The Influence of E-Service Quality, Brand Image, Price Competitiveness, Product Quality, and Subscription Plan on Repurchase Intention (Case Study of Generation Y and Z Mobile Operator Users)

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Abstract
People's need for telecommunications continues to increase every year. Many companies have sprung up to take advantage of this opportunity based on this need. This causes competition among companies competing to provide the best service, competitive prices, and improve their image. This study investigates the factors influencing repurchase intention among Generation Y and Z mobile operator users, focussing on e-service quality, brand image, price competitiveness, product quality, and subscription plans. This study provides insights into the dynamics of consumer behavior in the telecommunications industry, particularly among younger generations. This study was conducted in Indonesia using online surveys to collect data. A quantitative survey was employed to gather data from a sample of mobile users in Generations Y and Z. Multinomial logistic regression analysis examines the relationships between the independent and dependent variables. The study results show that price competitiveness and subscription plans significantly affect repurchase intention. E-service and product quality have a semi-significant effect on repurchase intention. Meanwhile, brand image negatively affects repurchase intention. This study sheds new light on offering mobile operators' valuable insights into enhancing customer satisfaction and loyalty, ultimately informing strategic marketing initiatives tailored to the preferences and behaviors of Generation Y and Z consumers.
Keywords: E-service Quality, Price Competitiveness, Product Quality, Subscription Plan, Repurchase Intention

Introduction

Telecommunication is a basic need that allows people to communicate without the limitations of space and time. As the number of Internet and smartphone users increases, many new telecommunications companies have emerged to take advantage of this trend. Telecommunications industry has substansial grown over the past two decades, one of the world's fastest growing industries (Venkatram et al., 2012). Data from the Central Statistic Agency (2021) show an increase in the number of telecommunications companies in Indonesia, from 517 in 2019 to 602 in 2020, reaching 903 in 2021. In 2022, the market size in Indonesia was valued at USD 12.9 billion, and expected to grow more than 1% during the forecast period from 2022 to 2027 (International Trade Administration USA, 2024).

In the fast-paced digital age, the telecommunications industry faces a massive transformation to meet ever-evolving consumer expectations. Mobile operators are experiencing intense competition to retain customers, especially from Generations Y and Z, which are the main target markets because they dominate the internet users. The most active age groups online are those aged 13-18 and 19-34, most of whom belong to Generations Y and Z.

To overcome competition, telecommunications companies are attempting to attract and retain customers by developing innovative services that can be accessed online, otherwise known as e-services. E-service will make it easier for customers to shop (Subiyanto et al., 2018). For example, e-services in the Indonesian telecommunications industry are MyTelkomsel from Telkomsel, MyIM3 from Indosat, and MyXL from XL.

The importance of maintaining the quality of e-services cannot be ignored to reduce problems and complaints from customers. (Atmaja, 2018) emphasized that high-quality service generates customer satisfaction and increases the frequency of repeat purchases. This is supported by research by (Shafiee & Bazargan, 2018), who found a positive relationship between customer satisfaction and e-service quality, where customer satisfaction influences the desire to make repeat purchases.

In addition to service quality, customers consider the selling price and benefits of the services offered (Anggita & Ali, 2017). Cellular operators face fierce price competition due to increased competition. According to Susanto and Ambardi (2022), competitive prices can drive marketing success in attracting customer purchases. Competitive prices can affect consumers' repurchase intentions (Husnawiyah, 2020a). Customers tend to choose products that offer affordable prices and consistent quality.

In addition to these factors, trust is essential in building and maintaining long-term consumer relationships. Trust can be built through a positive brand image. Companies with a good reputation tend to be the primary choice of consumers when making purchases and achieving satisfaction (Chien & Chi, 2019). Izzudin and Novandari (2018) also stated that brand image positively impacts consumers' tendency to repeat purchases.

In addition, product quality is also a consideration for buyers when deciding to make a purchase. In the context of cellular operator product quality, this can be reflected through signal conditions, the latest technology, and Base Transceiver Station (BTS) coverage

(Persulessy, 2008). Research by (Hamdan & Rizka, 2021) showed that product quality significantly impacts consumers' tendency to repeat purchases on cellular operators.

