



INFLUENCE OF CASHBACK PROMOTION, E-SERVICE QUALITY, CUSTOMER SATISFACTION ON RE-USE INTEREST

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Abstract: Previous research is important in a research or scientific article. Previous research or relevant research serves to strengthen the theory and phenomena of the relationship or influence between variables. This article reviews the reuse interest model through customer satisfaction during the covid-19 pandemic through the promotion of cashback and e-service quality. A Marketing Management Literature Study. The results of this research library are that: 1) cashback promotion has an effect on re-use interest; 2) e-service quality has an effect on interest in reuse; 3) customer satisfaction has an effect on interest in reuse.

Keyword: Reuse, Customer Satisfaction, Cashback Promotion, E-Service Quality.

INTRODUCTION

Background of the problem.

Every student, both Strata 1, Strata 2 and Strata 3, is required to conduct research in the form of theses, theses and dissertations. Likewise for lecturers, researchers and other functional staff who actively conduct research and make scientific articles for publication in scientific journals.

Based on the empirical experience of many young students and lecturers as well as other researchers, it is difficult to find supporting articles in research as previous research or as relevant research. Articles as relevant researchers are needed to strengthen the theory being studied, to see the relationship between variables and build hypotheses, it is also very necessary in the discussion section of research results.

This article specifically discusses Cashback Promotion (X1), E-Service Quality (X2), Customer Satisfaction (Z), Reuse Interest (Y), of course not all factors that affect Reuse and Customer Satisfaction in this article, these are only some only a small amount that will be reviewed and reviewed.

Formulation of the problem.

Based on the background, it can be formulated the problems that will be discussed in order to build hypotheses for further research, with the object of OVO electronic money in Jakarta, namely:

- 1) How does cashback promotion affect re-use interest?
- 2) How does e-service quality affect re-use interest?
- 3) How does customer satisfaction affect re-use interest?

LITERATURE REVIEW

Reuse Interest

According to Kotler & Keller (2016), interest in reuse is where a person or consumer is satisfied with a product that matches expectations with the performance he expects, will create a satisfaction that encourages the creation of repeat purchases of the same product or brand in the future and will Tell me about the good things about the product. According to Paul & Olson (2014) consumers re-use because of an impulse and repeated buyer behavior that can foster a loyalty to what they feel is appropriate for them. So, interest in re-use can be concluded as a tendency to repurchase, and obtain a positive response to past actions. According to Thamrin & Francis (2013), interest in re-use is an interest in buying which is based on past purchase experiences. There are several factors that can influence the interest in reusing, namely (Ajzen, 2006):

The stage of the respondent's tendency to act before the buying decision is actually implemented is called buying interest. Schiffman & Kanuk (2013), re-use interest is a real form of thought from the reflection of the buyer's plan to buy several units in a certain number of several brands that are available within a certain time period. The indicators of interest in reuse are as follows:

- a) Interest which shows the concentration of attention and feelings of pleasure.
- b) Desire (desire) is indicated by the urge to want to have.
- c) Conviction is indicated by the feeling of individual confidence in the quality, usability and benefits of the product to be purchased.

Based on the theories that have been stated above, the author finally concludes that the factors that influence reuse are individual/personal factors, culture, psychology, social, information, as for indicators that influence interest in reuse are interest, desire, belief.

Customer satisfaction

According to Kotler & Armstrong (2014) customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing his perceptions or impressions of the performance or results of a product and his expectations. According to Lupiyoadi (2014), there are five main factors that must be considered by companies in determining the level of customer satisfaction, namely:

- Product Quality. Customers will feel satisfied if their evaluation results show that the products they use are of high quality.
- Quality of service. The quality of service, especially in the field of services, customers will feel satisfied if they get good service or what is expected.

- Emotional. Customers will feel proud and gain confidence that other people will be amazed by him when using a product with a certain brand which tends to have a higher level of satisfaction.
- Price. Products that have the same quality but set a relatively low price will provide higher value to their customers.
- Cost. Customers do not need to incur additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service.

