

The Effect of Perceived Quality and User Experience on Repurchase Intention through Customer Satisfaction as an Intervening Variable for inDrive Users in Surabaya

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ABSTRACT

Current business developments are very tight and encourage companies to look for the right marketing strategy so that consumers are interested in repurchasing their products or services. InDrive as an online transportation service has an excellent feature, namely allowing passengers to set their own fares based on their route or destination, able to meet the public's needs for the availability of desired public transportation. This research aims to determine the influence of perceived quality and user experience on repurchase intention through customer satisfaction as an intervening variable for inDrive online transportation users in Surabaya. The population in this study uses total data from the Surabaya population of 2.87 million people. The sample in this study was 150 respondents, using a quantitative approach. The sampling technique used is non-probability sampling with a purposive sampling method. Partial Least Square analysis was applied to analyze the data tested using the SmartPls 3 application. The results of this study stated that Perceived quality had a positive and significant effect on customer satisfaction, User experience had a positive and significant effect on customer satisfaction, Perceived quality had a positive and significant effect on repurchase intention, User experience has a positive and significant effect on repurchase intention, Customer satisfaction has a positive and significant effect on repurchase intention, Perceived quality has a positive but not significant effect on repurchase intention through customer satisfaction and User Experience has a positive and significant effect on repurchase intention through customer satisfaction.

1. INTRODUCTION

Current business developments are very tight, encouraging companies to find the right marketing strategy so that consumers make repurchase interest in their products or services. Online transportation is one of the fastest growing businesses, where the emergence of application-based online transportation has penetrated Indonesia, one of which is Surabaya City, which is the second largest city in Indonesia after Jakarta, with a metropolis population of 2.87 million people (bps.go.id). Surabaya is the center of business, trade, industry, and education in the eastern region of Java Island and its surroundings, as a metropolitan city with the second largest population in Indonesia, Surabaya has a high traffic density. The amount of transportation used to meet daily needs increases as a result of population growth. Based on, in 2021 Surabaya City became the area with the most motorized vehicles in East Java. As a result, congestion is inevitable, especially during peak hours (Thesisa *et al.*, 2022).

InDrive as an online transportation service has a superior feature that allows passengers to set their own fares based on the intended route or destination, which can meet the needs of the Surabaya community for the availability of the desired public transportation. Reported in *suarasurabaya.net* by, in Surabaya there are 1,500 driver partners connected to the inDrive application, and there are dozens of new drivers registering every day. Based on survey results, InDrive is one of the major brands of online transportation service providers that are often used in Indonesia after Gojek, Grab and Maxim (Dian, 2023). The following is a diagram of online transportation data that is often used in Indonesia:

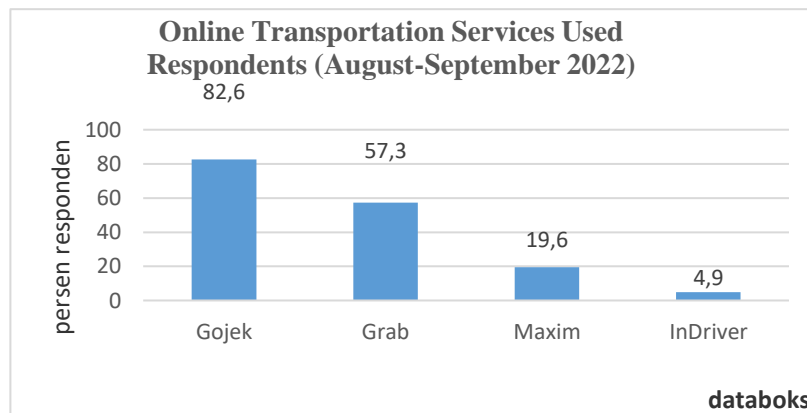


Figure 1. Data on frequently used online transportation in Indonesia

Source : Ahdiat, Adi, 2022

The InDrive app is a very fast growing app. The increase in the number of users downloading the inDrive application is 45.07% of downloads worldwide from 2021 to 2022. Based on ratings in the Play Store app In September 2023 inDrive itself has been downloaded by more than 100 million users and received a rating of 4.6 equivalent to the gojek application rating, which is superior to other online transportation applications such as: OKEJEK application

with a rating of 3.8 and downloaded by more than 100 thousand users, Linkaran application with a rating of 3.4 and downloaded by more than a thousand users.

