

# THE EFFECT OF SERVICE QUALITY ON REPURCHASE INTEREST IN HOME CLEANER SERVICES THROUGH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE (Case Study at CV. Sukses Aman Sejahtera in Medan)

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## ABSTRACT

*Cleaning service is a service provided to the hygiene of a building carried out carefully and thoroughly with the help of mechanical and non-machine hygiene tools, as well as chemical (chemical) performed by a sanitary officer. (cleaner). Many people don't have the time or energy to clean their own homes or workplaces so that's where the need for cleaning services arises. The aim of this study is to analyze the influence of quality of service on interest in re-purchase of home cleaner services through consumer satisfaction as an intervening variable. The type of research used in this study is explanatory research with a quantitative approach, which is a method of research intended to explain the position of the variables studied and the influence between one variable and another variable as well as to test the hypotheses that have been formulated. The results of the research were that the quality of service had a positive and significant influence on the interest in re-purchase in SAS Home Cleaner Field. It shows that the better the quality of the service performed, the greater the interest in re-purchase.*

*Keywords : Quality of service, Service, Cleaning Service, Explanatory research*

## 1. INTRODUCTION

As stated by HES Indonesia (2018), a cleaning service entails the meticulous cleaning of a building or any other structure utilizing a combination of mechanical and non-mechanical cleaning tools, as well as chemicals employed by the cleaner. The growth of cleaning services in Indonesia, especially in urban areas, has been a notable trend in recent years. This can be attributed to the introduction of new technology and the evolving lifestyle of busy individuals. Technological advancements have significantly enhanced the effectiveness and caliber of cleaning services. Robot vacuum cleaners, among other innovative cleaning technologies, have the potential to enhance cleaning efficiency. The demand for cleaning services originates from the fact that many individuals lack the time or energy to personally clean their own homes or offices. The demand for cleaning services is greatly boosted by the presence of large institutions such as office buildings, educational buildings, worship locations, and restaurants, as well as settlements, which require customized cleaning services to meet their individual needs.

For example, prior to Eid or other significant holidays, numerous domestic aides depart to their hometowns, leaving their employers to manage their own houses. Subsequently, business individuals use this favorable circumstance to initiate cleaning services. Entrepreneurs must develop distinctive tactics to attract new clients, maintain current ones, and establish market dominance in order to ensure the success of their business in the midst of intense competition. In order to emerge victorious in the competition, entrepreneurs must diligently focus on the requirements and aspirations of consumers, with the aim of fulfilling their demands and instilling a compelling urge to purchase the things being given. Tjiptono (2014) defines repurchase interest as the act of repeatedly purchasing a thing. In order to meet the objectives of their marketing initiatives, business professionals must develop a consumer repurchase strategy. To attain this objective, it is crucial to enhance the quality of service and prioritize client pleasure. Hasan (2013) states that repurchase interest is influenced by individual behaviors, as previous acts directly affect future interest in repurchasing. The level of happiness that consumers have with a brand has a

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direct impact on their interest in repurchasing a product, and this impact increases gradually over time. Customer satisfaction with the product or service can result in consumer loyalty, so enhancing the company's potential for future repurchases. Lovelock and Wirtz (2011) define satisfaction as an attitude. Companies utilize their expertise to make informed decisions that prioritize client pleasure. According to Kotler and Keller (2016), contentment is the evaluation of how well a product performs compared to what was expected. Insufficient product performance leads to consumer dissatisfaction. In contrast, when the performance of the product aligns with the expectations, consumers will experience a sense of satisfaction. In order to accomplish this, business entities must consistently deliver the highest level of service quality that consumers anticipate. Prior research, such as the studies conducted by Insan et al. (2023) and Nurhasan et al. (2021), indicate that service quality has a substantial impact on customer satisfaction. Nevertheless, Fitri (2023) and Budiarno et al. (2022) discovered that service quality had a detrimental and statistically negligible impact on customer satisfaction. The researcher did a study named "Analysis of the Effect of Service Quality on Repurchase Interest in Home Cleaner Services Through Consumer Satisfaction as an Intervening Variable (Case Study at CV. Sukses Aman Sejahtera)" based on the provided background material.

