



Analysis of the influence of price, e-service quality and user decisions on user loyalty of online transportation services and e-wom as a mediation

Section:
Business management

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Abstract

This research aims to examine the influence of price, e-service quality, user decisions on loyalty and e-WOM as mediation.

The strategy used in this research is using an associative research strategy. Associative research is a research problem formulation that asks about the relationship between two or more variables. In this research, an associative research strategy is used to identify the influence of variables As well as Variable Z, namely E-WOM in mediation (intervening variable).

The research results prove that (1) Price has an effect on E-WOM, (2) Price has an effect on Loyalty, (3) E-Service Quality has an effect on E-WOM, (4) E-Service Quality has an effect on loyalty, (5) User Decisions influence E-WOM, (6) User Decisions influence Loyalty, (7) E-WOM influences Loyalty, (8) E-WOM mediates the influence of Price on Loyalty, (9) E - WOM mediation the influence.

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Abstrak

Penelitian ini bertujuan untuk menguji Pengaruh Harga, E-Service Quality, Keputusan Pengguna Terhadap Loyalitas dan E-WOM Sebagai Mediasi.

Strategi yang digunakan dalam penelitian ini yaitu menggunakan strategi penelitian asosiatif. penelitian asosiatif merupakan suatu rumusan masalah penelitian yang bersifat menanyakan hubungan antara dua variabel atau lebih. Dalam penelitian ini strategi penelitian asosiatif digunakan untuk mengidentifikasi pengaruh variabel X (variabel bebas) yang terdiri atas Pengaruh Harga (X1), E-Service Quality (X2), Keputusan Pengguna (X3), dan terhadap variabel Y yaitu Loyalitas (variabel terikat). Serta Variabel Z yaitu E-WOM di mediasi (variabel intervening)

Hasil penelitian membuktikan bahwa (1) Harga berpengaruh terhadap E-WOM, (2) Harga berpengaruh terhadap Loyalitas, (3) E-Service Quality berpengaruh terhadap E-WOM, (4) E-Service Quality berpengaruh terhadap loyalitas, (5) Keputusan Pengguna berpengaruh terhadap E-WOM, (6) Keputusan Pengguna berpengaruh terhadap Loyalitas, (7) E-WOM berpengaruh terhadap Loyalitas, (8) E-WOM me-mediasi pengaruh Harga terhadap Loyalitas, (9) E-WOM me-mediasi pengaruh E-Service Quality terhadap Loyalitas, (10) E-WOM me-mediasi pengaruh Keputusan Pengguna terhadap Loyalitas.

Kata Kunci: Harga, E-Service Quality, Keputusan Pengguna, E-WOM dan Loyalitas

INTRODUCTION

Traffic jams on the roads are a common occurrence, especially for city dwellers like those in Jakarta. The dense population and certain factors, such as work and school activities with overlapping schedules, indirectly cause traffic congestion. This, of course, becomes an issue that bothers many people, including employees, students, and others, as it lengthens travel time, which may lead to delays or even penalties, warnings, and other consequences.

The role of the internet in daily life is significant, as individuals can easily access and send information. The internet serves as a communication tool that can support business operations. As a result, many business people take advantage of the internet and mobility as an opportunity to develop promising internet-based businesses.

The development of the digital economy is growing rapidly to meet primary, secondary, and even tertiary needs that can be fulfilled online. Many businesses have started utilizing digital technology to support their activities. Companies operating in digital economic sectors, such as delivery services, online motorcycle taxis, and other types of shipping, continue to grow (Permana & Puspitaningsih, 2021). The potential of the digital economy is vast, especially after entering the era of digital economy 5.0. According to the Minister of Trade, to optimize this potential, several things must be improved, including telecommunications infrastructure and digital consumer protection. One real example of online-based digital economy development is online transportation services, which have become one of the most widely used mobile applications in Indonesia. These apps allow customers to make bookings or deliveries using just a smartphone, providing convenience and ease. As public interest in online transportation services continues to rise, the competition among companies to attract consumers has become even fiercer.

In Indonesia, several major technology companies have seized this opportunity, including Gojek, Grab, and Maxim. Gojek, an Indonesian technology company, offers a wide range of services, including transportation, delivery, and financial solutions. The company has experienced rapid growth and is recognized as one of the fastest-growing startups in Southeast Asia. Similarly, Grab, a technology company from Singapore, has also established a strong presence in Indonesia and plays a significant role in the online transportation market. Meanwhile, Maxim, a Russian company, has expanded its operations to several countries, including Indonesia. Although Maxim's market share is smaller compared to Gojek and Grab, it continues to have a loyal user base.