Repurchase intention is an important factor for companies because it has a direct impact on long-term business success and company growth. Repurchase intention is a concept that first appeared in the context of marketing research and consumer behavior research. According to, Repurchase intention is a situation where customers have the desire and interest to make a purchase or use again. If consumers are satisfied they will make repeat purchases, as well as if consumers or customers are not satisfied with the quality of existing products or services, then they will not reuse these services or products (Ottman, 2017).

Customer needs are changing, causing companies to have to make new things that are attractive to customers, especially in terms of the quality of goods or services made, and can give the impression of a good usage experience to customers, so that it can lead to customer satisfaction and will make repeat purchases. In simple terms, product quality can be defined as the ability of a product to meet or exceed a certain level of specification, and as the fulfillment of requirements needed and expected by customers. Perceived Quality is a form of evaluation or assessment made by consumers by considering the advantages of the products and services offered. Perceived Q uality provides value to customers by providing brands as a reason to buy and being a differentiating factor from other brands.

User Experience is an experience that has been felt by users when using a service. User experience here relates to what users feel related to convenience, comfort, efficiency, and usefulness when they use these services. Based on She said that considering that consumers want more value from products that can make them make repeat purchases, it is important for consumers. Customer satisfaction or can be referred to customer satisfaction is a combination of emotional satisfaction, satisfaction of expectations and satisfaction of customer needs. Customer satisfaction is the main goal of business growth. Today, more and more companies understand the importance of customer satisfaction and implement strategies to ensure customer satisfaction that will encourage repurchase intentions (Wahyono and Nurjanah, 2020).

Perceived quality and user experience are one of the factors that will indirectly affect customer satisfaction. When a company can create satisfaction and succeed in meeting consumer expectations, it succeeds in reducing the likelihood that customers will want to switch to another product or company. In facing competition, companies also always depend on consumers and will always prioritize customer satisfaction in order to cause repurchase intention.

Previous research conducted by, regarding "The Effect Perceived Quality and Brand Image on Repurchase Intention with Customer Satisfaction as an Intervening Variable", shows that perceived quality and brand image affect satisfaction. Furthermore, perceived quality, brand image, and customer satisfaction have a significant effect on the desire to repurchase, and customer satisfaction can mediate between the variables of perceived quality and brand image on

the desire to repurchase. research conducted by, on "Analyzing the Effect of Experience, User Experience, and Switching Barriers on Repurchase Interest", shows that Customer Experience affects repurchase interest, User Experience affects repurchase interest and switching barriers created by GOJEK do not affect customer interest in repurchasing (Lestari *et al.*, 2022).

Although previous studies have revealed the influence between perceived quality and user experience on customer satisfaction as well as repurchase intention, along with the effect of perceived quality on repurchase intention with customer satisfaction as an intervening variable. However, further research also needs to be carried out on several aspects to identify research gaps, namely the effect of user experience on repurchase intention, and the role of customer satisfaction as an intervening variable in this relationship which was not considered in previous studies. In addition, previous research has also not explored the influences and mechanisms involved in the context of inDrive online transportation users as an online transportation service that offers a price bargaining feature that other online transportation services do not have (Jabbar, Kindangen and Gunawan, 2023).

