The Analysis of E-service Quality, Customer Trust, Perceived Value, and Behavioral Intention on Online Transportation in Surabaya

Anindya Selviana Putrianti[1*] and Hatane Semuel[1]
Petra Christian University, Jl. Siwalankerto 121-131 Surabaya 60236, INDONESIA
Email: m03516053@john.petra.ac.id; samy@petra.ac.id
[*] Corresponding author

Abstract

The current number of motor vehicles in Indonesia increased very rapidly and impacted the traffic jam. Therefore, it was expected that with the increasing use of public transportation can reduce congestion problems. Competition in the transportation industry is gotten competitive, so there is an innovation with mobile applications. But to make consumers want to use online transportation applications, companies must understand about consumer behavior. Measurement of behavioral intention is the best way to predict consumer buying behavior in the future. In this study, we wanted to know the factors that affect the behavioral intention of online transportation consumers in Surabaya. This research used causal quantitative research method. Based on the results of research conducted on 240 respondents found that e-service quality, trust and perceived value correlated significantly and positively to behavior intention. E-service quality is the most influential factor in building behavior intention compared to the other two factors.

Keywords: Online transportation; behavior intention; e-service quality; customer trust; perceived value.

1. Introduction

The development of motor vehicles in Indonesia has increased very rapidly in recent years. Increased use of private motor vehicles will significantly increase the number of motor vehicles on the road and will impact traffic congestion. Several major cities in Indonesia are experiencing severe traffic jams in Jakarta, Surabaya, Yogyakarta, and Semarang. So, it was expected that with the increasing use of public transportation can reduce congestion problems.

The increasing number of smartphone usage in Indonesia, seen as an opportunity for the online retail industry or better known as e-commerce, is racing to start providing online-based shopping facilities for consumers. Not only e-commerce development is starting to increase, but nowadays it is popular mobile commerce. Electronic transactions and communications are carried out using mobile devices such as PDA and mobile phones using networks included in mobile commerce (Siau & Shen, 2003). One form of mobile commerce is mobile apps, where the application downloaded from Play Store for android system, App Store for iOS.

Therefore, the transportation industry in Indonesia is starting to be interested in developing the online transportation service through mobile apps in smartphones, which will make it easier for customers to order. The use of online transportation services helps customers cut the ordering process and also make it easier for people to travel anytime and anywhere connected to the google map to find out where drivers are and to estimate time to the driver in real time. The users of online transportation applications increase, companies need to know consumer behavior that will encourage them to continue using online transportation applications as an alternative to public transportation. Measurement of behavioral intention is the best way to predict consumer buying behavior in the future (Patterson, 2004).

In the use of online transportation, applications are very different from other public transportation such as taxi, where there is no direct face to face with drivers or service providers that allow consumers to be doubt to use the online transportation applications. So the concept of customer trust in online transactions is necessary because it will be related to security and transaction risk is likely to emerge as in some studies on the adoption of e-banking (Alalwan, Dwivedi, Rana, Lal, & Williams, 2015). By improving services in mobile applications, companies should pay attention to e-service quality on applications or websites. According to Parasuraman and others (2005) the quality of service on e-commerce or e-service quality will measure the extent to which the website or mobile application can facilitate consumers effectively and efficiently in the process of purchasing and delivering products and services. E-service quality can shape consumer perceptions of a service and have a positive impact on perceived value (Bauer, Falk, & Hammerschmidt, 2006).

In the development of mobile commerce that occurs today some people do not have high trust society or a high level of confidence in some online shopping sites caused by many cases of deception when consumers make online transactions. The increase in customer trust influenced by the quality of e-service quality (Siau & Shen, 2003). Research conducted by Ponte and others (2015) said that the greater the level of consumer confidence, so consumers feel that the sacrifices they make are comparable to the benefits they will get. Based on some previous research it is known that e-service quality and perceived value will influence behavior intention, where the quality of service and perceived value will lead to the stages of habits that will be done by the customer (Bauer et al., 2006; Dagger & Sweeney, 2007). If the consumer's assessment is positive for a product or service, then the consumer will have the possibility to use the service in the future. Every behavior in the future will be by the experience previously felt by Cronin and others (2000). A company must continue to increase trust to customers because it will lead to positive behavior intention on the customer. Because if a consumer already trusts a product, then the consumer directly has a positive view of the product, from the positive view that the consumer will automatically buy and recommend the product to others (Alalwan et al., 2015). In this researchers will focus on seeing the effect of e-service quality, customer trust, perceived value, and behavioral intention on online transportation.

