this study are customers of Go-Food, an online transportation service provider in Indonesia. Participants will be selected based on their experience using Gojek services, and the research sample will be chosen using convenience sampling techniques. To ensure that the sample is representative of the population, participants will be selected from Jabodetabek. A structured questionnaire will be distributed online to participants to collect data. The questionnaire will contain questions regarding logistics service quality, perceived price, customer satisfaction, and repurchase intention.

Table 1. *Measurement of variables*

No	Variable	Indicators	Source
1	<i>Logistics Service Quality (LSQ)</i>	LSQ1: Timely Delivery LSQ2: Good stuff condition LSQ3: The procedure is easy and fast LSQ4: Providing on-demand service LSQ5: Responses to the problem	(Toufik & Qamari, 2021)
2	<i>Price (P)</i>	P1: Price is affordable P2: Price offered more affordable than competitors P3: Price is matched in my consumption level	(Chrisnawan et al., 2019)
3	<i>Customer Satisfaction (CS)</i>	CS1: Satisfaction with the service CS2: Expectation fulfillment CS 3: Satisfactory experience	(Rizki et al., 2021)
4	<i>Repurchase Intention (RP)</i>	RP1: Re-Use the Service RP2: Purchase Frequency RP3: Recommend Online Food Platform	(Johnson, Hermann, & Huber, 2006)

4. Discussion and Result*4.1 Validity and Reliability Testing***Table 2.** *Square Root of AVE and Correlation Between Variables*

Variable	AVE	Root of AVE
Customer Satisfaction	0,737	0,859
Logistics Service Quality	0,538	0,734
Perceived Price	0,656	0,810
Repurchase Intention	0,665	0,816

Source: Processed Data (SmartPLS 3.0), 2023

As shown in Table 2, the square root of the AVE of each variable was greater than its correlation coefficient with another variable. This measurement would be acceptable if each variable had a strong validity determinant. Each variable's customer satisfaction, logistics service quality, perceived price, and repurchase intentions passed the discriminant validity test because their respective AVE values exceeded 0.50. (Noor, 2014).

Table 3. *Reliability Indicator*

Variable	Composite Reliability	Cronbach's Alpha
Customer Satisfaction	0,894	0,822
Logistics Service Quality	0,853	0,786
Perceived Price	0,851	0,740
Repurchase Intention	0,856	0,750

Source: Processed Data (SmartPLS 3.0), 2023

The construct is considered reliable if the composite reliability value exceeds 0.70 (Noor, 2014). The results of the research's reliability assessment are presented in Table 3. As the obtained value was more significant than 0.70, it can be concluded that the construct had high reliability.

Validity Testing

As the results of the convergent validity testing depicted in Figure 4, all the indicators measuring the construct were declared valid for having an outer loading factor of at least 0.70 (Noor, 2014)

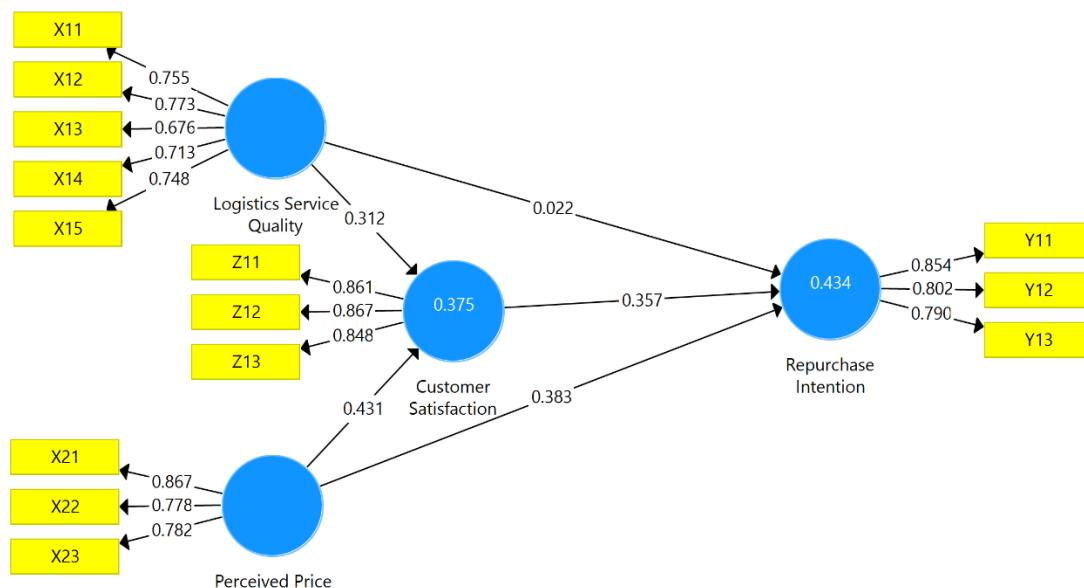


Fig. 4. *PLS Algorithm*

4.2 Discriminant Validity

Table 4 shows Discriminant Validity using the Heterotrait-Monotrait Ratio (HTMT).