This study aims to analyze the effect of perceived quality on customer satisfaction, the effect of user experience on customer satisfaction, the effect of perceived quality on repurchase intention, the effect of user experience on repurchase intention, the effect of customer satisfaction on repurchase intention, the effect of perceived quality on repurchase intention through customer satisfaction, the effect of user experience on repurchase intention through customer satisfaction for inDrive online transportation users in Surabaya. The following is the hypothesis in this study:

- H1: Perceived quality has a positive and significant effect on customer satisfaction for inDriveonline transportation users in Surabaya.
- H2: User experience has a positive and significant effect on customer satisfaction for inDriveonline transportation users in Surabaya.
- H3: Perceived quality has a positive and significant effect on repurchase intention among inDrive online transportation users in Surabaya.
- H4: User experience has a positive and significant effect on repurchase intention for inDriveonline transportation users in Surabaya.
- H5: Customer satisfaction has a positive and significant effect on repurchase intention on inDrive online transportation users in Surabaya.
- H6: Perceived quality has a positive and significant effect on repurchase intention through customer satisfaction for inDrive online transportation users in Surabaya.
- H7: User Experience has a positive and significant effect on repurchase intention through customer satisfaction for inDrive online transportation users in Surabaya.

2. RESEARCH METHODS

This research uses an associative method with a quantitative approach, where the data used is in the form of numbers or numbers and aims to show the relationship between variables. This study has four variables, including perceived quality and user experience as independent variables or variables that influence and cause changes, repurchase intention as the dependent variable or variable caused by the existence of independent variables and customer satisfaction as an intervening variable. Indicators of perceived quality variables in this study consist of performance, features, conformity to specifications, reliability, durability and service. Indicators of User Experience variables in this study consist of happiness, task success, earning and uptime. Indicators of Repurchase Intention variables in this study consist of transactional interest, referential interest, preferential interest and exploratory interest. Indicators of customer satisfaction variables in this study consist of customer experience, expectations and needs (Araghchi, 2007)/s.

The population in this study uses the total population data of Surabaya, which is 2.87 million people (bps.go.id). In this study, the sample was determined using the Slovin formula, and the results of the drinking sample in this study were 100 respondents. However, to perfect the research, the researcher took a sample of 150 respondents (Nelson, 2021). This amount was taken to anticipate discrepancies between respondents' responses and the information in the research questionnaire. The sample collection technique in this study is non-probability sampling, which means that each member of the population has a different opportunity to be taken as a sample. This study also uses purposive sampling method, which is a sampling method by selecting topics according to the characteristic criteria determined by the.

The criteria used in this study are respondents who reside (domiciled) in Surabaya City, respondents who have used inDrive online transportation services at least 2 times and respondents aged at least 17 years. The data collection method in this study uses primary data through a questionnaire, the purpose of using a questionnaire is to collect data systematically and consistently from a number of respondents, so that the results can be analyzed and interpreted to support research or survey objectives. This study uses variable measurement through a Likert scale consisting of five points, namely (1) Strongly Disagree - (5) Strongly Agree. The questionnaire distribution was carried out in November - December 2023. In analyzing the data, researchers used Partial Least Square Analysis in the SmartPls 3 application, which consists of testing the outer model, inner model and Bootstrapping for hypothesis testing.

3. RESULTS & DISCUSSION

The results of this study tested the hypothesis using the Partial Least Square (PLS) analysis technique with the SmartPLS 3 program. The PLS program model scheme tested is as follows:

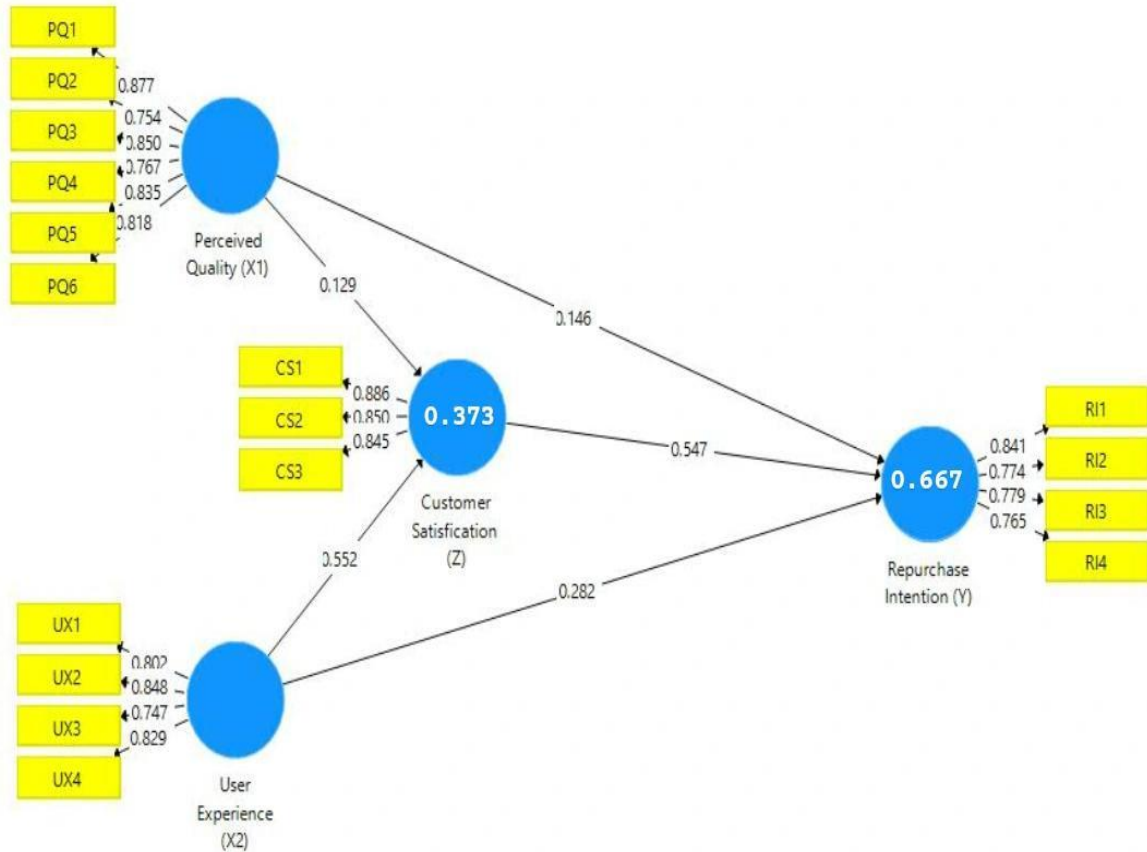


Figure 2. Outer Model

Source: Data processed with SmartPLS 3, 2024

Convergent Validity. Convergent validity measurement describes the relationship between a variable and its indicators by considering the number of correlations between indicators of each variable, and the resulting value can be used to represent latent variables. In this study, the convergent validity test was evaluated based on the outer loading and AVE values.

Table 1. Outer Loading

	Customer Satisfaction (Z)	Perceived Quality (X1)	Repurchase Intention (Y)	User Experience (X2)
CS1	0,886			
CS2	0,850			
CS3	0,845			
PQ1		0,877		
PQ2		0,754		
PQ3		0,850		
PQ4		0,767		
PQ5		0,835		
PQ6		0,818		
RI1			0,841	
RI2			0,774	
RI3			0,779	
RI4			0,765	
UX1				0,802
UX2				0,848
UX3				0,747
UX4				0,829

Source: Data processed with SmartPLS 3 (2024)

Based on the table above, it can be stated that each variable has met the criteria for convergent validity with the outer loading value of each indicator above 0.7.

Table 2. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Customer Satisfaction (Z)	0,741
Perceived quality (X1)	0,669
Repurchase Intention (Y)	0,625
User Experience (X2)	0,652

Source: Data processed with SmartPLS 3 (2024)

Based on the results of data processing in the table above, it shows that all average variance extracted (AVE) values already have a value of more than 0.5, this proves that it meets the requirements of convergent validity .

Discriminant Validity. Discriminant validity refers to the ability to distinguish between constructs or latent variables in a model. In this study, the discriminant validity test was evaluated based on the cross-loading value.

