



Customer Satisfaction Mediated by Trust in Online Delivery Service “Gosend”

Theresye Yoanyta Octora¹, Marlina Iryatie², Adam Farrel Ghazali³, Raka Adli Pribadi⁴

¹Faculty of Management and Business, Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, yoanita.oct@gmail.com

²Faculty of Management and Business, Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, miryatie@gmail.com

³Faculty of Management and Business, Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

⁴Faculty of Management and Business, Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

Corresponding author: yoanita.oct@gmail.com¹

Abstract: Gojek has become one of the solutions to facilitate urban mobility. In this research, the prominent phenomenon under investigation is various issues related to the delivery process, including timeliness of deliveries, compatibility of delivery locations with customer addresses, accuracy of delivery status, and any potential discourteous behavior that may occur on the part of the service providers in the customer context. The primary objective of this study is to examine the impact of service quality and perceived value on customer satisfaction levels, with trust as the mediator under scrutiny. This research adopts a quantitative approach, as population data is not available due to the total number of customers. A total of 100 respondents were selected using the SEM-PLS method. Data was collected through purposive sampling with specific criteria applied to the respondents. The results of this study indicate that service quality has a significant impact on customer trust, customer perceived value has an insignificant effect on customer trust, customer trust has a significant effect on customer satisfaction, service quality has an insignificant effect on customer satisfaction, and perceived value has a significant impact on customer satisfaction.

Keywords: Service Quality, Perceived Value, Customer Satisfaction, Trust, Delivery Platform

INTRODUCTION

In the era of globalization, the business world faces intense competition, and the demands of companies to innovate are increasing. Companies must be more careful in determining competitive strategies to win the competition they face. Companies must have the ability to design and implement marketing strategies that are able to create, maintain, and increase customer satisfaction. Service companies are currently increasing rapidly, one of which is a company in the field of transportation services. People need transportation as a tool to carry out activities; transportation service businesses are competing to attract consumers by providing service innovation, ease of ordering, fleet comfort, on-time, and so

on. Along with the development of current technology in Indonesia, in transportation services, there is an online delivery platform using motorized vehicles.

Gojek is an online-based transportation service provider that comes as a first mover and has a variety of services, such as Goride for motor vehicles, Gocar for car vehicles, and Gosend as an online delivery service. According to data from research by Andy Wirawan & Eddy Supriyadinata Gorda (2019), many customers decide to buy goods and products because they are aware of the Gosend service as a delivery medium; the majority of consumers who are respondents are willing to pay more to use the service even though there are additional costs that must be incurred so that the goods delivered can arrive on time and according to consumer wishes.

The ability of a business to provide services that meet customer expectations will lead to customer satisfaction research (Thung, 2019). Service quality is a factor that determines the level of success and quality of the company and is a business strategy to maintain itself and achieve success in business. Customer value is defined as a comparison between the benefits obtained by customers and the effort made by customers compared to the benefits offered by competitors (Nursiana, 2011). Research this definition, customers will consider the benefits they will get from these efforts compared to what their competitors get. If the value offered by the company does not match customer expectations, they will leave the company and will switch to a competing company that offers better value.

Research by Mowen and Minor (2002), consumer confidence includes all the knowledge and conclusions that customers have about objects, attributes, and benefits. Customers generally want goods and services that can be received and served well. Customers will become more satisfied if the company can provide services that meet their expectations (Thung, 2019). The experience of fostering a positive attitude towards customers can lead to customer satisfaction (Bahrudin & Zuhro, 2016). In addition, fostering positive feelings towards the product will foster trust.

This research aims to find out the improvement of gosend delivery services that have an impact on customer satisfaction, customer perceived value, and customer trust.

Literature review

Service Quality

Sadewa (2018) states that service quality is a collection of particular products or services that can meet the needs and desires of the community. In this case, businesses that provide services require direct interaction between businesses and consumers. Employee behavioral factors such as attitude and ability to convey information are the most important things that distinguish good service. This section provides a critical overview of existing literature, helps situate the research within the broader academic discourse, and lays the foundation for the research objectives, methodology, and contributions presented in the journal article.