Another factor to consider is the subscription plan. A subscription plan refers to a subscription service on a mobile phone that allows access over a cellular network. Research conducted by (Denanyoh, 2014) showed that factors related to these subscription plans affect customer loyalty, which in turn affects the customer's desire to make repeat purchases.

Therefore, through this study, we aim to identify and analyze the effect of e0service quality, price competitiveness, brand image, product quality, and subscription plans on repurchase intent among mobile operator users of Generations Y and Z. This research is expected to provide valuable insights for developing better marketing and service strategies in the highly competitive telecommunications industry.

Literature Review
E-Service Quality
Nurmanah and Nugroho (2021), define e-service quality as a business's capacity to offer services that are more widely available electronically via media related to information and communication technology. The quality of an e-service plays a role in forming relationships with consumers and increasing their loyalty (Pudjiarti et al., 2019). The importance of e-service quality is also seen in its ability to create lifetime value for customers, which in turn helps the company meet long-term customer needs and wants (Andrew, 2019). Improving the quality of e-services plays an essential role in increasing customer satisfaction, retaining existing customers, and converting visitors into customers (Zhou et al., 2019).

According to (Parasuraman et al., 2005), the quality of an e-service can be measured through seven dimensions: efficiency, availability, fulfillment, privacy, responsiveness, compensation, and contact. These dimensions form a comprehensive framework for evaluating the quality of e-services and understanding the overall user experience.

Brand Image
Brand image refers to how consumers see and feel about a brand as indicated by associations in their memory (Lee et al., 2014). Brand image influences purchasing decisions, where brands with a good reputation tend to be more desirable and accepted than those with a neutral or bad reputation. The brand image also positively impacts customer loyalty, where better brand image quality often leads to higher levels of loyalty from customers (Ni'mah et al., 2019; Pamungkas, 2019). According to a proprietary study (Izzudin & Novandari, 2018), brand image affects customer satisfaction, and customer satisfaction influences repurchase intelligence favorably. Not only does it affect customer loyalty, but brand image also impacts brand equity. When a brand image is strong, unique, and chosen, it can improve the brand's position in the minds of consumers and ultimately increase brand equity. Brand image indicators include excellence, strength, and uniqueness of brand associations.

Price Competitiveness
Price is the value consumers pay to benefit from owning and using a particular product or service. In the purchasing process, price is a factor that consumers consider; therefore, companies must carefully set prices. Competitive pricing can help attract consumer purchases

(Susanto & Ambardi, 2022b). When prices match consumer expectations, interest in making purchases tends to increase. Conversely, if the price does not match consumers' perceptions, they may not purchase. Competitive pricing affects everything and has a major impact on intelligence purchasing power (Husnawiyah, 2020; Kusmadeni, 2020). There are six price indicators: affordability, suitability with product quality, competitiveness, suitability with product benefits, influence on consumer purchasing power, and influence on consumer purchasing decisions.

Product Quality
Product quality, more broadly speaking, refers to anything that is made available to the public in order to generate demand, draw attention, be used, or be consumed and satisfy the wants or wishes of the consumer (Sinambella & Mardikaningsih, 2022). Product quality influences product purchasing decisions (Apriliani et al., 2022). There are four product quality indicators: signal strength, latest technology, network reliability/stability, and network coverage (Adjei & Denanyoh, 2014). These four indicators represent product quality and influence user perception, satisfaction, and purchasing decisions.

Subscription Plan
A subscription plan is a subscription service that grants access to a cellular network for use on network-enabled phone devices (Malack et al., 2015). Before customers subscribe to a network operator, they form expectations according to the needs and desires of their cell phone usage (Grzybowski & Pereira, 2011). Research conducted by (Denanyoh, 2014) shows that one of the indicators related to subscription plans impacts the level of customer loyalty, which in turn affects the tendency of customers to buy back. Subscription plan indicators include main quota offers, attractive offers outside the main quota, and bonuses.

