

## THE EFFECT OF E-SERVICE QUALITY, PERCEIVED VALUE, E-CUSTOMER SATISFACTION ON E-CUSTOMER LOYALTY FOR JABODETABEK INDONESIA ONLINE MOTORCYCLE TRANSPORTATION USERS

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### ABSTRAK

Seiring dengan kemajuan teknologi dan mobilitas yang terus berkembang, pelayanan transportasi motor online saat ini menjadi bagian penting dari rutinitas keharian penduduk perkotaan, khususnya di wilayah Jabodetabek. Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh e-service quality dan Perceived value terhadap e-customer loyalty dengan menggunakan variabel Intervening. Penelitian ini menggunakan 200 responden penggunaan layanan transportasi motor online di Jabodetabek Indonesia. Analisis data dalam penelitian ini menggunakan SEM-PLS. Kesimpulan pada penelitian ini menunjukkan bahwa e-service quality berpengaruh positif terhadap e-customer satisfaction. perceived value berpengaruh positif terhadap e-customer satisfaction. e-customer satisfaction berpengaruh positif terhadap e-customer loyalty. E-service quality berpengaruh positif terhadap e-customer loyalty. Perceived value berpengaruh positif terhadap e-customer loyalty. E-service quality berpengaruh positif terhadap e-customer loyalty melalui e-customer satisfaction. Perceived value berpengaruh positif terhadap e-customer loyalty melalui e-customer satisfaction. Pada penelitian berikutnya peneliti menyarankan untuk dapat memperluas wilayah penelitian dan mencari objek di bidang lainnya. Penelitian diharapkan dapat meningkatkan kualitas layanan, nilai yang diberikan kepada pelanggan, dan kepuasan pelanggan dalam menghadapi persaingan yang semakin ketat.

**Kata Kunci:** Layanan Transportasi Motor Online, E-Service Quality, E-Customer Satisfaction, E-Customer Loyalty.

### ABSTRACT

*Along with technological advances and growing mobility, online motorcycle transportation services are now an important part of the daily routine of urban residents, especially in the Jabodetabek area. This study aims to determine how the influence of e-service quality and Perceived value on e-customer loyalty using Intervening variables. This study uses 200 respondents who use online motorcycle transportation services in Jabodetabek, Indonesia. Data analysis in this study used SEM-PLS. The conclusion of this study shows that e-service quality has a positive effect on e-customer satisfaction. perceived value has a positive effect on e-customer satisfaction. e-customer satisfaction has a positive effect on e-customer loyalty. E-service quality has a positive effect on e-customer loyalty. Perceived value has a positive effect on e-customer loyalty. E-service quality has a positive effect on e-customer loyalty through e-customer satisfaction. Perceived value has a positive effect on e-customer loyalty through e-customer satisfaction. In future studies, researchers suggest expanding the research area and looking for objects in other fields. Research is expected to improve service quality, the value provided to customers, and customer satisfaction in the face of increasingly fierce competition.*

**Keywords:** Online Motorcycle Transportation Services, E-Service Quality, E-Customer Satisfaction, E-Customer Loyalty.

### INTRODUCTION

One aspect that has a big impact on Indonesian society is the use of online motorbike transportation services (Prasetyo & Syabany, 2023). The mobility of the Indonesian people has led to an increase in competition in the online motorcycle transportation industry (Murti, 2020). One alternative choice of online motorbike transportation services that can overcome

congestion problems and offer affordable prices is motorbike transportation, and currently, online motorcycle taxi service provider platforms such as Grab, Gojek, and Maxim are the main choices (Soehodho, 2016). Online motorcycle taxi customer loyalty is influenced by several factors, one of which is information technology, especially through the platform Online Motorbike Transport. Modern society has managed to increase the effectiveness of various types of transportation (Arynovebryana et al., 2022). Customer satisfaction Online transportation services can be achieved if online motorcycle taxis provide good service; this will form customer loyalty against online motorcycle transportation (Hanafi et al., 2021). Research on customer loyalty to online motorbike transportation is very important to be carried out in Jakarta, Indonesia. This is due to the high level of use of online motorbike transportation for various community purposes.