Customer Satisfaction has been discussed a lot by: (M & Ali, 2017), (Limakrisna & Ali, 2016), (Hapzi Ali et al., 2016), (Mappesona et al., 2020), and (Sulistiorini & Ali, 2017).

Cashback Promotion

Kotler & Armstrong (2014) defines the notion of promotion as follows, "Promotion refers to activities that communicate to merits of the product and persuade target customers to buy it". The definition states that promotion is an activity that communicates the advantages of a product and persuades customers to buy the product. Lupiyoadi (2014) states that promotion is an activity carried out by companies to communicate product benefits and as a tool to influence consumers in purchasing activities or using services according to their needs. According to Kotler & Keller (2016), sales promotion is the main key in a marketing campaign, consisting of a collection of incentive tools, most of which are short-term in nature, designed to stimulate consumers to buy certain products or services more quickly. Meanwhile, Kotler & Armstrong (2014) state that sales promotion consists of short-term incentives to encourage the purchase or sale of products or services.

In using sales promotion tools, according to Kotler & Keller (2016) companies must determine their goals, select tools, develop programs, test programs, implement and control, and evaluate the results. Sales promotion tools can be as follows:

- Sample Is an example of a product that is given with the aim of introducing the product to potential consumers to increase their confidence in the quality of the product.
- Coupons. Discount rights to the holder so as to save on the purchase of certain products and are valid within a predetermined period of time.
- Patronage Award. A form of promotion carried out where consumers are given a certain amount of cash or other awards as a sign that consumers have routinely used products, both goods and services from certain companies.
- Discount. A price cut directly at the time of purchase, whose offer is clearly visible on the packaging or product display.
- Free Stuff. By buying certain goods, consumers are entitled to a greater number of goods compared to normal conditions.
- Cash withdrawal offer. Giving a price reduction or giving a certain amount of money after the purchase has occurred (cashback).
- Point of Purchase (POP) demonstration display. POP includes demonstration of a product or display of a particular product or product set at the point of sale.
- Prizes (Sweepstakes). Inviting consumers who have made purchase transactions with a certain nominal or amount to take part in contests, sweepstakes, or games where the winner will receive additional prizes provided by the company for free.

Promotion has been widely researched by: (Hapzi Ali, Evi, et al., 2018), (Prihartono & Ali, 2020), (Richardo et al., 2020), (Mappesona et al., 2020), (Sulistiorini & Ali, 2017), (Hairiyah & Ali, 2017), (Hapzi Ali, Narulita, et al., 2018), and (Brata et al., 2017).

E-Service Quality

Service is any action or activity that one party can offer to another, which is essentially intangible and does not result in the ownership of anything. Its production may or may not be linked to a single physical product (Kotler & Keller, 2016). Electronic service quality is how high the ability of a website to provide an effective and efficient shopping experience, payment, and delivery service (Zeithaml et al., 2013).

jiptono (2015) states that service can be viewed as a system consisting of two main components, namely service operations which are often invisible or unknown to customers (back office or backstage) and service delivery which are usually visible or known to customers (often referred to as also front office or frontstage). Customer expectations can be of three types (Tjiptono, 2015). First, will expectation, which is the level of performance that is predicted or estimated by consumers when assessing the quality of certain services. Second, should expectation, namely the level of performance that is considered appropriate for consumers to accept. Usually the demand for what should be received is much greater than what is expected to be received. Third, ideal expectation, namely the optimum or best level of performance that is expected to be accepted by consumers.

Service Quality has been discussed a lot by: (M & Ali, 2017), (Limakrisna & Ali, 2016), (Yunita & Ali, 2017), (Yunita & Ali, 2017), (Hapzi Ali & Mappesona, 2016), (Hapzi Ali, Evi, et al., 2018), (Sitio & Ali, 2019), and (Anggita & Ali, 2017).