Service quality is influenced by two factors: expectations and perceptions. In other words, service quality can be defined as the difference between client expectations and perceptions that arise during the service process as part of a sustainable trade and service business. (Mugion et al, 2018).

Ali et al., (2021) say that service quality is a specific judgment made by the customer between the expected service quality and the actual service provided and the service actually provided

Research by Nursiana, (2011). Some dimensions are used as guidelines in assessing service quality: Tangible, the appearance of physical facilities, equipment, and staff are the five dimensions of service quality that customers use to assess service quality. Empathy (Empathy) is the need to show personal attention and care to customers. Reliability is the ability to deliver the promised services precisely and reliably. Responsiveness is the

willingness to help customers and provide services quickly or responsively. Assurance is the knowledge and courtesy of employees and their ability to foster trust.

The quality of service provided to clients in accordance with standardized services, which act as guidelines for service delivery, is referred to as the quality of service. Standard service is a preset size that serves as an appropriate form of service standardization. (Sihombing et al., 2023)

The comparison between what customers believe a company should provide them with and the actual service performance of the company is known as service quality (SERVQUAL). It has been demonstrated that customer perception influences repurchase intention indirectly because perception influences satisfaction, which in turn influences the propensity to make repeat purchases (repurchase intention). (Dian Octaviani et al., 2023)

Perceived Value

Pahlevi (2019), perceived value relates to how the product or service consumed compares to sacrifices (what the customer gives up) and benefits. Customers feel treated relatively if they feel the proportion between the sacrifice and the experience they get is equivalent.

As a resource that is created and facilitated by businesses and marketers, customer perceived value is defined by (Yeh 2016), as a property that is associated with the product and is acquired by customers through purchase, use, and interactions and discussions between businesses and customers

Viewed from a marketing standpoint, customer perceived value (i.e., how much customers value a product or service) is the most crucial factor in gaining an organization's competitive advantage and predicting consumer behavior (Wang et al., 2019).

Rahardja et al. (2021) explain that perceived value has four essential elements that can be used as benchmarks, namely: Aesthetics is the concept of beauty in the product, how strong it is in the design or appearance of the product. A pleasure that represents the customer's feelings in using or performing specific task. Customer return on investment (CROI) is the customer's expectation of the feedback he will receive after investing his funds in the hope of gaining additional value. Service excellence (this includes both after-sales and excellent service) during transactions and in digital product reviews from customers).

According to Patty et al., (2020), perceived value is the degree to which consumers or clients view the utility or value of a good or service and the degree to which it meets their expectations in comparison to rivals offering comparable goods or services.

Trust

One of the reasons customers continue to buy goods and services of a particular brand is trust, which is a psychological condition that encourages consumers to buy goods or services from a particular company and expect the company to fulfill its promises. (Pahlevi, 2019).

Dahiyat et al., (2011) define trust as the willingness to rely on service providers to customers who have trust. Trust is seen as a valuable asset in the relationship between service providers and customers. It is considered a key variable for the success of relationships in the service business.

Because customers make decisions before using these services, trust is one way of marketing services to maintain the relationship between service providers and customers. As stated by Salsabila et al., (2020), trust is an important factor in long-term relationships.

Trust is the belief that consumers will achieve the expected results from using a good or service. Three components determine consumer confidence: Integrity: Integrity relates to the way the seller conducts its business. Customer information must be accounted for. The quality of the goods sold and their credibility. Kindness. What is meant by kindness is the

desire of a seller to provide mutually beneficial satisfaction for customers, and himself is known as kindness. Sellers prioritize customer satisfaction even if they can make more money. Ability: the ability of the organization or seller to influence and allow certain areas this way, the seller can provide, assist, and keep the transaction safe from interference from other parties. In other words, the seller guarantees that the customer will be satisfied and feel safe during the transaction (Sari & Lestariningsih, 2021).