Repurchase Intention
Repurchase intention is the intention to make a buy more than once or multiple times (Pandiangan, 2022). This intention to repurchase encourages customers to make purchases again in the short and long term (Savila et al., 2019). Fullerton (2005) identified several indicators of repurchase intention:
   a. First choice: be the first choice when purchasing a product
   b. Next purchase: consumers repurchase the product
   c. Continue loyal: become a loyal customer of a particular brand
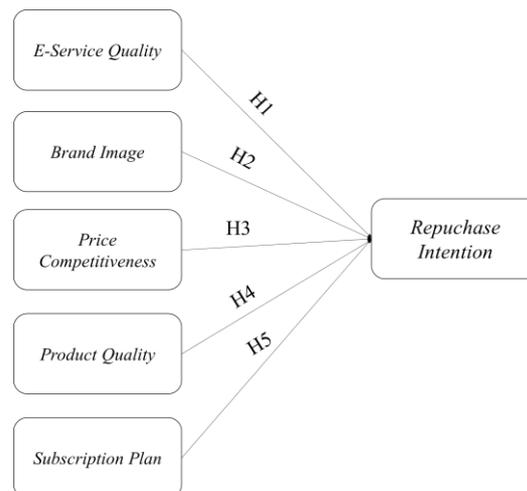
Research Methodology

Figure 1. Research Framework

This research is a conclusive quantitative research that tests hypotheses and determines the most optimal decision-making action. This study tests and analyzes the relationship between five independent variables and one dependent variable:

1. Relationship between e-service quality and repurchase intention (H1 : e-service quality has a positive effect on repurchase intention)
2. Relationship between brand image and repurchase intention (H2 : brand image has a positive effect on repurchase intention)
3. Relationship between price competitiveness and repurchase intention (H3 : price competitiveness has a positive effect on repurchase intention)
4. Relationship between product quality and repurchase intention (H4 : product quality has a positive effect on repurchase intention)
5. Relationship between subscription plan and repurchase intention (H5 : subscription plan has a positive effect on repurchase intention)

This study used primary data from questionnaires distributed online. It uses a non-probability sampling method, which means that every population can become a sample (Sugiyono, 2018). Besides that, this research used a purposive sampling technique. Purposive sampling is a sampling that has limitations on the number of respondents to obtain information due to the existence of certain type criteria or people who are submitted have information that is more appropriate to what is needed (Sekaran & Bougie, 2016). The samples in this study are Telkomsel, Indosat, and XL mobile app users aged 13-43 years, which are the ages of generations Y and Z. According to Hair et al. (2010) , the sample size can be determined by multiplying the quantity of research variable by 5 to 10. As the number of research variables in this research is 17, then, after it is multiplied by 10, thus, the minimum number of respondents for this research is 170. This study measured variables using variable indicators, as shown in Table 1. The Likert scale used in this study is a 5-point interval scale as shown in Table 2.

Table 1
Research Indicators

No	Variable	Indicators	Description
1	E-service quality	Efficiency (Parasuraman et al., 2005b; Yen & Lu, 2008))	Ease of access, ease of obtaining the goods needed, and ease of obtaining information.
		Security/privacy (Parasuraman et al., 2005b; Yen & Lu, 2008))	The extent to which customers believe that the site is safe from intrusion and that personal information is protected.
		Responsiveness (Parasuraman et al., 2005b; Ladhari, 2010)	Ability to respond or serve quickly in assisting customers with complaints or questions.
2	Brand image	Advantages of brand associations ((Low & Lamb, 2000; Kotler & Keller, 2016)	Consumers believe in the attributes that can satisfy their needs and desires.
		The power of brand association (Severi & Ling, 2013) Kotler & Keller, 2016)	How information enters the minds of consumers and how it persists as part of a brand's image.
		Peculiarities of brand associations (Kotler & Keller, 2016)	A brand must have a competitive advantage to be a reason for consumers to choose a particular brand.
3	Price competitiveness	Priced (Dodds et al., 1991a(Stefano Manestra, 2013))	The value that consumers can afford to obtain a product.
		Lower prices (Dodds et al., 1991b)	Prices whose value is smaller than those on the market.
		Discounts (Dodds et al., 1991b (Sibarani & Marpaung, 2020))	The price given is lower than the previous price.
4	Product quality	Signal strength (Denanyoh, 2014b; Abd-Elrahman et al., 2019))	Signal strength is the quality and condition of a strong signal that the company provides for its use.
		Latest technology (Denanyoh, 2014b)	The latest mobile communication technology, 5G, is characterized by new services and improvements offering new features.

