

The Effect Of Electronic Service Quality And Perceived Value On Consumer Satisfaction With Trust As A Mediation (Study on Expedition Service Users in Yogyakarta)

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ABSTRACT

This study aims to analyze and test the influence of electronic service quality and perceived value on consumer satisfaction, both directly and indirectly through trust as a mediator. The study was conducted on users of expedition services in the Special Region of Yogyakarta, focusing on Generation Y (born 1981–1996) and Generation Z (born 1997–2010) consumer groups. The research approach used was quantitative with descriptive and causal methods. The research sample consisted of 75 respondents selected using purposive sampling techniques with the criteria of having used expedition services at least 3 times in the past year. The data collection technique used a questionnaire with a Likert scale measurement (1–7). The data analysis method used Multiple Linear Regression Test and Sobel Test to test the mediation effect through SPSS. The results showed that electronic service quality and perceived value had a positive and significant effect on trust. Electronic service quality and trust had a positive and significant effect on consumer satisfaction, while perceived value had no effect and was not significant on consumer satisfaction. Trust was able to mediate the influence of electronic service quality and perceived value on consumer satisfaction.

INTRODUCTION

In the post-COVID-19 digital era, there has been a significant shift in consumer behavior and needs. Consumers increasingly prioritize convenience and practicality in online transactions. Industry reports indicate that in the first quarter of 2023, approximately 80% of Indonesians actively transacted online. This shift in consumption patterns has made online shopping a new lifestyle, driven by the desire for convenience, efficiency, and economic value. This situation requires logistics and expedition service companies to optimize their operational systems and delivery of goods to ensure a smooth supply chain that reaches consumers.

The development of the expedition services industry has transformed from mere physical transportation to a vital element of technology-based supply chain management centered on customer satisfaction. Integration of real-time tracking systems *and* accelerated delivery have become key strategies for expedition service providers to build a competitive advantage. National logistics industry data confirms the intense competition among expedition service providers such as J&T Express, JNE, SiCepat, Pos Indonesia, and TIKI. Interestingly, recent market reports indicate a shift in Indonesian consumer priorities, where fast delivery features (*same-day/next-day*) and ease of returns (*reverse logistics*) are now prioritized over price alone.

In the digital commerce landscape, e-service quality and perceived value play a crucial role in shaping consumers' emotional responses and behavior. E-service quality facilitates transaction convenience, system reliability, order fulfillment accuracy, and data security assurance. Meanwhile, perceived value encompasses consumers' overall evaluation of the benefits (functional, emotional, price, and social) relative to the costs incurred. These two constructs are theoretically believed to be key drivers of customer satisfaction.

However, several previous empirical studies have shown a research gap . A study by Kiran and Ash (2017) found that perceived ease of use negatively impacts customer satisfaction. Research by Koay et al. (2022) and Prasetyo et al. (2021) indicates that the dimensions of traceability and navigation design do not significantly impact customer satisfaction. Furthermore, findings indicate that the influence of e-service quality and perceived value on customer satisfaction is not always direct (Pudjarti, 2020).

To address these inconsistencies, this study positions trust as a mediating variable. In digital-based businesses, trust acts as a risk-reducing mechanism and a key driver of long-term relationship commitment. This study focuses on expedition service users in the Special Region of Yogyakarta from the Generation Y (born 1981–1996) and Generation Z (born 1997–2010) groups. This segment was selected based on their characteristics as digital natives with high levels of digital literacy and frequent online shopping.

RESEARCH METHODS

This study uses a quantitative approach. The data sources in this study include primary data sources, furthermore the method for obtaining data in this study is through a survey, namely information collection carried out by compiling a list of questions asked to respondents through a questionnaire. In this study, the population used is the community of expedition delivery service users in the Special Region of Yogyakarta (DIY) who are classified as Generation Y and Generation Z age groups. The sampling technique used is non-probability sampling in the form of *purposive sampling* . With the criteria: domiciled in DIY, aged in the Generation Y (1981–1996) or Generation Z (1997–2010), and have used expedition services at least 3 times in the past year. The number of samples was determined by the Lemeshow formula with a sample size of 100 respondents (75 respondents met the criteria for complete data analysis). The measurement scale uses a Likert scale of 1-7. Data

analysis includes: validity and reliability instrument tests. Validity tests with the criteria of KMO values > 0.5 and reliability tests with the criteria of *Cronbach's Alpha* > 0.70 . Model testing consisted of a coefficient of determination test using the adjusted R^2 value and an F test with a sig value of <0.05 . Furthermore, multiple linear regression analysis was conducted using the t-test with a sig value of <0.05 . Furthermore, the mediation test used the Sobel test with a sig value of <0.05 .