**2. RESEARCH METHODS**

**2.1 Types of Research**

This study employs explanatory research, as defined by Sugiyono (2017), utilizing a quantitative approach. The objective of this research method is to elucidate the relationship between variables under investigation, assess the impact of one variable on another, and evaluate the developed hypotheses.

**2.2 Location and Time of Research**

The research took place at CV. Sukses Aman Sejahtera Jl. Karya Amal No. 33 C/2 Pangkalan Masyhur, Kec. Medan Johor, Medan City, North Sumatra. We conducted the research from April to June 2024.

**2.3 Population and Research Samples**

Non-probability sampling involves selecting sample members from a population based on their individual features rather than their inherent chance of being chosen (Sinulingga, 2020). The purposive sampling approach, as described by Sugiyono (2017), is a sampling methodology that involves the use of predetermined criteria established by the researcher to collect data and information. The sampling criteria for this study consist of users who have utilized SAS Home Cleaner services for families on several occasions. Sugiyono (2017) defines the Slovin formula as a mathematical equation used to determine the sample size required to accurately represent the complete population. The assessment of the minimal sample size necessary in the study must consider the error tolerance limit specified for selecting the research sample size provided by the Slovin formula, which is:

Summary:

$$n = \frac{N}{1 + N(e)^2}$$

n = sample quantity

N = population quantity

e = percentage tolerance limit error sampling of 10%

Based on the Slovin formula, the number of samples taken in this study is:

$$n = \frac{1.131}{1 + 1.131 \cdot (0,1)^2} = \frac{1.131}{1 + 11,31} = \frac{1.131}{12,31} = 91,87 \approx 92$$

So, the number of samples taken to support this study was 92 respondents.

## 2.4 Data Collection Methods

To obtain data and information that can support this research, the researchers use the following data:

### 1. Primary Data

Primary data refers to data that is collected directly from individuals or respondents. The main data included in this study consisted of questionnaires and interviews. We employed a Google Form as a means of disseminating the questionnaire, which is a method of gathering data, through WhatsApp to several CV users, including Sukses Aman Sejahtera. Meanwhile, we did verbal data exploration by conducting interviews with respondents and the creator of CV, Sukses Aman Sejahtera, in order to strengthen and improve the research findings.

### 2. Secondary Data

Researchers acquire secondary data indirectly or via intermediaries. The data sources for this research include books, scientific publications, internet media, and documentation..

## 2.5 Variable Measurement Scale

The Likert scale is utilized as the measurement scale in this investigation. The Likert scale is utilized by researchers to assess the attitudes or opinions of respondents towards certain items of interest, as well as their level of agreement or disagreement with each statement they express (Sugiyono, 2017). Researchers utilize the Likert scale, a measurement tool that consists of five numerical ratings for assessment purposes:

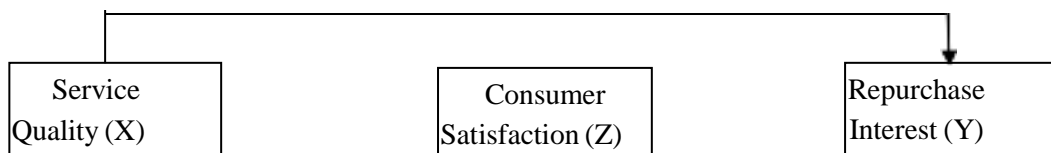
**Table 2.1**

Likert Scale Measurement Weight	
PERNYATAAN	SKOR
HIGHLY AGREE (SS)	5
AGREED (S)	4
NEUTRAL (N)	3
DISAGREED (TS)	2
HIGHLY DISAGREE (STS)	1

