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## **ANALYSIS OF SERVICE QUALITY, PERCEIVED VALUE AND CUSTOMER SATISFACTION ON BEHAVIORAL INTENTION ON OJEK ONLINE**

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Received: -

Accepted: -

Accepted: -

doi: -

URL: -

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**ARTICLE  
INFORMATION**

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***Article History:***

Received:

Revised:

Accepted:

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***Keywords:***

Keyword\_ Service  
Quality

Keyword\_ Perceived  
Value

Keyword\_ Customer  
Satisfaction

Keyword\_  
Behavioral Intention

**ABSTRACT**

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The purpose of this study is to describe service quality, perceived value, customer satisfaction and behavioral intentions in digital business companies. That is to see whether service quality, perceived value, customer satisfaction can have a significant effect on behavioral intentions either separately or not simultaneously. This research was conducted on 200 respondents with the criteria of being domiciled in Jabodetabek, aged 17-44 years and consumers who have used online motorcycle taxi transportation services in the Grab application at least 2x in the last 1 year. This study uses a survey method by distributing questionnaires, which are then processed using the SEM AMOS program. The results of this study indicate that there is a positive and significant effect between service quality on customer satisfaction, customer satisfaction can mediate the relationship between service quality and behavioral intentions, customer satisfaction can mediate the relationship between perceived value and behavioral intentions. Meanwhile, there is a negative and insignificant effect between perceived value on customer satisfaction, customer satisfaction on behavioral intentions, service quality on behavioral intentions and perceived value on behavioral intentions.

**Keywords:** Service Quality; Perceived Value; Customer Satisfaction; Behavioral Intention.

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## INTRODUCTION

Behavioral intention has a very close relationship with consumer decisions in previous experiences. The development of an increasingly developing era has made many changes to the behavioral intentions of people that occur in everyday life. The behavioral intention of the community is a very important aspect, which greatly influences the behavioral intention of consumers in making repurchasing decisions (repurchasing) and can even retell the experiences felt to others (word-of-mouth) (Jin et al., 2015).

In addition, with the development of increasingly sophisticated technology, changing world conditions from traditional fashion to more modern. Where we can pay attention to the aspect of mobility that is happening today which leads to the transportation system. Developments that are happening in Indonesia today, with the emergence of online motorcycle taxis have a social impact. What can be proven is that people depend on the use of online motorcycle taxis instead of using conventional motorcycle taxis or basic motorcycle taxis as their daily needs in their activities. Of course, the existence of online motorcycle taxis makes it easy for people to meet their needs.

There are many types of online motorcycle taxi service providers in Indonesia, one of which is Grab. Grab provides services such as serving vehicle orders in the form of motorcycle taxis (GrabBike), cars (GrabCar), taxis (GrabTaksi), couriers (GrabExpress), food delivery (GrabFood) and carpooling (GrabHitchCar). As we know that Indonesian people are more likely to be consumptive, that is, they will tend to be more interested in using online motorcycle taxi transportation

services than conventional motorcycle taxis or basic motorcycle taxis, this is evidenced by the high percentage of consumers. who feel safe and comfortable in using the application on demand. So that people feel satisfaction after using online motorcycle taxi transportation services, the popularity of online motorcycle taxi transportation in the community has advantages that conventional or basic motorcycle taxis do not have, namely the level of comfort, service and price. The popularity of online motorcycle taxi transportation in the community has advantages that conventional motorcycle taxis or basic motorcycle taxis do not have, namely there is a level of convenience, service and price. According to research from (Hamenda, 2018), reveals that there is a positive and significant influence on service quality on customer satisfaction. That is, if the quality of service provided to customers is very good and judged in accordance with customer expectations or desires, it will greatly affect the emergence of customer satisfaction. According to research from (Engriani et al., 2019), revealed that there is a positive and significant influence on customer satisfaction that can mediate the relationship between service quality and behavioral intentions. Shows that, if the quality of service provided to customers can lead to customer satisfaction, then this will also affect customer behavioral intentions. Behavioral intentions arise because of the influence on the basis of experiences that have been felt previously in a service which can be in the form of positive or negative assessments depending on the experience experienced. In accordance with customer expectations or desires, the customer's behavioral intentions become negative. Meanwhile, according

to research (Lerrthaitrakul & Panjakajornsak, 2014), it was revealed that there was a positive and significant effect of service quality on behavioral intentions. It is intended that if the quality of service presented to customers is in accordance with customer expectations and desires, it will trigger behavioral intentions from customers for the experience of service quality provided when using certain services.

