What Does Service Quality, Perceived Value, and Customer Trust Have to Do with Customer Loyalty for Go-Food Users in The Gojek App? Using Customer Satisfaction Performs as a Moderator.

(Case Study on Students of the Faculty of Economics and Business University of Bandar Lampung)

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Abstract

This study intends to examine several elements that affect Go-Food patronage among University of Bandar Lampung Faculty of Economics and Business students. In order to determine their impact on customer loyalty, this study examines a number of criteria, including service quality, perceived value, customer trust and customer satisfaction. Go-Food application, which is owned by Go-Food, can compete by winning over more customers by using the information from this study. By giving questionnaires to 93 members of the University of Bandar Lampung's Faculty of Economics and Business, research data was collected. Customers who use the Go-Food application from GoJek for students at the Faculty of Economics and Business, University of Bandar Lampung, are considered respondents. A partial-based SEM methodology was employed to gather and discover the findings from the data. The outcomes of this study demonstrate that Service quality is positively and significantly influenced by customer satisfaction. Perceived value has a positive but no significant effect on customer satisfaction. Customer trust is significantly and favorably impact by customer satisfaction. Service quality has a positive but not significant effect on customer loyalty. Perceived value is positively and significantly influenced by customer loyalty. Customer trust has a positive but not significant effect on customer loyalty. Customer satisfaction has a positive but not significant effect on customer loyalty. Researchers who study related issues are advised to consider other factors, such as price, brand image, and advertising, which can affect customer loyalty.

Keywords: *Service Quality; Perceived Value; Customer Trust; Customer Loyalty; Customer Satisfaction.*

Introduction

The presence of internet transportation providers has intensified competition within the transportation industry in Indonesia. Go-Jek, Uber, and Grab are widely recognized as the predominant mobile applications for online transportation services in Indonesia. These applications provide a significant competitive edge compared to traditional transportation methods by effectively connecting drivers and customers. The proliferation of online transportation services has been observed to increase annually, with Indonesia currently hosting a total of ten application-based online transportation services. These services include Go-Jek, Grabbike, Grabtaxi, Uber, Bajaj App, Transjek, Wheel Line, Bangjek, Ojek Syar'i, and Blue-Jek. Additionally, the internet transportation industry remains a promising sector due to the increasing prevalence of smartphone usage among the population in Indonesia. Indonesia has

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emerged as the largest consumer of smartphones in the Asia-Pacific region, following China and India, with a penetration rate of 45.4% (Fauzi, 2018; Santoso & Nelloh, 2017)

Despite the challenges posed by excessive traffic and the bustling nature of urban communities, individuals are nonetheless able to utilize transport services. In order to mitigate traffic congestion in urban regions, individuals frequently exhibit hesitancy in utilizing their personal vehicles. Motorcycle transportation is a viable alternative mode of transportation that has the advantage of circumventing traffic congestion while maintaining affordability (Hamzah et al., 2021).

Go-Jek is a socially-oriented startup that provides services utilizing two-wheeled vehicles and cars with mobile applications for the purpose of ordering. The recruitment process for online motorcycle taxi drivers involves training sessions, during which they are provided with essential gear such as jackets, helmets, and smartphones. These smartphones serve a crucial purpose as they enable drivers to efficiently examine incoming orders and accurately calculate fares based on the distance traveled. The general public expresses high levels of satisfaction with online transport services, such as Go-Jek, due to the convenience of ordering through smartphone applications, the affordability of fares, and the transparency of pricing mechanisms. Go-Jek offers a diverse range of services through their application, ensuring high levels of customer satisfaction. In addition to facilitating transportation, online motorcycle taxis provided by Go-Jek may also be utilized for the delivery of food and merchandise, all at inexpensive rates (Handani et al., 2019).

The transport sector in Indonesia has evolved into a burgeoning industry that is increasingly prominent. The emergence of internet transport in Indonesia gained significant attention with the establishment of GO-JEK in 2010. The initial fleet of GO-JEK had 20 drivers, which has since expanded exponentially to encompass over 200 thousand drivers across many major cities in Indonesia. The GO-JEK application was introduced in the early part of 2015 and has since undergone a series of ongoing enhancements and updates. Grab followed Uber's entry into the Indonesian market in 2014, and then in 2015. Currently, these three entities have emerged as the leading online transport providers in Indonesia. Nevertheless, GO-JEK currently has a dominant position in numerous Indonesian cities, boasting the highest count of both users and drivers (Septiani et al., 2017; Silalahi et al., 2017).

The internet transport business concept is currently one of the most dynamic examples of the sharing economy in Indonesia. The Go-Jek application has garnered about 10 million downloads on the Google Play Store, and it is also accessible on the App Store for iOS devices. As a formidable rival to Go-Jek in the industry, the Go-Jek application has garnered about 10 million downloads on Android smartphones. GO-JEK and Go-Jek Uber are the predominant online transportation platforms in Indonesia and have gained significant popularity among Indonesian citizens, particularly those residing in major urban centers. These applications not only serve as a kind of enhancement but have also integrated themselves into the daily routines of metropolitan populations, potentially leading to a reliance on them among numerous users (Mulyono & Situmorang, 2018).

Organisations are encountering challenges in the acquisition and retention of clients due to the escalating competitiveness within service sectors. Hence, there is an increasing imperative to cultivate and incentivize consumer loyalty (Giovanis & Athanasopoulou, 2014).Within this context, the concept of loyalty emerges as a crucial marketing instrument that not only targets the client base, but also serves as a notable metric for gauging the prosperity of a company enterprise (Chang & Thai, 2016). Enhancing the emphasis on customer-centricity directs attention towards the financial gains of service providers and the prospective growth of revenue streams in the forthcoming periods. Hence, the primary objective of an organisation and its marketing efforts is to prioritise customer loyalty (Wilis & Nurwulandari, 2020a). Human capital is a

paramount asset for any organisation, serving as an essential prerequisite for its establishment. Most managers possess an understanding of the significance of customer loyalty and consequently prioritise efforts to enhance the loyalty of current customers, acquire new customers who exhibit loyalty, and adopt a customer loyalty management strategy (Yilmaz & Ari, 2017). This holds significant importance inside mature marketplaces, when the acquisition of new customers that exhibit loyalty is unattainable (Frasquet & Miquel, 2017; III et al., 2020; Vilkaite-Vaitone & Skackauskiene, 2020).