## 2.6 Track Analysis (Path Analysis)

Kuncoro and Riduwan (2008) propose that route analysis is a suitable method for examining the relationships between variables and determining the direct and indirect impacts of independent factors on the dependent variable. Path analysis is an advanced statistical technique that extends multiple regression analysis. It is used to assess the causal relationship between variables that have been defined based on theoretical grounds (Ghozali, 2018). Judy's path diagram is depicted below:

Figure 2.1 Path Diagram



Based on Figure 2.1 Path Diagram, each  $\rho$  value describes the path and path coefficient between variables adjusted for the research objectives where the objectives of this study are:

1. Analyzing the effect of service quality on repurchase interest ( $X \rightarrow Y$ )

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2. Analyzing the effect of service quality on customer satisfaction ( $X \rightarrow Z$ )
3. Analyzing the effect of customer satisfaction on repurchase intention ( $Z \rightarrow Y$ )

From the path diagram above, the equation of two regression tests can be obtained, namely the diagram equation can be made:

$$Z = \rho_{XZ} X + \epsilon_1$$

$$Y = \rho_{XY} X + \rho_{ZY} Z + \epsilon_2$$

Description:

- X = Independent Variable (Service Quality)
- Y = Dependent Variable (Repurchase Interest)
- Z = Intervening Variable (Consumer Satisfaction)
- $\rho_y$  = Path Coefficient of Variable X to Y
- $\rho_z$  = Path Coefficient of Variable X to Z
- $\rho_{yz}$  = Path Coefficient of Variable Z to Y
- $\epsilon_{1,2}$  = Residual Variables

**2.7 Mediation Test (Sobel Test)**

Sobel (1982) devised the Sobel Test as a means to examine the mediation hypothesis. The Sobel test is conducted to assess the magnitude of the indirect effect of the independent variable on the dependent variable via the intervening variable (Ghozali, 2018). The procedure for testing the indirect effect using the Sobel test is as follows:

1. Calculate the standard error of the indirect coefficient using the following formula:  
Description:

$$S_{ab} = \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}$$

- a. Path coefficient of the independent variable (X) on the mediating variable (M)
  - b. Path coefficient of the mediating variable (M) on the dependent variable (Y)
  - c.  $S_a$  = Standard error coefficient a
  - d.  $S_b$  = Standard error of coefficient b  $S_{ab}$  = Standard error of indirect effect
2. After calculating the standard error of the indirect effect coefficient, then the statistical t value of the mediation effect coefficient can be calculated. The formula that can be used is as follows:

$$t = \frac{ab}{S_{ab}}$$

3. After knowing the t value of the mediation effect statistics, the next step is to compare the t value with the t table. The requirements are as follows:
  - a. If the t value is less than the t table, it is concluded that the mediation coefficient is not significant, which means that there is no mediating or intervening effect.
  - b. If the calculated t value > from the t table, the mediation coefficient is significant, which means that there is a mediating or intervening effect.

### 3. RESULTS AND DISCUSSION

The following is a summary of the research results that have been processed using SPSS software. (Table 1).

**Table 3.1 Hypothesis Testing Results**

Hypothesis	Significance Value	Regression Coefficient	Description
a. Service quality has a positive and significant effect on Repurchase Interest in <i>Home Cleaner Services</i> at CV. Sukses Aman Sejahtera	0,000 < 0,05 (significant)	0,561 (positive)	Accepted
b. Service Quality has a positive and significant effect on Consumer Satisfaction of Home Cleaner Services at CV. Sukses Aman Sejahtera	0,005 < 0,05 (significant)	0,291 (positive)	Accepted
c. Satisfaction Consumers have a positive and significant effect on Repurchase Interest in Home Cleaner Services at CV. Sukses Aman Sejahtera	0,007 < 0,05 (significant)	0,230 (positive)	Accepted
d. Kualitas Pelayanan berpengaruh positif dan tidak signifikan terhadap Minat Beli Ulang melalui Kepuasan Konsumen Jasa <i>Home Cleaner</i> pada CV. Sukses Aman Sejahtera	1,687 < 1,986 (Not significant)	Direct effect value = 0.561  Indirect effect = 0.066	Rejected