Furthermore, trust is essential for building transactional relationships between buyers and sellers based on cause-and-effect relationships as well as for retaining and gaining the loyalty of customers. (Triani et al., 2019)

Customer Satisfaction

Fakfare, (2021) Customer satisfaction is a widely studied construct in the fields of marketing and consumer behavior. It refers to an overall evaluation or judgment. Various factors, including product and service quality, perceived value, customer expectations, and post-purchase experience, influence customer satisfaction. Customer satisfaction states that satisfied customers are more likely to show positive behavior, such as repeat purchases, loyalty, and positive word-of-mouth recommendations.

When a consumer experiences a level of feeling that fulfills his expectations, it can be said that they are satisfied Indrawan & Andrian, (2021). Providing customers with the best possible service and support results in their satisfaction. If a company can keep its customers happy with its offerings, those customers will endure on their own and may even become devoted customers.

Research by Kotler and Keller, (2009) that customer satisfaction is the feeling of pleasure or disappointment that arises when they compare product performance (or results) with their expectations. Some indicators of customer satisfaction include Fulfillment of customer expectations, Feeling or desire to use the product and recommendations to others. An individual's reaction to a product or emotional state, such as anger, dissatisfaction, neutrality, excitement, and pleasure, is known as satisfaction. So, customer satisfaction is a buyer's cognitive state related to the equivalence (suitability/pleasure) or inequality (displeasure) of the results obtained compared to the sacrifices that have been made (Ibrahim & Thawil, 2019).

METHOD

This study uses a descriptive quantitative methodology, and population data is not obtained precisely because the existing data is the total number of customers from the gosend platform. Quantitative data is a category of research approaches that rely on positivistic (concrete) data Sugiyono, (2022). Data is taken using a purposive sampling technique with specific criteria shown to respondents. According to Hair, (2010) formula was used to calculate the sample size. It is used because of the unknown population size and proposes that the minimum sample size is multiplied by 5-10 indicator variables. Therefore, the number of indicators is 19 times 5 ($19 \times 5 = 95$). Therefore, the calculations carried out based on this formula resulted in the number of samples to be studied 95, So the population we took was 100 because. According to Hair, (2014), a good sample size is around 100 - 300 respondents. The sample taken in this study was 100 users of gosend delivery services based on. The data collection technique was carried out by distributing questionnaires and analyzing the data using SEMPLS version 4.

The results of distributing questionnaires obtained the following respondent data: there are 100 respondents with the results of 58 men and 42 women, in terms of age range from 18 to 23 years old, who mostly use gosend 64% (64 people), the most respondents' jobs are students or students 59% (59 people), then self-employed 15% (15 people). There are specific criteria that are asked of respondents, such as the reasons for using gosend online

delivery. The results of the particular criteria question, 90% (90 people) answered for personal use, and 10% (10 people) used it for business purposes, so it can be confirmed that the respondents match what is needed in this study.

The principle of mediation in path analysis states that if there is no direct statistical significance between the Independent Variable (X) and the Dependent Variable (Y), and the indirect effect through the Mediating Variable (M) is also not statistically significant, then the Mediating Variable (M) is considered not to function as a mediating variable.

When the direct impact of the Independent Variable (X) on the Dependent Variable (Y) is not statistically significant, but there is significance in the indirect influence of the Independent Variable (X) on the Dependent Variable (Y) through the Mediation Variable (M), the Mediation Variable (M) is characterized as a Perfect Mediation Variable.

In instances where the Independent Variable (X) has a direct and statistically significant effect on the Dependent Variable (Y), and there is also a significant indirect effect through the Mediation Variable (M), the Mediation Variable (M) is referred to as a Partial Mediation Variable.