2.   Literature Review

2.1   E-service quality

E-Service Quality is a service development that was previously from the traditional way of becoming an electronic service using media like the internet. According to Parasuraman and others (2005) e-service quality is comprehended both from pre and post website service perspectives. It can be understood as the evaluation of the efficiency and effectiveness of online shopping, purchasing, and deliver products and services. Santos (2003) defines e-service quality as overall customer evaluation and judgments of excellence e-service delivery in the virtual marketplace. Online customers always expect the same or higher level of service quality than traditional channel subscribers (Lee & Lin, 2005). Some factors predict customer perceptions of the quality of e-mail services. For example, Lee and Lin (2005) identify key factors affecting customer percep-

tions of the quality of e-service services in online shopping that is, the level of user-friendliness, reliability and security, ability and trust mechanisms provided by a website.

2.2   Customer Trust

Trust is the most important factor in online transactions. The definition of trust according to Pavlou (2003) is the belief that other party will behave socially responsible manner, and by so doing, will fulfill the trusting party's expectations without taking advantage of its vulnerability. Trust is a matter of concern in building relationships with customers in the long run. This trust cannot simply be acknowledged by other business partners, but must be built from the beginning and can be proven. Gefen and Straub (2003)define trust as the willingness to make themselves sensitive to actions taken by people they trust based on a sense of trust and responsibility. Mayer and others (1995) define trust is one's willingness to be sensitive to the actions of others based on the expectation that others will take certain actions on people who trust them, regardless of their ability to supervise and control them. When a consumer trusts a company, they will make repeat purchases and recommend to others.

2.3   Perceived Value

According to Kotler and Armstrong (2010) perceived value customer or delivered value is the difference between total customer value (total value of a customer and total customer cost)". The total customer value is a collection of benefits that consumers expect from a particular product or service. The total customer cost is a set of sacrifices that consumers expect to happen in evaluating, obtaining, and using the product or service. As relationship marketing focuses on customer value, the company's ability to deliver superior value to customers is a very important factor, in addition to superior value to customers, used as a competitive strategy. The company owner must design a superior value proposition, competitive, in order for sales turnover and continues to increase and customer satisfaction is fulfilled (Chen & Tsai, 2008). Perceived Value can be measured by four dimensions of emotional value derived from positive feelings or affective statements as a result of using product or services, social value derived from the ability of products to improve the concept of self-social consumers, value of money is the utility obtained from related products with short-term and long-term cost reductions (Sweeney & Soutar, 2001).

2.4 Behavioral Intention

Behavioral intention according to Zeithaml and others (1996) can be seen as an indicator that marks the situation in which the consumer wants to remain a customer or leave the company that has been serving it. Behavior intention divided into two namely favorable behavioral and unfavorable behavioral intention. The favorable behavioral intention is a positive and significant relationship between the customer's perception of service quality and the willingness of the customer to recommend a business entity that serves it to others. Unfavorable behavioral intention defines saying negative things to others, doing less business with the company, and complaining to outside organization (Zeithaml et al., 1996).

2.5 Research hypotheses

In a study of the relationship between service quality and customer perceived value in conventional retail and online shopping, most empirical studies show that service quality will have a positive impact on perceived value (Brady, Robertson, & Cronin, 2001; Cronin et al., 2000). Among telecom industry studies from Wang and others (2004) and Turel and Serenko (2006) each investigated mobile services in China and Canada and found that service quality positively associated with the perceived value. In research related to online retailers, e-service must offer the perfect quality of electronic services, where online retailers must be able to improve technical functionality in the ordering process, credit administration, timely delivery of product delivery, security and customer to get the right goods as ordered. It is necessary because it will lead to the convenience of customers, where the higher the perceived convenience, the higher the value (Lien, Wen, & Wu, 2011). Therefore, our study proposes that:
H1: E-service quality is associated with perceived value.

Trust when one party has a belief in the reliability and integrity of the other. Park and others (2012) argue that between service providers and consumers must have a good relationship. Service providers should strive to continue to improve the flaws of their systems by improving the e-service quality that will make consumers believe, and it will bridge consumers to be encouraged to use the service. The good service received will now be sustainable for the future, so the quality of service has a positive effect on trust. Research conducted Aydin and Özer (2005) shows the result that e-service quality influences customer trust. By providing reliable informa-

tion about the quality of its products, then the customer trust will increase, and the amount of customer trust will increase the loyalty to the online shopping website. A high-quality site demonstrates the vendor's ability and genuine interest in its customers, thereby affecting consumer confidence in the company (Zhou, Lu, & Wang, 2009). These arguments suggest that e-service quality is likely to affect trust, which leads to our second research hypothesis:
H2: E-service quality is associated with trust.

