

Modeling Behavioral Intentions: Exploring Factors Using IPMA via Trust and Customer Satisfaction in Gojek Indonesia

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ARTICLE INFO

Research Paper

Article history:

Received: 15 June 2024

Revised: 5 July 2024

Accepted: 17 July 2024

Keywords: Behavioral Intention, Customer Perceived Value, Customer Satisfaction, Gojek, Service Quality

ABSTRACT

Online transportation service has become a common method of commuting for the majority of people. It offers convenience and comfort to meet people's needs. The purpose of this study is to assess the perception of service quality driver's online transportation Gojek Indonesia, by examining the impact of service quality and customer perceived value on users' behavioral intentions, both directly and mediated by trust and customer satisfaction. Data were collected from 400 respondents who used Gojek services in Indonesia through a structured questionnaire. The method utilized is Structural Equation Modeling (SEM) using SmartPLS 3.2.9 software.

Research findings suggest that customer perceived value, service quality, trust, and customer satisfaction play significant roles in behavioral intention. Service quality and customer perceived value positively impact behavioral intentions, both directly and through the mediation of trust and customer satisfaction. Enhanced levels of customer perceived value and service quality will elevate users' intentions to utilize Gojek services again. These findings contribute to expanding the SERVQUAL model by integrating behavioral intention with trust and customer satisfaction. The novelty lies in the influence of customer perceived value on behavioral intentions mediated by trust and customer satisfaction. The study provides insights for companies to understand the importance of service quality factors and perceived customer value for long-term benefits of achieving competitive advantage.

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Introduction

The advancement of the internet and technology has revolutionized conventional services into modern ones (Geng, 2019). One of the services that has changed is transportation services. Transportation services have a market share of 8.2% of all service industries in the world (The Business Research Company, 2023). Transportation plays a crucial role in enabling communities to carry out their daily activities (Hendayani & Fauzi, 2022). Online transportation services rank second as the most frequently used transportation service in Indonesia (Statista, 2023). Therefore, the online transportation service industry, such as Gojek company, plays a significant role in this era. Service quality remains a crucial factor in the service sector to achieve competitive advantage (Rita et al., 2019). One of the important things that makes people choose to use transportation is the high performance and service

quality of drivers (Rohani et al., 2013). Various efforts made by Gojek to maintain the quality of driver performance aim to understand trust and customer perceived value. It serves as important indicators used to assess levels of satisfaction and behavior intention (Tran & Le, 2020). The researcher gathered several studies on factors that affect behavioral intention, both directly and indirectly. These include service quality, customer perceived value, trust, and customer satisfaction.

Behavioral intentions depend on customer satisfaction and the quality of service provided by the drivers (Shah et al., 2020). Customer satisfaction, on the other hand, is shaped by the quality of service, perceived value, and trust in the service (Uzir et al., 2021). Service quality can lead to three possible results in relation to customer satisfaction: customers are dissatisfied if the service provided falls below their expectations, customers are satisfied if the service provided meets customer expectations, and customers are highly satisfied if the service provided exceeds their expectations (Uzir et al., 2020). Customer perceived value also affect customer satisfaction. Perceived value can arise from the difference between consumer perceptions of price and the benefits they receive (Micu et al., 2019). Providing superior customer value can achieve customer satisfaction and is crucial for competitive advantage (Murali et al., 2016). Therefore, customer perceived value is considered a variable that can influence customer satisfaction. In maintaining service quality and preserving customer perceived value, Gojek has performance assessment standards for its drivers as a monitoring mechanism (Gojek, 2019). Gojek mandates driver performance by providing the best service, including driving protocols, maintaining vehicles in good condition, and participating in training and certification. Another factor that can influence customer satisfaction is trust (Uzir et al., 2021). Gojek employs various methods on its website to maintain customer trust as a proactive measure against Gojek driver behaviors that do not comply with standard operating procedures. These methods include the "Share Trip" feature, allowing customers to share their travel location in real-time, the "Emergency Button" feature, enabling users to report unusual situations so that Gojek can dispatch emergency units to handle the report, and the driver rating feature, allowing customers to assess the quality of drivers provided by Gojek. Subsequently, customer satisfaction will affect customer behavioral intentions, characterized by behaviors such as repeat purchases, speaking positively about the service, and recommending the service to others (Shah et al., 2020).

