

Analysis of Servqual and Demographic Aspects on Repurchase Intention Mediated by Customer Satisfaction of Ngaben Services at Hindu Crematoriums

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Purpose - This study aims to analyse the influence of service quality and demographic aspects on repurchase intention, mediated by customer satisfaction, in Hindu crematorium services.

Methodology - The population of this study consisted of users of *ngaben* (Balinese cremation) service at Hindu crematorium. Samples were selected using simple random sampling. A questionnaire was distributed to 100 respondents. Data analysis method include descriptive analysis and inferential analysis using Structural Equation Model – Partial Least Square (SEM-PLS).

Findings - The results shows that service quality and demographic aspects have positive and significant influence on customer satisfaction. Service quality and demographic aspects also have a positive and significant influence on repurchase intention. Customer satisfaction partially mediates the influence of service quality and demographic aspects toward repurchase intention.

Originality – integrating service quality, demographic aspects, customer satisfaction and repurchase intention into a single study is rarely adopted research. This research can explain how demographic aspects (such as income and current residence) influence decision regarding *ngaben* at Hindu crematorium.

1. Pendahuluan

The development of Hindu crematoriums in Bali over the past 10 years has been quite rapid. Every regency in Bali has a Hindu crematorium, except for Gianyar and Karangasem regencies.

Its existence has been positively received by Balinese Hindus, as reflected in the significant increase in the number of bodies cremated at the Santha Yana Hindu crematorium over a certain period. Factors that lead Balinese Hindus to do *ngaben* at crematorium include practically, a fast procession, affordable cost, and the efficiency of labor and time, compared to conventional *ngaben* in the village (Pitana, 2020b; Diah Apriliani, 2024; Segara, 2020; Ketut et al., 2022).

The increasing trend of *ngaben* in Hindu crematoriums requires an effective marketing strategy to reach a broader market. An appropriate marketing strategy can help managers introduce and positioning their products effectively in the community, establish long term relationship with customers, and increasing customer loyalty (Daud and Enjel Aprilia, 2025). The management strategy involves maintaining service quality according to high standards to build trust and to meet customer's sense of satisfaction. It will encourage customer interest in making repeat purchases (Albi et al., 2021). Commitment in improving service quality and maintaining customer satisfaction are the key to success in business (Tamanna, 2020). Information on various customer's demographic characteristics can refine marketing strategies, such as market mapping, identifying target customers, and providing services that meet customer needs (Suleman et al., 2020).

The customer's decision to arrange *ngaben* at a Hindu crematorium depends on their consumer behavior. Consumer behavior includes all activities conducted by consumer before making a purchasing decision, such as realizing and considering a product based on price, utility, quality and other aspects (Edwin et al., 2021). Consumer behaviour is influenced by various habits. Meanwhile, internal factors like psychology, which include motivation, perception, learning and attitudes also play crucial roles (Machová et al., 2022). Kotler and Armstrong (2018:159) categorize the factors that heavily impact consumer behavior into four groups: 1) cultural factors, 2) social factors, 3) personal factors, 4) psychological factors. These factors influencing consumer behavior can be synergized using the theory of planned behavior. Tambun and Haryati (2022) explain that by paying attention to attitudes towards a behavior, subjective norms and perceptions of behavior control, the intention to perform various types of behavior can be predicted, although the implementation varies. According to Ajzen (2005: 118), the assumption that individuals behave rationally, measure available information, and considering about the impact, is the basis of the theory of planned behavior.