In the field of IT service provision, building trust with clients or partners helps improve transaction performance and reduces uncertainty in relationships (Siau & Shen, 2003). Because the full exchange of knowledge is essential in system development and system maintenance, trust plays an important role in enhancing mutual relationships, leading to continued service relationships (Ratnasingham & Kumar, 2000). According to research conducted by Kim and others (2012)on e-commerce said that there is influence between trust and perceived value. These findings provide the theoretical basis for our third hypothesis:
H3: trust is associated with perceived value

Research conducted by Srivastava and Sharma (2013) on the relationship between service quality on the web and buybacks shows that if a consumer gets high-quality service from a service provider, he or she may become more loyal to the service provider. It is also the same in research conducted by Choudhury (2015) explains that service quality has a direct positive and significant influence on behavioral intention. Therefore, our study proposes that:
H4: E-service quality is associated with behavior intention

From the perspective of buy-back intention online, the individual's willingness to build trust in transactions they have earned or created is a major issue. Then trust has become a valuable means of increasing customer value (Razak, Marimuthu, Omar, & Mamat, 2014)

Some studies show that customer confidence strongly affects the intention of buying back customers. The higher level of trust that a customer has on a website, the more likely the customer has the intention to shop on the website. For experienced customers or who have experienced it initially, customer trust also has a direct impact on the willingness of customers to enter the site online, view goods and buy back online (Alalwan et al., 2015). Thus, to see the effect of trust on behavior intention, this study uses the fifth hypothesis or H5, namely:
H5: Trust is associated with behavior intention

Based on research Wu and others (2014) says that the significant relationship between e-shopping value and repurchase intention means higher perceived value perceived by consumers, the more likely consumers will buy or reuse products or services. In a discussion of the relationship between perceived value and behavior intention, many scientists consider perceived value to have a direct effect on the intention of repurchasing and WoM (Wang et al., 2004). Cronin and others (2000) found in a study in several industries that assessed the perceived value relationship with behavioral intention. The higher a person perceived value of a product or service will have a positive effect on behavioral intention. According to Wu and others (2008) perceived value in a product or service encourages consumers to be loyal to the product or service, make repeat purchases in a product or service, and share experiences about the product. Therefore, our study proposes that:

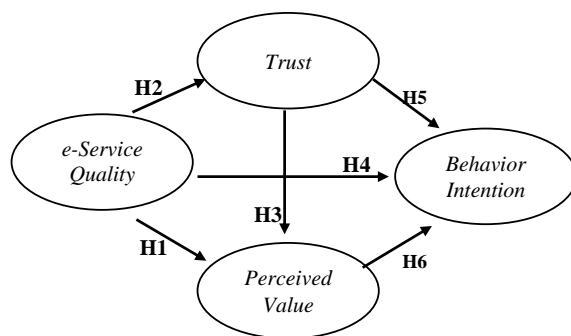*H6: Perceived value is associated with behavior intention*

Figure 1. Conceptual Model with Hypotheses

3. Methodology

This study uses a method of quantitative causal research. In causal research will use an experimental method that is by controlling independent variable which will influence dependent variable on the planned situation. Population in this study is the consumer of online transportation in Surabaya. In this study, the method used to take the sample is by using non-probability sampling. In the technique of non-probability sampling, there are several types in determining the sample, this research will use purposive sampling. So that required screening in the early stages of the questionnaire. The number of respondents obtained 240 respondents with purposive sampling technique. The determination of the number of samples in this study determined by the requirements by Hair and others (2010). Sample criteria from the researcher that is respondent from Surabaya, age above 17 years, using online transportation at least six months ago.

Primary data in this study was taken using survey method that is through the spread of questionnaires to the consumers of online transportation in Surabaya. Questionnaires in the study are closed questions and given to the respondents directly. The questionnaire structure consists of five parts. (1) Profile of respondents: these questions include research variables including gender, age, occupation, a frequency of use of online transportation, monthly income and expenses for transportation (2) e-service quality: eight items covering seven dimensions (Parasuraman et al., 2005). (3) trust: four items covering three dimensions (Mayer et al., 1995). (4) perceived value: four items covering four dimensions (Sweeney & Soutar, 2001). (5) Behavioral intention: eight items covering five dimensions (Zeithaml et al., 1996). Questionnaires using a 5-point Likert scale with the anchors of (1) 'strongly disagree' to (5) 'strongly agree.' The questionnaire items for the measurements in this study found in Appendix.

Data processing in this research using SPSS and Smart PLS. The technique used to know the effect of a free variable on the dependent variable between data is Structural Equation Modeling (SEM) using Smart-PLS program. SEM is one multivariate technique that will show how to represent a series or series of causal relationships in a path diagram.

Researchers distributed questionnaires to consumers using online transportation in the Surabaya. The questionnaires collected were 253, but after the screening process, 240 questionnaires qualified. Profile of respondents in this study seen in table 1.

