





# The Effect of Service Convenience on Customer Satisfaction, Repurchase Intention, and Word of Mouth at Esthetic Rosereve

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**Abstract.** This study aims to determine the effect of service convenience on customer satisfaction, repurchase intention and word of mouth at Esthetic Rosereve Jakarta. The population in this study are Esthetic Rosereve Jakarta customers who have been customers since 2015 and the population is not limited. In this study, because the population is not limited, the sampling in the study was carried out using the formula Hair et al. [27] with the assumption of  $n \times 5$  to 10 observed variables (indicators). So in this study the number of samples is the number of indicators  $\times 5 = 19 \times 5 = 95$  respondents. The data collection method used in this research is to use a questionnaire from customers of Esthetic Rosereve Jakarta. Data analysis method using Partial Least Square. The findings in this study prove that: (1) service convenience has a positive and significant effect on customer satisfaction, (2) Service convenience has a positive and significant effect on repurchase intention; and (3) service convenience has a positive and significant effect on word of mouth at Esthetic Rosereve Jakarta. Suggestions for Esthetic Rosereve: (1) improve services, especially in the payment process, namely non-cash payments, such as collaborating with OVO, Go-Pay or Shopee-Pay which are digital payment services and are currently popular and widely used by consumers. (2) Increase innovation in facial treatment menus, (3) carry out more attractive and diverse promotions, (4) continue to build and improve customers' positive impressions at every arrival.

**Keywords:** service convenience · customer satisfaction · repurchase intention · word of mouth · Esthetic Rosereve Jakarta

## 1 Introduction

The beauty business in Indonesia is currently very attractive and promised because it has a wider market potential, this can be seen from the rapid growth of the beauty business in the past few years. Based on the study conducted by Euromonitor, the business potential of the beauty and care industry in Indonesia in 2019 is estimated to reach US

\$6 billion. That number is predicted will continue to increase in the next few years. In 2022, the potential is estimated to reach US \$8.4 billion (source: *Bisnis.com*). Chairman of Indonesian Franchise and Licensing Association, [1], said that in 2019 the beauty business was included in the list of the top 10 most sought after franchise businesses along with minimarket, pharmacie, workshop, kebab, course institution, laundry, contemporary culinary, coffee shop, and barbershop (source: *Bisnis.com*).

In the service business, service convenience is important, where services are rewarded through implementation (performances) and service convenience can facilitate that. Reference [2] stated that service convenience is one of the strategies of a company to fulfil consumer needs in terms of minimizing the time and effort of consumers to get benefits related to the products or services offered, so that in the end there is customer satisfaction and trust to repurchase the products or services that was offered, it means that the lower cost of time and effort perceived by consumers in the process of using services, the higher possibility of consumer loyal behavior and the possibility to repurchase the products or services that was offered. Service Convenience consists of five dimensions, namely Decision Convenience, Access Convenience, Transaction Convenience, Benefit Convenience, and Postbenefit Convenience [3, 4].

In the research of [5], stated that the five types of service convenience dominate consumer satisfaction with the services, which means that the better consumer's assessment on service convenience, the more satisfied consumers will be with these services. Customer satisfaction is very important for a business, especially a business that produces the products in the form of services, such as beauty clinic business, because customer satisfaction is one of the indicators that will be assessed in the clinic's service standards. Service convenience can have a good impact on companies, namely repurchase intention, as conveyed [6], which stated that repurchase intention is an effort to maintain long-term relationships with customers that must be considered because it becomes a tools to gain competitive advantage by the entrepreneurs.

Service convenience also has a promotional impact, namely Word of mouth (WOM), which is one of the most effective ways and is used in the business world to market its products with the aim of attracting new consumers and convincing them to buy the products that was offered. According to [7], word of mouth is a compliment, recommendation and customer comments about their experience of services and products that really influences customer decisions or their buying behavior, it means that word of mouth can build customer trust.