Table 3. Cross Loading

	Customer Satisfaction (Z)	Perceived quality (X1)	Repurchase Intention (Y)	User Experience (X2)
CS1	0,886	0,313	0,661	0,511
CS2	0,850	0,305	0,664	0,507
CS3	0,845	0,224	0,646	0,528
PQ1	0,246	0,877	0,339	0,274
PQ2	0,298	0,754	0,401	0,335
PQ3	0,271	0,850	0,325	0,250
PQ4	0,268	0,767	0,379	0,315
PQ5	0,273	0,835	0,341	0,273
PQ6	0,228	0,818	0,274	0,291
RI1	0,771	0,393	0,841	0,582
RI2	0,454	0,317	0,774	0,446
RI3	0,656	0,311	0,779	0,576
RI4	0,440	0,314	0,765	0,451
UX1	0,362	0,204	0,409	0,802
UX2	0,347	0,287	0,473	0,848
UX3	0,71	0,282	0,665	0,747
UX4	0,323	0,371	0,464	0,829

Source: Data processed with SmartPLS 3 (2024)

Based on the table above, it can be seen that the correlation between each variable and its indicator is higher than the correlation between the variable and not the indicator, indicating that the latent variable predicts the indicator in the block more accurately than the indicator that is not in the block, which applies to all variables (Little and Rubin, 2017).

Composite Reliability. Composite Reliability refers to the reliability of a construct consisting of several indicators or measurement items (Kline, 2018). Composite Reliability is used to evaluate a construct based on the latent variable variability value. The following is the Composite Reliability value in this study:

Table 4. Composite Reliability

	Cronbach's Alpha	rho A	Composite Reliability
Customer Satisfaction (Z)	0,825	0,825	0,896
Perceived quality (X1)	0,901	0,902	0,924
Repurchase Intention (Y)	0,806	0,825	0,869
User Experience (X2)	0,832	0,867	0,882

Source: Data processed with SmartPLS 3 (2024)

Based on the table above, it shows that all constructs have a composite reliability value above 0.7 and a Cronbachs alpha value above 0.6. So, it can be concluded that each variable has met the requirements and can be said to be reliable (Widarko and Anwarodin, 2022).

Inner Model Analysis

R-square Test (R²). The R-Square value is used to describe how specifically the exogenous latent factor influences the endogenous latent variable whether it has a substan-tive influence.The following is the R-Square value in this study:

Table 5. R-square (R²)

	R Square	R Square Adjusted
Customer Satisfaction (Z)	0,373	0,364
Repurchase Intention (Y)	0,667	0,660

Source: Data processed with SmartPLS 3 (2024)

Based on the data in the table above, it can be seen that the R-Square value of 0.667 obtained from the Repurchase Intention (Y) variable shows a moderate model. Findings This value shows that the Perceived Quality and User Experience (X) variables have an influence of 66.7% on the Repurchase Intention (Y) variable, while 33.3% is influenced by other variables not studied. Then, the value of the Customer Satisfac- tion variable (Z) has an R-Square value of 0.373 which indicates a weak model. The findings of this value indicate that the Perceived Quality and User Experience (X) variables have an influence of 37.3% on Customer Satisfaction (Z), while other variables outside the study have an influence of 62.7%.

Direct Effect and Inderect Effect Hypothesis Test. The results of the data collected, it can be used to answer the research hypothesis based on the data processed by testing the T-Statistics and P-Values values, so the direct effect and indirect effect hypotheses are tested in this study. The results of direct hypothesis testing conducted in this study by evaluating the inner model are listed below:

Table 6. Hypothesis Direct Effect (Path Coefficients)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Customer Satisfaction (Z) -> Repurchase Intention (Y)	0,547	0,551	0,058	9,413	0,000
Perceived Quality (X1) -> Customer Satisfaction (Z)	0,129	0,132	0,065	1,972	0,049
Perceived Quality (X1) -> Repurchase Intention (Y)	0,146	0,145	0,051	2,885	0,004
User Experience (X2) -> Customer Satisfaction (Z)	0,552	0,561	0,052	10,591	0,000
User Experience (X2) -> Repurchase Intention (Y)	0,282	0,281	0,055	5,126	0,000