Table 2
Five-Point Interval Scale

1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

The data obtained by distributing the questionnaire will be processed using multinominal logistic regression, which consists of a model fitting information test, goodness of fit test, pseudo-R-square test, likelihood ratio test, and classification test. Multinomial logistic regression is used because the dependent variable has a multinomial scale.

Results and Discussions
The researchers collected data through surveys using questionnaires. The researchers obtained data on 233 respondents, consisting of 193 Generation Z respondents and 40 Generation Y respondents. Respondents were spread across three cellular providers: 94 respondents (41%) were Telkomsel users, 66 respondents (31%) were Indosat users, and 73 respondents (28%) were XL users. The demographic data show that the data obtained are following the criteria set by the researcher. The data will then be processed using several multinomial logistic regression analysis tests.

Based on the intercept and final values in Table 3, there is a decrease in the value of 2 log-likelihood. There is also a significant value smaller than 0.05, namely with a value of 0.01. These two results indicate that multinomial regression models with independent variables can provide better accuracy in determining repurchase intention.

Table 3
Model Fitting Information Test

	Model Fitting Criteria -2 Log Likelihood	Likelihood Ratio Tests		
Model		**Chi-Square**	**df**	**Sig.**
Intercept Only	479.732			
Final	271.044	208.688	118	0.000

Table 4 shows the significance values of 0.854 and 0.974. This significance value is greater than alpha (0.05). This shows that the multinomial logistic regression model corresponds to the data.

Table 4
The Goodness of Fit Test

Goodness-of-Fit			
	Chi-Square	**df**	**Sig.**
Intercept Only	274.277	300	0,854
Final	254.350	300	0,974

Table 5 shows the Cox and Snell, Nagelkerke, and McFadden values. Of the three models, the Nagelkerke model was chosen because it has the greatest value of 0.673. This means that the independent variables of this study, namely e-service quality, brand image, price competitiveness, product quality, and subscription plan, can affect the dependent variable, namely repurchase intention, by 67.3%. In comparison, the other 32.7% were influenced by variables not in this study.

Table 5
Pseudo R-square Test

Cox and Snell	0,596
Nagelkerke	0,673
McFadden	0,417

Table 6 shows the significant values for each independent variable. In the variables price competitiveness and subscription plan with each value of 0.000 and 0.009, the value is smaller than alpha (0.05). This value indicates that price competitiveness and subscription plans significantly influence the dependent variable: repurchase intention.

Table 6
Likelihood Ratio Test

Effect	Model Fitting Criteria	Likelihood Ratio Tests
	-2 Log Likelihood of Reduced Model	Sig.
Intercept	271.044	
Gender	271.497	0.797
Generation	271.388	0.842
Price Competitiveness	351.296	0.000
Product Quality	302.484	0.050
E-Service Quality	318.231	0.066
Subscription Plan	306.349	0.009
Brand Image	280.381	0.899

The parameter test will show the equation that occurs in this model. The equation obtained is shown in Formulas (1) and (2).

$$g_1(x) = 0.367 + 0.355x_1 + 0.086x_2 + 33.815x_3 + \ldots + 0.0129x_{67} \tag{1}$$
$$g_2(x) = -0.482 + 0{,}327x_1 + 0{,}298x_2 + 112.395x_3 + \ldots + 2.567x_{63} \tag{2}$$

Based on Table 7, the accuracy value of the model's classification accuracy is 67.8%. This means that this model can predict the influence of independent variables on their dependents by 68.2%. Likewise, in predicting Telkomsel brand by 77.2%, Indosat by 72.7%, and XL by 51.4%.