Esthetic Rosereve, which is one of the most popular facial treatments in Jakarta, very concerned the service toward every customer who comes, Esthetic Rosereve has a different concept from other beauty clinics, namely carrying a Japanese style concept starting with greeting customers with a Japanese bowing "ojigi", saying "irasshaimase" which is welcome and "arigatou gozaimasu" which is thank you when the customer finishes the treatments. Esthetic Rosereve has a significant increase in the number of customers in the last three years, in 2016–2018. Customers who come for treatments every month can reach 1000 customers and even more, and are dominated by loyal members. Researchers want to study and conduct more in-depth research on the factors that drive the increase in the number of customers.

The phenomenon in this research is the occurrence of significant increase in customers at Esthetic Rosereve, so that attracting researchers to examine and conduct more in-depth research on the factors that drive the increase in the number of customers. Researchers conducted initial observations at Esthetic Rosereve, especially on the services provided to each customer from the beginning to the end of the process. The standard of services provided at Esthetic Rosereve is the standard of Japanese service, starting from a welcome greeting in Japanese “irasshaimase” and a brief explanation of the facial menu. Further, customers will be directed to do skin checks, to get the information about skin conditions, treatments needed and homecare products that are suitable for their skin conditions. The duration of the facial is one hour to one hour and thirty minutes.

To monitor the level of customer satisfaction, Esthetic Rosereve periodically every three months makes a different questionnaire for customers who do the treatments, in order to know the wishes, criticisms and suggestions from customers and then used as an evaluation material for Rosereve’s progress. Previous researchers have also do similar research about service convenience and customer satisfaction, such as research [8–11], but there are differences in the results (research gap) shown by previous research. The research of [12], concluded that the service convenience attribute has a positive and significant effect on customer satisfaction, while the research of [13], concluded that there are service convenience attributes, namely decision convenience and access convenience, which didn’t have significant effect on customer satisfaction. Research by [14], stated that the dimensions of service convenience and service quality affect repurchase intention of customers.

Based on this review, the researcher wants to do a different study from previous researchers, where the researcher will use word of mouth as one of the variables that influence the entrepreneurs to do service convenience, and this research was conducted at Esthetic Rosereve (beauty services).

Based on the background above, several problems can be formulated as follows: (1) Does Service Convenience has a significant positive effect on Customer Satisfaction at Esthetic Rosereve Jakarta; (2) Does Service Convenience has a significant positive effect on Repurchase Intention at Esthetic Rosereve Jakarta; (3) Does Service Convenience has a significant positive effect on Word of Mouth promotion at Esthetic Rosereve Jakarta.

Whereas, the objectives of this study are: (1) to find out and analyze the effect of Service Convenience on Customer Satisfaction at Esthetic Rosereve Jakarta; (2) To find out and analyze the effect of Service Convenience on Repurchase Intention at Esthetic Rosereve Jakarta; (3) To find out and analyze the effect of Service Convenience on Word of Mouth at Esthetic Rosereve Jakarta.

## **2 Literature Review**

### **2.1 Service Convenience**

Businesses engaged in services will certainly more interact with their customers than non-service businesses. The services that was purchased by the customer will be directly perceived by the customer, so that the customer can directly assess the performance of the service obtained. Therefore, the companies of service provider must be able to

provide services that make their customers comfortable and exceed the expectations of customers. According to [15] service convenience is a consumer's perception of time and effort related to the purchase or use of a service. According to [16], service convenience can be interpreted as adding value to consumers through reducing the time and effort that consumers spend in a service. Meanwhile, [17] defines service convenience as an assessment made by consumers according to control over the management, utilization and conversion of time and effort in achieving their goals related to access and use of services. Reference [18], identify five dimensions to measure service convenience are decision convenience, access convenience, transaction convenience, benefit convenience and post-benefit convenience.

## 2.2 Customer Satisfaction

According to [19], satisfaction is a person's feeling of satisfaction or disappointment resulting from a comparison of product performance or results with expectation. If the performance is less than expectation, the customer will be disappointed and if it is in accordance with the expectation, the consumer will feel satisfied. According to [4], satisfaction comes from the Latin "Satis" which means quite good, adequate and "Facio" which means to do or make. In simple terms, satisfaction can be interpreted as an effort to fulfill something or make something adequate. Meanwhile, according to [20], suggests that satisfaction is the customer's response to the fulfillment of their needs. It means the assessment that a form of privilege of an item or service or the goods/services itself, provides a level of comfort associated with fulfillment needs below or exceeding customer expectations. Service convenience can cause customer satisfaction is a balance between expectations and customer experience of the product or service that is perceived during consumption and post consumption.

