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MANAGEMENT

The Role of Logistics Service Quality Dimensions in Shaping Customer Satisfaction and Repurchase Intention in Indonesia's Cross-Border E-Commerce

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ABSTRACT

Purpose: This study examines the influence of Logistics Service Quality (LSQ) on customer satisfaction and repurchase intention in cross-border e-commerce in Indonesia. LSQ is measured through seven dimensions—delivery service quality, delivery information service, return logistics service, delivery stability, availability, price fairness, and cross-border shopping experience—and investigates customer satisfaction as a mediating factor in repurchase intention.

Method: This study employed a causal quantitative method using the Structural Equation Modeling-Partial Least Square (SEM-PLS) technique via SmartPLS 4. Data were collected from 250 Zalora consumers using purposive sampling and a 1-5 Likert scale questionnaire, which was tested for validity and reliability.

Result: The results show that return logistics service, delivery stability, availability, and cross-border shopping experience significantly affect customer satisfaction, while price fairness, cross-border shopping experience, and customer satisfaction significantly influence repurchase intention. Conversely, delivery service quality, delivery information service, and price fairness had no significant effect on customer satisfaction, indicating that these dimensions are not key determinants in cross-border e-commerce.

Practical Implications for Economic Growth and Development: These findings have strategic implications for Indonesia's e-commerce and logistics sectors, highlighting the need to enhance LSQ to build customer trust and loyalty, thereby supporting digital economy growth and national logistics competitiveness.

Originality/Value: This study integrates seven LSQ dimensions to examine their effects on customer satisfaction and repurchase intention in cross-border fashion e-commerce in Indonesia. It extends prior research by addressing the limited exploration of the availability aspect, providing broader insights into key logistical factors influencing consumer behavior.

Keywords: *Logistics Service Quality, Cross-Border E-Commerce, Price Fairness, Customer Satisfaction, Repurchase Intention*

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INTRODUCTION

E-commerce has significantly transformed consumer behavior by enabling non-face-to-face transactions and reducing operational costs through enhanced system efficiency (Akil & Ungan, 2022; Azzery, 2022). Online shopping has become the preferred choice for many consumers due to its perceived speed, convenience, and the ease with which prices can be compared (Sulaiman, 2024). E-commerce began to take shape in Indonesia in the 1990s, albeit with limited access (Mira Yuli & Siti Aisah, 2025). Early digital platforms such as Kaskus and Bhinneka.com were among the first to introduce online buying and selling to Indonesian consumers (Mira Yuli & Siti Aisah, 2025). Today, Indonesia stands as the largest e-commerce market in Southeast Asia, with the sector reaching USD 65 billion in 2024 and projections indicating substantial growth, reaching approximately USD 150 billion by 2030 (Google, Temasek, & Bain & Company, 2024). In 2023, the industry recorded a 23% growth in online transactions, and a survey revealed that over 69% of respondents make online purchases at least once a month, indicating a high level of digital shopping engagement among Indonesians (Standard Insights, 2025b). Within various product categories, fashion has emerged as one of the most popular segments in the e-commerce sector (Ulya & Jatmiko, 2019). Fashion products are consistently the most purchased category, with a reported purchase rate of 88% for fashion items in the Jakpat (2023) survey. Zalora, a fashion-focused e-commerce platform, is one of the leading players in this sector, ranking among the top ten platforms in Indonesia with over 40 million monthly visits (Mulya, 2023).

As online shopping continues to expand, Logistics Service Quality (LSQ) has become a critical factor influencing customer satisfaction and loyalty (Afrizal, 2024). However, inadequate transportation infrastructure remains one of the most significant challenges to e-commerce development in Indonesia (Oktavian Haryanto & Irene Chang, 2018). Suboptimal conditions in port and air transportation, coupled with poor road and rail infrastructure, hinder the logistics sector, making it difficult for service providers to deliver optimal service quality (Oktavian Haryanto & Irene Chang, 2018). According to Hui et al. (2025), LSQ is often regarded as the most crucial factor for differentiating customer satisfaction levels in competitive markets, which in turn impacts customer repurchase intentions. Experts concur that a comprehensive LSQ should encompass both service process and service outcome dimensions, as these elements complement each other in shaping the overall customer experience (Thai, 2013). Prioritizing LSQ is essential for businesses, as it helps assess whether the service provided meets customer expectations (Azizulfikri, 2023).

This study presents a novel approach by examining seven dimensions of LSQ: delivery service quality, delivery information service, return logistics service, delivery stability, availability, price fairness, and cross-border shopping. Unlike prior research, which has predominantly focused on domestic logistics or limited LSQ dimensions, this study incorporates the availability variable, identified by Prassida et al. (2024) as a key factor influencing both customer satisfaction and repurchase intention. By including this dimension, the study offers a more comprehensive assessment of LSQ in the context of cross-border e-commerce, where product availability plays a critical role in shaping the customer experience. Additionally, this study explores the mediating role of customer satisfaction between LSQ and repurchase intention, a topic that has received limited attention in previous studies. This approach enhances the theoretical understanding of how LSQ influences consumer behavior in cross-border fashion e-commerce.