Despite an extensive amount of research conducted on the topic of customer loyalty within the field of marketing academia, there remains ongoing debate among scholars over the appropriate methods for operationalizing the concept for student loyalty (Alam & Noor, 2020; Wilis & Nurwulandari, 2020a)

The current study posits that satisfaction has a beneficial influence on loyalty within the framework of human-chatbot interaction. Previous research in the field of information systems has identified loyalty as a consequential effect of satisfaction. Furthermore, numerous studies have demonstrated that the loyalty of chatbots is determined by customer satisfaction (Hsu & Lin, 2023a).

Customer satisfaction can be defined as an individual's emotional response, characterized by either joy or disappointment, which arises from the comparison between their perceived performance or outcome of a product and their initial expectations (Özkan et al., 2020). Customer satisfaction is one of the concepts that have a close relationship with customer loyalty. If clients experience a significant amount of satisfaction while reviewing the purchase of items or services, it is likely to influence their level of loyalty towards these products or services. It can be inferred that there exists a positive correlation between the degree of customer pleasure in relation to the acquisition of products or services and the amount of client loyalty. Moreover, it has been asserted that customer satisfaction not only acts as a mediator in the impact of service quality on loyalty but also functions as a moderator in the association between service quality and loyalty. This argument demonstrates that the impact of service quality on customer loyalty can be either enhanced or diminished by customer satisfaction. This implies that when a customer perceives the service quality offered by a company as satisfactory, their loyalty towards the company is likely to increase. Conversely, if a customer perceives the service quality as unsatisfactory, it is likely to diminish the relationship between service quality and customer loyalty (Fernandes, 2018).

The occurrence of positive experiences has a direct impact on the level of happiness that customers derive from a brand, thus fostering a desire to engage in repeated encounters. This, in turn, cultivates a sense of long-term loyalty towards the brand (Garzaro et al., 2021).

The researchers undertook the development and subsequent testing of a conceptual model that aimed to examine the factors that precede and follow the occurrence of MCPV. The researcher demonstrated that the connection between MCPV and customer retention is influenced by consumer happiness and customer loyalty (Eid, 2015)

Increased customer loyalty has the potential to result in a better rate of client retention (Wu & Li, 2018). Customer satisfaction has the potential to influence many customer behaviors, such as repurchasing, committing to a brand, recommending it to others, and fostering word-of-mouth communication (Liao et al., 2014). When customers have strong loyalty, the sellers can establish close links (strong ties) with a target customer group. Past research supported that customer value is as the key factor in determining loyalty (Wu & Li, 2018)

Customer loyalty is described as someone who makes frequent and repeated purchases, comes to the same area continuously and repeatedly to satisfy his demands through purchasing and paying for a good or service

(Hasan, 2014). Whereas a stronger commitment on the part of the consumer is referred to as customer loyalty to repeatedly order or repurchase particular goods or services, even though the situational effects of marketing initiatives may result in behavior changes (Hurriyati, 2010). The concept of customer loyalty has garnered significant attention within the realm of service marketing literature. This emphasis is primarily attributed to the recognition of its substantial role in fostering the development of sustainable competitive advantage for service organizations (M. Lee & Cunningham, 2001).

The operationalization of customer loyalty has been approached in two different ways, namely as a behavioral and attitude. Attitudinal loyalty refers to the positive predisposition of clients towards a certain provider in comparison to other organizations that provide similar services. Customers are prone to switching to an alternative brand in the market if it offers superior qualities and a more affordable pricing. (Islam et al., 2021a) (Kaura et al., 2015a)

Online meal delivery services, which are technically simple to use on smartphones, are one of the most well-known e-commerce companies and are utilized by 75% of online buyers in Indonesia, according to (Hirschberg, 2016).

PT. Gojek Indonesia is a 2010-founded online transportation startup that was founded by Nadiem Makarim. PT. Gojek Indonesia is a start-up and one of them is an organization engaged in internet application-based transportation services. Gojek is a company with a social spirit that is leading the revolution in the motorcycle transportation industry. Gojek currently offers a variety of services to its customers including Go-Ride, Go-Car, Go-Food, and cashless payment using Go-Pay, all of which offer electronic services *(e-service)*. One of the service features available on the Gojek android application is Go-Food.

The Gojek firm offers a delivery service called Go-Food for purchasing and deliver food orders to its users (Almariah, 2019). Food *delivery services* have recently been increasingly in demand by the public, because Go-Food makes it easy to mobilize and order food. The easy payment system and fast service make Go-Food attractive to the public.

The Southeast Strategics Research results show that Go-Food is an online food delivery service with the largest transaction value in Indonesia. Not only it has the largest transaction value, Go-Food is also the *top of mind* (50%) food delivery service *in* Indonesia. Go-Food has a transaction value of IDR 30.65 trillion according to calculations by Tenggara Strategics. Users of the Go-Food feature in the Gojek application are most often used by students. Usually students order food through Go-Food because the weather is not supportive such as rain and they are also lazy to queue and wait. According to detik.com, 60% of Go-Food users are under the age of 35 years old, with 35% of them between the ages of 18 and 25 years old and 25% between the ages of 26 and 35 years old. Pre-survey had conducted to determine whether the effect of satisfaction on customer loyalty has a greater impact than the three variables on students using the Go-Food feature at Faculty of Economics and Business students with years of student between 2019–2022 class. The results of the preliminary survey are as follows:

Table 1: Characteristics of Respondents (Student of year 2019-2022).

No	Question	Percentage %	
		Yes	No
1.	How satisfied are you with Go-Food's service quality?	80	20
2.	Did Go-Food features fits with your needs?	90	10
3.	Did you like in use Go-Food?	70	30
4.	Did Go-Food guarranty secured transaction?	65	35
5.	Do you often order online food from Go-Food?	55	45

Source(s): Author's own creation/works

According to Table 1. Students who utilize the Go-Food element of the Gojek application are still just 55% devoted to it. This still falls short of the goal established by Gojek, which encourages students to use the Go-Food function of the Gojek app.

Students who use the Go-Food function of the Gojek program have a high level of happiness (90%) but only a low level of loyalty (55%). This conflicts with studies done by Hermawan (2015), who describes the term customer loyalty refers to a consumer's commitment to continue purchasing or providing a good or service that is a product, which leads to the customer making subsequent purchases of the same brand despite situational or market influences. competitors opposing modifications to a brand.

Literature Review

In the recent literature, the customer satisfaction paradigm has been widely used to examine customer loyalty in various industry (Chuah et al., 2017; Hsu & Lin, 2023b; Xu & Du, 2018) Moreover, researchers also have examined service quality, perceived value, trust, customer satisfaction and loyalty in combination with different paradigms (Boonlertvanich, 2019a, 2019b; Ginting et al., 2023; Wilis & Nurwulandari, 2020b) . However, the empirical study about the influence of service quality, perceived value, trust on customer loyalty with customer satisfaction has not so far been examined in the online transportation, though some of these relationships have been examined separately in prior studies (Boonlertvanich, 2019a, 2019b; Wantara, 2015; Zhong & Moon, 2020a, 2020b) . Therefore, taking the above mentioned theoretical ground as well as the following empirical findings into account, the current study has developed hypotheses and a conceptual framework to examine customer loyalty for online transportation user.