Table 1. Profil of Respondents

Category	Subcategory	Freq.	%
Gender	Men	67	27.9
	Women	173	72.1
Age	18 - 25	173	72.1
	26 - 35	52	21.7
	35 - 40	8	3.3
	> 40	7	2.9
Occupation	Employee	97	40.4
	Student / Student	105	43.8
	Housewife	4	1.7
	entrepreneur	28	11.7
	Others	6	2.5
Frequency of Online Transportation Usage	1 - 2 per day	30	12.5
	One per month	78	32.5
	2 - 3 per weeks	110	45.8
	Every day	22	9.2
Expenses for transportation per month	≤ IDR 500.000	154	64.2
	IDR 500.001 - IDR 1.000.000	67	27.9
	IDR 1.000.001 - IDR 1.500.000	16	6.7
	≥ IDR 1.500.001	3	1.3
Monthly income	≤ IDR 3.500.000	100	41.7
	IDR 3.500.001 – IDR 6.000.000	78	32.5
	IDR 6.000.001 - IDR 8.500.000	42	17.5
	≥ IDR 8.500.001	20	8.3

In table 1 it is known that the majority of female respondents (72,1%) and age 18-25 years (72,1%). The majority of the respondents are students (43.8%) and employees (40,4%). The frequency of online transportation usage to respondents 2-3 times per week (45,8%) and income of most respondents under Rp 3.500.000 (41,7%). There are 64,2 % of respondents spend on transportation per month by less than IDR 500.000.

4.   Result

4.1   Measurement Model Evaluation

Before the hypothesis testing then tested the validity and reliability. Validation measures include convergent validity, discriminant validity, and reliability using composite reliability. Based on table 2 it can be seen that the value of outer loading of each indicator in all research variables is more than 0.5.

Table 2. Result Summary for Reflective Measurement Models

Latent Variable	items	Load-ings	Indicator Reliability	Composite Reliability	AVE	Discrimi-nant Validity
ESQU	esqu_1	0.725	0.525	0.893	0.510	Yes
	esqu_2	0.736	0.416			
	esqu_3	0.704	0.495			
	esqu_4	0.696	0.484			
	esqu_5	0.687	0.471			
	esqu_6	0.726	0.527			
	esqu_7	0.715	0.511			
	esqu_8	0.720	0.518			
CTRU	ctru_1	0.858	0.736	0.886	0.662	Yes
	ctru_2	0.869	0.755			
	ctru_3	0.794	0.630			
	ctru_4	0.726	0.527			
PVAL	pval_1	0.849	0.720	0.874	0.636	Yes
	pval_2	0.753	0.567			
	pval_3	0.762	0.581			
	pval_4	0.821	0.674			
BEIN	bein_1	0.704	0.495	0.896	0.519	Yes
	bein_2	0.766	0.586			
	bein_3	0.730	0.532			
	bein_4	0.758	0.574			
	bein_5	0.688	0.473			
	bein_6	0.687	0.472			
	bein_7	0.681	0.464			
	bein_8	0.744	0.554			

The highest outer loading value in the e-service quality variable is esqu_2, while the customer trust variable is ctru_2. Then pval_1 is the highest outer loading value on the variable perceived value, whereas bein_2 is the highest value in the behavioral intention variable. If the resulting AVE value is greater than 0.5, then the indicators in the developed

model can be proven to measure the latent variables that are targeted and not measure other latent variables Hair and others (2010). Composite reliability tests the reliability value of indicators on a construct. A construct or variable is said to meet composite reliability if it has a composite reliability value> 0.7 (Hair *et al.*, 2010). Based on the results of table 3 it is known that the value of composite reliability is more than 0.7 so it said that the indicators used reliably.

4.2   Discriminant validity

Measurement of discriminant validity using Fornell - Larcker and cross-loadings criteria. Based on table 3 it can be seen that each indicator that composes each variable in this study has satisfied discriminant validity because it has a correlation of a latent variable with indicator bigger than other variable sizes, so latent variable can predict indicator better than another variable.

Table 3. Discriminant Validity Assesment (Cross loading)

items	ESQU	CTRU	PVAL	BEIN
esqu_1	**0.725**	0.450	0.568	0.472
esqu_2	**0.736**	0.471	0.556	0.469
esqu_3	**0.704**	0.448	0.521	0.484
esqu_4	**0.696**	0.514	0.391	0.538
esqu_5	**0.687**	0.485	0.509	0.482
esqu_6	**0.726**	0.536	0.514	0.538
esqu_7	**0.715**	0.455	0.471	0.536
esqu_8	**0.720**	0.612	0.545	0.563
ctru_1	0.548	**0.858**	0.510	0.546
ctru_2	0.602	**0.869**	0.583	0.591
ctru_3	0.555	**0.794**	0.543	0.511
ctru_4	0.565	**0.726**	0.454	0.560
pval_1	0.592	0.575	**0.849**	0.596
pval_2	0.526	0.449	**0.753**	0.461
pval_3	0.575	0.476	**0.762**	0.556
pval_4	0.585	0.546	**0.821**	0.563
bein_1	0.611	0.551	0.602	**0.704**
bein_2	0.592	0.535	0.658	**0.766**
bein_3	0.527	0.493	0.486	**0.730**
bein_4	0.542	0.522	0.499	**0.758**
bein_5	0.458	0.445	0.351	**0.688**
bein_6	0.478	0.432	0.428	**0.687**
bein_7	0.374	0.402	0.360	**0.681**
bein_8	0.478	0.496	0.466	**0.744**

Table 4 shows that a latent variable shares more variants with the underlying indicator than with other latent variables, so the AVE value for each latent variable must be higher than R-square with all other latent variables. Therefore, each indicator on each variable in this study has fulfilled discriminant validity.