In addition to service quality, perceived value also has an influence on customer satisfaction and behavioral intentions. This is explained by (Yen, 2013), revealing that there is a positive and significant influence on the perceived value of customer satisfaction. That is, the factors that influence the emergence of customer satisfaction can be caused by the customer's perceived value. According to (An et al., 2019), it was revealed that there was a positive and significant effect on customer satisfaction.

## LITERATURE REVIEW

### *Service Quality*

(Bakti et al., 2012) argues that service quality is defined as a measure of how well the service provided to consumers who use a particular service is by providing in accordance with consumer needs so that consumer expectations or desires can be consistently met. Meanwhile, according to (Kim et al., 2014), service quality is positioning oneself as a "consumer" by creating an overall impression on the origin of inferiority or superiority that comes from the service itself.

According to (Hamenda, 2018), service quality is described from obtaining a comparative effect between consumer expectations and service performance where consumer expectations come

from the services provided while actualized service performance comes from the value perceived by consumers. (An et al., 2019) defines service quality as "an assessment of the world or in the form of behavior from consumers towards a particular service that is presented with the excellence of its service".

### *Perceived Value*

According to the opinion (Ashraf et al., 2018), stated that perceived value is an overall assessment of the customer with the suitability of the customer's expectations or desires for the services offered. Meanwhile (Yen, 2013) defines perceived value as an expression from consumers in the form of behavior after getting services.

(Putrianti & Samuel, 2018) defines perceived value as the value conveyed by consumers after using services. Meanwhile (Ryu et al., 2012), defines perceived value as a key factor to understand consumer behavior well so as to obtain a competitive advantage.

### *Customer Satisfaction*

According to (Bakti et al., 2012) defines customer satisfaction as "a cumulative construct that is influenced by the suitability of expectations and also perceptions of performance including the influence of satisfaction on previous experiences from period to period". Meanwhile (Lee et al., 2019) stated that customer satisfaction arises from the real experience of consumers and leads to feelings and emotions from the hearts of consumers after interacting with a service.

(Keshavarz & Jamshidi, 2018) argues that customer satisfaction depends on the extent to which customers receive certain services in accordance with customer expectations or desires. Meanwhile, according to (Engriani et al., 2019) argues that customer satisfaction is a feeling of pleasure or in the form of

someone's disappointment with a service after the customer compares performance with customer expectations or desires.

### ***Behavioral Intention***

According to (Bakti et al., 2012) argues that behavioral intention is a very important determining factor in the form of a person's behavior. Meanwhile, according to (An et al., 2019), defines behavioral intention as behavior in the future that has been pre-arranged by the individual.

(Jin et al., 2015) describe behavioral intention as an attitude shown after purchasing a product based on previous experience, which is related to the consumer's intention to repurchase or even recommend again to others for services or products previously provided.

## **RESEARCH METHODS**

Researchers decided to examine users of Grab's online motorcycle taxi transportation service. The study began in February 2022 until July 2022. The population of this study amounted to 200 people, and for the selection of samples the researchers used the purposive sampling method, where samples were selected and removed with certain considerations. The purposive sampling in this study is based on consumers living in Greater Jakarta, with an age range of 17-44 years and consumers who have used online motorcycle taxi transportation services on the Grab application at least 2x in the last 1 year. With these considerations, the number of samples used in this study was 200 people.

### ***Research Design***

In this study, the authors use research methods using quantitative methods. Quantitative approach is a research method carried out by utilizing data in the form of numbers to be used as analysis in testing predetermined hypotheses. Furthermore, in this study, the authors also use survey research.