Service Quality

Service quality is described by Barusman (2019) as the entire set of characteristics of a good or service that contribute to meeting demands. Service quality can be conceptualised as the contrast between a customer's expectations concerning a service that will be received and their impressions of the service that they have actually received (Grönroos, 2001; Medberg & Grönroos, 2020).

Service quality, according to Parasuraman et al., (1988), comprises five components: dependability, responsiveness, assurance, attentiveness, and tangible evidence. The concept of service quality holds great importance in the field of service marketing and is seen essential for all businesses (Parasuraman et al., 1985; Zeithaml et al., 1985).The concept of service quality has been extensively examined in the literature on services marketing. The majority of the research conducted has focused on assessing service quality through the utilization of the SERVQUAL tool. Ensuring customer satisfaction holds great importance within a competitive small business setting (Ananda et al., 2023)

Service quality refers to the comprehensive attributes and features of a product or service, pertaining to its capacity to fulfill explicit or implicit requirements. Based on the aforementioned comprehension, the researcher deduces that organizations engaged in the production of both goods and services must possess service quality as an essential attribute. Furthermore, service quality can be seen as the evaluation of the extent to which the actual service received aligns with the expectations held by the consumer (Akmal et al., 2023).

One of the most notable and distinctive attributes of services is their inherent nature as a process rather than a tangible entity. Hence, service-oriented enterprises lack tangible goods, although they possess dynamic and interactive operational procedures. The intangibility of services is a challenge for suppliers in terms of their ability to demonstrate their value, as well as for consumers in terms of their ability to

assess and quantify the benefits received (B. J. Ali et al., 2021)

The integration of sophisticated technology in the service sector is poised to contribute to the overarching objective of enhancing staff productivity, a crucial driver of profitability. Specifically, this integration will yield time savings for employees by expediting processing time in customer service, while concurrently elevating the degree of service accuracy (Wardhana, 2015)

Based on the perspectives offered by the aforementioned experts, it can be posited that quality pertains to performance and the capacity to meet consumer expectations. Meesala & Paul (2018) explained that good service quality has five dimensions:

1. Reliability; the capacity to deliver prompt service.
2. Responsiveness: willingness of the team to provide responsive service and assist customers in finding solutions.
3. Assurance; include knowledge, skill, politeness, and reliable staff.
4. Empathy; the behavior of employees who genuinely pay attention to customers
5. Tangible; infrastructure, personnel, and other physical facilities' appearance.

Service Quality and Customer Satisfaction

Research has mostly concentrated on investigating the correlation between service quality and customer satisfaction (Sureshchandar et al., 2002). Some research has found a robust association between service quality and client satisfaction (Ladhari, 2008). It has been a long argued that the level of service quality has a significant role in determining customer satisfaction. Base on Wang & Shieh (2006) study discovered that, with the exception of responsiveness, all five variables of SERVQUAL that were examined exhibited a noteworthy and positive impact on the overall happiness of users. Several research studies have been conducted to investigate the associations between customer satisfaction and service quality aspects. However, the findings of these studies have been inconsistent and have yielded conflicting results. Jamal & Naser (2003) and Baumann et al., (2007) found that there is no significant relationship between customer satisfaction and tangible aspects of service environment. Another study conducted by Kumar, S. & .B, Tamilmani & Mahalingam, Sundrarajan & Mani (2010) found that assurance, empathy and tangibles are the important factors of customer satisfaction, whereas Pooja Mengi (2009) reported that responsiveness and assurance are important drivers of customer satisfaction. It has been shown that within the Greek Cypriot banking industry, the reliability dimension of SERVQUAL exhibits the most significant influence on customer satisfaction (Arasli et al., 2005), while Chaniotakis & Lymperopoulos (2009) found that reliability is not related to customer satisfaction. Further research found that reliability exerts the strongest effect on customer satisfaction within Jordan's mobile service industry (Samen et al., 2013). Meanwhile, Aga & Safakli (2007) found that only empathy out of five dimensions of SERVQUAL was related to customer satisfaction.

These results therefore show that customers will be satisfied with the services of a firm if they perceive such services as offering high quality. It therefore becomes necessary that organizations that want to satisfy its customers must step-up the quality of their services offerings to the customers. This is particularly important because customers who are satisfied are likely to become more attracted to the firm's offerings than those who are dissatisfied. The literatures equally show that there is no consensus on the determinants of service quality and the strengths of each component on customer satisfaction tends to differ across studies and contexts. This clearly shows why it is necessary to identify service quality attributes that impact greater on customer satisfaction in specific service settings so as to inform managers on the areas where improvements are needed. In view of this, this study propose that:

Kurdish Studies

H1. *There is strong positive influence of service quality on customer satisfaction.*

Service Quality and Customer Loyalty

It is proposed that customer loyalty can be conceptualized as comprising two unique dimensions: attitudinal loyalty, which refers to the inclination to recommend the service to others, and behavioural loyalty, which pertains to the frequency of repeat purchases (Kyle et al., 2010). The study conducted by Ladhari (2009), have also discovered a positive correlation between the quality of service and consumer loyalty, namely in terms of repurchase intentions and willingness to suggest. (Zeithaml et al., 1996), This argument posits that there exists a negative relationship between service quality and customer disloyalty, specifically in terms of price sensitivity, switching behavior, and complaining behavior. There are additional empirical findings regarding the associations between the five characteristics of service excellence and client loyalty and disloyalty.

However, it is posited that previous research findings from many company sectors exhibit conflicting results and fail to definitively elucidate the intricate connections between service quality dimensions and customer loyalty and disloyalty dimensions. (Ren & Lam, 2016), conducted a study that revealed a positive relationship between dependability and assurance and the likelihood of good word-of-mouth. Similarly, Chaniotakis & Lymperopoulos (2009) conducted research that shown a beneficial influence of empathy on word-of-mouth. Kotler (2000) suggested that the determinant of repurchase intentions is primarily reliability, which is regarded as the most significant aspect of service quality. However, in contrast, (J.-H. Lee et al., 2011) It is suggested that tangible aspects hold the utmost significance in the dimension of service quality when it comes to forecasting repurchase intentions.