Table 1: Previous research

| NO | Author (year) | Research result | Differences in Research Results |
|----|------------------------|--|---|
| 1 | Rizan et al. (2015). | There is a positive and significant effect of customer satisfaction on repurchase intention | In this study, the variables of cashback promotion, e-service quality, security and trust are added |
| 2 | Prabowo & Sitio (2020) | There is a positive and significant effect of sales promotion on customer satisfaction | This study did not examine the brand image and loyalty variables |
| 3 | San & Aryupong (2020). | There is a positive and significant effect of sales promotion on customer satisfaction | This study did not examine the variables of product quality and brand image |
| 4 | Ubeja (2014) | There is a positive and significant effect of sales promotion on customer satisfaction | In this study, the variables of e-service quality and buying interest are added |
| 5 | Fiona (2020). | There is a positive and significant effect of sales promotion and e-service quality on customer satisfaction | In this study, the object of research was carried out on OVO electronic money |

| | | | |
|---|------------------------------|--|--|
| 6 | Al-dweeri et al. (2017). | There is a positive and significant effect of service quality on customer satisfaction | This study did not examine the loyalty and electronic trust variables |
| 7 | Al-Hawary & Al-Smeran (2017) | There is a positive and significant effect of service quality on customer satisfaction | In this study, the variables of cashback promotion and repurchase interest are added |
| 8 | Ashraf et al. (2018). | There is a positive and significant effect of service quality on customer satisfaction | This study did not examine the variables of corporate image, perceived value and brand loyalty |

WRITING METHOD

The method of writing scientific articles is the quantitative method, considering that this research seeks to accurately measure something (Cooper & Schindler, 2014). Besides, analyzing reputable scientific articles and also scientific articles from unrepudated journals. All scientific articles cited are sourced from Mendeley and Google Scholar.

Furthermore, it is discussed in depth in the section entitled "Related Literature" or Literature Review ("Review of Literature"), as the basis for formulating hypotheses and will then become the basis for making comparisons with the results or findings revealed in the study. (H. Ali & Limakrisna, 2013).

DISCUSSION

Based on the problem formulation and literature review, the discussion of this article is as follows:

1) Effect of Cashback Promotion on Reuse Interest

Sales promotion can be done by using various promotional tools to attract customers to be interested and willing to use the offered electronic money. Sales promotion by way of cashback that is carried out properly and continuously can affect the interest in reusing electronic money.

This refund is usually only a few percent of the total purchase and can be in the form of cash, virtual money or products. In addition, usually this return is also made only if the purchase made meets certain purchase conditions determined by the seller or cashback organizer.

Although it is not uncommon to find cashback promotions in the form of direct cash refunds to buyers, most of the refunds in cashback promotions are in the form of deposits or balances in the buyer's account that can be accessed for purchases at a later date. This deposit method is used so that the buyer must return to the store or seller who organizes the cashback and use the deposit to shop again at the same place. Cashback can also take other forms such as vouchers or products.

This is in accordance with research conducted by Zulganef et al. (2020), Cipto & Erdiansyah (2020) which state that sales promotion can affect reuse interest.

2) The Effect of E-Service Quality on Reuse Interest

The quality of electronic services that are carried out well by OVO electronic money service providers such as ease of use, speed of access, can be used at all payment points, refills can be done easily and so on can affect interest in reusing electronic money. This happens because customers are satisfied with the various features and conveniences they get.

E-Service Quality or also known as E-ServQual is a new version of Service Quality (ServQual). E-ServQual was developed to evaluate a service provided on the Internet network.

E-Service Quality is defined as an extension of the ability of a site to facilitate shopping, purchasing, and distribution activities effectively and efficiently (Chase, Jacobs, & Aquilano, 2006). Based on Ho and Lee (2007), there are 5 dimensions of measuring e-service quality, namely: Information Quality, Security, Website Functionality, Customer Relationship, and Responsiveness and Fulfillment.

This is in accordance with research conducted by Zulganef et al. (2020) and Cipto & Erdiansyah (2020) which state that e-service quality has an effect on interest in reuse.