According to [21], the dimensions of customer satisfaction, the things that can affect customer satisfaction can be seen from the size or dimensions:

- (1) Stay loyal. Satisfied consumers will tend to be loyal. Consumers who are satisfied with the products that they consume will have a tendency to repurchase from the same manufacturer.
- (2) Buy the products offered. Consumers will arise the desire to buy other products offered by the same manufacturer, because of the desire and expectations to repeat good experiences and avoid bad experiences.
- (3) Recommend products. Satisfaction is a factor that encourages positive word of mouth communication. This is in the form of recommendations to other potential customers by saying good things about the product and the company that provides the service or product.
- (4) Willing to pay more. Consumers generally tend to use price as a benchmark for satisfaction, when the price is higher, consumers tend to think that quality will be high as well.
- (5) Giving feedback. Consumers always want more and more, even though satisfaction has been achieved, therefore many consumers will provide input or suggestions so that their wishes can be achieved.

### 2.3 Repurchase Intention

Reference [22] suggest that repurchase intention is the tendency of buying behavior from customers that is repeated over a certain period of time based on past experiences when they shop. According to [23], stated that repurchase intention is a person's planned decision to repurchase certain services, by considering the situation that occurs and the level of preference. According to [24], purchase intention arises after an alternative evaluation process and in the evaluation process, someone will make a series of choices about the product to be purchased on the basis of brand or interest. According to [25], there are four dimensions used to measure repurchase intention, namely:

- (1) Transactional Interest. Transactional interest is a person's tendency to buy products that have been consumed.
- (2) Exploratory Interests. Exploratory interest describes the behavior of someone who is always looking for information about the product that is interested in and looking for information to support the positive characteristics of the product.
- (3) Preferential Interests. Preferential interest is an interest that describes the behavior of someone who has a main preference for the product, meaning that consumers make the product they have consumed as the main choice and this preference can change if something happens to their preference product.
- (4) Referential Interest. Referential interest is a person's tendency to refer products that they have consumed to others.

### 2.4 Word of Mouth (WOM)

According to [24], word of mouth marketing is a marketing activity through person-to-person intermediaries either orally, in writing, or electronic communication tools related to the experience of purchasing services or experiences using products or services. Reference [26], stated that the word of mouth strategy is an attractive strategy because this strategy combines low financing and fast interpersonal communication, especially through technology, such as the internet and social media. Reference [27] defines Word of Mouth as an exchange of ideas, thoughts, and comments between two or more consumers, and neither of them is a marketer. It can be concluded that word of mouth is a form of recommendation distributed by customers based on the experience they have received either individually or in groups of a product or service. Word of mouth has great power as a promotional medium, recommendations from trusted friends and other consumers based on experience gained are more trusted than from commercial sources such as advertisements and sales people.

According to [14], word of mouth indicators are as follows: (a) The content of the message conveyed is persuasive; (b) The content of the message conveyed is honest (not fake); (c) The content of the message conveyed is reliable; (d) The content of the message conveyed can be trusted; (e) The recommender has good communication skills.

### 3 Methods

This study uses quantitative research methods, the measurement scale used is the ordinal scale where this scale is the basis for the Likert scale. In this study, the researcher used a purposive sampling technique where the researcher determined the sampling by determining the special characteristics of Esthetic Rosereve Jakarta customers. The population in this study were Esthetic Rosereve Jakarta customers who had been customers since 2015 and the population was unlimited. The data collection instrument used was a questionnaire. Whereas, the sample in this study were 95 respondents, and the sampling technique was using the [28] formula.

After the primary data has been collected, data processing is carried out using the PLS (Partial Least Square) program, which is a component analysis method or variance Based Structural Equation Modeling where the data processing is a Partial Least Square (Smart-PLS) program version 3.0., which is in this study statistical data analysis was measured using Smart PLS software starting from the measurement model (outer model), model structure (inner model) and hypothesis testing.