H4. *There is strong positive influence of service quality on customer loyalty.*

Perceived Value

Based on their perceptions of what they receive and are provided, consumers evaluate a product's perceived value (A. Parasuraman et al., 1988)(Berry et al., 1988). In contrast, perceived value is described by Bloemer & Kasper (1995) an assessment of all perceived benefits, costs, and other alternatives by potential customers.

Meanwhile, total perceived costs, meanwhile, take into account what consumers believe it will cost to assess, purchase, utilize, and dispose of the market's offerings. This includes financial, time, energy, and psychological expenses (Kaura et al., 2015b). According to El-Adly (2019), there are four ways to gauge how customers perceive value. These are the following:

1. Emotional Value; positive feelings after taking the substance are the advantages brought about by the affective component.
2. Social Value; the benefits that result from a product's capacity to improve the consumer's social self-image.
3. Quality/Performance Value; usefulness resulting from an expectation of a product's performance and quality.
4. Price/Value for Money Value; the expenses incurred by the product both now and in the future to achieve the benefits.

Perceived Value and Customer Satisfaction

Base on previous studies (Howat & Assaker, 2013), it can be inferred that there is a strong correlation between customers' perception of value and customer satisfaction. When clients use fewer financial resources, temporal resources, and effort in relation to the quality of service they receive, they are more likely to sense a high level of value in the service. Therefore, there is a positive relationship between customers' perceived value and service quality (Howat & Assaker, 2013). Perceived value is commonly seen as a determinant of consumer satisfaction. When a consumer experiences a service of great value, it will lead to a corresponding increase in their level of satisfaction. In addition, it is worth noting that perceived value plays a crucial role as both a mediating and moderating factor in the relationship between service quality and customer happiness (Ryu & Han, 2010). Base on these previous studies it can be concluded that:

H2. *There is strong positive influence of perceived value on customer satisfaction.*

Perceived Value and Customer Loyalty

The consideration of numerous dimensions is crucial when examining the components that make up customer-perceived value, elements such as the cost of service remain crucial in the assessment of customers (Mohammed & Al-Swidi, 2019a). The perceived value for customers sometimes involves a trade-off between cost and benefit, whereby a decrease in cost tends to result in a rise in consumer perceived value. Hence, customer-perceived value can be understood as the evaluation of qualities received in relation to attributes given. The customer's assessment of the value derived from a firm has the potential to influence their decision to repurchase the items or services offered by said organization. Hence, there exists a positive correlation between customer-perceived value and customer loyalty. Further, base on previous study conducted by Kwun & Oh (2004) revealed that there is a positive impact of perceived value on customer loyalty in the context of restaurants. client perceived value has the potential to significantly influence client loyalty. Based on the aforementioned debates, the subsequent possibilities are posited:

H5. *There is strong positive influence of perceived value on customer loyalty.*

Customer Trust

A company's inclination to trust in its partners is a function of customer trust (Barusman & Riorini, 2016). Numerous interpersonal and organizational elements, such as the company's expertise, honesty, integrity, and goodwill, have an impact on customer trust.. According to Wong et al., (2019) stated that indicators of trust consist of theree components, namely integrity, kindness, competence. (R. Parasuraman et al., 2007) lists the following as crucial components of trust:

1. Beliefs are extensions of previous experiences and deeds
2. Character that is reliable and trustworthy
3. Trust includes being prepared to take risks for other
4. Trust requires having confidence and feeling safe with a partner

The four dimensions of consumer trust, according to Oliveira et al., (2017) are as follows:

1. Benevolence; the degree to which a person thinks the merchant treats customers well
2. Ability; current estimation of a person's abilities
3. Integrity; how much faith is placed in the seller's integrity to uphold and carry out the agreement made with the customer

4. Willingness to depend; the buyer's readiness to rely on the seller by agreeing to the possibility of risk or unfavorable effects.

According to Ishak & Luthfi (2011), the establishment of consumer confidence in brands is a crucial determinant in fostering brand loyalty. According to Nasution & Widjajanto (2007), trust defined as a belief in the reliability and integrity of others, is a crucial necessity in the context of business transactions. It serves as a foundation for individuals or organizations to engage in commercial exchanges with other individuals or organizations. Firm transactions are unlikely to take place unless a sufficient level of trust is established among the individuals involved in the firm.

Customer Trust and Customer Satisfaction

Trust has a pivotal role as a fundamental element in numerous transactional partnerships. In the literature on commitment-trust relationship marketing, trust has been defined as the state in which one party possesses a sense of assurance in the dependability and ethical conduct of their partner (Ranaweera & Prabhu, 2003). Previous study found that the influence of trust on the customer contentment of mobile banking (Y. F. Pratiwi & Pinem, 2022) (Laosuraphon & …, 2022).

Therefore, the author hypothesizes that:

H6. *There is strong positive influence of customer trust on customer satisfaction.*

Customer Trust and Customer Loyalty

The establishment of customer trust is commonly derived from the cumulative experience of satisfaction, the consistent provision of high-quality service, the fulfillment of customer needs, the provision of honest and equitable treatment, and the assurance that the firm is committed to acting in the best interest of the customer (Liljander & Roos, 2002). Moreover, it is important to note that being a crucial determinant, relationship longevity and client loyalty are closely intertwined. Customer trust plays a fundamental role in establishing and maintaining strong, long-term connections between customers and service providers (Molm et al., 2000). The association between consumer trust and loyalty is expected to persist in a service-oriented environment. The presence of trust allows the party who is trusting to willingly assume a state of vulnerability, which is situational or temporary in nature. This willingness is driven by the positive expectations that the trusting party holds towards the other parties involved (Singh & Sirdeshmukh, 2000). Trust is widely recognised as a fundamental concept within the realm of consumer behaviour and marketing. It is considered a crucial factor in establishing and nurturing enduring relationships (Islam et al., 2021b). Existing research indicates that trust plays a crucial role in the development of client loyalty (Tabrani et al., 2018). The establishment of a substantial level of trust has the potential to transform a contented consumer into a loyal customer (Butt & Aftab, 2013). This study hypothesises that trust will exert a direct influence on client loyalty. Therefore, the subsequent hypothesis is postulated:

H7. *There is strong positive influence of customer trust on customer loyalty.*

Customer Satisfaction

According to Barusman (2019), a customer's level of satisfaction is determined by how they feel when comparing the efficacy of the desired product outcomes with the effectiveness or expected results. Satisfaction can be conceptualized as an individual's affective state of contentment or discontentment that emerges from the assessment of a product's perceived performance or outcome in relation to their

initial expectations (Kaura et al., 2015b).