Table 7
Classification Test

	Classification			
	Predicted			
Observed	Will Repurchase Telkomsel	Will Repurchase Indosat	Will Repurchase XL	Percent Correct
Will Repurchase Telkomsel	71	9	12	77.2%
Will Repurchase Indosat	4	48	14	72.7%
Will Repurchase XL	14	21	37	51.4%
Overall Percentage	38.7%	33.9%	27.4%	67.8%

Relationship Between E-Service Quality and Repurchase Intention
Based on the data processing result analysis, it was found that the E-Service Quality variable did not affect the Repurchase Intention variable. In the table, it is stated that the significant value of the e-service quality variable is 0.066; in other words, it is greater than 0.050. Thus, it is stated that the variable is semi-significant to the variable repurchase intention. This semi-significant influence is caused by respondents in this study who pay less attention or do not give too much importance to the quality aspects of E-Service, as shown by the presence of respondents who give less value to aspects of security and efficiency. This semi-significant variable can be accepted, or the E-Service Quality variable affects the independent variable, Repurchase Intention. This has also happened in previous studies that show a positive influence between E-Service Quality and Repurchase Intention (Shafiee & Bazargan, 2018; Darmawan et al., 2021; Purnamasari & Suryandari, 2023). In the study, it was mentioned that several aspects influence the influence, namely the existence of responsiveness and security indicators. This also happened in this study, where respondents paid attention to aspects of responsiveness and security for repeat purchase decisions.

Although all generations valued high e-service quality, specific aspects influencing repurchase intentions differed among the generations. Gens Y and Z prioritized speed, efficiency, and personalization (Purnamasari & Suryandari, 2023). Baby Boomers focus on security and user-friendliness (Purnamasari & Suryandari, 2023).

Relationship Between Brand Image and Repurchase Intention
The data acquisition results show that the Brand Image variable has a significant value of 0.899, which is greater than 0.100. This value means that the Brand Image variable does not affect Repurchase Intention. The absence of the influence of the brand image variable is because there are several aspects that respondents of this study ignored when deciding to make repeat purchases. These aspects are indicators, namely, the excellence of brand association such as the low assumption that respondents think they are superior in their characteristics, the strength of brand association such as the low assumption that respondents think they are superior in their characteristics, the low level of attachment in respondents' memories regarding the brand of the cellular operator they use, and uniqueness

of brand association such as and the low assumption that the cellular operator they use has a unique appeal. In this study, some aspects support the negative influence of Brand Image on Repurchase Intention.

This research differs from earlier studies which yield the opposite conclusion (Izzudin & Vavandari 2018). In this study, the factors supporting the negative influence are aspects of the brand image variable indicator itself, namely, the superiority of brand association, the strength of brand association, and the uniqueness of brand association. The relationship between brand image and repurchase intention differs across generations. Gens Y and Z are influenced by authenticity, social responsibility, and innovation, whereas Baby Boomers prioritize reliability and quality (Cuong, 2021).

Relationship between Price Competitiveness and Repurchase Intention
The value of obtaining data processing using the multinomial logistic regression method is 0.000 in the Price Competitiveness variable. This value is smaller than the alpha significance value of 0.050. Based on that value, it is stated that the Price Competitiveness variable significantly influences Repurchase Intention. This is because several aspects or indicators support the positive and significant influence of the Price Competitiveness variable on Repurchase Intention. These aspects are affordable prices, lower prices, and discounts.

Price competitiveness positively affects repurchase intention, as demonstrated in a previous research by Husnawiyah (2020). This study has several supporting aspects for the effect of Price Competitiveness on Repurchase Intention: affordable prices, lower prices, and discounts. In addition, research by Al-Refaie et al. (2012) and Hassan et al. (2013) stated that price competitiveness has a positive effect on repurchase intention with customer satisfaction as a moderator variable. Price strategy is an important criteria for ensuring customer satisfaction and maintaining long-term relationships. However, research by Hamdan and Rizka (2021) stated that promotion as part of price competitiveness has an insignificant positive effect on repurchase intention. A well-planned product and a correctly determined selling price do not guarantee the success of marketing the product. The impact of price competitiveness on repurchase intention varies between generations. Gen Y and Z prioritize price, quality, and ethics (Yasri et al., 2020). Baby Boomers prioritize value, quality, explicit pricing, and loyalty rewards (Yasri et al., 2020).