### 4 Results and Discussion

#### 1. Characteristics of Respondents

Based on the results of research conducted on 95 respondents, namely Esthetic Rosereve Jakarta customers who have been customers since 2015, it can be seen that the general description of the characteristics of respondents is as follows: it is known that the majority of respondents are between 31 years – 40 years old, namely 40% and dominated by women (82%), the majority of respondents' occupations are employees (49.5%) and already be a members for between 1 year – 3 years (42%) with income ranging from 4 million – 5 million per month (31.6%).

#### 2. Convergent Validity Test Results

Testing the Convergent Validity of the measurement model with reflexive indicators is assessed based on the correlation between the item scores and the calculated construct score. Individual indicators are considered valid if they have a correlation value above 0.70. However, in scale development research, a loading factor of 0.50–0.60 is still acceptable. The results of the modified convergent validity test can be conveyed that all indicators have met convergent validity because they have a loading factor value above 0.50.

#### 3. Discriminant Validity Test Results

Discriminant validity testing, namely reflective indicators can be seen in the cross loading between the indicators and their constructs. An indicator is valid if it has the highest loading factor for the intended construct compared to the loading factor for other constructs. Thus, latent constructs predict indicators in their block better than indicators in other blocks.

**Table 1.** R<sup>2</sup> Value of Endogenous Variables

Endogenous Variables	R-square
Customer satisfaction	0.396
Repurchase intention	0.569
Word of mouth	0.744

Source: Output PLS

In the discriminant validity test, it can be seen that the correlation of the service convenience construct with the indicators (SC1 = 0.725, SC2 = 0.639, SC3 = 0.736, SC4 = 0.797, and SC5 = 0.734) is higher than the correlation of service convenience indicators with other constructs, then the correlation of customer satisfaction with the indicators (KP2 = 0.730, KP3 = 0.827, and KP5 = 0.845), this proves that the indicator is higher than the correlation of customer satisfaction indicators with other constructs, then the correlation of repurchase intention constructs with the indicators (RI1 = 0.913, RI2 = 0.923, RI3 = 0.820, and RI4 = 0.541), this means that the indicator is higher than the correlation of the repurchase intention indicator with other constructs. The correlation of the word of mouth construct with the indicators (WOM1 = 0.937, WOM2 = 0.941, and WOM3 = 0.721) is higher than the correlation of word of mouth indicators with other constructs.

The next test is the inner model testing, namely the development of a concept and theory-based model in order to analyze the relationship between exogenous and endogenous variables that have been described in a conceptual framework.

#### a. Test Results of R-Square Value

The structural model indicates that the model on the customer satisfaction variable, repurchase intention is said to be moderate because it has a value between 0.33 and 0.50, while word of mouth can be said to be strong because it has a value of more than 0.67. The effect model of the independent latent variable service convenience on customer satisfaction has R-square value of 0.396 which can be interpreted that the variability of the customer satisfaction construct which can be explained by the variability of service convenience is 39.6% while 60.4% is explained by other variables outside the study. The effect of the latent variable service convenience on repurchase intention has R-square value of 0.569 which can be interpreted that the repurchase intention variable that can be explained by the service convenience variable is 56.9% while 43.1% is explained by other variables outside the study (Table 1).

The model of the effect of the latent variable service convenience on word of mouth has an R-square value of 0.744 which can be interpreted that the variability of the word of mouth construct that can be explained by the variability of service convenience is 74.4% while 25.6% is explained by other variables outside the study.

## b. Goodness of Fit Model Test Results

Testing the Goodness of Fit Structural Model on the inner model uses the predictive-relevance ( $Q^2$ ) value. Q-square value greater than 0 (zero) indicates that the model has predictive relevance.