Despite all the aforementioned effort Gojek still has the lowest rating compared to other online transportation services such as Grab, Maxim, and InDrive. This low rating is accompanied by negative reviews about its drivers, including issues such as customers providing negative reviews about poor driver quality, such as unfriendly and rude behavior towards customers, substandard vehicle quality, difficulty in finding drivers, frequent order cancellations by drivers, and long arrival durations, causing consumers to feel disappointed and lose trust in Gojek's services, leading them to consider switching to other online transportation services (App Store, 2024). This indicates that customers are dissatisfied with the service offered by Gojek's drivers. Moreover, perceived value can impact their connection with the service or product in diverse manners. (Ahn et al., 2019). Customer satisfaction ultimately becomes a determinant of future customer behavioral intentions (Ong et al., 2023). Ride-hailing in Indonesia continues to grow and become competitive, necessitating competitive advantage strategies to compete with similar companies (Sairanen et al., 2024). If service quality issues are not efficiently addressed, it will lead to a decrease in customer satisfaction with the service provider, resulting in customers switching to other (Atmojo & Widodo, 2022). Gojek experiences symptoms of low intention, causing consumers to want to switch to similar services and a lack of behavioral intention to buy and use Gojek's services in the future. Customer behavioral intention, indicating user intent, is an important aspect that companies need to implement to compete with other similar companies to achieve competitive advantage (Ahmad et al., 2021).

This research was conducted in Indonesia, using respondents who had previously used online transportation services, namely Gojek. This research provides valuable insights for service marketers, enabling service providers to enhance the online transportation service system, expand studies on service quality to behavioral intentions. Moreover, the ride-hailing industry continues to grow in the future. Hence the importance of the study by providing a deeper understanding of important factors to develop more effective strategies to enhance customer behavioral intentions (Oña et al., 2016). Based

on previous studies, the objective of this research is to test the influence of service quality on customer behavioral intentions with customer trust and satisfaction as mediating variables.

Literatur Review

Service Quality

Service quality is how customers perceive the overall impression of a service after using it, based on their own views (Xiao et al., 2019). It's crucial to understand customer behavior, keep them coming back, and make sure they're satisfied. In a competitive market, service quality is vital for companies to grow, survive, and succeed (Uzir et al., 2021). According to (Alamsyah & Rachmadiansyah, 2018) service quality is like a blueprint for customers to judge how well a service performs based on their own experiences. Bordoloi et al. (2019), identify five main aspects of service quality: reliability, responsiveness, assurance, empathy, and tangibles.

Perceived Value

Customer perceived value is considered as the balance between the advantages received from a product or service and the expenses involved (Kotler & Keller, 2022). According to Effendi & Prasetyo (2023), elaborate that perceived value is the information consumers use to assess key attributes of a product or service and form their evaluations. In marketing research, perceived value is acknowledged as a crucial factor in understanding consumer behavior, serving both as a direct influence and a mediator (Ma & Kaplanidou, 2019).

Trust

Trust represents a consumer's confidence in a product or service provider's ability to meet their expectations (Dhingra et al., 2020). It entails customers' willingness to depend on a brand even in risky situations, driven by the brand's perceived capacity to yield favorable results (Seifert & Kwon, 2019). Trust emerges as a significant asset in diverse industries through real-world interactions (Panigrahi et al., 2018), playing a pivotal role in customer retention for businesses (Ahn et al., 2021).