According to the definitions provided by experts, customer satisfaction may be defined as the level of happiness or dissatisfaction that customers have after using different services and if those services live up to their expectations. Among the indicators of customer satisfaction, according to (Hawkins & Lonney, 2004), are:

1. Living up to expectations
a)   Products are on par with or better than anticipated.
b)   Employee output is on par with or better than expectations.
c)   The assistance provided met or exceeded expectations.
2. Interest in Returning
a)   Because of the pleasant service offered by the staff, I'm eager to return.
b)   Because of the quality and advantages of the goods, I'm interested in returning.
c)   Because of the adequate support services offered, I'd like to return.
3. Availability to Recommend
a)   Encourage friends or family to purchase the suggested products due to the positive customer experience.
b)   Encourage family and friends to buy the item since the customer assistance is very good.
c)   Encourage family and friends to purchase the provided item because it is worthwhile or to use the service product.

Customer Satisfaction and Customer Loyalty

Customers that are dissatisfied are unlikely to engage in repeat purchases. According to Anderson & Srinivasan (2003), customers who are dissatisfied are more inclined to actively search for information regarding other options and are also more susceptible to being swayed by offers from competing entities, as compared to customers who are satisfied. In a study conducted by Johnson & Karlay (2018), the objective was to investigate the correlation between customer satisfaction as a whole and customer behavioral intentions, namely the inclination to suggest and the likelihood of switching. There exists a positive correlation between higher levels of overall satisfaction and a greater likelihood of recommending a product or service. Some studies demonstrate a correlation between customer satisfaction and customer loyalty, indicating a positive relationship between these two variables (Anisimova et al., 2019; Sharma, 2022). Conversely, lower levels of overall happiness are related with a stronger inclination to switch to an alternative option. The findings of Padrón-Ávila et al., (2022) and (Silalahi et al., 2017b) indicate that there is a positive influence of customer satisfaction on customer loyalty. Base on above discussion we concluded a hypothesis below:

H7. *Customer Satisfaction has a positive effect on Customer Loyalty*

Conceptual Framework

Figure 1: Conseptual Framework.
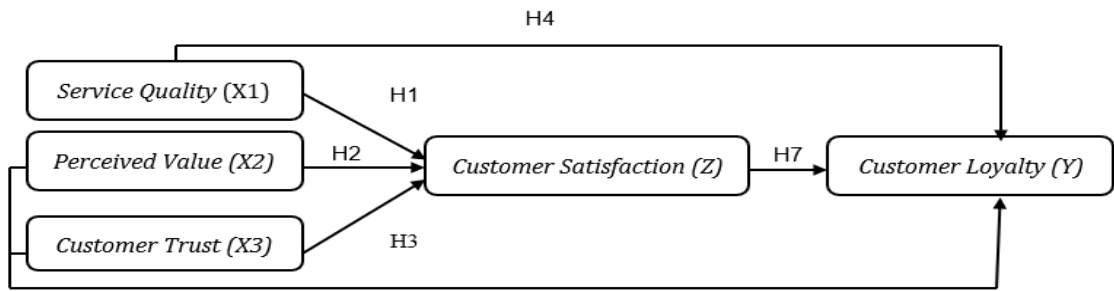
Research Methodology

The survey instrument employed in this research comprises a set of five items pertaining to service quality, four items relating to perceived value, three things concerning customer trust, five items addressing customer satisfaction, and three items pertaining to service loyalty. The survey items were designed for each construct by drawing upon existing literature and subjecting them to scrutiny by specialists in the field of online transportation management. According to expert consensus, it was determined that the scales possessed sufficient content validity. The items have been modified to better align with the context of online transport based on the survey conducted on the sample. This study employs both probability and non-probability sampling techniques in the selection of participants. Probability sampling involves the utilisation of stratified random sampling, while non-probability sampling employs convenience and judgmental sampling techniques. Non-probability convenience sampling involves the selection of study units, namely online transport users, based on their availability throughout the data collecting period, with the primary objective being convenience. Non-probability judgmental sampling takes into account many aspects of survey design while determining the study units. Participants are kindly asked to provide their responses by stating their level of perception for each item using a five-point Likert-type scale, where 1 represents "strongly disagree" and 5 represents "strongly agree." The concept of population refers to a broad category encompassing a collection of items or persons that possess specific numbers and qualities, as established by researchers for the purpose of study. Subsequently, conclusions are derived from the analysis of this population (L. A. Pratiwi & Saino, 2022).

The participants in this study consist of students of universities in Bandar Lampung city as many as 1,420 students. Conducted research in this investigation was using a quantitative and qualitative method.Data processing techniques are carried out by processing SEM based on partial least squares (PLS), with the stages of assessing the measurement as the measuring techniques and the structural models. Examining the research model's validity using construct validity testing (convergent validity and discriminant validity) and internal consistency tests is how this model is tested (composite reliability). While the inner model test includes multicollinearity, direct effects, indirect effects, R-Square and F-Square. The questionnaire was developed for all five constructs and was pre-tested and modified. Four scale items of service quality were adopted from Fatima et al., (2019); Mollahosseini et al., (2018). Measurement of perceived value was conducted with four items adopted from Mohammed & Al-Swidi (2019b). To measure customer trust, three items were adopted from Zamry & Nayan (2020). Meanwhile, measurement of customer satisfaction was done with three items were adopted from Mu et al., (2021). Customer loyalty was used three items were adopted from Dhasan & Aryupong (2019). All 17 items (presented in Table 3) were measured on five point Likert scale.

Table 3: Operational Variables.

Variable	Variable Definitions	Indicator

Service Quality	Client satisfaction, demands, and expectations, as well as prompt delivery that meets those objectives.	Reliability Assurance Responsiveness Pay attention Physical Proof
Perceived Value	Potential customers evaluate the benefits, costs, and alternative options.	Empathy Value Social Worth Value for Quality or Performance Price or Money's Value
Customer Trust	The readiness of the firm to rely on partners.	Integrity Kind Competence
Customer Satisfaction	Feelings of joy or dissatisfaction brought on by contrasting the desired product's effectiveness with the effectiveness or anticipated results.	Conformity of Expectations Interest in Returning Willingness to Recommend
Customer Loyalty	A person who makes frequent purchases returns time and time again to the same location to fulfill his needs by procuring goods and services and paying for them.	Repeat Purchase RetentionReferalls

Source(s): Author's own creation/works

Result and Discussion

Description of Respondents

Research respondents were students of the Faculty of Economics and Business, University of Bandar Lampung from the class of 2019-2022. According to the class year, the comprehension of information from the research respondents is described in the paragraphs that follow.

a. Characteristics of Respondents

Students from the FEB UBL classes of 2019-2022 served as the respondents for this study.

Table 4: Characteristics of Respondents by Class of Year.