Source: Data processed with SmartPLS 3 (2024)

Based on the table above, the findings of direct hypothesis testing or direct effects in this study can be described as follows:

The effect of the Customer Satisfaction (Z) variable on Repurchase Intention (Y) results in a T-Static value of 9.413 which is greater than (T Table 1.96) and P Values of 0.000 which is smaller than the 0.05 significance level. Thus the Customer Satisfaction variable (Z) has an effect on Repurchase Intention (Y). The effect of Perceived Quality (X1) variables on Customer Satisfaction (Z) results in a T-Static value of 1.972 which is greater than (T Table 1.96) and P Values of 0.049 which is smaller than the significance level of 0.05. Thus the Perceived Quality (X1) variable affects Customer Satisfaction (Z). The effect of the Perceived Quality (X1) variable on Repurchase Intention (Y) results in a T-statistic value of 2.885 which is greater than (T Table 1.96) and P Values of 0.004 which is smaller than the significance level of 0.05. Thus the Perceived Quality (X1) variable has an effect on Repurchase Intention (Y). The effect of the User Experience (X2) variable on Customer Satisfaction (Z) results in a T-Static value of 10.591 which is greater than (T Table 1.96) and P Values of 0.000 which is smaller than the significance level of 0.05. Thus the User Experience (X2) variable has an effect on Customer Satisfaction (Z). The effect of the User Experience (X2) variable on Repurchase Intention (Y) results in a T-Static value of 5.126 which is greater than (T Table 1.96) and P Values of 0.000 which is smaller than the significance level of 0.05, so the User Experience (X2) variable is stated to have an effect on the Repurchase variable.

Table 7. Hypothesis Inderect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Perceived Quality (X1) -> Customer Satisfaction (Z) -> Repurchase Intention (Y)	0,071	0,073	0,038	1,876	0,061
User Experience (X2) -> Customer Satisfaction (Z) -> Repurchase Intention (Y)	0,302	0,309	0,044	6,890	0,000

Source: Data processed with SmartPLS 3 (2024)

Based on the table above, it can be seen that the results of indirect hypothesis testing or indirect effects in this study are as follows:

The effect of *Perceived Quality* (X1) variable on *Repurchase Intention* (Y) through *Customer Satisfaction* (Z) as an intervening variable, produces a T-Static value of 1.876 which is smaller than (T Table 1.96) and P Values of 0.061 which is greater than the significance level of 0.05. Thus the *Perceived Quality* (X1) variable has no effect on *Repurchase Intention* (Y) through *Customer Satisfaction* (Z) as an intervening variable. The effect of the *User Experience* (X2) variable on *Repurchase Intention* (Y) through *Customer Satisfaction* (Z) as an intervening variable, produces a T-Static value of 6.890 which is greater than (T Table 1.96) and P Values of 0.000 which is smaller than the significance level of 0.05. Thus the

User Experience (X2) variable affects *Repurchase Intention* (Y) through *Customer Satisfaction* (Z) as an intervening variable.

The Effect of Customer Satisfaction on Repurchase Intention. Based on the findings of the analysis, Customer Satisfaction has a positive influence, and the value of the influence is significant, the value of the influence seen from the original sample value is 0.547. Repurchase Intention is positively influenced by Customer Satisfaction. The Customer Satisfaction variable gets p-values of 0.000, where the value of $0.000 < 0.05$ indicates a strong influence of Customer Satisfaction on Repurchase Intention. So, the research findings support the premise that "Customer Satisfaction has a positive and statistically significant effect on Repurchase Intention for inDrive online transportation users in Surabaya". The results of this study strengthen the research of, which shows that the customer satisfaction variable has a significant effect on the repurchase intention variable. The higher the customer satisfaction with the fulfillment of satisfying product benefits, thus meeting customer expectations and needs (Buttle and Maklan, 2018).