If the direct impact of the Independent Variable (X) on the Dependent Variable (Y) is not significant, and the indirect impact through the Mediating Variable (M) is also not statistically significant, then the Mediating Variable (M) is considered not to be a mediating variable.

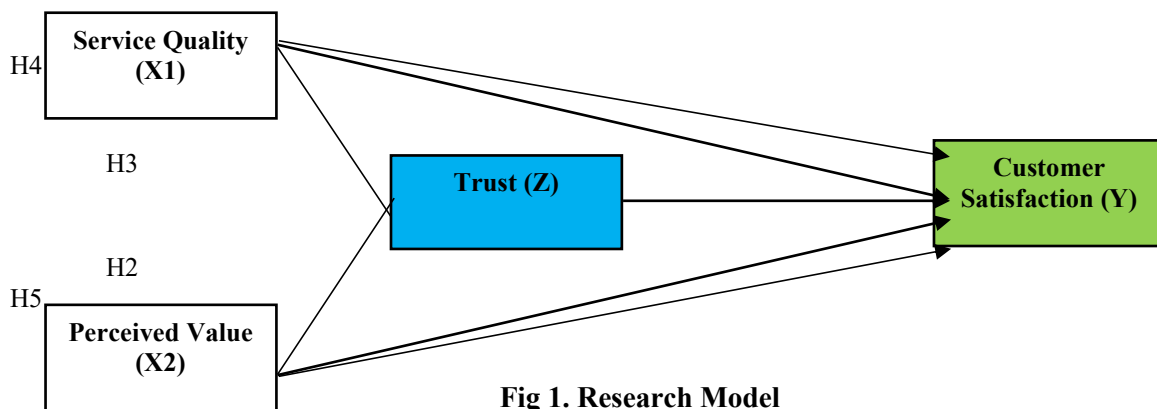


Fig 1. Research Model

Hypothesis

- H1: Service quality has a significant effect on customer trust
- H2: Customer perceived value has a significant effect on customer trust
- H3: Customer trust has a significant effect on customer Satisfaction
- H4: Service quality has a significant effect on customer satisfaction
- H5: Perceived value has a significant effect on customer satisfaction

Table 1. Measurement Indicators

Variable	Items	Source
Service Quality	X1.1	The Gosend service pays special attention to customer packages. (Ali et al., 2021)
	X1.2	Gosend service puts the customer first. (Ali et al., 2021)
	X1.3	Gosend drivers are reliable in handling problems during delivery. (Ali et al., 2021)
	X1.4	Gosend drivers are consistently polite and friendly to customers. (Ali et al., 2021)
	X1.5	Gosend service is responsive in responding to customers. (Ali et al., 2021)

	X1.6	Gosend is always willing to help customers.	(Ali et al., 2021)
Perceived Value	X2.1	Gosend service delivers according to the specified schedule.	(Y. P. Yeh, 2013)
	X2.2	Gosend's service ensures that customers receive their packages at the address listed.	(Y. P. Yeh, 2013)
	X2.3	Gosend service has an accurate tracking system.	(Y. P. Yeh, 2013)
	X2.4	The Gosend service app makes it easy for me to send goods/packages.	(Y. P. Yeh, 2016)
	X2.5	Gosend service app is easy to use.	(Kad, 2023)
Trust	Z1.1	I trust Gosend service to deliver goods/packages.	(Dahiyat et al., 2011)
	Z1.2	I believe the goods/packages sent using the Gosend service arrived safely.	(Dahiyat et al., 2011)
	Z1.3	I trust the tariff determination stated on the Gosend service.	(Dahiyat et al., 2011)
Customer satisfaction	Y1.1	I am sure that I have chosen the Gosend service in sending goods/packages.	(Fakfare, 2021)
	Y1.2		(Fakfare, 2021)
	Y1.3	I am satisfied to have used the Gosend service in the delivery of goods/use.	(Gul, 2014)
	Y1.4		(Gul, 2014)
	Y1.5	I will choose Gosend service as the first delivery to send goods/packages. For me, Gosend service is better than other delivery services. I have no problems while using gosend services for shipping goods/packages.	(Gul, 2014)

RESULTS AND DISCUSSION

Reliability and Construct Validity Test

An underlying concept will produce responses that can be elicited according to its construct validity. Construct reliability was assessed in this study using Cronbach's alpha and reliability composition (composition method). The validity and reliability of the research constructs can be seen from the results of data collection in Table 2 below.