The aim of this study is to analyze the impact of LSQ on customer satisfaction and repurchase intention among cross-border e-commerce customers in Indonesia. Furthermore, it seeks to identify the LSQ dimensions that have the most significant influence on customer satisfaction and to examine how customer satisfaction mediates the relationship between LSQ and repurchase intention. The findings are expected to contribute to the theoretical development of LSQ literature in the fashion e-commerce sector and provide practical insights for companies to refine their logistics strategies and enhance customer service, thereby fostering long-term customer loyalty.

Hypotheses Development

Delivery Service Quality and Customer Satisfaction

Delivery Service Quality (DSQ) aligns with the reliability dimension of SERVQUAL, reflecting a provider's ability to consistently and accurately fulfill service promises (Zeithaml et al., 2002). Key elements such as on-time delivery, accurate tracking, and secure packaging contribute to a more dependable logistics process, fostering customer confidence (Parasuraman et al., 1988). Effective DSQ serves as a bridge between customer expectations and actual service, thereby enhancing customer satisfaction (Kim et al., 2021). Conversely, poor delivery performance encourages customers to easily switch from one website to another (Handoko, 2016). When DSQ exceeds customer expectations, it generates positive experiences that lead to increased satisfaction (Hui et al., 2025).

H1: Delivery service quality significantly and positively affects customer satisfaction.

Delivery Information Service and Customer Satisfaction

Delivery Information Service (DIS) aims to provide timely, accurate, and well-presented information, keeping customers informed and thereby enhancing their satisfaction (Foltz & Dumais, 1992; Hong et al., 2019). This service helps customers stay updated, providing peace of mind and indirectly increasing customer satisfaction (Hong et al., 2019). In the SERVQUAL model, both assurance and responsiveness emphasize key aspects such as privacy protection, payment security, problem-handling information, clear return policies, and reliable online guarantees (Zeithaml et al., 2002). DIS and customer satisfaction are two critical dimensions for evaluating the success of an information system (Wang & Strong, 1996). A high-quality DIS, such as updates on package location and delivery status, enhances customer confidence and satisfaction with the delivery process (Hong et al., 2019).

H2: Delivery information service significantly and positively affects customer satisfaction.

Return Logistics Service and Customer Satisfaction

Return Logistics Service (RLS) refers to the administrative processes and procedures for handling products returned by customers. In e-commerce, returns often arise from misunderstandings or dissatisfaction with purchased products (Dobroselskyi et al., 2021). Clear and efficient return procedures enhance customer satisfaction by offering a convenient and trouble-free process (Meurling & Sturesson, 2017; Hui et al., 2025). This aligns with the SERVQUAL dimension of responsiveness, which underscores a company’s willingness to assist customers and provide prompt service, especially crucial during the return process (Parasuraman et al., 1988).

H3: Return logistics service significantly and positively affects customer satisfaction.

Delivery Stability and Customer Satisfaction

Delivery Stability (DS) can be defined as the level of customer perception regarding the speed, safety, and clarity with which the product is received (Oh et al., 2022). DS reflects the extent to which the goods delivery process is executed smoothly, without errors, damage, or omissions (Akil & Ungan, 2022). This concept aligns with the SERVQUAL dimension of reliability, which emphasizes the ability to perform the promised service dependably and accurately, as well as the proper functioning of the service system (Parasuraman et al., 1988). A high level of DS enhances customer trust in the company, as customers feel they can rely on the services provided (Hui et al., 2025).

H4: Delivery stability significantly and positively affects customer satisfaction.

Availability and Customer Satisfaction

Availability (AV) refers to stock levels both in-store and in the warehouse (Rashid & Rasheed, 2024) and plays a significant role in influencing sales and customer loyalty (Kucuk, 2011). This concept aligns with the SERVQUAL dimension of tangibles, where consistent product availability of satisfactory quality enhances customer satisfaction in both initial and repeat purchases (Parasuraman et al., 1988; Prassida et al., 2024). In instances of unavailability due to high demand or limited stock, the perceived value of the product may increase, which in turn can boost customers' purchase intentions (Steinhart et al., 2013).

H5: Availability significantly and positively affects customer satisfaction.

Price Fairness, Customer Satisfaction, and Repurchase Intention

Perception of Price Fairness (PF) is relative, arising when individuals compare a price with relevant standards or the outcomes experienced by others (Xia et al., 2004). Customer perception of PF is considered a key factor in determining their willingness to repurchase (Maxwell, 2002). Lower prices contribute significantly to customer satisfaction, as customers perceive greater value from their purchases (Salim et al., 2018). This concept aligns with the SERVQUAL assurance dimension, which emphasizes communication and understanding customers in order to build trust (Parasuraman et al., 1988). In the logistics context, PF pertains to whether the costs for transportation, storage, or order fulfillment are deemed reasonable and fair (Hui et al., 2025).