### ***Population***

The population determined by the author in conducting this research are consumers who live in Jabodetabek who have used Grab as an online motorcycle taxi transportation.

### ***Sample***

In conducting this research, the sampling technique uses non-probability sampling, where the determination is based on the purposive sampling technique which is a sampling technique that requires special conditions, where the selected sample is based on the purpose of the study (Mufarrikoh, 2019). The considerations made by the author for this research, namely:

- a. Consumers who live in the Greater Jakarta area.
- b. Age range 17-44 years.
- c. Consumers who have used online motorcycle taxi transportation services on the Grab application at least 2x in the last 1 (one) year.

### ***Data Analysis Technique***

According to (Hermawan, 2019), the Likert scale is a measurement scale used to measure attitudes, opinions and perceptions of a person or group related to phenomena or social phenomena that occur.

Alternative Answer Options	Item
Strongly Agree (SS)	5
Agree (S)	4
Disagree (KS)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

**Source: Data processed by author (2022)**

According to (Santoso, 2015), suggests that the validity test is defined as a measurement that shows the extent to which the size can reflect what is being measured rather than something else so that the results obtained can be said to be valid.

Reliability testing refers to the extent to which a measure can produce the same score every time it is carried out, where all other things are equal (Santoso, 2015).

The purpose of the normality test is nothing but the intention to calculate the overall data distribution or commonly referred to as multivariate.

#### **Structural Equation Modeling (SEM)**

Evaluating the Goodness-of-fit Criteria Goodness-of-fit evaluation has the following criteria: (Wang & Wang, 2019)

- a. Chi-square Statistics
- b. Probability (p)
- c. Goodness-of-fit Index (GFI)
- d. Normal Fit Index (NFI)
- e. Comparative Fit Index (CFI)
- f. Tucker Lewis Index (TLI)
- g. Root Mean Square Error of Approximation (RMSEA)

#### **Hypothesis Testing**

Hypothesis testing in this study, which is done by identifying the theoretically formulated hypotheses where, the results have similarities in the form of results shown by the AMOS program. Hypothesis testing is done by looking at the value of the CR and p value. By

fulfilling the requirements of the hypothesis test criteria, the CR is  $> 1.96$  and the p value is 0.05.

And for testing the mediated hypothesis using the bootstrap test, it can be seen in the standardized indirect effects using the bootstrap test, which is stated in the two tailed significance (BC). By meeting the criteria at a significant level of standardized indirect 0.001.

## **RESULTS AND DISCUSSION**

The level of service quality given to consumers for their previous experience is in the Agree (S) category. Of the total 5 indicators on the service quality variable, the average value with the highest level is X3\_SQ with a value of 4.39, while the average value with the lowest level is X4\_SQ with a value of 4.03. The level of perceived value given to consumers on previous experiences is in the Agree (S) category. Of the total 5 indicators on the perceived value variable, the average value with the highest level is X10\_PV with a value of 4.32, while the average value with the lowest level is X9\_PV with a value of 4.06. Customer satisfaction given to consumers on previous experiences is in the Agree (S) category. Of the total 5 indicators on the customer satisfaction variable, the average value with the highest level is X11\_CS with a value of 4.14, while the average value with the lowest level is X15\_CS with a value of 4.01. The level of behavioral intention given to consumers for previous

experiences is in the Agree (S) category. Of the total 5 indicators on the behavioral intention variable, the average value with the highest level is X19\_BI with a value of 4, while for the results the average value with the lowest level is X17\_BI with a value of 3.9.