With the development of the digital world that began to grow, came the concept of loyalty in the online environment known as e-customer loyalty (Mariam et al., 2022). E-Customer Loyalty One of the important factors in a company in achieving its goals (Ghazmahadi et al., 2020). If the customer is satisfied, they will continue to use the application repeatedly, thus creating loyalty to the application (Pratiwi & Suparna, 2018). According to Mariam et al. (2022) and Supiati et al. (2021), to improve e-customer loyalty, Companies must design effective strategies so that companies can continue to compete in the digital world. The main key to maintaining a presence in the global market lies in e-service quality For customers (Supriyanto et al., 2021). E-Service Quality It plays an important role in any society, as it has become the basis of how customers interpret online transportation and, ultimately, how it interacts and operates with online services (Hanafi et al., 2021).

If E-Service Quality offered according to the wishes of the customer, then the customer will feel satisfied, otherwise if e-service quality Not meeting their expectations, customers will feel disappointed (Rich et al., 2019). If E-Service Quality given by customers in accordance with expectations, then this will create perceived value its good (Chang et al., 2009). Perceived Value Customers in recent decades, have received a lot of attention from researchers about service marketing, as more and more customers are influenced by value (El-Adly & Eid 2015). In choosing online motorbike transportation services, the average customer tends to use perceived value as a key consideration (Hanafi et al., 2021).

Perceived Value One of the key importance in brand valuation relates to the way a customer values a product or service based on his needs and expectations (Erianti & Athanasius, 2020). E - Customer Satisfaction It also has an important role, where if customers are not satisfied with the products or services provided, then they can show anti-social behavior that ultimately harms the company (Castillo, 2018). E - Customer Satisfaction One of the important factors is because when customers feel happy, they will spread the sense of satisfaction to other potential customers, which in turn will increase business loyalty and reputation (Shah & Wijoyo 2021).

Several previous studies have proven the influence e-service quality towards e - customer satisfaction at Online Shopping which has 355 respondents in Indonesia (Rita et al., 2019). Research Uzir et al. (2021), finding influence perceived value towards e-customer satisfaction at home delivery in Dhaka, Bangladesh by doing research on 259 respondents. According to research Rodríguez et al. (2020), finding influence e-customer satisfaction towards e-customer loyalty in the world Fashion Online in Spain. Research Rich et al. (2019), stating the existence of influence e-service quality towards e-customer satisfaction on the Familiarity website in Turkey. Research Frances, which examines the

influence between Perceived Value with e - Customer Loyalty conducted at the company Retell on super mockups by conducting research on 408 consumers in the country of Spain. According to research Juwaini et al. (2022), stating the existence of influence e-service quality towards e-customer loyalty on the online customer shop. While research Khasbulloh & Suparna (2022), states the existence of influence perceived value towards e-customer loyalty through e-customer satisfaction on the Bukalapak application user.

However, in previous studies conducted by Uzir et al. (2021), at the end of the research suggested doing research with other variables and in other industries, so this study tries to explore the research with variables perceived value towards e-customer satisfaction. Perceived value It is particularly relevant in the ride-hailing industry because users often make decisions based on the value or benefits, they perceive to be derived from the service. In addition, this study added: e-customer satisfaction as mediation and using e-customer loyalty as a variable vocal on online motor transportation. This distinguishes previous research, where previous research was conducted by industry e-commerce in Pakistan in 2019, while this research will be conducted on the online motorcycle transportation industry in the Greater Jakarta area, Indonesia in 2024. The purpose of this study is to determine the influence of e-service quality, perceived value and e-customer satisfaction towards e-Service Loyalty in the Online Motor Transportation industry in Jabodetabek, Indonesia. This research is expected to be a guideline for online motorcycle transportation companies in providing quality service and value felt by customers, with the aim of making customers feel satisfied and loyal.

## **RESEARCH METHODOLOGY**

Data collection in this study was carried out through a quantitative approach with survey methods using online questionnaires. All items were measured on a 4-point Linkert type scale, ranging from 1 strongly disagree (STS) to 4 strongly agree (SS) (Primary et al., 2023). The measurement in this study used 3 independent variables, namely: e-service quality, perceived value, e – customer satisfaction and dependent variables e – Customer Loyalty. Variable measurement e-service quality with 7 questions adapted from Wilis & Nurwulandari (2020). Next variable perceived value measured by 3 questions that adapt from (Chonsalasin et al., 2020). While variables E – customer satisfaction measured by 4 questions adapted from (Miguens & Vázquez 2017). And variable measurement e – Customer Loyalty measured by 4 questions adapting from (Alnaim et al., 2022). The total measurement amounted to 18 questions which can be seen in appendix 2 of the questionnaire.