The predictive relevance value is obtained by the formula:

$$Q^2 = 1 - (1 - R_1)(1 - R_p)$$

$$Q^2 = 1 - (1 - 0.396)(1 - 0.569)(1 - 0.744)$$

$$Q^2 = 1 - (0.604)(0.431)(0.256)$$

$$Q^2 = 1 - (0.06664)$$

$$Q^2 = 0.9334$$

The results of these calculations show the predictive-relevance value of 0.9334, which is greater than 0 (zero). It means that 93.34% of the variation in the variables of customer satisfaction, repurchase intention, and word of mouth (the dependent variable) is explained by the independent variables used. Thus, the model is feasible to have relevant predictive value.

## c. Hypothesis Testing Results (Estimated Path Coefficient)

The significance value of this hypothesis can be obtained by the bootstrapping procedure. Seeing the significance of the hypothesis by looking at the parameter coefficient values and the T-statistical significance value in the bootstrapping report algorithm. To find out whether it is significant or not, it can be seen from the T-table at alpha 0.05 (5%) = 1.96, then the T-table is compared with the T-count (T-statistics) (Fig. 1; Table 2).

## 4.1 Discussion of Research Results

### 1. The effect of service convenience on customer satisfaction

Based on the hypothesis testing in this study, the results of the T-statistic value is 8.096, the original sample value is 0.629, and the P Values is 0.000. The T-statistic value is greater than the T-table value 1.96, the original sample value shows a positive value, and the P-values is less than 0.05, these results indicate that service convenience has a positive and significant effect on customer satisfaction.

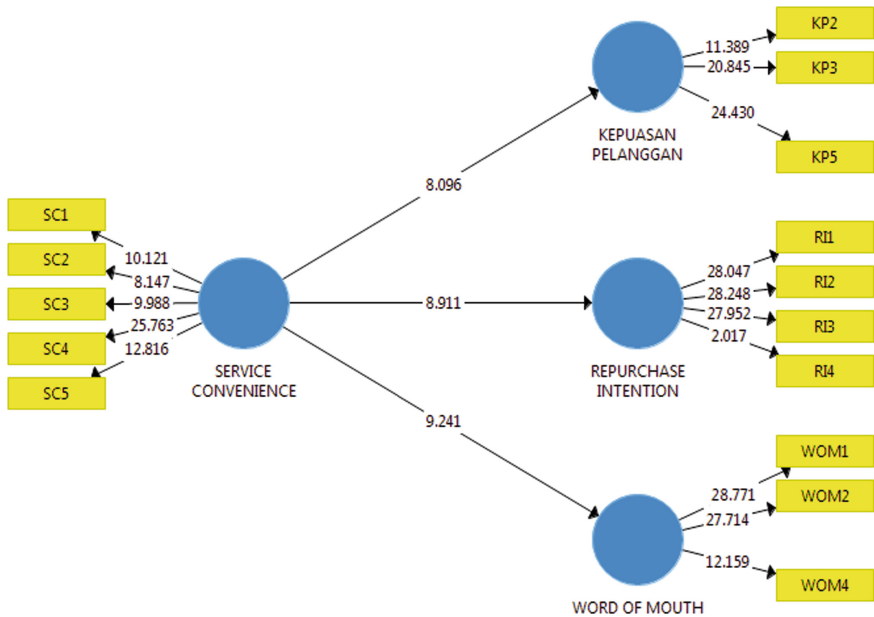
It means that if service convenience increases, it will increase customer satisfaction as explained by the indicators measuring customer satisfaction, namely customers who get facial services satisfying or exceeding customer expectation then continue to do facial treatments at Esthetic Rosereve and recommend the treatments that have been tried to



**Table 2.** Hypothesis Testing Results

	Original Sample	Standard Deviation	T Statistics	P Values	Description
Service convenience → Customer satisfaction	0.629	0.052	8.096	0.000	Positive - Significant
Service convenience → Repurchase intention	0.754	0.024	8.911	0.000	Positive - Significant
Service convenience → word of mouth	0.863	0.023	9.241	0.000	Positive - Significant

Source: Output PLS



**Fig. 1.** Bootstrapping Test Results. Source: Output PLS

friends or relatives. Customers also find it easy to interact and get services at Esthetic Rosereve throughout the operational hours provided, so customers are happy with the services provided. This study proves that service convenience is an important factor in serving consumers to provide the best service so that customer satisfaction arises. The

results of this study are in line with the research of [12, 29–31], which found that service convenience had a significant positive effect on customer satisfaction.