No	Force	Total	Percentage %
1.	2019	22	23,7
2.	2020	28	30,1
3.	2021	22	23,7
4.	2022	21	22,6

Source(s): Author's own creation/works

Structural Equation Model Description

Figure 2: Smart PLS models.
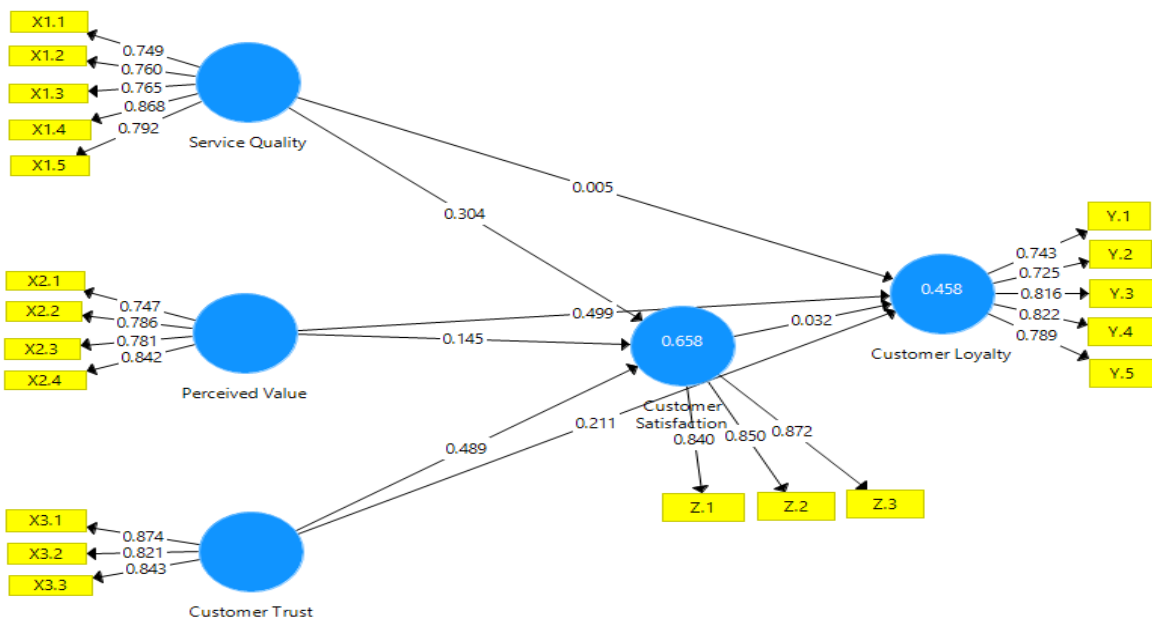
Source(s): Author's own creation/works

As seen by the calculated average variance value in Figure 2. All indicators are considered to have met the convergent validity criteria by displaying a greater loading factor than 0,7.

Convergent Validity

If its validity value is convergent if the loading factor value is > 0.7, then it is said to be valid.

Table 5: Convergent Validity.

Variable	Dimensions	Outer Weight	Loading Factor	Information
	SQ 1	0,212	0,749	Valid
	SQ 2	0,189	0,760	Valid
Service Quality (X_1)	SQ 3	0,248	0,765	Valid
	SQ4	0,317	0,868	Valid
	SQ 5	0,293	0,792	Valid
	PV 1	0,278	0,747	Valid
Perceived Value (X_2)	PV 2	0,328	0,786	Valid
	PV 3	0,301	0,781	Valid
	PV 4	0,355	0,842	Valid
	CT 1	0,392	0,874	Valid
Customer Trust (X_3)	CT 2	0,388	0,821	Valid
	CT 3	0,402	0,843	Valid
	CL 1	0,269	0,743	Valid
	CL 2	0,224	0,725	Valid
Customer Loyalty (Y)	CL 3	0,217	0,816	Valid
	CL 4	0,298	0,822	Valid
	CL 5	0,273	0,789	Valid
	CS 1	0,369	0,840	Valid
Customer Satisfaction (Z)	CS 2	0,377	0,850	Valid
	CS 3	0,424	0,872	Valid

Source(s): Author's own creation/works

The data in the table it can be concluded that off all Service Quality, Perceived Value, Customer Trust, Customer Loylaty and Customer Satisfaction have valid data with a value of > 0,7.

Distriminant Validity

Discriminant validity is a cross loading values used to evaluate discriminant validity of a loading value, the loading value against with desired construct. Where the loading value must be greater than specified construct value. This study uses a construct standard value greater than 0.7

Table 6: Distriminant Validity.

Indicator	Service Quality	Perceived Value	Customer Trust	Customer Loyalty	Customer Satisfaction
X1.1	0.749	0.468	0.349	0.283	0.450
X12	0760	0.482	0267	0.295	0.370
X1.3	0.765	0.495	0.432	0310	0.543
X1.4	0.868	0.648	0.547	0.425	0.672
X15	0792	0.583	0.445	0.532	0.520
X2.1	0.572	0.747	0.498	0.378	0.522
X2.2	0.677	0.786	0.414	0.486	0.578
X2.3	0.420	0.781	0505	0.550	0.425
X2.4	0.512	0.842	0.505	0.622	0.528
X3.1	0.442	0.578	0.874	0.436	0.636
X3.2	0.489	0.470	0.821	0.468	0.603
X3.3	0.429	0.490	0.843	0.467	0.637
Y. 1	0.367	0513	0.468	0.743	0.425
Y.2	0.341	0.469	0.282	0.725	0.391
Y.3	0.279	0439	0321	0.816	0.326
Y4	0419	0.538	0.574	0.822	0.527
Y.5	0.450	0.555	0.400	0.789	0.316
Z. 1	0.567	0.588	0.567	0.409	0.840
Z. 2	0.521	0.471	0.693	0.379	0.850
Z. 3	0.614	0.604	0.635	0.524	0.872

Source(s): Author's own creation/works

Table 6 demonstrates that each latent variable already has a cross-loading value of > 0.7, indicating excellent discriminant validity.

Composite Reability

Construct reliability is deemed to have been met if the Cronbach alpha value is larger than 0,7 and the value exhibits composite reliability.

Table 7: Composite Reability.

Variable	Cronbanch's Alpha	Composite and Reliability	Information
Service Quality	0.849	0891	Reliable
Perceived Value	0799	0.869	Reliable
Customer Trust	0.802	0.883	Reliable
Customer Loyalty	0.839	0.886	Reliable
Customer Satisfaction	0.815	0890	Reliable

Source(s): Author's own creation/works

The reliability test analysis' findings are, where all with a composite reliability score higher than 0.7 and Cronbach alpha values above 0.7, the level of dependability meets the standards.