Supporting theories provide a foundation to understanding how servqual and demographic aspects affect customer satisfaction, which in turn influences repurchase intention. Servqual refers to consumer's experiences in the form of expectation of perceptions that arise after using a service. It represents the evaluation stage of a service, where consumer opinions play fundamental role (Uslu, 2020). Parasuraman et al. (1988: 23) explained that servqual can be evaluated using five dimensions: physical evidence, reliability, responsiveness, empathy, and assurance. Meanwhile, customer satisfaction is an expression of pleasure or disappointment that results from comparing the actual performance of a product or service with consumer expectation (Susanto et al., 2021). Customer return visit or repurchases is the goal of every product or service provider. This can be achieved when consumers are satisfied (Septiano et al., 2020). Repurchase intention refers to consumer's willingness to repeatedly purchase products or service from the same store within

specific period due to their satisfaction experienced in previous transaction (Nguyen et al., 2021). Anjani (2021) identifies four indicators for measuring repurchase intention: transactional intention, referential intention, preference intention, and exploratory intention.

Findings from previous studies, as revealed by Sugiarto and Octaviana (2021) and Mursyidah (2021), indicate a simultaneous influence, where all five aspects of servqual collectively have a positive impact on customer satisfaction. Therefore, the hypothesis in this study states that servqual has a positive and significant effect on customer satisfaction (H1). Tufahati et al. (2021) and Hendar et al. (2021) found in their research that customer satisfaction positively and significantly influences repurchase intention. This study confirms that the relevance of the relationship between these variables, leading to next hypothesis, which states that customer satisfaction has a positive and significant effect on repurchase intention (H2). Rizki et al. (2021) and Jasin dan Firmansyah (2023) explained in their research that high servqual positively and significantly affects repurchase intention. Based on these findings, the next hypothesis states that servqual has a positive and significant effect on repurchase intention (H3). Pranoto et al. (2023) and Ramadhani et al. (2021) found in their research that customer satisfaction significantly mediates the relationship between servqual and repurchase intention. Based on these findings, the next hypothesis states that servqual has a positive and significant effect on customer satisfaction, and customer satisfaction has a positive effect on repurchase intention (H4). Research on the influence of demographic aspects on customer satisfaction has found that demographic variables have positive and significant effect on customer satisfaction (Mkpojiogu et al., 2019; Mondego and Ergun, 2021; Dhanya and Velmurugan, 2022). Based on these studies, the fifth hypothesis states that demographics have a positive and significant effect on customer satisfaction (H5). Herjanto and Amin (2020) dan Hu and Run (2023) found in their research that demographic aspects, in general, have a positive and significant effect on repurchase intention. Based on this explanation, the sixth hypothesis states that demographics have positive and significant effect on repurchase intention (H6). Saha and Joshi (2019) and Dhanya and Velmurugan (2022) found that among various demographic aspects, age, education level, and income have the most significant impact on customer satisfaction. Meanwhile Ongkowijoyo (2022) and Hendar et al. (2021) found in their research that customer satisfaction has a positive effect on repurchase intention. In the studies mentioned above, demographics influence repurchase intention through customer satisfaction. Therefore, the next hypothesis states that demographic have a positive and significant effect on repurchase intention, mediated by customer satisfaction (H7).

2. Research Method

This study uses quantitative approach, analysing servqual (X1), demographic aspects (X2), customer satisfaction (M) and repurchase intention (Y). Data collection was conducted using observation, documentation, and questionnaires. The population are customer who have used *ngaben* service, sourced from customer records of Santha Yana crematorium (2020) and Santha Swarga crematorium (2022). The Slovin formula was used to determine the number of respondents, resulting in a minimum sample size of 93 respondents. A questionnaire using a Likert

scale (11-5), as suggested by Sugiyono (2013: 7), was distributed to 100 respondents. The questionnaire instrument was adopted from the studies of Huliatusunisa et al. (2022) and Setiono and Hidayat (2022). The simple random sampling method, as proposed by Sugiyono (2013: 85), was used for sample selection. The collected data then processed using the Smart PLS application and analyzed using the SEM technique.