The population in this study involved users of online motorbike transportation applications who were domiciled in the Jabodetabek area and had used the service. The sampling technique is carried out through the purposive sampling method, namely with the criteria of active men and women over the age of 17 years, who actively use online motorbike transportation applications at least 3x a week. To get a sincere response, the study collected samples by conducting surveys by distributing questionnaires. So that the results of the analysis become more complete Hair et al. (2018), where  $N \times \text{Indicator} = 10 \times 18 = 180$  respondents. After all questionnaire results are collected by researchers who have been disseminated through social media (Whatsapp, Instagram and Telegram) then it will be analyzed using Structural Equation Models (SEM). The variable data of this study was processed using the SmartPLS software program. In this study will be carried out several stages, first descriptive analysis, second outer model analysis, this stage will be used as a measurement for discriminant validity test, convergent validity and Reliability, third Analysis Inner Model which will be used for the measurement of the coefficient of

determination and path analysis and the four hypothesis tests.

## **RESULT AND DISCUSSION**

### **RESULT**

Researchers performed an analysis using SEM-PLS before proceeding to the main stage of research. So, the data collection technique begins with the distribution of the initial questionnaire (pretest) to 30 respondents, and validity and reliability tests will be carried out to test and measure the hypothesized model. For validity testing, use the value Average Variance Extracted (AVE). Hair et al. (2021) state that a minimum AVE value of 0.50 is considered valid. Then, for reliability tests, it can be seen from the values Composite Reliability (Cr) and Cronbach's alpha, which indicate that Composite Reliability can be declared reliable if the value of the variable  $> 0.70$  and Cronbach's alpha can be declared reliable if the minimum variable value is 0.70. Based on the results of the test in the 30 responses, there are 4 variables with values of Average Variance Extracted (AVE)  $> 0.50$ , Composite Reliability (Cr), and Cronbach's alpha  $> 0.70$ . This test can be declared valid and reliable so that research can continue.

### **Respondent Demographics**

Based on the distribution of questionnaires conducted online through google forms, data was collected as many as 200 respondents who met the predetermined criteria. Where in this study the minimum number of respondents was 180, but researchers managed to get 200 respondents. Based on the age of these respondents are those over the age of 17 years and over as many as 200 respondents or 100%. In addition, respondents who live in the Jabodetabek area as many as 200 respondents or 100%. Respondents who used online motorbike transportation in the last 1 week were 200 respondents or 100%. From this data, the number of male respondents was 73 respondents or 36.5% while 127 respondents or 63.5% were women. Regarding the age group of respondents, 73.5% were aged 17 – 25 years and 26.5% were aged 26 – 60 years. Then based on respondents' income, 24 respondents or 12% were obtained  $< \text{Rp. } 500,000$ . For income of  $\text{Rp. } 500,000 - 2,000,000$  as many as 58 respondents or 29%. Furthermore, the income of  $\text{Rp. } 2,000,000 - \text{Rp. } 5,000,000$  was 60 respondents or 30%. While the income  $> \text{Rp. } 5,000,000$  as many as 58 respondents or 29%. Furthermore, based on the criteria for online motorbike transportation applications, 78 respondents or 39% chose the Gojek application. For those who chose the Grab application as many as 83 respondents or 41.5% and those who chose the Maxim application as many as 39 respondents or 19.5%.

### **Outer Model**

Deep Outer Model Analysis This research, refers to the framework proposed by Hair et al. (2021), the researcher ran the Test Convergent Validity. The determination of the AVE value is used as a criterion to evaluate convergent validity, if the AVE value is  $> 0.50$ , it can be concluded that the AVE can meet the standard value Convergent Validity which is good. Next, Test Discriminant Validity performed using the Fornell-Lacker method. If the Fornell – Lacker value  $> 0.60$  then the value Discriminant Validity acceptable. Research Hair et al. (2021), states that if Cronbach's Alpha, rho – A values and Composite Reliability  $> 0.70$  then the variable can be considered reliable. In this study, analysis Outer Model used to determine the extent to which indicators correlate with latent variables and assess the validity of each indicator. If the value Outer Loading  $> 0.70$ , then the indicator is considered valid. The results of the analysis of 18 questions showed that all indicators in this study chose values Outer Loading  $> 0.70$ . Therefore, all questions in the questionnaire on this researcher are appropriate in measuring each variable and can proceed to the next test.