	Estimate	S.E.	C.R.	P	Label
X1_SQ <--- X1	1.000				
X2_SQ <--- X1	1.016	.077	13.231	***	
X3_SQ <--- X1	1.032	.077	13.484	***	
X10_PV <--- X2	1.000				
X9_PV <--- X2	1.022	.063	16.197	***	
X8_PV <--- X2	1.000	.063	15.852	***	
X6_PV <--- X2	.844	.062	13.565	***	
X15_CS <--- X3	1.000				
X14_CS <--- X3	1.058	.059	18.015	***	
X13_CS <--- X3	1.009	.055	18.418	***	
X12_CS <--- X3	1.030	.059	17.583	***	
X11_CS <--- X3	.922	.060	15.320	***	
X17_BI <--- Y	1.000				
X18_BI <--- Y	1.068	.072	14.865	***	
X19_BI <--- Y	1.106	.070	15.834	***	
X20_BI <--- Y	1.154	.073	15.872	***	
X5_SQ <--- X1	1.001	.081	12.370	***	

Source: Data processed by author (2022)

Overall, the remaining indicators have met the validity of the CFA test, namely the Critical Ratio (C.R.) > 1.96 with a Probability (P) value of < 0.05. So,

these indicators can be used for further analysis.

Variabel	Construct Reliability	Keterangan
Service Quality	0.9	Reliabel
Perceived Value	0.9	Reliabel
Customer Satisfaction	1.0	Reliabel
Behavioral Intention	1.0	Reliabel

Source: Data processed by author (2022)

The reliability test shows that each variable in this study as a whole can be said to be reliable because it meets the requirements of the Construct Reliability test criteria, with a Construct Reliability value > 0.7. Thus, it can be concluded that this research can be continued for further analysis.

**Structural Model Analysis**

Full model analysis below, it can be concluded that the value of the model feasibility test can be stated as a fit model. So by looking at the results of the feasibility test the model is considered fit, it can be said that the full model analysis has met the criteria of goodness-of-fit. Therefore, there is no need to re-analyze by re-modifying the above model.

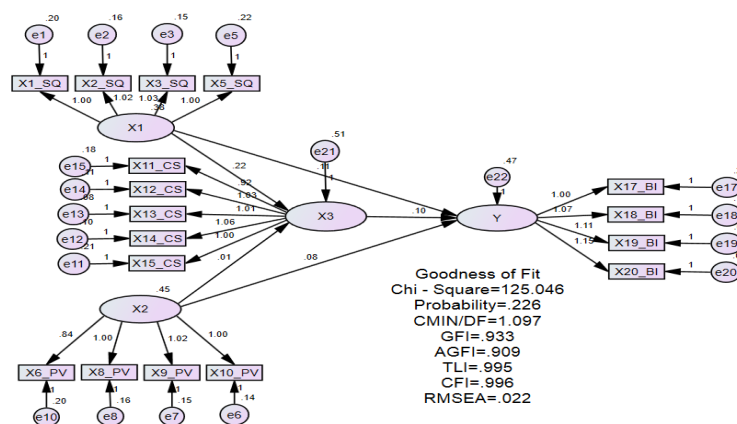


Figure 1. Full Model Analysis

### ***Normality Test***

At the value of c.r. (critical) skewness which is outside the range of  $\pm 2.58$ , meaning that the results of the univariate normality test indicate that the data is not good and the value of c.r. (critical) kurtosis on the results of the multivariate normality test, showing the value of c.r. 18,705, where this data can be concluded that the data is not normally distributed. With this information, it shows that the data of this study have not been able to meet the criteria or requirements of the normality test.

By looking at the results of the Bootstrapping test, the research data on the model analysis shows that there is no change before or after the bootstrapping test. That is, with a P value of 0.226, which means that this value is in accordance with the requirements or criteria of goodness-of-fit at the P level  $> 0.05$ . Therefore, it can be concluded that this research is still feasible to use and can also be continued by conducting the next analysis.

### ***Goodness-of-fit Criteria Evaluation***

The results of the evaluation of the goodness-of-fit criteria indicate that the overall results are fit. And for the chi-square in the full model analysis, the value is 125,046, meaning that it can meet the requirements, so that further analysis tests can be carried out.

On the causality relationship of the X1 variable to the X3 variable, which is 2.484 and the P value is 0.013. Therefore, the two values that have been described have shown that the Critical Ratio (c.r.) value is above 1.96 and the P value is below 0.05. Thus, it can be concluded that the results for testing hypothesis 1 show H0 is rejected and H1 is accepted. This means that the

X1 variable has a positive and significant effect on the X3 variable.