If the HTMT value is less than 0.90, discriminant validity between two reflective constructs has been established.

Table 4. Discriminant Validity

	Customer Satisfaction	Logistics Service Quality	Perceived Price	Repurchase Intention
Customer Satisfaction				
Logistics Service Quality	0.565			
Perceived Price	0.677	0.442		
Repurchase Intention	0.718	0.406	0.761	

Source: Processed Data (SmartPLS 3.0, 2023)

4.3 Direct Effect

Figure 4 illustrates the direct connections between variables. The significance level for hypothesis testing was 5%, and a hypothesis was adopted if the T_{count} was greater than 1.97 and the p-value was less than 0.5. The SmartPLS bootstrapping results for hypothesis testing are presented in Table 5.

Table 5. Path Coefficients and T-Values

	Original Sample (O)	T Statistics	P Values	Result
CS -> RI	0,357	4,740	0,000	Accepted
LSQ -> CS	0,312	4,567	0,000	Accepted
LSQ -> RI	0,022	0,391	0,696	Not Accepted
PP -> CS	0,431	6,556	0,000	Accepted
PP -> RI	0,383	4,937	0,000	Accepted

Source: Processed Data (Smart PLS 3.0, 2023)

According to Table 5, customer satisfaction positively impacted repurchase intention, as indicated by a T_{count} of 4,740 > 1.97. It also demonstrates that customer satisfaction directly influenced repurchase intention, as measured by the correlation coefficient of 0.357. As indicated by a T_{count} of 4,567 > 1.97, LSQ was also discovered to impact customer satisfaction positively. At 0.312, LSQ had a direct effect on CS. A T_{count} of 0,391 < 1.97 indicates that LSQ was not found to affect repurchase intention positively. At 0.022, LSQ had no immediate effect on repurchase intention. Perceived Price was discovered to positively impact customer satisfaction, as indicated by a T_{count} of 6,556 > 1.97. At 0.431, PP had a direct effect on CS. PP positively impacted RI, as noted in a T_{count} of 4,937 > 1.97, and demonstrates that perceived price directly influenced repurchase intention, as measured by the correlation coefficient of 0,383. It can be concluded that four of the proposed hypotheses were acceptable, while one was not.

- H_1 , 4,567 is greater than 1.97, then it can be concluded that it is proven that LSQ has a positive and significant effect on Customer Satisfaction in the Go-Food service.
- H_2 , 0,391 is less than 1.97, then it can be concluded that it is proven that LSQ does not have significant effect on Repurchase Intention in Go-Food service.

- H₃, 6,556 is greater than 1.97, then it can be concluded that it is proven that Perceived Price has a positive and significant effect on Customer Satisfaction in the Go-Food service.
- H₄, 4,937 is greater than 1.97, then it can be concluded that it is proven that Perceived Price has a positive and significant effect on Repurchase Intention in the Go-Food service.
- H₅, 4,740 is greater than 1.97, then it can be concluded that it is proven that Customer Satisfaction has a positive and significant effect on Repurchase Intention in the Go-Food service.

4.4 Indirect Effect

Table 6. Indirect Effect

	Original Sample (O)	T Statistics	P Values
Logistics Service Quality → Customer Satisfaction → Repurchase Intention	0,111	3,467	0,001
Perceived Price → Customer Satisfaction → Repurchase Intention	0,154	3,362	0,001

Source: Processed Data (Smart PLS 3.0)

Based on Table 6, it can be seen that Customer Satisfaction is a mediator between Logistics Service Quality and Repurchase Intention. The indirect effect results state the T statistics value of $3.467 > 1.97$, with a P-value of 0,001. Saying that Customer Satisfaction as a mediator has a significant influence on the relationship between Logistics Service Quality and Repurchase Intention.

Customer Satisfaction is also a mediator between Perceived Price and purchase intention, with a T statistics value of $3.362 > 1.97$ and a P-value of 0,001, meaning that Customer Satisfaction significantly influences the relationship between Perceived Price and purchase intention.

4.5 Goodness of Fit

According to (2018), to measure the strength or not of the construct relationship, there are the following criteria: 0.29 measured very weak, 0.49 measured weak, 0.69 calculated moderate, 0.79 measured strong, and 1.00 measured very strong.