Validity. Based on the results of convergent validity testing, all indicators are declared valid because they have an outer loading factor > 0.70 (J. Noor, 2014).

Reliability. If the composite reliability value exceeds 0.70, then the results are considered reliable (J. Noor, 2014). The table below shows the reliability test results for this study:

Table 2. Construct Reliability and Validity

No	Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Result
1	Service Quality	0,839	0,839	0,882	0,554	Accepted
2	Customer Perceived Value	0,798	0,800	0,861	0,553	Accepted

3	Trust	0,748	0,750	0,857	0,666	Accepted
4	Customer Satisfaction	0,803	0,804	0,864	0,560	Accepted

(Source: processed by researchers using SmartPLS 4)

From the Table above research by Jogiyanto, (2018). It is known that Cronbach's alpha value of each latent variable, which has a value of more than 0.70 is considered to have an acceptable value or high reliability. In addition, we know that the composite reliability value of each latent variable has a value of more than 0.70, which indicates that each variable in this study has high reliability. The coefficient of each variable is lower than the Average Variance Extracted (AVE) value. This amount is acceptable for variables with good value determinants. Based on the discriminant validity test, service quality, customer perceived value, trust, and customer satisfaction are validated with an AVE value of more than 0.50.

Table 3. Average Variance Extracted (AVE)

Variable	AVE	Root of AVE
Service Quality (X1)	0,554	0.744
Customer Perceived Value (X2)	0,553	0.744
Trust (Z)	0,666	0.816
Customer Satisfaction (Y)	0,560	0.748

Ghozali, (2018) The coefficient of each variable is lower than the Average Variance Extracted (AVE) value below 0.05. This number is not acceptable for variables with good value determinants when the AVE value is above 0.05, indicating good convergence. Based on the discriminant validity test, service quality, customer perceived value, trust, and customer satisfaction are validated with an AVE value of more than 0.50.