## 2. The effect of service convenience on repurchase intention

Based on the hypothesis testing in this study, the results of the T-statistic value is 8,911, the original sample value is 0.754, and the P Values is 0.000. The T-statistic value is greater than the T-table value 1.96, the original sample value shows a positive value, and the P-values is less than 0.05, these results indicate that service convenience has a positive and significant effect on repurchase intention.

It means the customer perceived convenience increasing repurchase intention, as explained by the indicators measuring repurchase intention, namely the customer really likes the facial treatments provided at Esthetic Rosereve, so that they regularly come back for do the treatments and recommends facial treatments that are usually done to their friends and family.

Customers also feel the service convenience with a facial schedule that is always reminded by Esthetic Rosereve every two weeks, so that facial treatments are carried out regularly and on a schedule. This remainder program affects customer repurchase intention because customers are more motivated to come after being reminded about the facial schedule that must be done. The results of this study support the results of [32, 33] who found that service convenience had a significant positive effect on repurchase intention.

## 3. The effect of service convenience on word of mouth

Based on the hypothesis testing in this study, the results of the T-statistic value is 9.241, the original sample value is 0.863, and the P Values is 0.000. The T-statistic value is greater than the T-table value 1.96, the original sample value shows a positive value, and the P-values is less than 0.05, these results indicate that service convenience has a positive and significant effect on word of mouth.

It means that if the customer feels comfortable with the Esthetic Rosereve service, it will increase the number of references, especially references through word of mouth, as explained by the word of mouth measuring indicators, namely some customers have recommended Esthetic Rosereve to their friends and will recommend Esthetic Rosereve if there are friends who are looking for a facial. Customers also feel comfortable when doing facial treatments at Esthetic Rosereve because it doesn't hurt and doesn't make the skin red. This experience is so immersive that customers share positive things about Esthetic Rosereve and recommend their friends and family to try facial at Esthetic Rosereve. This study is in line with research conducted by [34, 35].

## 5 Conclusion

- (1) Service convenience has a significant positive effect on customer satisfaction of Esthetic Rosereve. It means that if the convenience of the service that provided is good, it will increase customer satisfaction.

- (2) Service convenience has a significant positive effect on repurchase intention of Esthetic Rosereve. It means that if the customer feels the convenience of the service when doing treatments, it will increase interest in visiting again.
- (3) Service convenience has a significant positive effect on word of mouth of Esthetic Rosereve. It means that if the customer feels comfortable with the Rosereve Esthetic service, the customer will recommend it to relatives, friends or people they know.

## 5.1 Suggestion

Based on the conclusions above, then there are some suggestions that can be considered for Esthetic Rosereve Jakarta and for further researchers:

- (a) Esthetic Rosereve should improve services, especially in the payment process, namely non-cash payments, such as collaborating with OVO, Go-Pay or Shopee-Pay which are digital payment services and are currently popular and widely used by consumers.
- (b) Esthetic Rosereve should increase innovation in facial treatments menu. Facial menu innovation can be done periodically, for example every three months or every six months, it can also replace the old facial menu that is less attractive to customers. Facial menus that are less desirable can also be updated by modifying tools, techniques or products so that it becomes a new menu that is more interesting.
- (c) Esthetic Rosereve should carry out more attractive and diverse promotions so that customers continue to come and do facials because they are given lucrative promotional offers. For example, if the customers do promotion for purchasing three facial treatments, they will get one free facial treatments. With the promotion of this package, it will make customers more bound and routine to do facials at Esthetic Rosereve.
- (d) Esthetic Rosereve must continue to build and enhance the positive impression of customers at every arrival. This can be done by highlighting Rosereve's unique side, which is real Japanese. For example: when new customers arrive, they are given warm towels to clean their hands and for waiting customers are given warm or cold ocha. This can give a deep impression to customers and they will tell these positive things to others.

Suggestions for further researchers are to develop variables and indicators that have not been used in this study, such as promotion, ambience, or service quality variables.

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