Table 7. R-Square Value

	R Square	Result
Customer Satisfaction	0,375	Weak
Repurchase Intention	0,434	Weak

Source: Processed Data (Smart PLS 3.0), 2023.

The R-square (R^2) output in Table 5, it can be concluded that the structural model (inner model) in this study is classified as "weak." The interpretation of the R-square (R^2)

Output of the endogenous construct Z (Customer Satisfaction) is obtained at 0.375, so it can be said that the constructs X_1 (Logistics Service Quality) and X_2 (Perceived Price) can predict the variability of the Z construct by 37.5%. The remaining 62.5% is explained by other constructs outside those studied in this study. Meanwhile, X_1 , X_2 , and Z can predict the variability of the Y construct by 43.4%, and the remaining 56.6% is explained by other constructs outside those examined in this study.

Based on the Table 5 about the R-Square value, the Q-Square value in this study is:

$$one^2 = 1 - (1 - 0,375)(1 - 0,434)$$

$$Q^2 = 1 - (0,625)(0,566)$$

$$Q^2 = 1 - 0,353$$

$$Q^2 = 0,647$$

From the results of the above calculations, the Q^2 value is $0.647 > 0$, and getting closer to the value of 1, it can be said that the structural model is a fit or this research model has predictive relevance.

5. Conclusion

The research on Go-Food's users provides valuable insights into the relationships between the examined variables. Customer satisfaction notably demonstrates a strong positive impact on repurchase intention, supported by a substantial T-count and a direct correlation coefficient. Expectation Fulfillment emerges as a pivotal factor within the Customer Satisfaction variable. Additionally, Logistics Service Quality (LSQ) positively influences customer satisfaction, although its direct effect on Repurchase Intention lacks significance. However, LSQ indirectly affects repurchase intention through customer satisfaction. Perceived Price (PP) significantly contributes to customer satisfaction and also plays a role in shaping repurchase intention. Four of the five proposed hypotheses support these findings, confirming the complex interplay between customer satisfaction, perceived price, loyalty service quality, and repurchase intention in Go-Food service. The reasoning behind these findings is supported by several studies. For example, a study on the continuous intention to utilize food delivery mobile applications found that system quality, service quality, and information quality significantly affect customer satisfaction, which in turn impacts the likelihood of people using mobile applications for food delivery and influences consumer loyalty and repurchase intention.

These findings are consistent with the broader literature on customer satisfaction, service quality, and repurchase intention across various industries and platforms. The research provides valuable insights for businesses, including Go-Food, to understand the complex interplay between these variables and to develop effective marketing plans and strategies to enhance customer satisfaction, loyalty, and repurchase intention. In summary, the reasoning behind the findings of this research is supported by empirical evidence from various studies, highlighting the importance of customer satisfaction, perceived price, and service quality in shaping repurchase intention and loyalty in the context of food delivery services like Go-Food.

6. Managerial implications

Furthermore, the research findings indicate that customer satisfaction is significant in driving loyalty in the Go-Food service, supported by positive correlations with repurchase intention. Improving logistics service quality (LSQ) and maintaining competitive pricing are also important, as LSQ positively impacts customer satisfaction, and perceived price influences both customer satisfaction and repurchase intention. Based on the calculations, the highest indicator, X21 (Perceived price): affordable price, is crucial for management. Emphasizing affordability through focused promotions, discounts, and loyalty programs can elevate the brand's image. Moreover, Implementing loyalty programs, effective communication of value propositions, and continuous research and improvement are suggested strategies for Go-Food to enhance customer loyalty and remain competitive in the food delivery industry.

7. Research Limitation

The research on Go-Food's users provides valuable insights into the relationships between the examined variables. However, there are some limitations to the research that should be considered. These limitations include (1) Sample Size The research may have a limited sample size, which could affect the generalizability of the findings; (2) The research may have used a self-report survey method, which could be subject to social desirability bias; (3) The research may not have accounted for contextual factors that could affect the relationships between the examined variables, such as cultural differences or regional variations in service quality; (4) There are limitations in this study due to the scarcity of references explaining indirect linkages. This is due to the limitations of research publications investigating the indirect influence of logistics service quality on repurchase intention via customer satisfaction and perceived price on repurchase intention via customer satisfaction.

Despite these limitations, the research provides valuable insights into the interplay between customer satisfaction, perceived price, loyalty service quality, and repurchase intention in Go-Food service. The findings suggest that customer satisfaction notably demonstrates a strong positive impact on repurchase intention, supported by a substantial T-count and a direct correlation coefficient.

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