3. Results and Discussions

Table. 1 Results of the Validity and Reliability Test for the Variables of Servqual, Demographics, Customer Satisfaction, and Repurchase Intention

Description	Person Corelation	Description	Cronch Bach Alpha	Description
X1.1	0,633	Valid		
X1.2	0,719	Valid		
X1.3	0,829	Valid		
X1.4	0,834	Valid		
X1.5	0,834	Valid		
X1.6	0,778	Valid		
X1.7	0,783	Valid		
X1.8	0,832	Valid		
X1.9	0,808	Valid	0,959	Reliabel
X1.10	0,797	Valid		
X1.11	0,824	Valid		
X1.12	0,763	Valid		
X1.13	0,681	Valid		
X1.14	0,830	Valid		
X1.15	0,769	Valid		
X1.16	0,781	Valid		
X1.17	0,803	Valid		
X2.1	0,728	Valid		
X2.2	0,445	Valid		
X2.3	0,582	Valid	0,867	Reliable
X2.4	0,416	Valid		
X2.5	0,318	Valid		
X2.1	0,728	Valid		
X2.2	0,445	Valid		
X2.3	0,582	Valid	0,867	Reliable
X2.4	0,416	Valid		
X2.5	0,318	Valid		
M1	0,890	Valid		
M2	0,886	Valid	0,854	Reliable
M3	0,866	Valid		
Y1.1	0,894	Valid	0,915	Reliabel
Y1.2	0,879	Valid		
Y1.3	0,922	Valid		
Y1.4	0,883	Valid		

Source: Processed data, 2024

Based on Table 1, it shows that statement items on the variables of servqual, demographic, customer satisfaction and repurchase intention showing that Pearson correlation value above 3,3 and a Cronbach's alpha value above 0,6. it indicates that the statement items are valid and reliable.

Table 2 Respondent Characteristic

Characteristic	Description	Amount	Percentage (%)
Residency	Denpasar	52	52
	Puri Kaja	12	12
	Gianyar	16	16
	Badung	14	14
	Tabanan	6	6
Monthly Income	< 3.000.000	10	10
	3.000.000 – 7.000.000	78	78
	> 7.000.000	12	12
Occupation	Daily Worker	3	3
	Private Sector	55	55
	Civil Servant	11	11
	Entrepreneurs	23	23
	Others	8	8
Education	Senior High School	31	31
	University	67	67
	Others	2	2
Residential Status	Outsider Residents in	29	29
	Indigenous Village		
	Indigenous Village Resident	71	71
Total		100	100

Source: Processed data, 2024

Based on the results in Table 2, the distribution of questionnaires shows that the majority of respondents live in Denpasar (57%), followed by Gianyar (16%). Most respondents have an ranging from Rp. 3.000.000 to Rp. 7.000.000 (78%). This aligns with the fact that the majority of respondents work in the private sector (55%). Generally respondents have university education as their background, which is relevant to job qualification requirements in the private sector. Additionally, 71% of respondents residential status as *krama* desa adat (members of indigenous village community in Bali, who are bound by local customs, tradition and religious practices). This indicating that *ngaben* at Hindu crematorium was their primary choice despite their residential status. This is relevan, considering the advantages of geographical aspects for Denpasar resident, such as the shorter distance between their residence and the crematorium facility, making the *ngaben* easier. Moreover, the demands of certain profession or jobs with inflexible working hours further support this preference.

The variable description is used to analyze the distribution of respondent's answer to the surveyed statements, aiming to understand their assessments by applying a classification interval for further interpretation. The average score for the servqual is 4,29, which falls into the "very good" category, indicating that the Hindu crematorium management has successfully met the expected servqual standards. Punctuality and the timely completion of the procession according to the target are the key factors supporting this assessment, emphasizing the importance of efficiency and reliability for customer satisfaction. For the satisfaction variable, the overall average score is 4,28, also categorized as "very good". This suggest that, overall, the services provided by the

Hindu crematorium have successfully satisfied consumers. Meanwhile, the repurchase intention has an average score, 4,27, which also falls into the “very good” category. This indicates that consumers are inclined to repurchase the service offered by the Hindu crematorium.