#### 3.1 The Effect of Service Quality (X) on Repurchase Interest (Y)

The data analysis and SPSS tests indicate that the t-statistic value for service quality is 6.789, which is greater than the critical value of 1.986. Additionally, the p-value is 0.000, which is less than the significance level of 0.05, suggesting a significant impact of service quality on repurchase interest. Thus, we can deduce that the variable of service quality has a considerable and favorable impact on the interest to repurchase. The beta coefficient value of 0.561 suggests a favorable correlation between service quality and repurchase interest. Consequently, the level of interest in repurchasing is directly proportional to the quality of service. Consequently, the research findings suggest that the quality of service has a substantial influence on the level of interest in repurchasing.

The mean value, which exceeds the standard deviation value (4.03 > 0.686), corroborates the respondents' claims that the service quality is relatively high. This suggests that the mean respondent concurs with the statements presented in the questionnaire. This perspective acknowledges that the caliber of service rendered by individual employees can positively influence the organization and enhance customer loyalty towards Home Cleaner services at CV. Sukses Aman Sejahtera. According to Sukses Aman Sejahtera, the study's findings indicate a direct relationship between the quality of service and the likelihood of consumers repurchasing Home

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Cleaner services at CV. Respondents have indicated that the service quality of SAS Home Cleaner is highly satisfactory, as assessed through five dimensions: physical evidence, reliability, responsiveness, assurance, and empathy.

CV. Sukses Aman Sejahtera's Home Cleaner Services has utilized service quality indicators based on respondent data to enhance consumer satisfaction and foster customer loyalty through positive consumer experiences. The study conducted by Gunawan et al. (2023) provides evidence that service quality has a favorable and substantial influence on the intention to repurchase.

### 3.2 The Effect of Service Quality (X) on Customer Satisfaction (Z)

The data analysis and SPSS tests indicate that the t-statistic value for service quality is 2.882, which is greater than the critical value of 1.986. Additionally, the p-value is 0.005, which is less than the significance level of 0.05. These findings suggest a significant impact of service quality on customer satisfaction. It may be inferred that the variable of service quality has a large and positive impact on customer satisfaction. The beta coefficient value of 0.291 demonstrates a positive and direct correlation between service quality and client satisfaction. Consequently, an improvement in the quality of service directly corresponds to a greater level of client satisfaction. Therefore, the research findings demonstrate that service quality has a substantial impact on consumer satisfaction.

The mean value, which exceeds the standard deviation value ( $4.03 > 0.686$ ), corroborates the respondents' assertions on the relatively high quality of service. This suggests that the mean respondent concurs with the statements presented in the questionnaire.

This mindset offers a solution for curriculum vitae. Success The well-being of the firm and client satisfaction with Home Cleaner services at CV can be enhanced by the caliber of service rendered by each employee. This story demonstrates that one effective method of meeting consumer needs is by delivering exceptional service. Effective service leads to customer happiness. Once consumers are content with the items and services they have gotten, they will proceed to evaluate and contrast the services that were delivered. If consumers are genuinely content, they will engage in repeat purchases, actively promote the company's high standards, and readily endorse SAS Home Cleaner to others. Consequently, organizations must now carefully consider the significance of service quality to consumers. There is a growing recognition among individuals that service is essential for survival and success in the commercial sector. The study conducted by Nurhasan, Sofian, et al. (2021) provides evidence supporting the substantial impact of service quality factors on customer satisfaction. Additionally, Collin Law (2022) establishes a positive correlation between service quality and customer satisfaction.

### 3.3 The Effect of Consumer Satisfaction (Z) on Repurchase Interest (Y)

The data analysis and SPSS tests reveal that the t-statistic value of 2.782 is higher than 1.986.