### **Convergent Validity**

The convergent validity test revealed that the AVE value for the E-Service Quality measure was 0.629. The Perceived Value variable has an Average Variance Extracted (AVE) value of 0.735. The E-Customer Satisfaction variable has an Average Variance Extracted (AVE) value of 0.619. The E-Customer Loyalty variable has an Average Variance Extracted (AVE) value of 0.611. Therefore, it may be inferred that all AVE values in this investigation are satisfactory.

### **Discriminant Validity**

The Discriminant Validity Test findings utilizing Fornell Larkcker indicate the following values: E-Service Quality = 0.793, Perceived value = 0.858, E-customer satisfaction = 0.787, E-customer loyalty = 0.782. All variables, including E-service quality, perceived value, E-customer satisfaction, and E-customer loyalty, have values over 0.70, meeting the requirements for Discriminant Validity Test and indicating their acceptance and quality.

### **Reliability Test**

According to research Hair et al. (2018), states that the standard value is a recognized minimum of some size Reliability such as Cronbach Alpha, rho-A, and Composite Reliability is 0.6. The results of this study show that the value of the variable E-Service Quality has a Cronbach's alpha value of 0.902, a rho-A value of 0.904 and a composite reliability value of 0.922. Meanwhile, variables Perceived Value has a Cronbach's alpha value of 0.821, a rho-A value of 0.843 and a composite reliability value of 0.893. Variable E-Customer Satisfaction has Cronbach's alpha value of 0.794, rho-A of 0.795, and a composite reliability value of 0.866. While variables E-Customer Loyalty has a Cronbach's alpha value of 0.788, a rho-A value of 0.792 and a composite reliability value of 0.863. Thus, it can be concluded that the results Reliability Test In this study can show reliability.

### **Inner Model Analysis**

The next stage is the analysis of the inner model by determining the value of R-Square. If the R-Square value is 0.75, it is considered strong. Conversely, the R-Square value of 0.05 is considered moderate, while if the R-Square value is 0.25 it is considered weak. In addition, in testing the standard hypothesis T-Statistic  $> 1.96$  and P Value value  $< 0.05$  signify statistical significance.

### **R-Square**

R-Square (Coefficient of determination) is a metric to assess the extent to which the influence of the independent variable explains the dependent variable, if the researcher uses more than 2 independent variables. If the value R-Square 0.67 that the model is strong, if the value is 0.33 that the model is moderate and if the value is 0.19 that the model is weak (Chin et al., 1998). Based on the results of the analysis of the coefficient of determination (R-Square) that the variable e-customer loyalty has an influence of 68.3%. Therefore, it can be concluded that influence e-service quality, perceived value and e-customer satisfaction towards e-customer loyalty by 0.683 or 68.3% with a value of R-Square 0.678 or 67.8% is included in the category of strong influence. The remaining 31.7% is influenced by other variables. While on variables E - Customer Satisfaction At 65.9%, it can be concluded that the variable e-service quality and perceived value towards e-customer satisfaction amounting to 0.659 or 65.9% with a value of R-Square at a value of 0.655 or 65.5% which is included in the moderate influence category. The remaining 34.5% is influenced by other variables. Result R-Square can be seen in Appendix 6.

### **F-Square**

To measure the extent to which exogenous variables affect endogenous variables, it can be done using F-Square (Effect Size). F-Square Used as an indicator of how much

influence exogenous variables have on endogenous variables. Value F-Square indicates that a value of 0.35 indicates a strong model, a value of 0.15 indicates a moderate model, and a value of 0.02 indicates that the model is low (Hair et al., 2020). Based on the results of value analysis F-Square variable e-service quality towards e-customer satisfaction Having a value of 0.170 is included in the moderate level of influence. Variable perceived value towards e-customer satisfaction Having a value of 0.435 is included in the level of strong influence. Variable e-customer satisfaction towards e-customer loyalty has a value of 0.180 is then included in the moderate level of influence. Variable e-service quality towards e-customer loyalty Having a value of 0.082 is included in the low influence level. variable perceived value towards e-customer loyalty Having a value of 0.073 is included in the low influence level. Result F-Square can be seen in Appendix 6.

### **Model Fit**

Model Fit is an indicator that describes the extent to which a model fits into existing data. This assessment can be done by comparing the residual value of the predicted model with the actual data. In determining the fit model with the provision of a Standardized Root Mean Residual (SRMR) value of  $<0.10$ . Based on the results of the analysis, the SRMR value of  $0.070 < 0.10$  indicates that this model has a good level of suitability. In addition, the value of the Formed Fit Index (NFI) is 0.801 so that it can be concluded that the structural fit model obtained has a predicted variability rate of 80.1%.