RESULTS AND DISCUSSION

Respondent Profile Description

This study involved 75 respondents who used expedition services in the Special Region of Yogyakarta. Respondents were dominated by Generation Y (born 1981–1996) at 81.3% (61 respondents), followed by Generation Z (born 1997–2010) at 18.7% (14 respondents). This confirms that the productive age group (Gen Y) has digital literacy, e-WOM dependence, and high purchasing power in transactions via *e-commerce*. Male respondents dominated with a percentage of 62.7% (47 people), while female respondents were 37.3% (28 people). This finding reflects the high practicality and utilitarian preferences of male consumers in utilizing logistics services.

Variable Description

All variables were measured using a Likert scale of 1–7 and resulted in a High category. The electronic service quality variable (X1) had an average *mean* of 5.72. The highest indicator was in adjusting service hours according to customer needs (empathy dimension). The perceived value variable (X2) had an average *mean* of 5.81. The highest indicator was in the suitability of price to benefits and positive recognition of the social environment (price value and social value). The trust variable (Y1) had an average *mean* of 5.88. The highest indicator was shown by the honesty of information and the guarantee of personal data protection (integrity and security). The consumer satisfaction variable (Y2) had an average *mean* of 5.85. Indicators with the highest scores included product performance and the provision of benefits that were in accordance with consumer expectations. This shows that users of expedition services in Yogyakarta have a high level of trust.

Instrument Test Results

The validity test results, the electronic service quality variable with a KMO value of 0.930 and a loading factor > 0.65 . Perceived value variable with KMO value of 0.905 and loading factor > 0.65 . Trust variable with KMO value of 0.914 and loading factor > 0.65 . Consumer satisfaction variable with KMO value of 0.888 and loading factor > 0.65 . Thus, all variables are declared to meet sample adequacy and are valid.

The results of the reliability test for the electronic service quality variable were 0.983, the perceived value variable was 0.964, the trust variable was 0.968, and the consumer satisfaction variable was 0.976. The results showed that Cronbach's $\alpha > 0.7$ so the data is declared reliable.

Regression Test Results

Table 1. Regression Test Results

Equation Results	Model Testing			Relationship between variables	T-test		Information
	Adjusted R Square	F Count	Sig.		Beta	Sig	
Y1 = 0.164 X1 + 0.821 X2	0.936	544,851	<,001	Electronic Service Quality -> Trust	0, 164	,00 9	Hypothesis 1 Accepted
				Perceived Value -> Trust	0, 821	<,001	Hypothesis 2 Accepted
Y2 = 0.216 X1 + 0.037 X2 + 0.723 Y1	0, 910	249,723	<,001	Electronic Service Quality -> Consumer Satisfaction	0, 216	0.0 06	Hypothesis 3 Accepted
				Perceived Value -> Consumer Satisfaction	0.037	, 784	Hypothesis 4 is rejected
				Trust -> Consumer Satisfaction	0, 723	<,001	Hypothesis 5 is accepted

Based on the table above, then: the quality of electronic services has a positive and significant effect on trust with a sig. value of $0.009 < 0.05$. Perceived value has a positive and significant effect on trust with a sig. value of $0.001 < 0.05$. The quality of electronic services and perceived value are able to explain trust by 93.6 % , while the remaining 6.4% is influenced by other factors outside the model. The quality of electronic services has a positive and significant effect on consumer satisfaction with a sig. value of $0.006 < 0.05$. Perceived value has a positive and insignificant effect on consumer satisfaction with a sig. value of $0.784 > 0.05$. Trust has a positive and significant effect on consumer satisfaction with a sig. value of $0.001 < 0.05$. The quality of electronic services, perceived value, and trust are able to explain consumer satisfaction by 91.0 % , while the remaining 9% is influenced by other factors outside the model.