In the causality relationship of the X2 variable to the X3 variable, that is equal to 0.087 and the P value of 0.930. Therefore, the two values that have been described have shown that the Critical Ratio (c.r.) value is below 1.96 and the P value is above 0.05. Thus, it can be concluded that the results for testing hypothesis 2 show H0 is accepted and H2 is rejected. This means that the X2 variable has no positive and significant effect on the X3 variable.

In the causal relationship of the X3 variable to the Y variable, it is 1.373 and the P value is 0.170. Therefore, the two values that have been described have shown that the Critical Ratio (c.r.) value is below 1.96 and the P value is above 0.05. Thus, it can be concluded that the results for hypothesis testing 3 show H0 is accepted and H3 is rejected. This means that the X3 variable has no positive and significant effect on the Y variable.

In the causality relationship of the X1 variable to the Y variable, it is 1.220 and the P value is 0.222. Therefore, the two values that have been described have shown that the Critical Ratio (c.r.) value is below 1.96 and the P value is above 0.05. Thus, it can be concluded that the results for testing hypothesis 4 show H0 is accepted and H4 is rejected. This means that the X1 variable has no positive and significant effect on the Y variable.

In the causal relationship of the X2 variable to the Y variable, it is 1.004 and the P value is 0.315. Therefore, the two values that have been described have shown that the Critical Ratio (c.r.) value is below 1.96 and the P value is above 0.05. Thus, it can be concluded that the results for testing hypothesis 5 show H0 is accepted and H5 is rejected. This means that the X2 variable does



not have a positive and significant effect on the Y variable.

The X2 variable has an indirect effect on the Y variable, through the X3 variable of 0.680 and a significant v-value of 0.680. That is, the X3 variable significantly, which acts as a variable that mediates the X2 variable to the Y variable.

The X1 variable has an indirect effect on the Y variable, through the X3 variable of 0.293 and a significant v-value of 0.293. That is, the X3 variable significantly, which acts as a variable that mediates the X1 variable to the Y variable.

## CONCLUSION

Based on the results of data analysis that has been obtained, along with the discussion that has been described previously, conclusions can be drawn based on the research findings, as follows:

Service quality has a positive and significant effect on customer satisfaction for consumers who use online motorcycle taxi services on the Grab application. This shows that a high level of service quality for services provided to consumers will create a sense of customer satisfaction because it is considered to be able to fulfill consumer desires well.

Perceived value does not have a positive and significant effect on customer satisfaction for consumers who use online motorcycle taxi transportation services on the Grab application. This shows that a low level of perceived value for services provided to consumers will create a sense of customer satisfaction with a low level because it is considered not able to fulfill consumer desires properly.

Customer satisfaction does not have a positive and significant effect on the

behavioral intention of consumers who use online motorcycle taxi transportation services on the Grab application. This shows that a low level of customer satisfaction for services provided to consumers will create a low level of consumer behavioral intention because it is considered not able to fulfill consumer desires properly.

Service quality does not have a positive and significant effect on the behavioral intention of consumers who use online motorcycle taxi transportation services on the Grab application. This shows that a low level of service quality for services provided to consumers will create a low level of consumer behavioral intention because it is considered not able to fulfill consumer desires properly.

Perceived value does not have a positive and significant effect on the behavioral intention of consumers who use online motorcycle taxi transportation services on the Grab application. This shows that a low level of perceived value for services provided to consumers will create a low level of consumer behavioral intention because it is considered not able to fulfill consumer desires properly.

Perceived value has an indirect influence on the behavioral intention variable through the customer satisfaction variable and has a significant relationship. That is, the higher the perceived value by consumers, the higher the behavioral intention after using the service, namely on the basis of being influenced previously because of the emergence of customer satisfaction which is considered very good with the services provided.

Service quality has an indirect influence on the behavioral intention variable through the customer satisfaction variable and has a significant

relationship. That is, the higher the service quality perceived by consumers, the higher the behavioral intention after using the service, namely on the basis of being influenced previously because of the emergence of customer satisfaction which is considered very good with the services provided.

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