### **Path Coefficient Direct Effect**

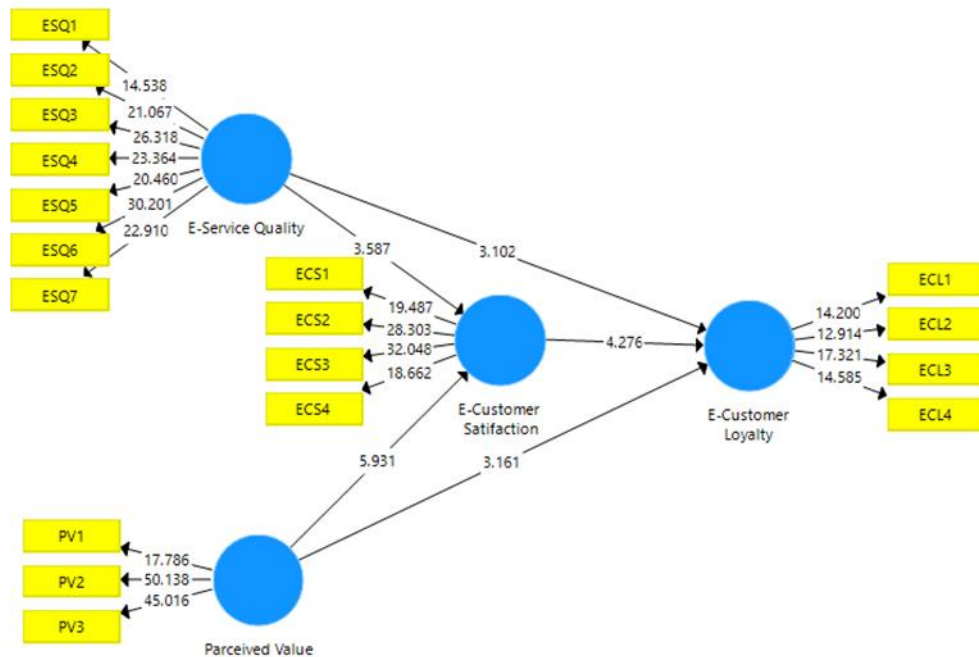
Direct effect is a direct effect that measures the direct influence of one variable on other variables without involving mediator variables. To find the value of the direct effect if the T-Statistic value of a relationship in the hypothesis  $>1.96$  and the P-Value value  $>0.05$  is considered significant. In addition, user bootstrapping methods in model evaluation involves using significance values and determining relationships between variables. In the resampling phase of this process, a complete original sample is used. There were 200 bootstrapping samples used in this study. Based on the results of the direct effect, it shows that e-service quality of e-customer satisfaction has a P-Value value of 0.000, this value is considered significant because it has a value of  $<0.05$  and a T-Statistic value of 3.762 above 1.96. In the perceived value of e-customer satisfaction has a P-Value value of 0.000, this value is considered significant because it is above  $<0.05$  and the T-Statistic value of 6.018 is above 1.96. In e-customer satisfaction against e-customer loyalty has a P-Value value of 0.000, this value is considered significant because it is  $<0.05$  and the T-Statistic value of 4.309 is above 1.96. In e-service quality of e-customer loyalty has a P-Value value of 0.001, the value is considered significant because it is  $<0.05$  and the T-Statistics value of 3.031 is above 1.96. While the perceived value and e-customer loyalty have a P-Value value of 0.001, this value is considered significant because it is above  $<0.05$  and the T-Statistic value of 3.222 is above 1.96.

### **Path Coefficient Indirect Effect**

Indirect effect is an indirect effect that refers to the indirect influence of a dependent variable on the independent variable through the mediator variable. To determine the value of indirect effect, if the P value  $<0.05$  on the variable can be said to have an influence and significant. Based on the results of the Indirect effect, it shows that E-service quality on e-customer loyalty through e-customer satisfaction has a P-Value value of 0.002, this value is considered significant because it has a value of  $<0.05$  and T-Statistics 2.866 above 1.96. Furthermore, the perceived value variable of e-customer loyalty through e-customer satisfaction has a P-Value value of 0.000, this value is considered significant because it has a value of  $<0.05$  and T-Statistic 3.357 above 1.96. The results of the Indirect Effect can be seen in Appendix 6.