Table 4.. Discriminant validity (Fornell-Lacker criterion)

	BEIN	**CTRU**	**ESQU**	**PVAL**
BEIN	**0,721**			
CTRU	0,680	**0,814**		
ESQU	0,718	0,704	**0,719**	
PVAL	0,684	0,645	0,699	**0,797**

Note. Diagonal elements (boldface) are the square root of the variance shared between the constructs and their measurement (average variance extracted). Off-diagonal elements are the correlations among constructs. Fornell-Lacker criterion for assessing discriminant validity requires diagonal values larger than off-diagonal ones.

4.3 Structural Model evaluation

Figure 2 shows the PLS Path Model results from the relationship between e-service quality, trust, perceived value, and behavior intention.
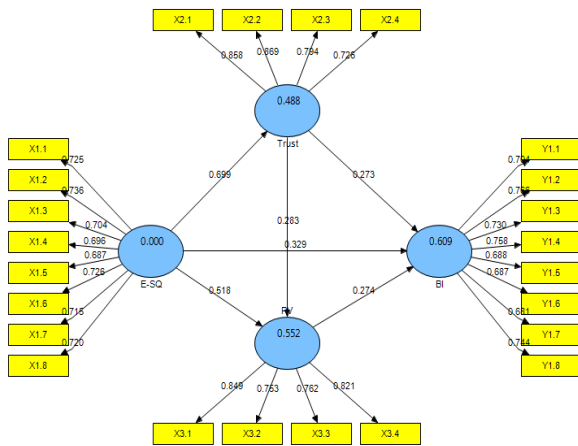

Figure 2. PLS Path Model

The value of R-Square in table 5 shows that the value of the customer trust variable is 0.488, meaning that the percentage of data trust diversity that can be explained by e-service quality is 48.8%, so it concluded that e-service quality could affect 48.8 % customer trust from online transportation consumers in Surabaya.

The value of R-Square in the perceived value of 0.552 means that the percentage of data perceived value that can be explained by e-service quality and customer trust is 55.2%, so it can be concluded that e-service quality and customer trust can influence 55.2% perceived value of online transportation consumers in Surabaya. Then the value of 0.609 in table 2 shows the percentage of data diversity behavior intention which can be explained e-service quality, customer trust, and perceived value is 60.9%, so it can be concluded that e-service quality, customer trust, and perceived value can influence of 60.9% behavioral intention of online transportation in Surabaya.

Table 5. Significance Testing Result of The Structural Model Path Coefficients

Latent Variable	Structural Model Prediction Assessment	
	Accuracy R^2	Relevance Q^2
CTRU	0.604	0.286
PVAL	0.486	0.301
BEIN	0.549	0.326

Structural Model Path Coefficients Significance Test			
	Path Coefficient	*t* **Values**	*p* **Values**
ESQU ➔ PVAL	.518***	7.491	0.000
ESQU ➔ CTRU	.699***	17.156	0.000
CTRU➔ PVAL	.283***	4.296	0.000
ESQU ➔ BEIN	.329***	5.037	0.000
CTRU ➔ BEIN	.273***	4.379	0.000
PVAL➔ BEIN	.274***	5.033	0.000

Note. The cross-validated redundancy measure Q2 is obtained from the blindfolding procedure with an omission distance of seven; the t-values and p-values obtained from the bootstrapping procedure (240 cases, 5,000 subsamples, no sign changes, and 95% confidence interval two-tailed test).

*p < .10, **p < .05, ***p < .01 (two-sided test).

According to Geisser (1974) and Stone (1974) relevant predictions can be judged on the Q-square. Where in table 5 note that the value of Q-square has a value above 0 means the structural model can predict the topic described accurately. Next looking at the Collinearity Assessment (table 6) shows that the variance inflation factor (IF) is less than 5, whereby there is no problem of multicollinearity in the data.

Table 6. Collinearity Assesment

	BEIN	**CTRU**	**ESQU**	**PVAL**
BEIN				
CTRU	2,133			1,954
ESQU	2,553	1,000		1,954
PVAL	2,234			

Note. Values of variance inflation factor should not exceed the value of 5.

4.4 Result of hypotheses testing

Research hypothesis can be accepted if the value of *t* value > t table at the error rate (α) 5% is 1.96. Table 5 shows the *t* value of e-service quality to perceived value is 7,491 which is greater than 1.96, it shows that e-service quality has a significant influence on perceived value of online transportation consumers in Surabaya. The value of t value of 17.156 means that the effect of e-service quality on customer trust is significant in the consumer of online transportation in

Surabaya. In hypothesis 3 the value of t-statistics of the effect of e-service quality on behavioral intention is 5.037 which is greater than 1.96, it shows that e-service quality has a significant influence on the behavioral intention of consumer of online transportation in Surabaya. In hypothesis 4, *t* value of 4.296 means that customer trust has a significant influence on perceived value of online transportation in Surabaya.