H6: Price fairness significantly and positively affects customer satisfaction.

H7: Price fairness significantly and positively affects repurchase intention.

Cross-Border Shopping Experience, Customer Satisfaction, and Repurchase Intention

Cross-border e-commerce shopping is an international trade activity conducted through electronic platforms, influencing all aspects of business operations (Chen & Yang, 2017). Technological advancements have led to increased transactions and have shaped customer behavior (Mou et al., 2020). Customers engaging in cross-border shopping typically seek products that offer more affordable prices, a broader variety, or superior service compared to those available in their home country (Baek et al., 2020). A positive Cross-Border Shopping Experience (CSE) can enhance customer satisfaction by reducing barriers throughout the purchasing process. Activities before, during, and after purchasing from cross-border marketplaces are essential in facilitating purchases from various countries (Hui et al., 2025). This aligns with all SERVQUAL dimensions, where tangibles are represented by product quality, reliability by consistent and accurate delivery, responsiveness by handling inquiries or issues, assurance by secure payment methods, and empathy by understanding customers' needs (Parasuraman et al., 1988). Clear shipping information and tracking also play a key role in encouraging repurchase intention (Hui et al., 2025).

H8: Cross-border shopping experience significantly and positively affects customer satisfaction.

H9: Cross-border shopping experience significantly and positively affects repurchase intention.

Customer Satisfaction and Repurchase Intention

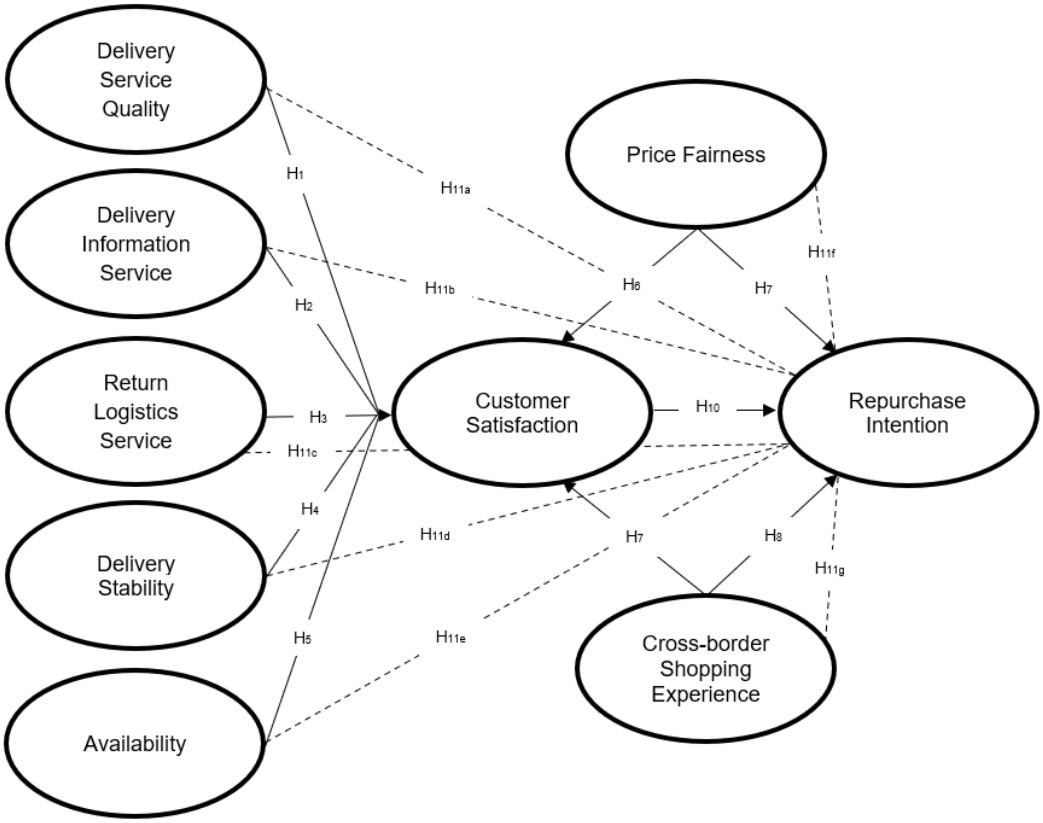
Customer satisfaction (CS) reflects customers' positive and negative responses during the purchasing, evaluating, and choosing processes, including their experiences with e-commerce (Choi et al., 2019). When customer expectations are met, satisfaction results, and this satisfaction benefits the company (Wardhana, 2024). In the SERVQUAL model, satisfaction is derived from evaluations across five dimensions: tangibles, reliability,

responsiveness, assurance, and empathy (Parasuraman et al., 1988). SERVQUAL encompasses all activities undertaken by a company to meet customer expectations, and a high level of SERVQUAL can positively influence customers' repurchase intentions (Salim et al., 2018). In general, high levels of satisfaction strengthen the relationship between a company and its customers, significantly influencing their future behavior (Sambodo, 2021; Hui et al., 2025).