Relationship between Product Quality and Repurchase Intention
The Product Quality variable did not affect the Repurchase Intention variable. In the table, it is stated that the significant value of the e-service quality variable is 0.056, i.e., it is equal to the alpha value of 0.050. Thus, it is stated that the variable is semi-significant to the purchase intention variable. This semi-significant influence is caused by respondents in this study who pay less attention or do not give too much importance to aspects of Product Quality; this is shown by the presence of respondents who provide less value to aspects of network reliability and the latest technology. This semi-significant variable can be said to be accepted, or the product quality variable affects the independent variable, namely, repurchase intention. Bias from respondents who lean toward both positive and negative effects causes the data to be semi-significant. This has also happened in previous studies that showed a positive influence between product quality and repurchase intention ((Nikmah & Mudiantono, 2013). In addition, (Denanyoh, 2014) reported that signal strength, network reliability, the latest

technology, and network coverage positively influence consumers' long-term behavior. (Hamdan & Rizka, 2021) also reported that product quality has a significant positive effect on repurchase intention. The quality factors that impact millennials and Gen Z's repurchase intention differ, with millennials prioritizing performance and durability, and Gen Z placing additional importance on sustainability (Tian & Siddik, 2022). Baby Boomers prioritize reliability, consistency, and customer service (Tian & Siddik, 2022).

Relationship between Subscription Plan and Repurchase Intention
The value of the Subscription Plan variable is 0.009, this value is smaller than the alpha significance value of 0.050. Based on that value, it is stated that the Subscription Plan variable significantly influences Repurchase Intention. This is because several aspects or indicators support the positive and significant influence of Subscription Plan variables on Repurchase Intention. The aspects (indicators) are the attractiveness of the main quota, the attractiveness of quotas other than the main quota, and the attractiveness of bonuses. The positive influence on Repurchase Intention also occurs in (Denanyoh, 2014). This study has several supporting aspects for the effect of a Subscription Plan on Repurchase Intention; that aspect is the main quota and other quotas. Across generations, the impact of subscription plans on repurchase intention varies. Millennials and Gen Z prioritize convenience, personalization, value, and sustainability (Chelvarayan et al., 2022). While Baby Boomers prioritize simplicity, reliability, and customer service (Chelvarayan et al., 2022).

Conclusions
Based on the study results, it can be concluded that e-service quality, brand image, price competitiveness, product quality, and subscription plan have different influences on repurchase intention in each generation Y and Z cellular operator brand. Price competitiveness and subscription plans have a significant effect on repurchase intention. E-service and product quality have a semi-significant effect on repurchase intention. Meanwhile, brand image negatively affects repurchase intention. This shows that competitive prices, quotas, and bonus offers can influence consumers' decisions to buy back products from a brand. In addition, repurchase intention classification analysis shows variation in fit between brands, with some brands having higher classification rates than others, highlighting the importance of understanding consumer preferences and needs in developing better marketing and service strategies.

This study has limitations regarding respondent criteria that only include two generations, Y and Z, in major cities in Indonesia and is limited to mobile app users from three cellular operator brands. The classification rate of 67.8% is also a limitation because the model needed to fully predict the relationship between the independent and dependent variables. For future research, it is recommended to consider new variables similar to a factor that is directly connected to the brand of the cellular operator to expand the analysis and the scope of respondents' criteria to represent mobile app users from different generations and regions so that the results are more representative and reliable. The findings of this study can be used by Indonesia's telecom sector to enhance several elements offered, including E-Service Quality, Brand Image, Price Competitiveness, Product Quality, and Subscription Plan.

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