These three companies, Gojek, Grab, and Maxim offer a variety of services in the online transportation sector. However, there are some service differences among them. For example, both Gojek and Grab provide goods delivery using cars, while Maxim has yet to offer this feature. Additionally, only Gojek provides the service of sending larger items, setting it apart from the other

two. When it comes to profit-sharing fee discounts for drivers, all three platforms offer competitive rates, ranging from approximately 0% to 9.8%. Despite Maxim having a smaller user base estimated to be around 6.93% of the market it still shows significant growth potential. To compete with more dominant players like Gojek and Grab, Maxim needs to implement strategic innovations and highlight its unique strengths to attract consumers who are already loyal to other services.

According to Kartono & Halilah (2018), E-Trust (electronic trust) is the foundation of the relationship between the formation and maintenance of the relationship between users and companies. E-Trust does not appear suddenly; it must be built from the start. Trust will grow if it can be proven through satisfaction and loyalty (Liani & Yusuf, 2021). Therefore, E-Trust plays a vital role in influencing user commitment and loyalty (Asnaniyah, 2022). Price becomes a nominal form of money for goods and services. When users have tried a product, they will assess it. If the product provides good decisions and impressions, it is likely that positive E-WOM (electronic word-of-mouth) will occur among old users and other potential new users. Conversely, if the product fails to meet user expectations, negative E-WOM is likely to arise among consumers and potential new users. Recommendations from new users are generally considered more credible than company promotions and can significantly influence someone else's decision to use or avoid a service.

THEORETICAL FRAMEWORK AND HYPOTHESIS

Marketing management encompasses processes of analysis, planning, implementation, and control of marketing activities to achieve company objectives effectively and efficiently. It serves as a tool to create, build, and maintain mutually beneficial exchange relationships. According to Kotler and Armstrong (2018), marketing is the process of creating value for customers and fostering strong relationships to capture value in return.

Kotler and Armstrong (2018) define price narrowly as the amount paid for a product or service, and broadly as the total value consumers exchange for the benefits received. Trianah et al. (2017) emphasize price as a critical element of the marketing mix, influencing profitability and serving as a key factor in consumer purchase decisions.

Lee & Lin (cited in Setiawan & Jaolis, 2018) propose that e-service quality (E-SERVQUAL) extends the SERVQUAL concept and is vital for online business success. It reflects customers' holistic evaluation of virtual service experiences, often with higher expectations than traditional services.

Wahyuni and Waloejo (cited in Rinaldi, 2020) define usage decisions as rational processes of adopting products/services based on daily needs. This involves need recognition, information search, and alternative evaluation before final adoption.

Kotler and Armstrong (2018) describe E-WOM as digital word-of-mouth promotion through websites, online ads, apps, videos, emails, blogs, social media, or other engaging marketing content that encourages consumer sharing.

Griffin (cited in Pohan & Aulia, 2019) characterizes customer loyalty as a strong commitment to repurchasing or consistently preferring a brand despite competitors' offers, demonstrated through repeat purchases and brand consistency.

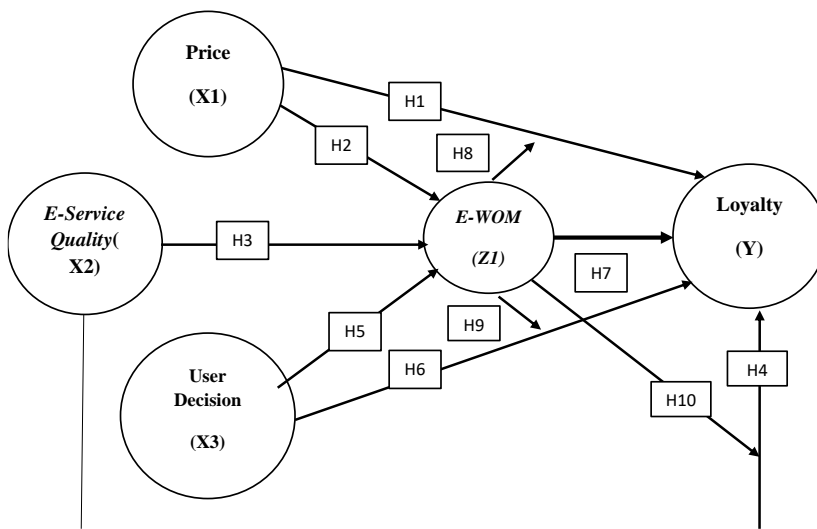


Figure 1. Conceptual Framework of Research

Source: Developed for this research, 2023

Hypothesis

Based on the literature review and conceptual framework of the research, the assessment potential is formulated as follows:

H1: It is suspected that price has an effect on E-WOM.