H10: Customer satisfaction significantly and positively affects repurchase intention.

H11a-g: Customer satisfaction mediates the effects of delivery service quality, delivery information service, return logistics service, delivery stability, availability, price fairness, and cross-border shopping experience on repurchase intention.

Figure 1. Research Model



Source: Developed by the authors (2025)

METHOD

This study adopts a quantitative approach with a causal research design to examine the impact of Logistics Service Quality (LSQ) on Customer Satisfaction (CS) and Repurchase Intention (RI) among Zalora customers in Indonesia. The research was conducted on Zalora customers across Indonesia, without any specific regional boundaries. Primary data were collected directly from respondents via an online questionnaire. Data collection employed a purposive sampling technique, with inclusion criteria specifying that respondents must be 18 years or older, residing in Indonesia, and have made at least one purchase from Zalora within the past year. The questionnaire was distributed via Google Forms and utilized a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). In total, 291 responses were received, but only 250 were valid and used for further analysis.

The data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method, with the assistance of SmartPLS 4 software. The analysis was conducted in two stages: first, outer model testing to assess construct validity and reliability, followed by inner model testing to evaluate the relationships among latent variables at a 10% significance level (t-statistic ≥ 1.645 or p-value ≤ 0.10). During the validity and reliability testing phase, four indicators (DSQ1, PF4, DSQ4, and DIS4) were removed due to outer loading values below 0.7, indicating their low contribution to their respective constructs. After these adjustments, all remaining indicators met the criteria for convergent validity and construct reliability.

Table 1. Operational Variables

Variables	Codes	Statements
Delivery Service Quality	DSQ1	Zalora offers free shipping or discounts
	DSQ2	Zalora delivered the products on time as promised
	DSQ3	Zalora provides an accurate delivery tracking system
	DSQ4	Zalora provides a safe packaging, such as bubble wrap
	DSQ5	Zalora supports customers to choose delivery times flexibly
	DSQ6	Zalora provides effective services to customers
Delivery Information Service	DIS1	Zalora always provides timely delivery information
	DIS2	The shipping information provided by Zalora is very accurate
	DIS3	The shipping information provided by Zalora is very complete
	DIS4	Zalora actively provides shipping information via email or on the official Zalora application
	DIS5	Zalora quickly resolves any issues that arise during delivery
	DIS6	Zalora performs real-time tracking of delivery completion
Return Logistics Service	RLS1	Zalora provides a return policy on the official Zalora website or application clearly
	RLS2	Zalora provides fast return services
	RLS3	Zalora is responsible for covering the shipping costs for returned items
	RLS4	The return process at Zalora is very practical
	RLS5	Zalora provides a tracking system for accurate delivery of returned items
	RLS6	Zalora returns the original price of the product according to the terms and conditions
Delivery Stability	DS1	Zalora guarantees that the goods will be sent in intact condition according to the order
	DS2	Zalora guarantees that there will be no defects in the goods during the delivery process
	DS3	Zalora ensures that the outer packaging of the product is safe
	DS4	Zalora quickly returns goods or funds if the product received is damaged
	DS5	Zalora guarantees that goods will be delivered on time to the destination location
	DS6	Zalora provides accurate delivery time estimates
Availability	AV1	Zalora products are available at locations near where I live
	AV2	Zalora increases the number of product availability if it knows there is a possibility of an increase in orders
	AV3	The product is always available in stock whenever I want to make a purchase

Variables	Codes	Statements
Customer Satisfaction	CS1	I am very satisfied with the quality of the products provided by Zalora
	CS2	I am very satisfied with the service provided by Zalora
	CS3	I am very satisfied with the pre-sales services provided by Zalora, such as product research, quality of product information, and product comparison
	CS4	I am very satisfied with the sales services provided by Zalora, such as ordering and selecting the delivery date
	CS5	I am very satisfied with the after-sales services provided by Zalora, such as custome service, return of refund processing, and delivery service
	CS6	I am very satisfied with the overall shopping experience at Zalora
Price Fairness	PF1	From a profit perspective, the product prices at Zalora are reasonable
	PF2	Zalora product price are reasonable considering production cost
	PF3	The shipping costs charged by Zalora are reasonable
	PF4	Zalora product prices are reasonable compared to prices on other e-commerce sites
	PF5	Zalora product prices are compareable to the benefits obtained compared to other e-commerce
Cross-border Shopping Experience	CSE1	I have purchased high quality products at Zalora
	CSE2	The products I have purchased at Zalora met my needs well
	CSE3	During the shopping process at Zalora, sellers provide useful services
	CSE4	The products I purchased at Zalora were delivered to my home within a maximum of 7 days
	CSE5	The shipping information for the products I purchased from Zalora is accurate
	CSE6	If a product purchased at Zalora is damaged, Zalora will refund it at the original price fairly
Repurchase Intention	RI1	When I want to buy a product, I will always prioritize Zalora as my first choice
	RI2	I really like buying products from Zalora because of the quality of service
	RI3	In the future, I will buy more products from Zalora
	RI4	In the future, I will continue to purchase products from Zalora
	RI5	In the future, I will recommend Zalora to others