Based on the data in Table 3, it can be seen that all variables, servqual, demographics, customer satisfaction, and repurchase intention, have an outer loading > 0,5 and a p-value < 0,05, indicating that all indicators are valid as measurement tools.

Table 3 Outer Loading Results

Construct	Outer Loading	P Values
X1.1 <- Demographic	0.897	0,000
X1.2 <- Demographic	0.858	0,000
X1.3 <- Demographic	0.763	0,002
X1.4 <- Demographic	0.883	0,000
X1.5 <- Demographic	0.875	0,000
M1 <- Customer Satisfaction	0.656	0,000
M2 <- Customer Satisfaction	0.926	0,001
M3 <- Customer Satisfaction	0.607	0,000
X2.1 <- Servqual	0.931	0,000
X2.2 <- Servqual	0.902	0,000
X2.3 <- Servqual	0.754	0,000
X2.4 <- Servqual	0.693	0,000
X2.5 <- Servqual	0.887	0,000
X2.6 <- Servqual	0.870	0,000
X2.7 <- Servqual	0.887	0,000
X2.8 <- Servqual	0.740	0,000
X2.9 <- Servqual	0.772	0,000
X2.10 <- Servqual	0.931	0,000
X2.11 <- Servqual	0.909	0,000
X2.12 <- Servqual	0.880	0,000
X2.13 <- Servqual	0.732	0,000
X2.14 <- Servqual	0.769	0,000
X2.15 <- Servqual	0.927	0,000
X2.16 <- Servqual	0.920	0,000
X2.17 <- Servqual	0.876	0,000
Y1 <- Repurchase Intention	0.661	0,000
Y2 <- Repurchase Intention	0.624	0,001
Y3 <- Repurchase Intention	0.684	0,000
Y4 <- Repurchase Intention	0.748	0,000

Source: Processed data, 2024

Table 4 Discriminant Validity Analysis

Variables	AVE	√AVE	Correlation			
			Demographic	Servqual	Customer Satisfaction	Repurchase Intention
Demographic	0.734	0,893	1			
Servqual	0.552	0,615	0.612	1		
Customer Satisfaction	0.722	0,896	0.625	0.647	1	
Repurchase Intention	0,864	0,929	0.882	0.611	0.545	1

Source: Processed data, 2024

Table 4 shows that the AVE values are greater than 0,50, and all four latent variables have a square root of the average variance extracted ($\sqrt{\text{AVE}}$) that is higher than the correlation coefficients between other variables. Thus, the results indicate a high level of discriminant validity.

Table 5 Results of Composite Reliability and Cronbach's Alpha Test

Variables	Cronbach's Alpha	ρ_A	Composite Reliability
Demographic	0.912	0.954	0.932
Servqual	0.770	0.762	0.781
Customer Satisfaction	0.975	0.979	0.978
Repurchase Intention	0.712	0.716	0.775

Source: Processed data, 2024

Table 5 shows that the composite reliability values for all constructs have an index greater than 0.70. Similarly, based on Cronbach's alpha criteria, all construct index values exceed 0.70, indicating that overall, they meet the reliability requirements according to composite reliability criteria. The next step is to conduct an inner model analysis to assess the model's goodness of fit in this study.

Table 6 Results of Structural Model Evaluation (Inner Model)

Structural Model	Dependent Variable	R-square
1	Customer Satisfaction (M)	0.764
2	Repurchase Intention (Y)	0.795
$Q^2 = 1 - (1 - R_1^2) \cdot (1 - R_2^2)$ $Q^2 = 1 - (1 - 0.764) \cdot (1 - 0.795)$ $Q^2 = 1 - 0.04838 = 0.95162$ (rounded to 0.952)		

Source: Processed data, 2024

Table 6 shows that the Q^2 value is 0.952, which falls within the range of >0.000 and <1 , and is even close to 1. Thus, this evaluation provides evidence that the structural model has a very good or strong level of goodness of fit. The results indicate that 95,2% of the information contained in the data can be explained by the model used, while the remaining 4,8% is explained by other variables not included in the analyzed model.