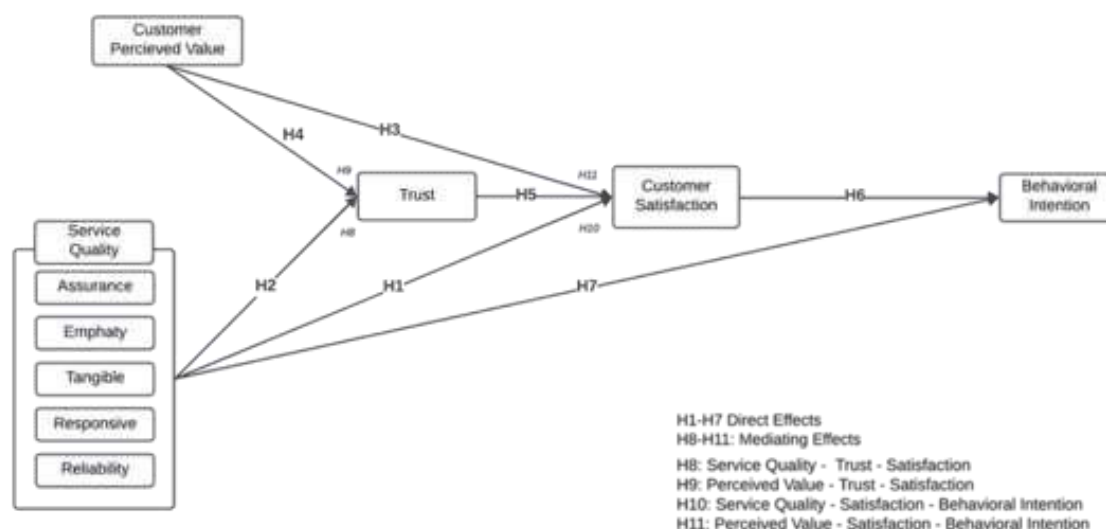
Customer Satisfaction

Customer satisfaction stems from the comparison between consumers' perceptions of products or services and their expectations (Bordoloi et al., 2019). The process of crafting customer satisfaction occurs throughout the purchase, usage, and post-use stages (Candiwan & Wibisono, 2021). Recognized as pivotal in marketing, customer satisfaction serves as the linchpin for retaining existing customers and enticing new ones in competitive market settings (Tandon et al., 2017). Indrasari (2019), posits that contentment or satisfaction among consumers with received goods or services can drive repeat purchases and future utilization of those services, underscoring the influential role of customer satisfaction as a variable shaping future customer behavior.

Behavioral Intention

Behavioral intention, as described by Peter & Olson (2014), represents the predisposition within consumers for future actions. It manifests when customers express intentions or loyalty toward a product or service, and voluntarily share positive information about its advantages with others, as noted by Kotler & Keller (2022). Behavioral intentions are reflected in actions such as revisiting, recommending, and purchasing or utilizing products or services in the future, as outlined by Tuncer et al. (2021).

Behavioral intention is a form of conative or behavior, for example repurchase behavior and intention to recommend to others (Oriade & Schofield, 2019). Furthermore, behavioral intention serves as a critical compass for customers to maintain loyalty in procuring products from a company. Adam et al. (2019) identify three indicators of post-purchase behavioral intentions: intention to revisit, willingness to recommend, and alternative intentions.



Picture 1. Research Framework

Method

This research employs a quantitative method with a causal approach. Causal research is utilized to test hypotheses regarding the influence between the variables under investigation, both directly and indirectly. The Data were gathered from Gojek users in Indonesia through an online form. The methodology employed in this research is a causal design, which is adept at scrutinizing relationships between variables and investigating cause-and-effect influences. The sampling technique used is non-probability purposive sampling, with the criteria for respondents being: (1) users of Gojek services, namely GoRide and GoCar, (2) consumers who will reuse Gojek services. Based on Bernoulli method, this research manage to get 400 respondents. The research employed Structural Equation Modeling (SEM) as the chosen methodology due to its utilization of a multivariate model. SEM is a statistical enabling the simultaneous testing of multiple relationships. In this study, SEM is utilized for data analysis with the use of SmartPLS software version 3.2.9 are to test PLS, blindfolding, bootstrapping, and IPMA analysis.

Results and Discussion

Model Measurement Using CFA Calculations

Confirmatory Factor Analysis (CFA) is employed to assess the comprehensive measurement model. It allows testing and verifying the factors to what extent variables represent the formed constructs (Hair et al., 2017). Table 1 presents the results of Outer Loading, Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) for the item model.