Source: Compiled by the authors (2025)

RESULT AND DISCUSSION

Demographic Characteristics of Respondents

Table 2 presents the demographic profile of the respondents, indicating that the majority are female (55.2%), while males account for 44.8%. This suggests that women are more active users of e-commerce, a trend that aligns with shopping patterns in fashion and lifestyle products. In terms of age, the largest group comprises individuals aged 18-25 years (56.4%), followed by those aged 26-35 years (26.8%) and 36-45 years (11.6%), with smaller proportions in the 46-55 years (4%) and above 55 years (1.2%) age brackets. This distribution highlights that e-commerce users are predominantly young adults, who are more familiar with

online transactions and digital shopping environments. Regarding educational background, most respondents hold a Bachelor's degree (62%), followed by those with a Senior High School education (30.4%), and a Diploma (4.8%). A small proportion of respondents possess a Master's degree (2.4%) or Doctorate (0.4%). This indicates that respondents generally have a relatively high level of education, which supports digital literacy and confidence in engaging with online shopping platforms.

In terms of occupation, the largest group is students (42.8%), followed by private employees (29.6%) and entrepreneurs (19.6%). Smaller groups include government employees (2%) and housewives (4%). This suggests that e-commerce users are primarily individuals with flexible purchasing power and strong exposure to digital environments. Regarding purchasing preferences, fashion products dominate purchases, accounting for 64.4%, followed by makeup and electronics (each 10%), foods and beverages (8.8%), health products (6%), and furniture (0.8%). These findings reflect a strong preference for lifestyle and appearance-related items. In terms of spending, most respondents spend under IDR 500,000 per transaction (42.4%), followed by those spending between IDR 500,000 and IDR 1,000,000 (35.2%). Smaller groups spend between IDR 1,000,000 and IDR 1,500,000 (9.2%), between IDR 1,500,000 and IDR 2,000,000 (7.6%), and above IDR 2,000,000 (5.6%). Overall, respondents tend to be moderate spenders, consistent with the typical purchasing behavior of middle-income young adult customers.

Table 2. Demographic Characteristics of Respondents

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Male	112	44.8%
	Female	138	55.2%
Age	18 – 25 years	141	56.4%
	26 – 35 years	67	26.8%
	36 – 45 years	29	11.6%
	46 – 55 years	10	4%
	> 55 years	3	1.2%
Educational Background	Senior High School	76	30.4%
	Diploma	12	4.8%
	Bachelor's Degree	155	62%
	Master's Degree	6	2.4%
	Doctoral Degree	1	0.4%
Occupation	Student	107	42.8%
	Government Employee	5	2%
	Private Employee	74	29.6%
	Entrepreneur	49	19.6%
	Housewife	10	4%
	Others	5	2%
Estimated Spending on E-commerce	< IDR 500,000	106	42.4%
	IDR 500,000 – IDR 1,000,000	88	35.2%
	IDR 1,000,000 – IDR 1,500,000	23	9.2%
	IDR 1,500,000 – IDR 2,000,000	19	7.6%
	> IDR 2,000,000	14	5.6%

Source: Processed data (2025)

Outer Loading

Based on Table 3, all indicators demonstrated outer loading values above 0.70, with values ranging from 0.789 to 0.942. These values satisfy the convergent validity criteria as recommended by Hair et al. (2019), which stipulate that indicators with outer loading values greater than 0.70 are considered valid and reliable in measuring their respective constructs. The highest outer loading value was recorded for the RI4 indicator (0.942) within the Repurchase Intention (RI) construct, indicating that the statement regarding customers' intention to repurchase in the future is a very strong representation of this construct. On the other hand, the lowest value was observed for the DSQ5 indicator (0.789), but this value still exceeds the minimum threshold and meets the convergent validity criteria. Therefore, the measurement model (outer model) in this study satisfies the requirements for convergent validity, allowing the analysis to proceed to reliability testing and inner model evaluation.

Table 3. Outer Loading

Constructs	Items	Loading	Conclusion
Availability (AV)	AV1	0.844	Valid
	AV2	0.901	Valid
	AV3	0.863	Valid
Customer Satisfaction (CS)	CS1	0.874	Valid
	CS2	0.908	Valid
	CS3	0.878	Valid
	CS4	0.903	Valid
	CS5	0.903	Valid
	CS6	0.894	Valid
Cross-border Shopping Experience (CSE)	CSE1	0.798	Valid
	CSE2	0.837	Valid
	CSE3	0.876	Valid
	CSE4	0.826	Valid
	CSE5	0.880	Valid
	CSE6	0.853	Valid
Delivery Information Service (DIS)	DIS1	0.879	Valid
	DIS2	0.901	Valid
	DIS3	0.863	Valid
	DIS5	0.828	Valid
	DIS6	0.823	Valid
Delivery Stability (DS)	DS1	0.888	Valid
	DS2	0.867	Valid
	DS3	0.816	Valid
	DS4	0.819	Valid
	DS5	0.899	Valid
	DS6	0.808	Valid
Delivery Service Quality (DSQ)	DSQ2	0.893	Valid
	DSQ3	0.861	Valid
	DSQ5	0.789	Valid
	DSQ6	0.857	Valid
Price Fairness (PF)	PF1	0.906	Valid
	PF2	0.896	Valid
	PF3	0.880	Valid
	PF5	0.886	Valid
Repurchase Intention (RI)	RI1	0.914	Valid
	RI2	0.888	Valid
	RI3	0.934	Valid
	RI4	0.942	Valid