Validity Testing

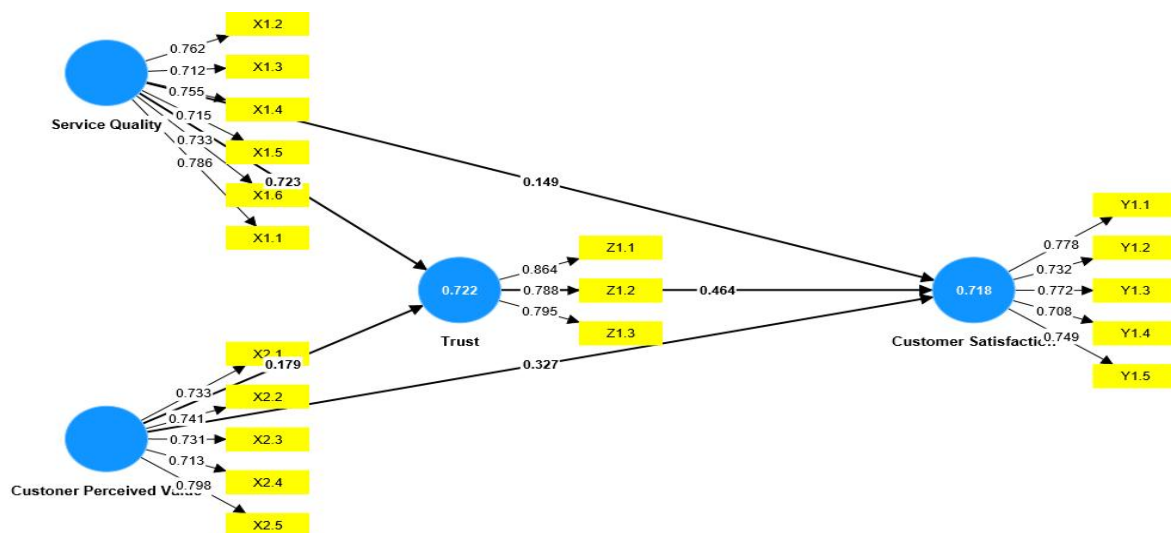


Fig 2. Validity Testing

(Source: processed by researchers using smartPLS 4)

Table 4. Validity Test Table

Variable	Service Quality (X)	Customer Perceived Value (X2)	Trust (Z)	Customer Satisfaction (Y)
X1.1	0,768			
X1.2	0.762			
X1.3	0,712			
X1.4	0,755			
X1.5	0,715			
X1.6	0,733			
X2.1		0.733		
X2.2		0.741		
X2.3		0.731		
X2.4		0.713		
X2.5		0.798		
Z1.1			0,864	
Z1.2			0,788	
Z1.3			0,795	
Y1.1				0,778
Y1.2				0,732
Y1.3				0,772
Y1.4				0,708
Y1.5				0,749

(Source: processed by researchers using SmartPLS 4)

In the above research, there are several stages of testing the measurement model, which aims to prove the validity requirements of the research, namely the loading factor limit value > more than 0.7 (greater than zero point seven). If an indicator is considered valid, it must meet the convergent validity test with an outer loading value of more than > 0.7. (Latan & Ghozali, 2015)

Goodness of Fit Test

Table 5. Goodness of Fit Test.

	Saturated Model	Estimated Model
SRMR	0,104	0,104
d_ ULS	2,038	2,038
d_ G	0,941	0,941
Chi-Square	512,492	512,492
NFI	0.597	0.597

When two or more independent variables or exogenous constructs have a high correlation, it is referred to as multicollinearity and impairs the model's predictive power (Sekaran & Bougie, 2016). Since more than five indicates the presence of collinearity between constructs, the VIF value must be less than five (Sarstedt et al., 2017). Table 5 above shows a VIF value of 1.000, which indicates the presence of collinearity between constructs.

R-square Table

Table 6. R- square Table

	R square	R square Adjusted	Result
Customer Satisfaction(Y)	0,718	0,710	Moderate
Trust (Z)	0,722	0,716	Moderate
Customer Satisfaction(Y)	0,718	0,710	Moderate
Trust (Z)	0,722	0,716	Moderate

(Source: processed by researchers using SmartPLS 4)

An R-squared value of 0.75 indicates strong, 0.50 indicates moderate, and 0.25 indicates weak (Latan & Ghozali, 2015). Considering the R2 value of the two variables it involves the relevance of Q2 prediction. From the Table above, the value of customer satisfaction is 0.718 or 71.8% percent, which indicates that it has a moderate level of value because it is above 0.50 and below 0.75. The trust value is also 0.722 or 72.2% percent, which indicates that it has a moderate level of value as it is above 0.50 and below 0.75.

Predictive Relevance Test Q-square

To find out how well the model and its parameter estimates generate the observation value, structural models can use predictive relevance or Q-square testing. It can be declared that the model has predictive relevance if the Q-square value is > 0. You can use the formula to determine the Q-Square value :

$$Q^2 = 1 - (1 - 0,278) (1 - 0,282)$$

$$Q^2 = 1 - (0,722) (0,718)$$

$$Q^2 = 1 - 0,518$$

$$Q^2 = 0,482$$

From the results of the above calculations, the Q2 value is 0.482 > 0 and not close to the value of 1. It can be said that the structural model is fit or this research model has predictive relevance (Latan & Ghozali, 2015).