Variable	Indicator	Outer Loading	Cronbach's Alpha	CR	AVE
Service Quality	AS1	0.727	0,953	0,958	0.526
	AS2	0.744			
	AS3	0.753			
	AS4	0.740			
	AS5	0.745			
	EM1	0.742			
	EM3	0.738			
	RL3	0.770			
	RL4	0.751			

Variable	Indicator	Outer Loading	Cronbach's Alpha	CR	AVE
	RL5	0.738			
	RS1	0.721			
	RS2	0.784			
	RS3	0.750			
	RS4	0.767			
	TG1	0.742			
	TG2	0.733			
<i>Customer Perceived Value</i>	TG6	0.792	0,921	0,941	0.761
	PV1	0.789			
	PV2	0.904			
	PV3	0.877			
	PV4	0.876			
<i>Trust</i>	PV5	0.911	0,919	0,943	0.804
	TR1	0.891			
	TR2	0.913			
	TR3	0.889			
<i>Customer Satisfaction</i>	TR4	0.894	0,925	0,947	0.816
	CS1	0.877			
	CS2	0.917			
	CS3	0.898			
<i>Behavioral Intention</i>	CS4	0.920	0,897	0,936	0.830
	BI1	0.908			
	BI2	0.910			
	BI3	0.915			

Table 1 Outer Loadings and Construct Reliability and Validity Result for the Model

Table 1 presents outer loadings with all item values exceeding the minimum value of 0.7. Additionally, the Cronbach's Alpha values presented in the table are above the minimal value of 0.6. All the Composite Reliability (CR) values exceed 0.7. Moreover, All AVE values listed in the table exceed the recommended value of 0.5 (Hair et al., 2017). Therefore, it can be concluded that each indicator is valid and reliable, and can effectively measure a concept.

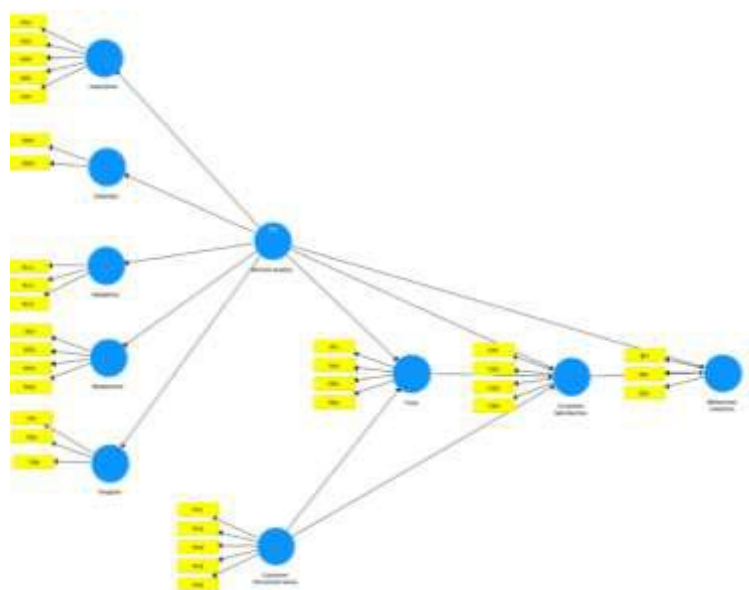
Discriminant Validity

Heterotrait-Monotrait Ratio (HTMT) is used to measure the validity between constructs. HTMT is a method for calculating the mean of all correlations of different construct indicators with the mean of the same construct (Hair et al., 2017). Table 2 presents the results of HTMT calculations used to assess the discriminant validity between measured constructs.

HTMT	BI	PV	CS	SQ	TR
BI					
PV	0,761				
CS	0,891	0,784			
SQ	0,694	0,715	0,743		
TR	0,786	0,816	0,874	0,732	

Table 2 Result of HTMT

Based on the calculations using HTMT, all values are above 0.90. HTMT values exceeding the threshold of 0.90 indicate good discriminant validity (Henseler et al., 2015). This means that all constructs pass the test of discriminant validity, indicating that the concepts of each latent model are distinct from other variables.