Colinearity (Colinearity / Variance Inflation Factor)

According to Ghozali (2017), the variability of the chosen independent variables that is not accounted for by additional independent variables is measured by tolerance. If VIF < 10 and *Tolerance value* > 0.10 then multicollinearity does not occured.

Table 8: Colinearity (VIF).

Service Quality	Perceived Value	Customer Trust	Customer Satisfaction	Customer Loyalty
Service Quality			1990	2,260
Perceived Value			2,241	2,302
Customer Trust			1,648	2,346
Customer Satisfaction				2,923
Customer Loyalty				

Source(S): Author's Own Creation/Works.

Table 8 leads to the conclusion that there is no collinearity issue because the VIF for the correlation between service quality and customer satisfaction is 1.990 < 10. The correlation between perceived value and customer satisfaction has a VIF of 2.241 < 10, demonstrating that there is no collinearity issue. There is no collinearity issue because the VIF for customer trust and customer satisfaction are related is 1.648 < 10. There is no collinearity issue, as shown by the VIF of 2.260 < 10 for the connection between service quality and customer loyalty. There is no collinearity issue, as shown by the VIF of 2.302 < 10, which represents the relationship between perceived value and customer loyalty. There is no collinearity issue, as shown by the VIF of 2.346 < 10 for a relationship between customer trust and customer loyalty. There is no collinearity issue because the VIF for customer satisfaction and customer loyalty are related is 2.293 < 10.

Testing the Direct Effect (Indirect Effect)

Two factor the t-statistics and path coefficients are used to test the hypothesis. The hypothesis is deemed to be accepted if the P-value is less than 0.05.

Table 9: Direct Effect.

Hypothesis	Connection	Original Sample (O)	t-Statistics	P-values	Results
H$_1$	X$_1$ (SQ) →Z (CS)	0.304	3.180	0.002	Accepted
H$_2$	X$_2$ (PV) →Z (CS)	0.145	1.498	0.135	Rejected
H$_3$	X$_3$ (CT) →Z CS)	0.489	7.484	0.000	Accepted
H$_4$	X$_1$ (SQ) →Y (CL)	0.005	0.048	0.961	Rejected
H$_5$	X$_2$ (PV) →Y (CL)	0.499	3.987	0.000	Accepted
H$_6$	X$_3$ (CT) →Y (CL)	0.211	1.860	0.064	Rejected
H$_7$	Z (CS) →Y (CL)	0.032	0.238	0.812	Rejected

Source(s): Author's own creation/works.

Based on table 9 it can be concluded that :

H1: *Service quality affect customer satisfaction. The result of given that the t-statistic value is 3.180 > 1.96, it can be said that service quality significantly affects customer satisfaction (Hypothesis accepted).*
H2: *Perceived value has a positive but not significant effect on customer satisfaction. The result as determined by the t-statistic value is 1.498 < 1.96, perceived value is positively impacted by customer satisfaction but not significantly*

(Hypothesis rejected).

H3: *Customer trust a effect customer satisfaction. The result given that the t-statistic value is 7.484 > 1.96, it can be said that customer trust significant affect customer satisfaction (Hypothesis accepted).*

H4: *Service quality has a positive but no significant effect on customer loyalty. The t-statistic value is 0.048 < 1.96, service quality is positively impacted by customer loyalty but not significantly (Hypothesis rejected).*

H5: *Perceived value affect customer loyalty. The result of the t-statistic value is 3.987 > 1.96, it can be said that perceived value significantly affect customer loyalty (Hypothesis accepted).*

H6: *Customer trust has a positive but no significant effect on customer loyalty. With a t-statistic value of 1,860 < 1,96, customer trust is positively impacted by customer loyalty but not significantly (Hypothesis rejected).*

H7: *Customer satisfaction has a positive but no significant effect on customer loyalty. The result of the t-statistic value is 0.238 <1.96, customer satisfaction trust is positively impacted by customer loyalty but not significantly (Hypothesis rejected).*

Indirect Effect Testing (Indirect Effect)

Testing the indirect effect or the indirect impact that may be inferred from the specific indirect effect's results. It is significant if the P-values are less than 0.05. If the P-value exceeds 0.05, it is not considered significant.

Table 10: Indirect Effect.

	Original Sample (O)	Sample Man (M)	Standard Deviation (STDEV)	T-Statistics (|O/STERR)	P-Values
$X_1 => Z => Y$	0.010	0.007	0.044	0.222	0.825
$X_2 => Z => Y$	0.005	0.007	0.025	0185	0.854
$X_3 => Z => Y$	0.016	0.011	0.068	0.231	0.818

Source(s): Author's own creation/works.

Based on table 10 it showed that customer satisfaction has no impact as a mediator on service quality affects on customer loyalty, as evidenced by the coefficient value of indirect service quality on customer loyalty being 0.010 with a P-value of 0.825 > 0.05. Customer satisfaction has no impact as a mediator on the affect of perceived value on customer loyalty, as evidenced by the coefficient value of the indirect effect of perceived value on customer loyalty being 0.005 with a P-value of 0.854 > 0.05. Customer satisfaction (Z) has no impact as a mediator on the affect of customer trust on customer loyalty, according to the coefficient value of the indirect affect of customer trust on customer loyalty which is 0.016 with a P-value of 0.821 > 0.05.

Coefficient of Determination (R-Square)

To find out how much the predictive value of a structural model is good or bad by determining the r-square value. The R Square value criteria of 0,75, 0,50, and 0,25 indicate that the model is strong, moderate, and weak (Sarstedt *et al.*, 2017)

Table 11: Coefficient of Determination (R-Square).

Variable	R- *Square*	R -*Square Adjusted*
Customer Loyalty	0.458	0.433
Customer Satisfaction	0.658	0.646

Source(s): Author's own creation/works.

The result is the value of r squared from the simultaneous effect of service quality, perceived value and

customer trust on customer satisfaction is 0,458 with an adjusted r square value of 0,433. Therefore it may be said that customer satisfaction is simultaneous impacted by service quality, perceived value and customer trust is 0,433 or 43%. The impact of all exogenous constructions, service quality, perceived value and customer trust on customer satisfaction is moderate because R - Square Adjusted is less than 67%.

R-Square values for the combined effects of service quality, perceived value and customer trust on customer loyalty is 0.658 with an adjusted r square value 0.646. Therefore, it may be said that customer loyalty is simultaneously impacted by 0.646, or 64.6%, by each exogenous construct of service quality, perceived value and customer trust. The impact of all exogenous constructions, (service quality, perceived value and customer trust), on customer loyalty is moderate because R - Square Adjusted is less than 67%.