Table 7 Result of Path Coefficient

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Servqual -> Customer Satisfaction	0.848	0.850	0.038	22.353	0.000
Customer Satisfaction -> Repurchase Intention	0.395	0.351	0.231	1.977	0.048
Servqual -> Repurchase Intention	0.442	0.485	0.223	1.985	0.047
Demographic -> Customer Satisfaction	0.196	0.194	0.050	3.884	0.000
Demographic -> Repurchase Intention	0.301	0.310	0.061	4.921	0.000

Source: Processed data, 2024

In H1, the results show that servqual has a positive and significant effect on customer satisfaction. Therefore, the better the servqual, the higher the customer satisfaction. This is evidenced by a significance value of 0.000 and a T-statistic of 22.353, confirming that this relationship is valid. Thus, the hypothesis that servqual influences customer satisfaction is proven to be true.

In H2, customer satisfaction is proven to have a positive effect on repurchase intention, with a coefficient of 0.935. The analysis results show a significance value of 0.048 (less than 0.05) and a T-statistic of 1.977 (greater than 1.96), meaning that H2 is accepted. In other words, the more satisfied customers are, the higher the likelihood that they will repurchase the product.

In H3, servqual is proven to have a positive effect on repurchase intention, with a coefficient of 0.442. The significance value of 0.047 (less than 0.05) and T-statistic of 1.985 (greater than 1.96) indicate that H3 is accepted. This means that the better the servqual, the higher the likelihood of customers making repeat purchase.

In H5, demographic are show to have positive effect on customer satisfaction, with a coefficient of 0.196. the significance value of 0.000 (less than 0.05) and a T-statistic of 3.884 (greater than 1.96) indicate that H5 is accepted. This means that demographic factors have a positive and significant impact on customer satisfaction.

Meanwhile in H6, the results show that demographics have a positive effect of 0.301 on repurchase intention, and this relationship is significant. The very small significance value (0.000) and a T-statistic of 4.921, which is greater than the critical threshold of 1.96, support the validity of this effect. Thus, H6 is accepted, meaning that demographic factors have a positive and significant influence on repurchase intention.

Table 8 Results of Indirect Effect Testing

Variables	Path Coefficient	T Statistic	P Values	Description
Demographic > Customer Satisfaction-> Repurchase Intention	0,379	1.969	0,001	Signifikan
Servqual -> Customer Satisfaction-> Repurchase Intention	0,106	1.976	0,008	Signifikan

Source: Processed data, 2024

Table 9 Recap of Mediation Variable Testing Results

No	Mediation Variabel	Coefficient Effect				Description
		A	B	C	D	
1	Servqual -> Customer Satisfaction -> Repurchase Intention	0,102 (sig)	0,516 (sig)	0,251 (sig)	0,941 (sig)	<i>Partially Mediated</i>
2	Demographic-> Customer Satisfaction -> Repurchase Intention	0,280 (sig)	0,914 (sig)	0,935 (sig)	0,886 (sig)	<i>Partially Mediated</i>

Description: Significance (Sig) = T-statistik > 1,96 on $\alpha = 5\%$

Source: Processed data, 2024

Customer satisfaction (M) mediates the effect of the servqual (X1) on repurchase intention (Y) indirectly. This is evident from the value of C (0.251), which is greater than A (0.102),

indicating that customer satisfaction strengthens the effect of servqual on repurchase intention. However, servqual still has a direct effect on repurchase intention. The partial effect is 0.941, meaning the direct effect of servqual on repurchase intention, mediated by customer satisfaction. The total effect, combining both direct and indirect effects, is 0.994.