Constructs	Items	Loading	Conclusion
	RI5	0.888	Valid
Return Logistics Service (RLS)	RLS1	0.839	Valid
	RLS2	0.917	Valid
	RLS3	0.898	Valid
	RLS4	0.906	Valid
	RLS5	0.888	Valid
	RLS6	0.889	Valid

Source: Processed data (2025)

Reliability and Validity Test

Based on Table 4, all constructs exhibited Cronbach's Alpha and Composite Reliability (CR) values above 0.70, and Average Variance Extracted (AVE) values above 0.50. These values meet the criteria recommended by Hair et al. (2019), which state that a construct is considered reliable if Cronbach's Alpha and Composite Reliability are greater than 0.70, and convergently valid if AVE exceeds 0.50. Consequently, the reliability and validity results indicate that all constructs satisfy the convergent validity and internal consistency criteria, confirming that the measurement model is both reliable and appropriate for further inner model analysis.

Table 4. Reliability and Validity Test Result

Construct	Cronbach's alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted
AV	0.835	0.837	0.901	0.753
CS	0.949	0.950	0.960	0.798
CSE	0.919	0.924	0.937	0.713
DIS	0.911	0.913	0.934	0.738
DS	0.923	0.925	0.940	0.723
DSQ	0.873	0.881	0.913	0.724
PF	0.914	0.915	0.940	0.796
RI	0.950	0.951	0.962	0.835
RLS	0.947	0.949	0.958	0.792

Source: Processed data (2025)

Fornell-Larcker Test

Based on Table 5, all constructs in this study meet the required criteria. This finding suggests that each construct in the model possesses unique characteristics and does not overlap with other constructs. The Fornell-Larcker test results indicate that all constructs exhibit good discriminant validity, meaning each latent variable can be clearly distinguished from the others, and there is no measurement overlap between constructs. This confirms that the measurement model used is appropriate, valid, and reliable, making it suitable for further testing of the structural model.

Table 5. Fornell-Larcker Test Result

	AV	CS	CSE	DIS	DS	DSQ	PF	RI	RLS
AV	0.868								
CS	0.634	0.893							
CSE	0.610	0.801	0.844						
DIS	0.587	0.749	0.732	0.859					
DS	0.572	0.771	0.771	0.757	0.850				

	AV	CS	CSE	DIS	DS	DSQ	PF	RI	RLS
DSQ	0.509	0.662	0.670	0.744	0.685	0.851			
PF	0.585	0.653	0.718	0.573	0.632	0.578	0.892		
RI	0.620	0.631	0.678	0.634	0.623	0.511	0.682	0.914	
RLS	0.658	0.701	0.619	0.734	0.664	0.582	0.601	0.655	0.890

Source: Processed data (2025)

R-squared Test

Based on Table 6, the R^2 value for Customer Satisfaction (CS) is 0.745, indicating that 74.5% of its variance is explained by the variables Delivery Service Quality (DSQ), Delivery Information Service (DIS), Return Logistics Service (RLS), Delivery Stability (DS), Availability (AV), Price Fairness (PF), and Cross-Border Shopping Experience (CSE). This strong value demonstrates that these variables significantly contribute to shaping CS. In contrast, Repurchase Intention (RI) has an R^2 value of 0.548, meaning that CS, PF, and CSE together explain 54.8% of its variance, which is considered moderate. These results suggest that the model exhibits good explanatory power. CS acts as a key mediator that links the LSQ dimensions to RI, while PF and CSE directly enhance customers' intention to repurchase from Zalora.

Table 6. R-squared Test Result

Variable	R-square	R-square adjusted
Customer Satisfaction	0.745	0.738
Repurchase Intention	0.548	0.543

Source: Processed data (2025)

Hypotheses Testing

Direct Effect

The path coefficient analysis reveals that several variables have varying impacts on Customer Satisfaction (CS) and Repurchase Intention (RI) in the cross-border shopping context. Delivery Service Quality (DSQ), Delivery Information Service (DIS), and Price Fairness (PF) do not show significant influence on CS, as evidenced by their high p-values (0.502, 0.119, and 0.640, respectively). In contrast, Return Logistics Service (RLS), Delivery Stability (DS), Availability (AV), and Cross-Border Shopping Experience (CSE) exhibit significant effects on CS, with p-values of 0.093, 0.005, 0.072, and 0.000, respectively. Interestingly, CS itself is found to have no significant impact on RI ($p = 0.599$), suggesting that satisfaction does not directly lead to repeat purchasing behavior. However, PF ($p = 0.002$) and CSE ($p = 0.050$) demonstrate significant positive effects on RI, highlighting their role in shaping customers' future purchase intentions. These results emphasize that logistics performance factors, particularly delivery reliability, product availability, and the cross-border shopping experience, are crucial in driving customer satisfaction. Meanwhile, fair pricing and seamless cross-border processes are key determinants in influencing customers' willingness to repurchase.