H2: It is suspected that price has an effect on loyalty.

H3: It is suspected that E-Service Quality has an effect on E-WOM.

H4: It is suspected that E-Service Quality has an effect on Loyalty.

H5: It is suspected that user decisions influence E-WOM.

H6: It is suspected that user decisions have an effect on loyalty.

H7: It is suspected that E-WOM has an effect on Loyalty.

H8: It is suspected that E-WOM moderates the influence of Price on Loyalty.

H9: It is suspected that E-WOM moderates the influence of E-Service Quality on Loyalty.

H10: It is suspected that E-WOM moderates the influence of User Decisions on Loyalty

METHODS

The method used in this study is using a survey method, where the author distributes questionnaires for data collection. The approach used in this study is a quantitative approach. Sugiyono's view (2018) quantitative research is interpreted as a research method based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, data analysis is quantitative / statistical, with the aim of testing the established hypothesis.

Sample and procedures

Populations are generally divided into two types: (1) General Population: E-Commerce users who have purchased or used Maxim online transportation service products, (2) Target Population: E-Commerce users who have purchased or used Maxim online transportation service products who are domiciled in the Jabodetabek area, as many as 2,655 respondents who use online transportation.

Purposive Sampling is a method of determining samples based on certain criteria that are desired to be able to determine how many samples are used for research. Based on the number of populations that are not known for certain in this study, the sample used by the researcher is based on the following criteria: (1) Respondents who are at least 17 years old. (2) Respondents domiciled

in Jabodetabek. (3) Respondents who have used online transportation service products more than 2 times in the past year.

Based on Cooper and Emory in Kurniasari (2018:27) it is written that the basic formula in determining the sample size for a population that is defined with certainty, the number of samples is determined directly by 100 respondents. This study uses a direct sample of 100. This is because I as a maxim driver do not know the number of users of the maxim online transportation service product in the JABODETABEK area cannot be defined with certainty. For this reason, samples taken from the population must be truly representative or representative.

The questionnaire was distributed during December 2023 to January 2024. The questionnaire was distributed using Google Form with the following stages: (1) Create a Google Form, (2) Distributing Google Form Link, (3) Conducting an Evaluation of Respondent Response Results.

Measures

Halal awareness, trust, and purchase decisions are measured using specific scales developed by Kurniawati and Savitri (2019) and Ali et al. (2021). The Halal awareness scale consists of 7 question items, the trust scale comprises three question items, and the Halal purchase decision scale includes three questions.

RESULTS AND DISCUSSION

Measurement Model Evaluation

The measurements used for the Validity Test use convergent validity testing (factor loading, and AVE), discriminant validity (cross loading) and the Reliability Test uses testing (composite reliability, and cronbac's alpha). The following is a scheme of the outer model of the PLS program that has been presented:

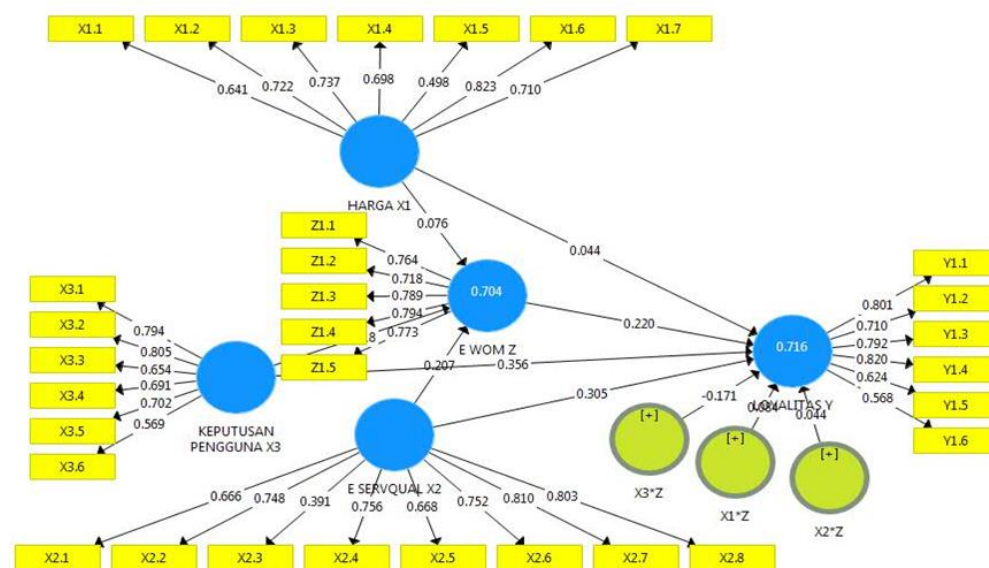


Figure 2. Outer Model Scheme

Source: SmartPLS 4.0 Output (2024)

Based on Figure 4.5 above, this study obtained the Price variable (X1) which produced 7 indicators, namely X1.1 (0.641), X1.2 (0.722), X1.3 (0.737), X1.4 (0.689), X1.5 (0.498), X1.6 (0.823), X1.7 (0.710). The E-Servqual variable (X2) produced 8 indicators, namely X2.1 (0.666), X2.2 (0.748), X2.3 (0.391), X2.4 (0.756), X2.5 (0.668), X2.6 (0.752), X2.7 (0.810), X2.8 (0.803). User Decision Variable (X3) produced 6 indicators, namely X3.1 (0.794), X3.2 (0.805), X3.3 (0.654), X3.4 (0.691), X3.5 (0.702), X3.6 (0.569). E Word Of Mouth Variable (Z) produced 5 indicators, namely Z1.1 (0.764), Z1.2 (0.718), Z1.3 (0.789), Z1.4 (0.794), Z1.5 (0.773). Loyalty Variable (Y) produced 6 indicators, namely Y1.1 (0.801), Y1.2 (0.710), Y1.3 (0.792), Y1.4 (0.820), Y1.5 (0.624), Y1.6 (0.578).

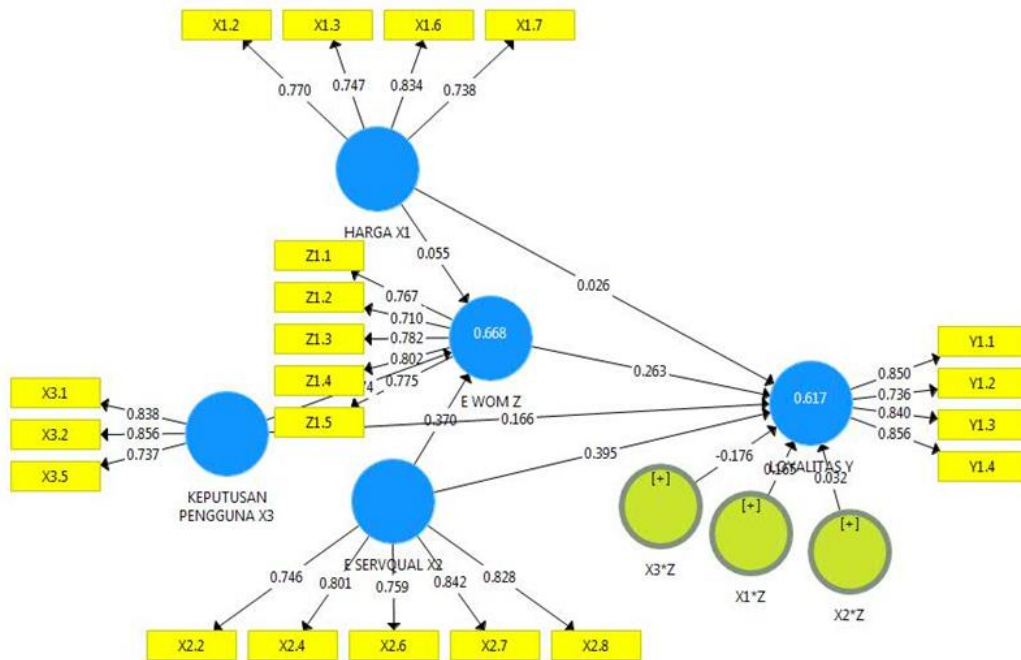


Figure 3. Outer Model Scheme After Elimination

Source: SmartPLS 4.0 Output (2024)