Picture 2. Structural Model

Measurement of the Direct and Indirect Relationships Among Variables in the Model

This study using SmartPLS version 3.2.9 for the hypothesis testing process, tested using the bootstrapping technique. The data utilized were measurements of variables. The acceptance or rejection of a hypothesis can be determined by assessing the significance level (p-value) and t-statistic. This study employed a significance level of 5% or 0.05, meaning that the p-value should be less than the threshold of 0.05. A hypothesis can be accepted if the t-statistic value exceeds the threshold of 1.65 (>1.65) for the direct and >1.96 for the indirect effect. Table 3 presents the outcomes of hypothesis testing for both direct and indirect effects in this research.

H	Hypothesis	Original Sample (O)	T Statistic	P Value	Noted
H1	SQ -> CS	0,218	5,048	0,000	Accepted
H2	SQ -> TR	0,335	6,482	0,000	Accepted
H3	CPV -> CS	0,195	3,598	0,000	Accepted
H4	CPV -> TR	0,527	10,153	0,000	Accepted
H5	TR -> CS	0,510	9,744	0,000	Accepted
H6	CS -> BI	0,710	15,388	0,000	Accepted
H7	SQ -> BI	0,148	3,032	0,000	Accepted
H8	SQ -> TR -> CS	0,171	5,136	0,000	Accepted
H9	CPV -> TR -> CS	0,269	3,489	0,001	Accepted
H10	SQ -> CS -> BI	0,155	5,509	0,000	Accepted
H11	CPV -> CS -> BI	0,138	7,181	0,000	Accepted

Table 3 Result for Measurement Direct and Indirect Effects

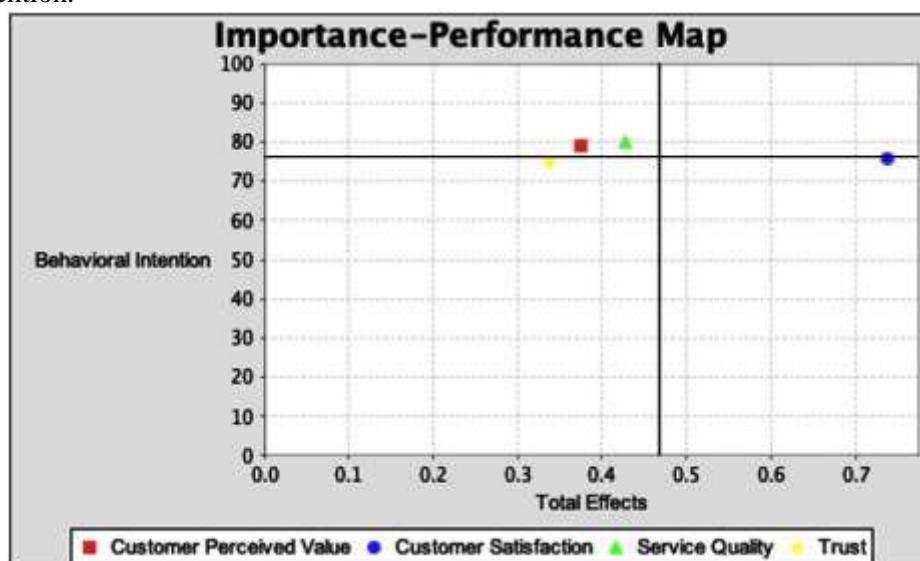
Table 3 presents the results of hypothesis testing, indicating the relationships and effect among variables. In this study, all tested hypotheses, from hypothesis 1 to hypothesis 11, showed positive

original sample values. It suggests a positive relationship among the variables examined in the hypotheses. Furthermore, all hypotheses exhibited t-statistic values greater than 1.65 for direct effect, >1.96 for indirect effect, and p-values less than 0.05. It suggests a significant effect among the studied variables, such as customer perceived value, service quality, trust, customer satisfaction, and behavioral intention. Therefore, the study concludes that all hypotheses are accepted. Consequently, this research provides valuable contributions to the development of the SERVQUAL model, both directly and indirectly impacts behavioral intention. The discussion of the hypotheses, whether direct or indirect, can be summarized into the following points:

- H1: Service quality has a positive and significant effect on customer satisfaction in Gojek services in Indonesia.
- H2: Service quality has a positive and significant effect on trust in Gojek services in Indonesia.
- H3: Customer perceived value has a positive and significant effect on customer satisfaction in Gojek services in Indonesia.
- H4: Customer perceived value has a positive and significant effect on trust in Gojek services in Indonesia.
- H5: Trust has a positive and significant effect on customer satisfaction in Gojek services in Indonesia.
- H6: Customer satisfaction has a positive and significant effect on behavioral intention in Gojek services in Indonesia.
- H7: Service quality has a positive and significant effect on behavioral intention in Gojek services in Indonesia.
- H8: Trust mediates the relationship between service quality and customer satisfaction in Gojek services in Indonesia.
- H9: Trust mediates the relationship between customer perceived value and customer satisfaction in Gojek services in Indonesia.
- H10: Customer satisfaction mediates the relationship between service quality and behavioral intention in Gojek services in Indonesia.
- H11: Customer satisfaction mediates the relationship between customer perceived value and behavioral intention in Gojek services in Indonesia.

IPMA Analysis

This study employs Importance and Performance Matrix Analysis (IPMA) to examine behavioral intention by considering indicators such as Total Effect of Individual Performance and index value. Total Effect of Individual Performance refers to the overall influence of specific variable performances on others within the matrix used to illustrate the extent to which these variables influence Gojek's behavioral intention.



Picture 2. IPMA Analysis

Service Quality is placed in Quadrant I "Concerate Here," indicating that while customers consider this variable crucial, it does not meet their expectations, resulting in low satisfaction. Customer Perceived Value is also positioned in Quadrant I "Concerate Here," signifying its perceived importance by customers, but it falls short of meeting their expectations, leading to lower satisfaction. Trust is situated in Quadrant III "Low Priority," suggesting that customers do not prioritize this variable highly, and its performance is not particularly strong. Customer Satisfaction is located in Quadrant IV "Possible Overskill," indicating that while customers may not prioritize it highly, they find it satisfactory and believe it should be maintained at its current level. Based on the importance rating and performance perception of service quality, customer perceived value, trust, and customer satisfaction variables, the order of highest to lowest importance is customer satisfaction, service quality, customer perceived value, and trust. In terms of performance, the ranking from highest to lowest is service quality, customer perceived value, customer satisfaction, and trust.

Discussion

This study examines a total of eleven hypotheses to understand the relationships among the variables under investigation. Seven hypotheses are tested directly, covering variables such as service quality and customer perceived value on customer satisfaction and trust, trust on customer satisfaction, customer satisfaction on behavioral intention, and service quality on behavioral intention. Meanwhile, four hypotheses are tested indirectly to explore the mediating effects of trust on the relationship between service quality and customer perceived value on customer satisfaction, as well as the mediating effect of customer satisfaction on the relationship between service quality and customer perceived value on behavioral intention. The overall findings of the study conclude that all hypotheses are accepted. This indicates that the variables studied—including service quality, customer perceived value, trust, customer satisfaction, and behavioral intention—are closely related and mutually influence each other in the context of Gojek Indonesia. This research not only provides a better understanding of these dynamics but also offers guidance for future researchers and for Gojek Indonesia itself to enhance customer behavioral intentions. By understanding these relationships, Gojek Indonesia can optimize its strategies in facing competitive online transportation markets, thereby maintaining competitiveness and better meeting customer needs.