The value of *t* value on hypothesis 5 is 4,379 which means that customer trust has a significant influence on behavioral intention on the online transportation in Surabaya. In the sixth hypothesis test, the value of *t* value generated greater than 1.96 is 5,033, where perceived value has significant effect to behavioral intention on the online transportation in Surabaya. Based on the results of table 5 it is known that the six hypotheses in this study are accepted.

5.   Discussion

5.1. Summary of Findings

This study was aimed to investigate the effect of E-service Quality, Customer Trust, Perceived Value dimensions on behavior intention of Online Transportation in Surabaya. This study discusses the factors that influence the Behavior of Intention of the consumer of online transportation in Indonesia by using SEM. In this study found that 45.8% of consumers use online transportation 2 to 3 times per week and most respondents have ages 18 to 25 years (72.1%). At this time consumers with incomes under Rp 3,500,000 often using online transportation may reflect that online transportation is an alternative to public transportation today and has become a public need.

From this study, E-service Quality has observable effects on indicators of efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact. E-service Quality influence Perceived Value, with a statistical significance of 0.001, which corroborated with Park and others (2012), and Aydin and Özer (2005). From the results of the research, the analysis showed that there is a positive influence on the E-service Quality with Perceived Value. It means that online transportation consumers in Surabaya feel they have more benefits or value than an online transportation service that has good E-service Quality. The services provided by online transport through the ordering process through the application facilitate the consumer, as well as the fast process, accurate ordering, and the responses given fast from the online transportation.

The result of partial least squares analysis concludes that there is a positive influence between the E-service Quality to Customer Trust means that higher quality of application-based electronics on online transport, consumers will increasingly believe in online transportation. The results are consistent with research conducted by Park and others (2012) which says that E-service Quality will affect Consumer Trust. According to Aydin and Özer (2005) said that the good E-service Quality that the company provides to customers would shape Customer Trust.

The higher level of trust by consumers, the value created by consumers will be better for online transportation. It is because Customer Trust has a significant influence on Perceived Value, the results are by the research Sirdeshmukh and others (2002). Where in this study note that the level of consumer confidence in the ability of online transportation drivers was high, so that emotional value of consumers high.

This study found that the E-service Quality is a consumer perception derived from personal experience. In the use of consumer online transportation applications will assess the e-service quality of the company, which will affect the behavioral intention as in the results of this study. Furthermore, to establish positive consumer Behavioral Intentions, this study found that companies should strive to build an efficient and effective online transportation application system, including enhanced responsiveness in case of application problems.

Another factor to consider in building Behavioral Intention is trust and, where the variable influences Behavioral Intention. It is by Alalwan and others(2015) and Sirdeshmukh and others (2002) research. In this research, it was known that Customer Trust about driver capability is so good that consumer will reuse of online transportation and will tell experience with others. The process for establishing behavioral intentions such as repeat purchases, telling experience in app use, and not complaining, companies must increase consumer confidence in the driver's ability to drive safely and comfortably.

The effect of Perceived Value on the Behavioral Intention signifies that it supports the hypothesis and by the research Wu and others (2014) and Cronin and others (2000). When companies develop Behavioral Intention, companies should pay attention to Perceived Value such as emotional value, social value, the value of money and performance value.

5.2. Managerial implication

Regarding the managerial implications, practitioners must create different strategies to enhance e-

service quality, trust, and perceived value to increase favorable behavioral intention. Our results show that to improve the level of e-service quality; online transportation companies should try to improve the compensation system on applications. We suggest that the company establish a system of recovery where consumers will be compensated according to perceived loss. In transportation online become a means to have an application system that is not easy to error. So, the company should try to build a good service center, so that if there is an error on the system company can overcome it. Customer trust is one of the most important variables for building behavioral intention. Companies can increase consumer trust by informing consumers that drivers working in online transportation have a safe and comfortable driving ability.

5.3. Limitations and Direction for Future Research

The following are some limitations of the current study. First, this study considers the measurement of service quality online, whereas the concept of online transportation service provided can be through offline and online. Several, this study focuses only on the behavioral intention of online transportation consumers in Indonesia. Therefore, the generalized model outcomes will only be established if additional studies consider the proposed approach to other industries and other countries. Also, about the sample, it would be interesting if further research target for larger samples and making comparisons with, thereby increasing the generalization of the result.

6.   Conclusion

In this research, it can be concluded that e-service quality, customer trust, perceived value and behavior intention are associated one another on online transportation in Surabaya. For instance, e-service quality has a significant effect on customer trust; it means that the quality of online transportation application will better influence consumer's trust toward online transportation. In this research also known that customer trust has a significant influence on perceived value and behavioral intention. Then it can also be concluded that the consumer experience will use the application of online transportation should be good, so will increase consumer confidence in the application of online transportation. At that time, consumers will feel that the sacrifices given by the benefits obtained and ultimately in the future, they will make repeat purchases, recounting experience

using online transportation, will not complain and will not move using other transportation. Based on the results of this study, we note that consumer confidence and e-service quality is still not optimal, therefore an area that needs further improvement.

