

ABSTRACT

The increasing of the internet user has an important role for business growth in Indonesia. The internet changes various services and customer behavior from traditional to modern through digitalization. One industry sector that is changing is online transportation. Data shows that Gojek has the highest number of downloads in Indonesia. Even though Gojek is the leader of the online transportation market in Indonesia, Gojek has the lowest rating on the AppStore and Google Play Store. Even though the Gojek application has become a SuperApp, the data shows that the factor in customers choosing online transportation is also based on the driver. Customer behavior shows that there are still many customers who are disappointed and dissatisfied with Gojek driver service.

This research aims to determine the influence of service quality and customer perceived value on customer behavioral intentions through the variables of customer trust and satisfaction. This research was used to investigate the factors that influence behavioral intentions for customers in order to maintain Gojek's sustainability. The aspects studied include direct relationships between variables, variable relationships through mediating variables, and also customer perceptions regarding the variables studied.

This research uses quantitative methods to determine the influence between variables. The data collection technique uses primary data, namely surveys to respondents distributed through questionnaires and secondary data collection. The respondents used were people who had used Gojek, namely GoRide and GoCar. The data analysis technique uses Structural Equation Model-Partial Least Square (SEM-PLS) with the help of SmartPLS 3.2 software. The tests conducted include PLS testing, blindfolding, bootstrapping, and IPMA.

This study involved 400 respondents who are users of Gojek services in Indonesia. The findings of this research indicate that service quality and perceived value significantly and positively influence behavioral intentions, both directly and indirectly through customer trust and satisfaction. In Gojek Indonesia's transportation services, higher service quality and perceived value lead to higher future customer behavioral intentions. The IPMA results indicate that service quality and perceived value are key elements with the greatest influence on user behavioral intentions.

These findings provide practical implications for Gojek in enhancing customer satisfaction and theoretical implications. To increase customer behavioral intentions, Gojek needs to enhance service quality and perceived value, as well as maintain customer satisfaction. This research contributes to marketing insights, particularly in the transportation sector, due to its innovative SERVQUAL model.

Keywords: behavioral intention, customer satisfaction, gojek, perceived value, service quality