F-Square

Calculating the f-square value reveals how much the effect size affects the variable (Wong, 2013).The f-square value ranges from little (0.02), middle (0.15), and big (0.35). Values less than 0.02 can be disregarded or taken into account without any consequences. (Sarstedt *et al.,* 2017) .

Table 12: F-Square.

	Service Quality	Perceived Value	Customer Trust	Customer Satisfaction	Customer Loyalty
Service Quality				0.136	0.000
Perceived Value				0.027	0199
Customer Trust				0424	0.035
Customer Satisfaction					0.001
Customer Loyalty					

Source(s): Author's own creation/works.

Based on table 12, the influence of customer trust on customer satisfaction can be inferred to have the largest effect size with f-square > 0.35. The impact of perceived value on customer satisfaction is the moderate affect, with an f-square falling between 0.15 and 0.35. Due to the fact that the f-square value is between 0.02 and 0.15, the impacts of service quality on customer loyalty, perceived value on customer loyalty, and customer trust on customer satisfaction are minimal. due to an f-square value of 0.02 the effects of service quality on customer satisfaction and customer satisfaction on customer loyalty are disregarded or have no effect.

Influance of Service Quality on Customer Satisfaction

Based on the tests conducted for this study, the findings indicate that the p-value is < 0.05, which indicates this implies that the service quality have an influance on customer satisfaction or Hypothesis 1 is accepted. This study demonstrates that service quality among Go-Food users of the Gojek application for FEB students at the University of Bandar Lampung is positively and significantly influenced by customer satisfaction. This study supports findings from earlier research that service quality has an impact on customer satisfaction (F. Ali et al., 2018; Nyadzayo & Khajehzadeh, 2016; Yang et al., 2021)

The Influance of Perceived Value on Customer Satisfaction

Based on the tests conducted for this study, the findings indicate that p-value > 0.05, which suggests that perceived value has a favorable but not statistically significant impact on customer satisfaction, or Hypothesis 2 is rejected. This study shows that perceived value has a positive but not significant impact

on customer satisfaction among Go-Food users of the Gojek application for FEB students at Bandar Lampung University. The findings of this study are in contrast to those of earlier studies (Inman & Nikolova, 2017; Pantano et al., 2020; Ponte et al., 2015)because the Go-Food application did not achieve its full potential in terms of paying attention to and boosting perceived value and customer satisfaction, which are still seen as falling short of what students at the Faculty of Economics and Business at the University of Bandar Lampung expected

The Influence of Customer Trust on Customer Satisfaction

Based on the experiments that were run for this study, the results show that the P-value is < 0.05, this implies that the quality of the customer trust have an influance on customer satisfaction or H3 is accepted. This study shows that customer trust is positively and significantly impacted by customer satisfaction level of Go-Food University of Bandar Lampung consumers who use the Gojek application. This study supports earlier research that demonstrates how customer trust is influenced by customer satisfaction. (Arisyanto *et al.*, 2019).

Effect of Service Quality on Customer Loyalty

Based on the tests that were run in this study, the findings indicate that P-Value > 0.05, which suggests that either H4 is rejected or that service quality is positively but not significantly impacted by customer loyalty. This study demonstrates that service quality of Go-Food users on the Gojek application for FEB students at Bandar Lampung University is positively but not significantly impacted by customer loyalty. In research conducted by Kiran & Dijilit (2011) service quality is unaffected by customer loyalty.

Effect of Perceived Value on Customer Loyalty

Based on the experiments that were run for this study, the results show that the P-Value <0.05, this implies that the quality of the perceived value has an influence on customer loyalty or H5 is accepted. This study demonstrates that perceived value of Go-Food users on the Gojek application for FEB students at Bandar Lampung University is positively and significantly influenced by customer loyalty. In researchers by Rasheed & Abadi (2014) perceived value has a positive and significan influance on customer loyalty.

The Effect of Customer Trust on Customer Loyalty

Based on the tests that were run in this study, the findings indicate that P-Value > 0.05, which suggests that either H6 is rejected or that customer trust is positively impacted by customer loyalty, though not significantly. This study demonstrates that customer trust of Go-Food users on the Gojek application for FEB students at the University of Bandar Lampung is positively but not significantly influenced by customer loyalty. In researchers by Kevin & Anandya (2021), namely customer trust is unaffected by customer loyalty.

Influence of Customer Satisfaction on Customer Loyalty

Based on the tests that were run in this study, the findings indicate that P-Value > 0.05, which suggests that either H_7 is rejected or that customer satisfaction is positively but not significantly impacted by customer loyalty. This study establishes that customer satisfaction of Go-Food users in the Gojek application for FEB students at Bandar Lampung University is positively but not significantly influenced by customer loyalty. The findings of this study contradict those of earlier studies because Go-Food services still fall short in terms of quality, leaving students at the Faculty of Economics and Business at the University of Bandar Lampung dissatisfied with the level of service they receive. Additionally, there was a lack of a marketing strategy for the products offered, which caused students to lose interest in using the Go-Food application.

Conclusion and Suggestion

Conclusion

Service Quality has a positive and significant effect on *Customer Satisfaction* of Go-Food users in the Gojek application for FEB students at Bandar Lampung University. *Perceived Value* has an influance but not significant on *Customer* Satisfaction of Go-Food users in the Gojek application for FEB students at Bandar Lampung University. *Customer Trust* has a positive and significant effect on *Customer Satisfaction* of Go-Food users in the Gojek application for FEB students at Bandar Lampung University. *Service Quality* has an influance but not significant on *Customer Loyalty* of Go-Food users in the Gojek application for FEB students at Bandar Lampung University. *Perceived Value* has a positive and significant effect on *Customer Loyalty* of Go-Food users in the Gojek application for FEB students at Bandar Lampung University. *Customer Trust* has an influance but not significant effect on *Customer Loyalty* of Go-Food users in the Gojek application for FEB students at Bandar Lampung University. *Customer Satisfaction* has an influance but not significant effect on *Customer Loyalty* of Go-Food users in the Gojek application for FEB students at Bandar Lampung University.

Suggestion

Gojek should use Go-Food drivers to be quick and responsive in serving consumers' chats. Go-Food should provide prices according to taste so ensure consumers are happy with the level of quality offered. Go-Food drivers should deliver orders that are delivered according to what is in the Go-Food description. Gojek should provide Go-Food services more frequently so that consumers continue to choose Go-Food when buying *online food delivery*. Gojek should advise Go-Food drivers to make food storage boxes, agra when delivering ordered consumer food to keep it tidy and not messy.

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