Table 7. Direct Effect Test Result

Path	Original Sample	Sample Mean	Standard Deviation	T statistics	P values	Decision
AV → CS	0.087	0.089	0.049	1.797	0.072	Accepted
CS → RI	-0.051	-0.051	0.097	0.525	0.599	Rejected
CSE → CS	0.357	0.355	0.080	4.450	0.000	Accepted
CSE → RI	0.203	0.201	0.104	1.961	0.050	Accepted
DIS → CS	0.118	0.122	0.075	1.560	0.119	Rejected

Path	Original Sample	Sample Mean	Standard Deviation	T statistics	P values	Decision
DS → CS	0.207	0.212	0.074	2.785	0.005	Accepted
DSQ → CS	0.040	0.038	0.060	0.671	0.502	Rejected
PF → CS	0.031	0.032	0.065	0.468	0.640	Rejected
PF → RI	0.300	0.305	0.095	3.156	0.002	Accepted
RLS → CS	0.156	0.145	0.093	1.681	0.093	Accepted

Source: Processed data (2025)

Indirect Effect

Based on Table 8, all indirect paths from the tested variables to Repurchase Intention (RI) through Customer Satisfaction (CS) are not significant, as evidenced by p-values ranging from 0.608 to 0.845, all of which exceed the 0.10 threshold. This indicates that CS does not mediate any of these relationships. The absence of mediation is further supported by the lack of significant direct effects from several key variables, particularly Delivery Service Quality (DSQ) (p = 0.788), Delivery Information Service (DIS) (p = 0.671), Price Fairness (PF) (p = 0.845), and Availability (AV) (p = 0.666), on CS. Without a significant effect on CS, an indirect effect toward RI cannot be established statistically. Thus, the findings suggest that RI is primarily driven by direct effects, particularly from PF (p = 0.002) and Cross-Border Shopping Experience (CSE) (p = 0.050), rather than through CS.

Table 8. Indirect Effect Test Result

Path	Original Sample	Sample Mean	Standard Deviation	T statistics	P values	Decision
AV → CS→ RI	-0.004	-0.005	0.010	0.431	0.666	Rejected
CSE → CS→ RI	-0.018	-0.017	0.035	0.512	0.608	Rejected
DIS → CS → RI	-0.006	-0.005	0.014	0.425	0.671	Rejected
DS → CS → RI	-0,011	-0.010	0.022	0.479	0.632	Rejected
DSQ → CS → RI	-0.002	-0.002	0.008	0.268	0.788	Rejected
PF → CS → RI	-0.002	-0.003	0.008	0.195	0.845	Rejected
RLS → CS → RI	-0.008	-0.009	0.018	0.446	0.656	Rejected

Source: Processed data (2025)

Discussion

The findings from this study reveal several important insights into how various logistics service quality (LSQ) dimensions impact customer satisfaction (CS) and repurchase intention (RI) in the context of Zalora's cross-border shopping experience. Notably, the analysis shows that Delivery Service Quality (DSQ) does not significantly influence CS. This result suggests that improvements in this dimension, such as free shipping, on-time delivery, and accurate tracking, may not necessarily enhance customers' overall evaluations of the service. This is consistent with Hui et al. (2025), who found that customers tend to expect delays and inconsistencies in international shipping, leading them to prioritize overall delivery reliability over specific delivery service components. For Zalora's customers, elements like free shipping and safe packaging are seen as standard operational features rather than value-adding factors, and thus do not substantially boost satisfaction. Similarly, Delivery Information Service (DIS) did not significantly affect CS, aligning with findings from Gamada et al. (2024) and Fachri et al. (2021), who suggested that the growing use of technology has made customers expect timely and accurate information updates as basic expectations rather than factors that enhance satisfaction. In the case of Zalora, customers see features such as real-time tracking, accurate shipping information, and proactive notifications as standard, and they tend to prioritize the final outcome of the logistics process, such as receiving the product safely, over the informational aspects.