Based on the IPMA analysis, trust is positioned in quadrant III, "Low Priority," indicating that trust is perceived as less important by customers in enhancing behavioral intention, and Gojek's trust performance is not particularly strong. The low trust indicator, TR3 "Gojek always keeps its promises," suggests that according to respondents, Gojek has not consistently fulfilled its promises. From these findings, improving trust performance needs to be reconsidered by Gojek, especially considering its impact on perceived benefits by customers. On the other hand, customer satisfaction is in quadrant IV, "Possible Overskill," suggesting that while customers consider customer satisfaction less critical in enhancing behavioral intention, they feel Gojek's performance is satisfactory and should be maintained. This finding aligns with research by Putra et al. (2023) indicating that customer satisfaction has the greatest impact on the intention of online transportation companies. Customer satisfaction with Gojek is supported by programs such as GoClub, a customer loyalty program (Gojek, 2021).

Conclusions and Recommendations

Based on the findings, this research has novelty as it integrates two research models proposed by Uzir et al. (2021) and Shah et al. (2020) into a robust and inseparable research construct. This study highlights the the importance of the service provided by drivers in influencing behavioral intention. To the best of the researchers' knowledge, there is no existing research indicating a relationship between customer perceived value and behavioral intention mediated by customer satisfaction and trust.

The research findings indicate that service quality, customer perceived value, trust, and satisfaction play significant roles in influencing behavioral intention. Specifically, service quality and customer perceived value positively affect trust. This suggests that that as the service quality offered by Gojek drivers in Indonesia improves and customers perceive greater value from using the service, their trust in Gojek also increases. Furthermore, trust also positively influences customer satisfaction. The higher level of trust indicates higher satisfaction of the service Gojek provides to their customers.

Furthermore, customer satisfaction positively influences behavioral intention. Greater customer satisfaction leads to increased likelihood of repeat usage, recommendation, and positive sentiments. Therefore, to enhance customers' intention to reuse the services, Gojek needs to ensure good service quality from its drivers, provide perceived value to customers, and build customer trust. However, the research results suggest that Gojek needs to provide superior service quality from its drivers.

There are several ways that Gojek can take to enhance behavioral intention. The most crucial aspect is to improve customer perceived value and driver service quality. Meanwhile, Gojek's customer satisfaction has shown the highest performance in increasing behavioral intention, therefore it should be maintained. This is in accordance with research conducted by (Putra et al., 2023) that customer satisfaction has the highest performance value towards user intention. Gojek should maintain customer satisfaction because it is already perceived to provide good satisfaction to its customers. Factors contributing to customer satisfaction on Gojek include providing good communication facilities for both customers and drivers, as well as maintaining good relationships between Gojek and its customers. Gojek Indonesia should enhance the quality of driver services because it is considered crucial by customers to increase their future intention to use Gojek services. Currently, the quality of Gojek driver services is perceived as low by customers, as indicated by the hypothesis testing results showing the impact of driver service quality on user behavioral intention. Gojek can improve service quality through various methods. Firstly, implementing techniques such as providing an open communication platform, such as a dedicated forum, where drivers can share issues, ideas, or questions. Management should ensure regular and up-to-date communication regarding policies and service changes to its drivers. Secondly, providing training to drivers on safety, customer service, personal hygiene, and vehicle maintenance by conducting regular inspections of the vehicles used by drivers to ensure they meet Gojek's standards and are correctly registered in the Gojek application. Ideally, this program should be easily accessible either online or through direct sessions that can enhance drivers' skills and professionalism. Maintaining the quality of driver services and customer satisfaction will foster strong collaboration to achieve behavioral intentions on Gojek in Indonesia.

Research limitation and future research

This research has several methodological limitations related to sample size, sampling techniques, and constructs. Firstly, due to its cross-sectional method, where data is collected within a short timeframe, it cannot ensure that the period chosen adequately represents the phenomena, and behaviors can't be analyzed over specific time periods. Secondly, the study utilized a sample size of 400 users in Indonesia. Future researchers should enhance the study by using larger samples from diverse locations and involving other companies to explore the relationships among the variables examined. Third, this research uses the SERVQUAL construct to examine customer behavioral intentions. Future research should consider incorporating customer expectations into the customer satisfaction variable to understand the influence of customer expectations on satisfaction. In addition, adding perceived enjoyment which influences behavioral intentions and adding product quality which influences trust will increase the completeness of the research.

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