References

Alalwan, A. A., Dwivedi, Y. K., Rana, N. P., Lal, B., & Williams, M. D. (2015). Consumer adoption of Internet banking in Jordan: Examining the role of hedonic motivation, habit, self-efficacy and trust. *Journal of Financial Services Marketing*, *20*(2), 145–157. https://doi.org/10.1057/fsm.2015.5

Aydin, S., & Özer, G. (2005). The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market. *European Journal of Marketing*, *39*(7/8), 910–925. https://doi.org/10.1108/03090560510601833

Bauer, H. H., Falk, T., & Hammerschmidt, M. (2006). eTransQual: A transaction process-based approach for capturing service quality in online shopping. *Journal of Business Research*, *59*(7), 866–875. https://doi.org/10.1016/j.jbusres.2006.01.021

Bonsón Ponte, E., Carvajal-Trujillo, E., & Escobar-Rodríguez, T. (2015). Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on trust antecedents. *Tourism Management*, *47*, 286–302. https://doi.org/10.1016/j.tourman.2014.10.009

Brady, M. K., Robertson, C. J., & Cronin, J. J. (2001). Managing behavioral intentions in diverse cultural environments: An investigation of service quality, service value, and satisfaction for American and Ecuadorian fast-food customers. *Journal of International Management*, *7*(2), 129–149. https://doi.org/10.1016/S1075253(00)00041-7

Chen, C. F., & Tsai, M. H. (2008). Perceived value, satisfaction, and loyalty of TV travel product shopping: Involvement as a moderator. *Tourism Management*, *29*(6), 1166–1171. https://doi.org/10.1016/j.tourman.2008.02.019

Choudhury, K. (2015). Service quality and customers' behavioural intentions. *Asia Pacific Journal of Marketing and Logistics*, *27*(5), 735–757. https://doi.org/10.1108/APJML-02-2015-0025

Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of*

Retailing, *76*(2), 193–218. https://doi.org/10.1016/ S0022-4359(00)00028-2

Dagger, T. S., & Sweeney, J. C. (2007). Service Quality Attribute Weights: How Do Novice and Longer-Term Customers Construct Service Quality Perceptions? *Journal of Service Research*, *10*(1), 22–42. https://doi.org/10.1177/1094 670507303010

Gefen, D., & Straub, D. (2003). Managing User Trust in B2C e-Services. *E-Service Journal*, *2*(2), 7–24. https://doi.org/10.2979/ESJ.2003.2.2.7

GEISSER, S. (1974). A predictive approach to the random effect model. *Biometrika*, *61*(1), 101–107. https://doi.org/10.1093/biomet/61.1.101

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate Data Analysis. *Vectors*. https://doi.org/10.1016/j.ijpharm.2011.02.019

Kim, H. W., Xu, Y., & Gupta, S. (2012). Which is more important in Internet shopping, perceived price or trust? *Electronic Commerce Research and Applications*, *11*(3), 241–252. https://doi.org/10.1016/j.elerap.2011.06.003

Kotler, P., & Armstrong, G. (2010). *Principles of Marketing. World Wide Web Internet And Web Information Systems*. https://doi.org/10.2307/1250103

Lee, G.-G., & Lin, H.-F. (2005). Customer perceptions of e-service quality in online shopping. *International Journal of Retail & Distribution Management Online Information Review Internet Research*, *33*(4), 161–176. https://doi.org/10.1108/09590550510581485

Lien, C. H., Wen, M. J., & Wu, C. C. (2011). Investigating the relationships among E-service quality, perceived value, satisfaction, and behavioral intentions in Taiwanese online shopping. *Asia Pacific Management Review*, *16*(3), 211–223. https://doi.org/10.5539/ijbm.v7n7p141

Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of Management Review*, *20*(3), 709–734.
https://doi.org/10.5465/AMR.1995.9508080335

Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-Qual. *Journal of Service Research*, *7*(3), 213–233. https://doi.org/10.1177/1094670 504271156

Park, J., Lee, J., Lee, H., & Truex, D. (2012). Exploring the impact of communication effectiveness on service quality, trust and relationship commitment in IT services. *International Journal of Information Management*, *32*(5), 459–468. https://doi.org/10.1016/j.ijinfomgt.2012.02.005

Patterson, P. G. (2004). A contingency model of behavioural intentions in a services context. *European Journal of Marketing*, *38*(9/10), 1304–1315. https://doi.org/10.1108/0309056041 0548997

Pavlou, P. a. (2003). Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model. *International Journal of Electronic Commerce*, *7*(3), 69–103. https://doi.org/10.1.1.86.7139