3) The Influence of Customer Satisfaction on Reuse Interest

This interest in reuse is due to customers being satisfied with service products that have been used previously. Customer satisfaction occurs because the service products they get are in accordance with their expectations regarding quality, packaging, usability and so on. It can be concluded that customer satisfaction can affect the interest in reuse.

Customer satisfaction is an important concept in business ventures. Because customer satisfaction contributes directly to the creation of customer loyalty, increases the company's reputation, reduces price elasticity, and contributes to the reduction of future transaction costs.

This is in accordance with research conducted by Fiona (2020); Rizan et al. (2015); Roushdy & Ali (2017), Mbango (2018), Mudiantono & Andhike (2019), Sari & Giantari (2020) which state that customer satisfaction has an effect on interest in reuse.

Conceptual Framework

Based on the study of theory and the relationship between variables, the model or Conceptual Framework of this article in order to build a hypothesis is as follows:

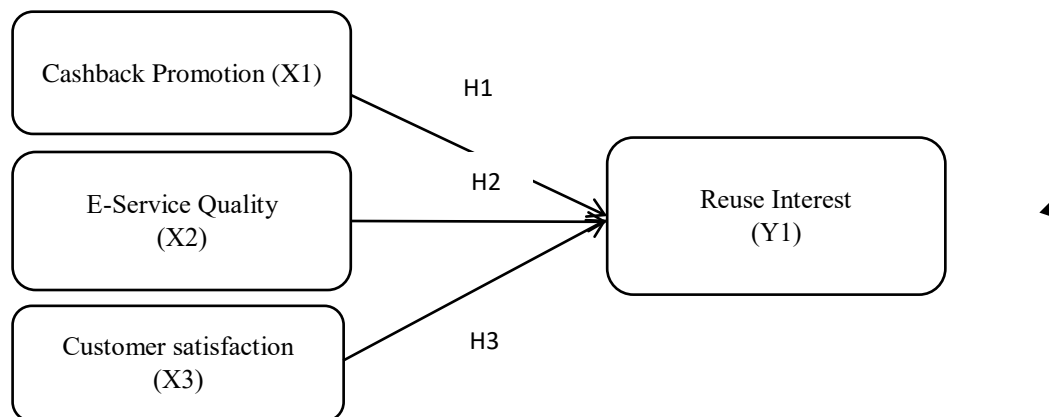


Figure 1. conceptual framework

Promotion of Cashback (x1), E-Service Quality (x2) and Customer Satisfaction (x3) affect Reuse Interest (y1) either directly or indirectly. Apart from the Promotion and E-Service Quality variables that affect customer satisfaction and interest in reusing, there are many other variables that influence it, including the variable:

- 1) Brand Image (x4): (Hapzi Ali et al., 2016), (M & Ali, 2017), (Hapzi Ali & Mappesona, 2016), (Hapzi Ali, Narulita, et al., 2018), (Novansa & Ali, 1926).
- 2) Loyalitas Pelanggan (X5): (Djojo & Ali, 2012), (Binsar et al., 2018), (Setyadi, 2017).

- 3) Product Quality(x6): (Desfiandi et al., 2017), (M & Ali, 2017), (Hapzi Ali, Narulita, et al., 2018), (M & Ali, 2017), (Hapzi Ali, Evi, et al., 2018), (Prihartono & Ali, 2020), (Riyanto et al., 2017), (Maisah & Ali, 2020), (Brata et al., 2017), (Thanh Nguyen et al., 2019), (Agussalim et al., 2017).

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on this, it can be concluded to build a hypothesis for further research as follows:

- 1) Promotion of cashback has an effect on interest in reuse.
- 2) e-service quality has an effect on interest in reuse.
- 3) Customer satisfaction has an effect on interest in reuse.

Suggestion

Based on the conclusions above, the suggestion in this article is that there are many other factors that influence the interest in reuse, therefore further studies are needed to complete what other factors can affect the interest in reuse.

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