The Effect of Perceived Quality on Customer Satisfaction. Based on the findings of the analysis, perceived quality has a positive effect, and the value of the effect of significant, the amount of influence seen from the original sample value is 0.129. Customer satisfaction is positively influenced by perceived quality. The perceived quality variable gets p-values of 0.049, where the value of $0.049 < 0.05$ indicates a strong influence of perceived quality on customer satisfaction. So, the research findings support the premise that "Perceived Quality has a positive and statistically significant effect on Customer Satisfaction for inDrive online transportation users in Surabaya". The results of this study strengthen the research of, which shows that perceived quality has a positive and significant effect on customer satisfaction, meaning that the higher the Perceived Quality, the higher the customer satisfaction (Ali, 2015).

The Effect of Perceived Quality on Repurchase Intention. Based on the findings of the analysis, Perceived Quality has a positive influence, and the value of the influence is significant, the value of the influence seen from the original sample value is 0.146. Repurchase Intention is positively influenced by Perceived Quality. The Perceived Quality variable gets p-values of 0.004, where the value of $0.004 < 0.05$ indicates a strong influence of Perceived Quality on Repurchase Intention. So, the research findings support the premise that "Perceived Quality has a positive and statistically significant effect on Repurchase Intention for inDrive online transportation users in Surabaya". The results of this study strengthen the research of, which shows that perceived quality has a significant effect on repurchase intention (Ali and Bhasin, 2019).

The Effect of User Experience on Customer Satisfaction. Based on the findings of the analysis, user experience has a positive influence, and the value of the influence is significant, the value of the influence seen from the original sample value is 0.552. Customer satisfaction

is positively influenced by user experience. The user experience variable gets p-values of 0.000, where the value of $0.000 < 0.05$ indicates a strong influence of user experience on customer satisfaction. So, the research findings support the premise that "User Experience has a positive and statistically significant effect on Customer Satisfaction for inDrive online transportation users in Surabaya". The results of this study strengthen the research of, which shows that the relationship between user experience and customer satisfaction shows that user experience has a positive and significant effect on customer satisfaction (Branch *et al.*, 2018).

The Effect of User Experience on Repurchase Intention. Based on the findings of the analysis, User Experience has a positive influence, and the value of the influence is significant, the value of the influence seen from the original sample value is 0.282. Repurchase Intention is positively influenced by User Experience. The User Experience variable gets p-values of 0.000, where the value of $0.000 < 0.05$ indicates a strong influence of User Experience on Repurchase Intention. So, the research findings supports the premise that "User Experience has a positive and statistically significant effect on Repurchase Intention for inDrive online transportation users in Surabaya". The results of this study strengthen the research of, which shows that user experience has a positive effect on repurchase intention (Tobing *et al.*, 2023).

The Effect of Perceived Quality on Repurchase Intention through Customer Satisfaction. Based on the results of the tests carried out through indirect effect hypothesis testing, it can be concluded that perceived quality has a positive impact on repurchase intention through customer satisfaction. The effect value is seen from the original sample value of 0.071, which means that perceived quality has a positive effect on repurchase intention through customer satisfaction. The perceived quality variable obtained a p-value of 0.061, where the value of $0.061 > 0.05$ indicates that perceived quality does not significantly affect repurchase intention through customer satisfaction. So, from the results of this study it can be stated that "Perceived quality has a positive and insignificant impact on repurchase intention through customer satisfaction for inDrive online transportation users in Surabaya". The results of this study are different from research conducted by, with the title "The Effect of Perceived Quality and Brand Image on Repurchase Intention with Customer Satisfaction as an Intervening Variable", which found the results that customer satisfaction can mediate the perceived quality variable on the repurchase intention variable. However, the results of this study can strengthen the results of research conducted, with the title "The Effect of Brand Awareness and Perceived Quality on Repurchase Intention through Customer Satisfaction on Dbd Powder Medan Products", which found that the customer satisfaction variable did not significantly mediate the effect of perceived quality on repurchase intention (Chen, Li and Liu, 2019).