Based on the evaluation of the last outer results above, this study obtained the Price variable (X1) which produced 4 indicators, namely X1.2 (0.770), X1.3 (0.747), X1.6 (0.834), X1.7 (0.738). The E-Servqual variable (X2) produced 5 indicators, namely X2.2 (0.746), X2.4 (0.801), X2.6 (0.759), X2.7 (0.842), X2.8 (0.828). The User Decision variable (X3) produced 3 indicators, namely X3.1 (0.838), X3.2 (0.856), X3.5 (0.737). The E Word of Mouth (Z) variable produced 5 indicators, namely Z1.1 (0.767), Z1.2 (0.710), Z1.3 (0.782), Z1.4 (0.802), Z1.5 (0.775). The Loyalty (Y) variable produced 4 indicators, namely Y1.1 (0.850), Y1.2 (0.736), Y1.3 (0.840), Y1.4 (0.856). From the description above, the variables that have valid values because generally for early-stage research from the measurement of 0.7 are still categorized as having exceeded so that they are said to be valid for further analysis.

Structural model evaluation and hypothesis testing

Inner model analysis can be fulfilled in this study by conducting Path Coefficient test, Coefficient Determination (RSquare) test, and hypothesis testing. The following is the inner model scheme in the PLS program presented:

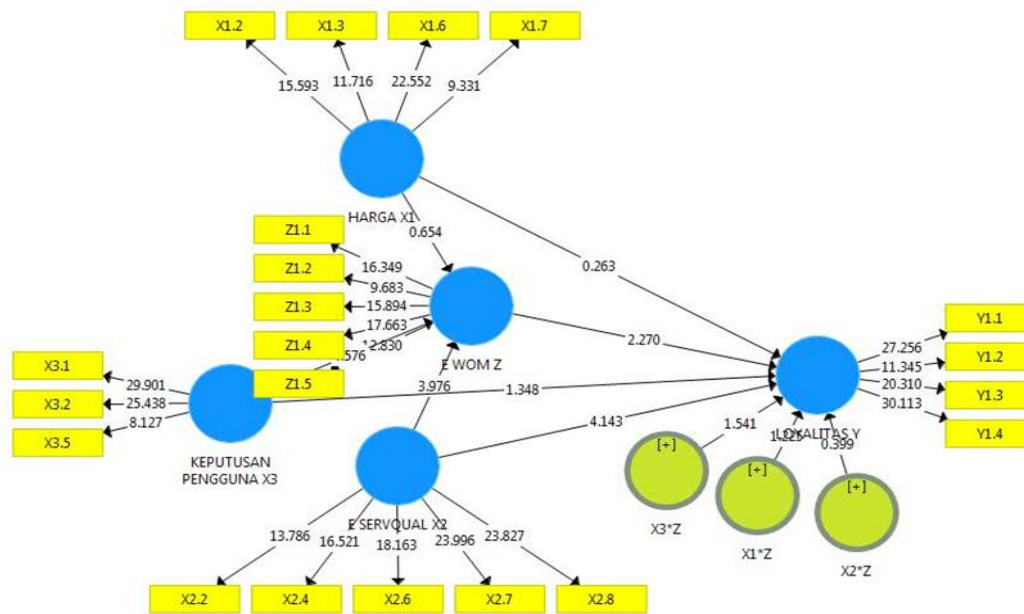


Figure 4. Inner Model Scheme
 Source: SmartPLS 4.0 Output (2024)

Path Coefficient Test

Based on the results of data processing that has been done by the researcher used to answer the hypothesis by looking at the T-Statistic and P-value, the hypothesis is declared acceptable if the P-Value < 0.05. The following are the results of the inner model hypothesis test that has been bootstrapped in this study using Smart PLS.

Tabel 1.
 T-Statistic and P-Value Results

Hypothesis	Original	T-Statistic	P-Value	Results
PRICE X1 -> E WOM Z	0.370	0.654	0.513	Ha : rejected
PRICE X1 -> LOYALTY Y	0.395	0.263	0.792	Ha : rejected
E SERVQUAL X2 -> E WOM Z	0.263	3,976	0,000	Ha : accepted
E SERVQUAL X2 -> LOYALTY Y	0.055	4,143	0,000	Ha : accepted
USER DECISIONS X3 -> E WOM Z	0.026	4,576	0,000	Ha : accepted
USER DECISION X3 -> LOYALTY Y	0.474	1,348	0.178	Ha : rejected
E WOM Z -> LOYALTY Y	0.166	2,270	0.024	Ha : accepted