Hypothesis Result of the Structural Model

Table 7. Hypothesis Result of the Structural Mode

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
Service Quality (X1) -> Trust (Z)	0,723	0,701	0,104	6.949	0,000	Accepted
Customer Perceived Value (X2) -> Trust (Z)	0,179	0,197	0,105	1.700	0,045	Accepted
Trust (Z) -> Customer Satisfaction (Y)	0,464	0,443	0,167	2.768	0,003	Accepted
Service Quality (X1) -> Customer Satisfaction (Y)	0,149	0,143	0,146	1.018	0,154	Not accepted

Customer Perceived Value (X2) -> Customer Satisfaction (Y)	0,327	0,329	0,127	2.584	0,005	Accepted
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(Source: processed by researchers using SmartPLS 4)

Based on the results of the analysis shown in Table 7, in this study, the variable Service quality has a significant effect on customer trust, customer perceived value has an influence but is not significant to customer trust because when compared to the T table 1.985 T count is smaller, customer trust has a significant effect on customer satisfaction, service quality has an insignificant effect on customer satisfaction of Gosend services because the T value is less than 1.985, perceived value has a significant effect on customer satisfaction. This means that the 3 hypotheses in this study are significant because the T count is more excellent than T table 1.985, except for the 2 hypotheses of service quality on customer satisfaction and perceived value on trust have an insignificant effect because the T count is less than 1.985.

CONCLUSION

It can be concluded that the service quality variable has a significant effect on customer trust, the second perceived value has an insignificant effect on customer trust, the third trust variable has a significant effect on customer satisfaction, this is in line with the research conducted by Hossain et al, (2021) that service quality, perceived value, and trust in home delivery service personnel in Dhaka, Bangladesh have a significant positive impact on customer satisfaction, that service quality, perceived value, and trust in home delivery service personnel in Dhaka, Bangladesh have a significant positive impact on customer satisfaction, then there are differences in the results of research on service quality variables on customer satisfaction that have an insignificant effect, because the object of our research is the Gosend delivery service conducted in Jakarta, while in previous research conducted (Muhammad Waseem Akram et al, 2022) the object of research is on home delivery services in Pakistan, in Indonesia in particular, the majority of users of Gosend delivery services do not see the quality of service because it does not guarantee customer satisfaction, the quality of Gosend services to date has not been able to satisfy customers but customers see in terms of its function which can be proven by the last hypothesis, that is, perceived value has a significant effect on customer satisfaction so that Gosend customers are more concerned with perceived value than service quality.

Implications

The implications of research on service quality and perceived value on customer satisfaction of Gosend services, the findings of this study are expected to help improve the effectiveness of efforts to improve overall service quality, as follows:

1. From the results of this study, Gojek companies need to continue to prioritize improving the quality of their services. This involves training and developing drivers to ensure that they provide friendly, efficient, and reliable service to customers. The company should also collect customer feedback regularly and respond quickly to improve aspects that may not satisfy customers. In addition, transparency in fees and policies needs to be maintained to build customer trust. Improved technology and efficiency in the delivery process can also improve customer satisfaction. By focusing on service quality, Gosend can retain and attract more customers.
2. The value perceived by customers needs to be considered because it will result in several benefits such as improved quality of gosend services. This includes improvements in delivery times, customer service availability, or better handling of goods. Service Personalization This could mean providing more flexible delivery options or customizing delivery methods according to customer needs.

Research limitations

During this research process, the authors gain experience and have several limitations that can be used as references in subsequent research in order to be an improvement in research writing. It must be improved for future researchers. Some obstacles, such as in the data collection method, such as when collecting data, capturing respondents based on the distribution of Google form links, so that researchers cannot be sure of the characteristics of the respondents. The limited time for conducting this research makes researchers limit the number of respondents and research locations. It is hoped that further research will use other research objects or compare service providers, use a more significant number of samples, and test variables that can improve services and create customer satisfaction.

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