The p-value for the repurchase interest is 0.007. The beta coefficient value of 0.230 implies a positive or direct association between customer satisfaction and repurchase desire. This indicates that as customer happiness rises, there is a corresponding increase in the desire to make repeat purchases. The research findings demonstrate a substantial influence of customer satisfaction on the intention to repurchase. The results of the respondents' claims are supported by the average value (mean) being greater than the standard deviation value ( $4.08 > 0.680$ ). This indicates that, on average, the respondents agree with the statements in the questionnaire. Customer satisfaction is essential in influencing repurchase interest, since it serves as an evaluative factor for consumers when deciding whether to make repeat purchases.

The primary objective of the organization should be to provide customer pleasure. Customers will not be content if the product or service they receive fails to match their expectations. The results validate that the research participants expressed contentment with the Home Cleaner



Services provided by CV. Sukses Aman Sejahtera. This suggests that the respondents' feeling of contentment was mostly influenced by their previous encounters with the Home Cleaner Services at CV. Sukses Sejahtera. This demonstrates that the experience or interaction of consumers with Home Cleaner Services at CV. Sukses Aman Sejahtera is highly significant in determining customer happiness. A great and delightful experience not only enhances satisfaction but also fosters a favorable impression, which acts as the main motivator for clients to return to CV. Sukses Aman Sejahtera for home cleaning services. Consumer contentment is an essential aspect of satisfaction, functioning as an evaluation tool for consumers who are contemplating buying a product or service again. The study found that consumers have developed a favorable perception of Home Cleaner Services at CV. Sukses Aman Sejahtera, which strongly influences their desire to make repeat purchases. The study conducted by Gunawan et al. (2023) provides evidence that customer satisfaction has a substantial and beneficial effect on repurchase interest. Fitri's (2015) research further corroborates this finding, indicating a substantial influence of customer happiness on the inclination to make repeat purchases within the Shopee application.

### **3.4 The Effect of Service Quality (X) on Repurchase Interest (Y) Through Customer Satisfaction (Z)**

The data analysis and SPSS tests, utilizing the route analysis approach and the Sobel test, indicate that mediation is statistically significant with a t-value of 1.687, which is lower than the critical t-value of 1.986. The research findings indicate that the direct effect value is 0.561 and the indirect effect value is 0.066. This implies that the direct effect value is larger than the indirect effect value. Therefore, customer happiness does not operate as a mediator for the impact of service quality on repurchase interest. The findings of Abdullah and Aiman's (2017) study, which discovered no correlation between service quality and repurchase intention in the telecoms industry of Indonesia, are consistent with these outcomes. This implies that there may be other elements that have a stronger influence on repurchase interest than customer pleasure.

Moreover, this study is consistent with the results of Johnson and Gustafsson's (2000) investigation, which demonstrated that customer pleasure did not consistently function as an intermediary between service quality and repurchase intention. However, repurchase intention is primarily influenced by elements such as trust, commitment, and client dependency. The quality of service, the contentment of customers, and their interest in repurchasing are inherently connected to a corporation. In order to stimulate repurchase interest among consumers, a corporation must improve the quality of its services. Consequently, this can result in customer contentment, which then motivates consumers to make repeat purchases of the product or service. However, in this study, the variable of consumer satisfaction cannot serve as an intervening variable in the impact of service quality on repurchase interest in Home Cleaner Services at CV. Sukses Aman Sejahtera. This study contradicts the findings of Insan, Y. et al. (2023) and Ratna Septiawati (2018), who showed that customer satisfaction, as a mediating variable, had a significant impact on both service quality and repurchase interest.

## **4. CONCLUSION**

The study's findings suggest that the quality of service has a large and positive impact on the likelihood of customers repurchasing SAS Home Cleaner Medan. This demonstrates a positive correlation between the level of service quality and the likelihood of repurchase.

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