The Effect of User Experience on Repurchase Intention through Customer Satisfaction. Based on the results of the tests carried out through indirect effect hypothesis testing, it can be concluded that user experience has a positive impact on repurchase intention through customer satisfaction. The influence value is seen from the original sample value of 0.302, which means that user experience has a positive effect on repurchase intention through

customer satisfaction (Chen and Lin, 2015). The user experience variable obtained a p-value of 0.000, where the value of $0.000 > 0.05$ indicates that user experience significantly affects repurchase intention through customer satisfaction. So, from the results of this study it can be stated that "User experience has a positive and significant impact on repurchase intention through customer satisfaction for inDrive online transportation users in Surabaya". In his research said that simultaneously user experience has a significant effect on customer satisfaction (Albert and Tullis, 2022). In line with this in his research states that, customer satisfaction has a positive and significant effect on repurchase intention, high customer satisfaction will have an impact on their desire to repurchase the same goods or services in a shorter or longer period of time, and they may tell positive stories about the product or service to their friends and family. So, it can be concluded that the effect of User Experience (UX) on Repurchase Intention through Customer Satisfaction can be explained as a series of positive influences that start from the user experience, affect customer satisfaction, and ultimately encourage the intention to buy back (Dash, Kiefer and Paul, 2021).

4. CONCLUSION & SUGGESTION

The conclusion of this study is that Perceived quality has a positive and significant effect on customer satisfaction for inDrive online transportation users in Surabaya, meaning that when inDrive consumers feel that the services received are of good quality, it will have a positive impact on their level of satisfaction when using inDrive services. User experience has a positive and significant effect on customer satisfaction for inDrive online transportation users in Surabaya, meaning that the better the user experience provided by inDrive, the greater the positive impact on customer satisfaction levels. This explains that, the consumer experience while using the inDrive application has a significant influence on their level of satisfaction in using inDrive. Perceived quality has a positive and significant effect on repurchase intention for inDrive online transportation users in Surabaya, meaning that consumer perceptions of the quality of inDrive affect consumer reuse intentions, so that high and low consumer perceptions of the quality of inDrive also affect the high and low intention of consumer reuse of inDrive online transportation services. User experience has a positive and significant effect on repurchase intention for inDrive online transportation users in Surabaya, meaning that consumer experience while using the inDrive application will affect consumer reuse intentions, so that the high and low consumer experience while using the inDrive application also affects the high and low consumer reuse intention on inDrive online transportation services.

Customer satisfaction has a positive and significant effect on repurchase intention for inDrive online transportation users in Surabaya, meaning that the level of consumer satisfaction while using inDrive will affect consumer reuse intentions on inDrive online transportation services. Perceived quality has a positive and insignificant effect on repurchase intention through customer satisfaction for inDrive online transportation users in Surabaya, this explains that

although perceived quality may be positive, there are other factors unknown to researchers that can be a significant influence or can be a factor that influences consumers to use inDrive online transportation services again. User Experience has a positive and significant effect on repurchase intention through customer satisfaction for inDrive online transportation users in Surabaya, meaning that the high level of consumer satisfaction with their experience while using the inDrive application causes consumers' desire to reuse to increase. Vice versa, if consumer satisfaction with their experience while using the inDrive application decreases, consumer reuse intention also decreases

Suggestions for future research are expected to provide a new perspective on the perceived quality variable, by providing additional indicators to obtain more optimal research results. Future researchers can also add or consider other variables such as brand image, awareness, customer loyalty or other variables. Future researchers can also expand the scope to different objects and locations. Suggestions for inDrive companies, in terms of quality inDrive has good service quality, but inDrive should improve the quality of its application again, because until now the inDrive payment method only uses cash. Meanwhile, currently there are many other online transportation services that are equipped with digital payment features. The company should also look at reviews of inDrive users, be it from playstore reviews, twitter, intagram or other social media, because customer reviews can be an evaluation material for companies to create better products and services.

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