## Path Diagram

Based on the results of the output carried out by researchers using 200 samples, the path diagram image can be seen in the figure below as follows:



Picture 1. Path Diagram T - Statistic

## Test the hypothesis

Based on the results of the Path analysis, it can be concluded that H1, H2, H3, H4, H5, are accepted because they have a P-Value value of  $<0.05$ , then the results of the research hypothesis can be seen in the table as follows.

Relationship	Original Sample (O)	T Statistics	P Value	Information
H1: E-Service Quality is positively related to E-Customer Satisfaction	0.337	3.729	0.000	The data support the hypothesis
H2: Perceived Value is positively related to E-Customer Satisfaction	0.539	6.112	0.000	The data support the hypothesis
H3: E-Customer Satisfaction is positively related to E-Customer Loyalty	0.409	4.374	0.000	The data support the hypothesis
H4: E-Service Quality is positive for E-Customer Loyalty	0.244	3.141	0.001	The data support the hypothesis
H5: Perceived Value is positively related to E-Customer Loyalty	0.256	3.201	0.001	The data support the hypothesis
H6: E – Service Quality to E – Customer Loyalty mediated by E – Customer Satisfaction	0.138	2.781	0.003	The data support the hypothesis
H7: Perceived Value to E – Customer Loyalty mediated by E – Customer Satisfaction	0.220	3.454	0.000	The data support the hypothesis

## DISCUSSION

This research aims to prove all hypotheses proposed based on previous theories. Based on the results of the first hypothesis test shows that e-service quality Significant effect in improving e-customer satisfaction on online motorbike transport services. Fast and efficient service not only provides convenience, but also contributes positively to customer satisfaction. In other words, the application maker will provide a user-friendly application interface, ease of use, transaction speed, security, and effective communication between service providers and customers. Therefore, it can be concluded that the first hypothesis is accepted. Thus, the results of the study that customers tend to respond positively to services that provide a good and seamless user experience. Research Rich et al. (2019), saying that e-service quality positive effect on e-customer satisfaction.

The results of the second hypothesis test state that perceived value Significant effect on e-customer satisfaction on online motorbike transportation services in Jabodetabek. Give perceived value for customers, it is the main key in achieving a high level of customer satisfaction. One of the elements that has a positive impact on Perceived value is the convenience of customers. When customers feel that online motorbike transportation services provide convenience in their travel, perceived value also increased. Then it can be concluded that the second hypothesis is accepted. In the crowded hustle and bustle of Jakarta, comfort is a determining factor for customer satisfaction. Thus, research Uzir et al., (2021) explain Perceived value positive effect on e-customer satisfaction.

The results of the third hypothesis test that e-customer satisfaction Significant effect on e-customer loyalty On online motorbike transportation services in Jabodetabek. at e – Customer satisfaction has an important role in advancing the level e - Customer Loyalty in an online service (Khan et al., 2019). One of the main aspects that strengthen the relationship between customer satisfaction and customer loyalty is a satisfactory user experience. Customers who are satisfied with online motorbike transportation services tend to be loyal customers, because they value ease of booking, fixed time and comfort during the trip. E-customer satisfaction became the foundation for the formation of e-customer loyalty, with customers who have had a positive experience tend to choose to return to using the same service. Then it can be concluded that the third hypothesis is accepted. Thus research Rodríguez et al. (2020), explain E-customer satisfaction positive effect on e-customer satisfaction.

The results of the fourth hypothesis test that: e-service quality Significant effect on e-customer loyalty on online motorbike transportation services in Jabodetabek. e-service quality A high one not only creates customer satisfaction, but becomes a solid foundation for shaping and maintaining e-customer loyalty. Customers who are satisfied with the user experience and feel that the service is reliable, tend to remain loyal and even become positive messengers recommending the service to others. Therefore, ride-hailing companies need to prioritize improvement E-service quality, as this plays an important role in building a solid foundation to achieve and maintain customer loyalty. Then it can be concluded that the hypothesis to e-map is acceptable. Thus research Alnaim et al. (2022) explain E-service quality positive effect on e-customer loyalty.