Ratnasingham, P., & Kumar, K. (2000). Trading partner trust in electronic commerce participation. In *ICIS* (pp. 544–552). Retrieved from http://portal.acm.org/citation.cfm?id=359811

Razak, N. S. A., Marimuthu, M., Omar, A., & Mamat, M. (2014). Trust and Repurchase Intention on Online Tourism Services among Malaysian Consumers. *Procedia - Social and Behavioral Sciences*, *130*, 577–582. https://doi.org/10.1016/j.sbspro.2014.04.067

Santos, J. (2003). E-service quality: A model of virtual service quality dimensions. *Managing Service Quality: An International Journal*, *13*(3), 233–246. https://doi.org/10.1108/09604520310476490

Siau, K., & Shen, Z. (2003). Building customer trust in mobile commerce. *Communications of the ACM*, *46*(4), 91–94. https://doi.org/10.1145/641205.641211

Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer Trust , Value , and Loyalty in Relational Exchange. *Journal of Marketing*, *66*(January), 15–37.https://doi.org/10.1509/jmkg.66.1.15.18449

Srivastava, K., & Sharma, N. K. (2013). Service Quality, Corporate Brand Image, and Switching Behavior: The Mediating Role of Customer Satisfaction and Repurchase Intention. *Services Marketing Quarterly*, *34*(4), 274–291. https://doi.org/10.1080/15332969.2013.827020

Stone, M. (1974). Cross-Validatory Choice and Assessment of Statistical Predictions. *Journal of the Royal Statistical Society*, *36*(2), 111–147. https://doi.org/10.2307/2984809

Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value. *The Development of a*, *6*(2), 167–190. https://doi.org/http://dx.doi.org/10.1108/17506121211243086

Turel, O., & Serenko, A. (2006). Satisfaction with mobile services in Canada: An empirical investigation. *Telecommunications Policy*, *30*(5–6), 314–331. https://doi.org/10.1016/j.telpol.2005.10.003.

Wang, Y., Lo, H. P., Chi, R., & Yang, Y. (2004). An integrated framework for customer value and customer-relationship-management performance: a customer-based perspective from China. *Managing Service Quality*, *14*(2/3), 169–182. https://doi.org/10.1108/09604520410528590

Wu, H.-L., Liu, C.-Y., & Hsu, W.-H. (2008). An integrative model of customers' perceptions of health care services in Taiwan. *The Service Industries Journal*, *28*(9), 1307–1319. https://doi.org/10.1080/02642060802230130

Wu, L. Y., Chen, K. Y., Chen, P. Y., & Cheng, S. L. (2014). Perceived value, transaction cost, and repurchase-intention in online shopping: A relational exchange perspective. *Journal of Business Research*, *67*(1), 2768–2776. https://doi.org/10.1016/j.jbusres.2012.09.007

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, *60*(2), 31. https://doi.org/10.2307/1251929

Zhou, T., Lu, Y., & Wang, B. (2009). The Relative Importance of Website Design Quality and Service Quality in Determining Consumers' Online Repurchase Behavior. *Dx.Doi.Org*, *26*(4), 327–337. https://doi.org/10.1080/10580530903245663.

Appendix Indicators of Reflective Measurement Models

E-Service Quality (ESQU)		Source
esqu_1	I use the online transportation app easily.	
esqu_2	I can order quickly through the online transport app	
esqu_3	Accuracy of ordering on online transportation application	
esqu_4	Online transportation applications rarely experience errors	
esqu_5	An online transportation application can keep my data	Parasuraman et al., 2005)
esqu_6	The online transportation application provides quick responses when the app is in trouble	
esqu_7	The existence of compensation provided by the online transportation	
esqu_8	The online transportation application provides a 24-hour phone number	
Customer Trust (CTRU)		
ctru_1	I trust an online transportation driver can drive safely.	
ctru_2	I trust an online transportation driver can drive comfortably	(Mayer et al., 1995)
ctru_3	I trust the online transportation drivers are happy to bring or put my items in the car	
ctru_4	I trust the online transportation drivers will return items that are left behind.	
Perceived Value (PVAL)		
pval_1	I feel happy during the trip using online transportation because it is worth the sacrifice given	
pval_2	I feel part of a modern community that can use the online transport app	(Sweeney & Soutar, 2001)
pval_3	I feel the cost is cheaper compared to other transportation.	
pval_4	I feel the performance of an online transportation driver matches what was paid.	
Behavior Intention (BEIN)		
bein_1	I will tell you about the experience of using online transportation to others	
bein_2	I will re-order the online transportation shortly	
bein_3	I will still use the online transportation and do not move using other transportation.	
bein_4	I am willing to pay more for the same service on online transport	
bein_5	I will not make complaints about online transportation to anyone else	
bein_6	I will not complain through online media.	(Zeithaml et al., 1996)
bein_7	I will not complain to customer service	
bein_8	I will not submit an email complaint to the online transportation	