X1*Z -> LOYALTY Y	0.165	1,225	0.221	Ha : rejected
X2*Z -> LOYALTY Y	0.032	0.399	0.690	Ha : rejected
X3*Z -> LOYALTY Y	-0.176	1,541	0.124	Ha : rejected

Source: SmartPLS 4.0 Output (2024)

Based on the results of the Path Coefficient test presented in Table 1, several key findings can be concluded. Price (X1) has a direct positive effect on E-Word of Mouth (Z) by 0.370, indicating that a one-unit increase in price can enhance E-Word of Mouth by 37%. Similarly, Price also directly affects Loyalty (Y) positively by 0.395, meaning Loyalty can increase by 39.5% with each unit increase in Price. Electronic Service Quality (E-Servqual) (X2) shows an indirect positive influence on E-Word of Mouth (Z) of 0.263 and on Loyalty (Y) by 0.055, or 0.55%. Additionally, User Decision (X3) indirectly impacts E-Word of Mouth by 0.026 and directly influences Loyalty with a strong positive coefficient of 0.474, meaning a one-unit increase in User Decision can improve Loyalty by 47.4%.

E-Word of Mouth (Z) itself has a positive indirect effect on Loyalty (Y) of 0.166, indicating that increased E-Word of Mouth can enhance customer loyalty by 16.6%. Moreover, Price (X1) and E-Servqual (X2) also influence Loyalty through E-Word of Mouth with indirect effects of 0.165 and 0.032, respectively. However, User Decision (X3) shows a negative indirect effect on Loyalty through E-Word of Mouth with a coefficient of -0.176, suggesting that while User Decision positively affects Loyalty directly, its indirect pathway via E-Word of Mouth may actually reduce Loyalty by 1.76%.

Coefficient Determination Test (RSquare)

The Coefficient Determination (RSquare) test in this study is used to measure how much the dependent variable can be influenced by other variables. The influence of the independent variable on the dependent variable is included in the good category if it produces an RSquare value of 0.67 and above for the dependent variable in the inner model. Meanwhile, if the RSquare value obtained is 0.33 to 0.67, it is included in the moderate category and if the result is 0.19 to 0.33, it is included in the weak category. Based on the data processing that has been carried out by the researcher with the help of SmartPLS 4.0, the RSquare results are as follows:

Tabel 2.

Coefficient Determination (RSquare) Results

Variables	RSquare (R2)
E Word Of Mouth(Z)	0.668
Loyalty (Y)	0.617

Source: SmartPLS 4.0 Output (2024)

The R Square results above are used to determine the magnitude of the influence of the Price (X1), E Servqual (X2), and User Decision (X3) variables which obtained a value of 0.668, meaning that the influence of the independent variables shows a moderate model on the E Word Of Mouth (Z) variable, and for the Price (X1), E Servqual (X2), User Decision (X3), and E Word Of Mouth (Z) variables which obtained a value of 0.617, meaning that the influence of the independent variables shows a moderate model on the Loyalty (Y) variable.

CONCLUSION

This study reveals that several key factors significantly influence user behavior and loyalty toward Maxim's online motorcycle taxi services. Price plays a major role, affecting both electronic word of mouth (E-WOM) and loyalty. Competitive pricing and promotional strategies can enhance user satisfaction and encourage repeated use, while unjustified price increases may reduce loyalty. Likewise, e-service quality positively influences E-WOM; good experiences regarding speed, convenience, and safety lead to favorable online reviews that shape public perception and attract new users.

User decisions also strongly impact both E-WOM and loyalty. Positive user experiences encourage sharing and recommendations, while negative experiences may damage the brand image. These decisions influence how the public perceives the service, which can ultimately drive user growth or decline. E-WOM itself affects loyalty by shaping consumer trust and brand reputation. Moreover, E-WOM serves as a moderating factor in the relationship between price, service quality, user decisions, and customer loyalty—amplifying or diminishing these influences depending on the sentiment expressed in shared information.

Suggestions

Given the strong influence of price on user decisions, it is recommended that PT Teknologi Perdana maintain its competitive pricing strategy and continue to enhance its service value. By ensuring affordability and consistent service quality, the company can strengthen users' positive perceptions and foster lasting loyalty. Maintaining these elements will help Maxim remain a preferred choice amid increasing competition in the online transportation sector.

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Data, Materials and/or Code Availability:

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