The results of the fifth hypothesis test that perceived value Significant effect on e-customer loyalty on online motorbike transportation services in Jabodetabek. Customers who feel they get positive value from using the service tend to become loyal and choose to use the service again. Customers tend to be more loyal to online motorbike transportation services that are considered high credibility, both in safety and quality of drivers in driving. Along with the upgrade perceived value Ini e-customer loyalty Online motor transportation services can be strengthened, creating a sustainable and mutually beneficial relationship



between the provider and customers. Then it can be concluded that the fifth hypothesis is accepted. Thus, research Uzir et al. (2021) explain Perceived value positive effect on e-customer loyalty.

The results of the sixth hypothesis test that e-service quality Significant effect on e-customer loyalty through e-customer satisfaction on online motorbike transportation services in Jabodetabek. E-service quality the optimal one not only creates customer satisfaction, but also becomes the main foundation in forming loyalty. Important E-service quality It can be seen from the influence on the level of customer satisfaction. The app's user-friendly interface, ease of transactions, and availability of accurate information are factors that contribute to a positive customer experience. With E-service quality in addition, customers tend to feel satisfied in using online motorbike transportation services, forming the initial basis for building customer loyalty. Then it can be concluded that the sixth hypothesis is accepted. Thus, research Rich et al. (2019) explain E-service quality positive effect on e-customer loyalty through e-customer satisfaction.

The results of the seventh hypothesis test that perceived value Significant effect on e-customer loyalty through e-customer satisfaction on online motorbike transportation services in Jabodetabek. Perceived value A good one, will make customers feel satisfied which in turn has the potential to encourage customers to be loyal (Erdiansyah & Imaningsih, 2021). Success Perceived value In forming customer loyalty begins with creating a high level of satisfaction. The ease of booking, the convenience of travel, and the perceived value of customers through online motorbike transportation services contribute significantly to their positive experience. Then it can be concluded that the seventh hypothesis is accepted. Thus, research Khasbulloh & Suparna, (2022) states that Perceived value positive effect on e-customer loyalty through e-customer satisfaction.

## CONCLUSION

From the results of the research that has been done, it can be concluded that e-service quality has a positive effect on e-customer satisfaction which causes an increase in customer satisfaction because respondents feel good service on online motorbike transportation applications. In addition, perceived value has a positive effect on e-customer satisfaction where the value felt by customers increases when using online motorbike transportation applications, creating a level of customer satisfaction. In addition, e-customer satisfaction has a positive effect on e-customer loyalty, which means that when customers feel satisfied with the use of online motorbike transportation, it has the potential to increase customer loyalty levels. In the variable E-service quality has a positive effect on e-customer loyalty which causes respondents to feel the service provided by online motorbike transportation is very satisfying so that consumers become loyal. In addition, the perceived value variable has a positive effect on e-customer loyalty, if the perceived value High for the services provided by online motorbike transportation will build customer loyalty. Meanwhile, E-service quality has a positive effect on e-customer loyalty through e-customer satisfaction. It can be concluded that customer satisfaction is proven as mediation, when respondents feel the high quality of service, they tend to become loyal to online motorbike transportation services. And Perceived value has a positive effect on e-customer loyalty through e-customer loyalty. If respondents have a high perception of value, it will increase customer loyalty to the service and create customer loyalty.

Some limitations in this study that can be corrected in future studies. First, it only discusses the variables of e-service quality, perceived value, e-customer satisfaction and e-customer loyalty, then it can be suggested that the next study can choose other variables that can affect e-customer loyalty that need to be explored. second, the Jabodetabek area is a

destination, so it does not cover the entire territory in Indonesia. For subsequent research, it is recommended to expand the scope of respondents to a wider area. Third, this research focused on online motorcycle transportation services. So, the next research, it is advisable to choose different research categories engaged in services such as online car transportation services, Food Delivery and Gosend.

The managerial implications of this study suggest that online motorbike transportation companies in Jabodetabek need to prioritize improving the quality of their electronic services. This includes ensuring that the platform and services provided meet high standards, including speed, availability, transaction security, ease of use, and efficient customer support. In addition, it is important for them to increase the perceived value by customers by offering competitive prices, additional features that add value, and attractive promotions. Furthermore, companies must ensure that customer satisfaction levels remain high by meeting or even exceeding customer expectations through feedback, trend analysis, and continuous service adjustments. Finally, to strengthen customer loyalty, companies should design appropriate loyalty and incentive programs by considering factors that affect loyalty, such as service quality, perceived value, and customer satisfaction. By integrating these research findings into their management strategies, companies can improve their competitiveness and strengthen their position in competitive markets.

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