Customer satisfaction (M) partially mediates the effect of demographics (X2) on repurchase intention (Y), as shown by the value of C (0.935) being greater than the value of A (0.280). this means that demographics (such as residency, income, and occupation) have a direct effect on repurchase intention, but this effect is strengthened by customer satisfaction. The partial effect, represented by the coefficient of 0.886 (path D), shows the direct effect of demographics on repurchase intention mediated by customer satisfaction. The total effect, calculated by combining both direct and indirect effect, is 1.142.

To clarify the explanation above, the full SEM-PLS model results are presented in Figure 1 below.

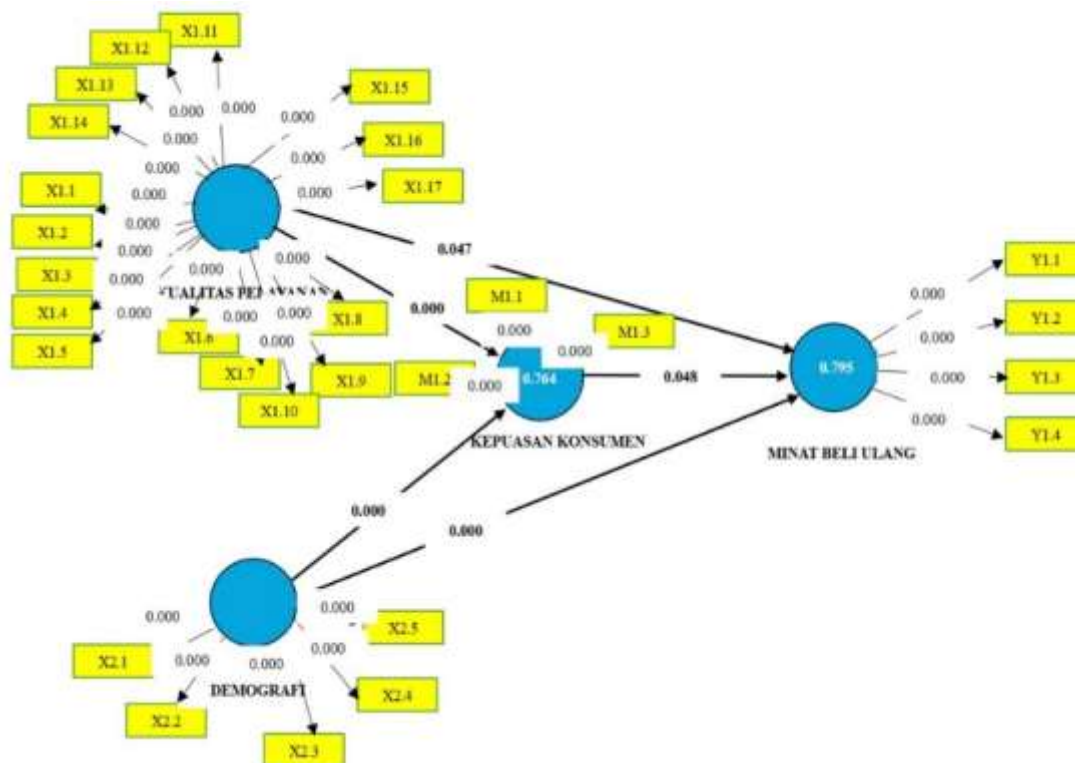


Figure 1 SEM-PLS Bootstrapping Analysis

4. Conclusions

The results of the study presented above answer each of the hypothesis posed, as follows: 1) servqual has a positive and significant effect on customer satisfaction, 2) customer satisfaction has a positive and significant effect on repurchase intention, 3) servqual has a positive and significant effect on repurchase intention, 4) customer satisfaction partially mediates the effect of servqual on repurchase intention, 5) demographics have a positive and significant effect on customer satisfaction, 6) demographics have a positive and significant effect on repurchase intention, 7) customer satisfaction partially mediates the effect of demographics on repurchase intention.

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