In contrast, the Return Logistics Service (RLS) showed a significant positive effect on CS. This finding underscores the importance of efficient and secure return processes in enhancing customer satisfaction. Consistent with Hui et al. (2025) and Oh et al. (2022), the ability to easily return products, coupled with clear return policies, fast processing, and coverage of return shipping costs, reduces perceived risk and reassures customers. These elements are particularly important in an e-commerce environment where the perceived ease of resolving issues or product mismatches significantly influences satisfaction levels. Delivery Stability (DS) was also found to significantly enhance CS. This aligns with studies by Oh et al. (2022) and Handoko (2016), which emphasize that safe, reliable, and timely delivery is a key expectation of online shoppers. For Zalora, factors like the integrity of the product, secure packaging, and accurate delivery estimates are critical in fulfilling customers' need for dependable logistics, which directly contributes to satisfaction.

Furthermore, Availability (AV) significantly influenced CS, supporting findings from Prassida et al. (2024) and Baharuddin (2024), who noted that product availability reflects a company's readiness to meet market demands. Zalora customers are more satisfied when products are consistently available, as this reduces waiting times and the need to search for alternatives on other platforms, thereby strengthening their overall shopping experience. Price Fairness (PF) showed contrasting effects on CS and RI. While PF did not significantly influence CS, suggesting that fair pricing is viewed as a basic expectation rather than a factor that enhances satisfaction, it did significantly affect RI. This finding is consistent with Hui et al. (2025), who noted that while PF may not elevate satisfaction, it plays a critical role in encouraging future purchases, especially in competitive markets. For Zalora, fair pricing and reasonable shipping costs build trust and confidence in making repeat purchases, even though they may not strongly boost satisfaction in the first place.

Cross-Border Shopping Experience (CSE) had a significant positive effect on both CS and RI. This finding highlights the importance of a seamless and reliable cross-border shopping experience. Customers value high-quality products, reliable delivery, accurate shipping information, and fair refund policies, which contribute to stronger satisfaction levels. Additionally, CSE was found to increase RI, supporting the idea that a positive shopping experience makes customers more willing to repurchase from the same platform. This aligns with Hui et al. (2025), who emphasized that a smooth cross-border shopping experience, supported by secure payments and efficient customs processes, is crucial for building customer trust and loyalty. Interestingly, CS did not significantly influence RI, suggesting that customer satisfaction alone does not necessarily motivate repeat purchasing behavior. This finding is consistent with studies by Benata (2022) and Fadhil Fausta et al. (2023), which also found that CS does not significantly affect RI in Indonesia. This pattern may be attributed to Indonesia's high price sensitivity, as a large portion of the population belongs to the middle or lower-middle-income group, and customers are more likely to switch platforms if they find better prices or value elsewhere. The low switching costs and the abundance of e-commerce platforms in Indonesia further contribute to the phenomenon, where customers, even when satisfied, may not be motivated to repurchase.

Finally, the study indicates that CS does not mediate the effects of DSQ, DIS, RLS, DS, AV, PF, and CSE on RI. This suggests that satisfaction, while important, does not act as a strong enough mediator to drive repurchase behavior. In Zalora's case, the high price sensitivity of Indonesian customers and the availability of numerous alternative platforms make it easy for them to switch services. As a result, even satisfied customers are unlikely to return unless they find compelling reasons, such as better prices or improved value offerings, on the same platform.

CONCLUSION

This study aims to analyze the influence of Logistics Service Quality (LSQ) on Customer Satisfaction (CS) and Repurchase Intention (RI), testing seven dimensions, including Delivery Service Quality (DSQ), Delivery Information Service (DIS), Return Logistics Service (RLS),

Delivery Stability (DS), Availability (AV), Price Fairness (PF), and Cross-Border Shopping Experience (CSE). Additionally, the study examines the role of CS as a mediating variable linking LSQ with RI. The findings indicate that RLS, DS, AV, and CSE significantly affect CS. On the other hand, PF, CSE, and CS significantly affect RI. However, the variables DSQ, DIS, and PF do not have a significant effect on CS. The R^2 value for CS (0.745) indicates that a substantial portion of the variance in CS can be explained by the LSQ dimensions, while the R^2 value for RI (0.548) shows a moderate yet strong influence of CS, PF, and CSE. These results confirm that positive LSQ is a key determinant of CS on fashion e-commerce platforms like Zalora.

The practical implications of these findings highlight the importance for e-commerce companies like Zalora to focus on improving LSQ and enhancing the cross-border shopping experience (CSE). Elements such as consistent delivery times, product security, and transparent logistics information are essential for maintaining customer satisfaction. Additionally, while fair pricing does not directly influence CS, it plays a crucial role in encouraging repeat purchases. For logistics and e-commerce industry players, these results can serve as a foundation for developing comprehensive strategies to improve LSQ, thereby strengthening CS and boosting competitiveness in the digital marketplace. For the government, these findings could provide valuable insights for developing policies that promote improvements in national e-commerce logistics service standards.

Further research is recommended to expand the context by comparing different e-commerce platforms across industries to enhance the generalizability of the results. Additionally, it is suggested to explore other variables that may significantly explain the relationships between LSQ, CS, and RI. Qualitative research methods, such as in-depth interviews, could also be employed to gain a deeper understanding of customer perceptions of LSQ in the context of cross-border e-commerce.

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