Mediation Test Results

Table 2. Mediation Test Results

Variables	Mediating Variables	Z-Value	Sig
Electronic Service Quality on Consumer Satisfaction	Trust	2,451	0.0000
Perceived Value on Consumer Satisfaction		4,662	0.0000

Based on these results, the first mediation obtained a calculated Z value of 2.451 greater than 1.96 with a significance of $0.000 < 0.05$. This indicates that trust is able to significantly mediate the influence of electronic service quality on consumer satisfaction . Furthermore, the second mediation, the calculated Z value of 4.662 greater than 1.96 with a significance value of $0.000 < 0.05$. This indicates that trust is able to significantly mediate the influence of perceived value on consumer satisfaction.

Discussion

The Influence of Electronic Service Quality on Trust

The results of the study indicate that the quality of e-services has a positive and significant effect on the trust of expedition service users in Yogyakarta. This is evidenced by the results of the hypothesis test (H1), which showed a significance value of 0.009, or less than 0.05. Therefore, the better the quality of e-services provided by an expedition service company, the higher the level of trust that users have in that expedition service company.

In the context of the digital expedition service industry in Yogyakarta, the quality of electronic services is reflected in the reliability of the service provider's application/website, the accuracy of *the real-time tracking feature* (tracking receipts), the ease of the interface (*user interface*) when ordering/picking up packages, as well as the certainty of personal data protection and security of payment transactions.

This finding is in line with the opinion of Parasuraman et al., (2002), who stated that in developing an electronic service quality framework, they emphasized that the main dimensions of electronic service quality such as reliability and security are basic guarantees in a virtual environment. High system quality serves as a substitute for physical interaction (*face-to-face*), when the system is proven to be safe and accurate, consumer trust is automatically formed.

The Influence of Perceived Value on Trust

The results of the subsequent study showed that perceived value has a positive and significant effect on the trust of expedition service users in Yogyakarta. This is evidenced by the results of the hypothesis test (H2), which showed a significance value of 0.000, or less than 0.05. Therefore, the better the perceived value provided by a shipping company, the higher the level of trust in that company.

Perceived value is a consumer's overall evaluation of the benefits they receive compared to the sacrifices (whether financial, time, or effort) made. In the context of expedition service users in Yogyakarta, which are dominated by MSMEs, online shops, students, and the general public, perceived value is reflected in competitive shipping rates, the availability of promotions/discounts, timely delivery, and easy service access (nearby *pick-up or drop-off* locations).

Sirdeshmukh et al., (2002), in their study of customer relationship dynamics, asserted that perceived value is a direct determinant of trust. They stated that perceived value serves as a signal of a company's concern for customers. If a company consistently delivers high value, customers conclude that the company is reliable and long-term oriented.

The Influence of Electronic Service Quality on Consumer Satisfaction

The results of the subsequent study showed that the quality of electronic services had a positive and significant effect on customer satisfaction among expedition service users in Yogyakarta. This was demonstrated by the results of the hypothesis test (H3), which showed a significance value of 0.006, or less than 0.05. Therefore, the better the quality of electronic

services provided by an expedition service company, the higher the level of customer satisfaction with that expedition service company.

The quality of e-services in the shipping industry includes ease of use of applications, reliable real-time tracking systems, responsive digital customer service, and secure shipping transaction data. For shipping service users in Yogyakarta, the availability of a user-friendly and informative digital interface provides significant operational convenience, whether for ordering package pickup or simply checking estimated delivery times.

Rolland & Freeman (2010) argue that in the logistics and freight forwarding services industry, providing accurate, *real-time transaction information* via electronic *platforms* is a key performance indicator. High levels of e-service quality create *perceived control* for customers over their shipments, which directly impacts customer satisfaction.

The Influence of Perceived Value on Consumer Satisfaction

The results of the subsequent study showed that perceived value had no positive and insignificant effect on consumer satisfaction of expedition service users in Yogyakarta. This is evidenced by the results of the hypothesis test (H4) which showed a significance value of 0.784 or greater than 0.05. Thus, the value perceived by users of the expedition service provided by the expedition service company is not perceived by the expedition service users themselves. Overall, this could be due to the excessive price. This finding indicates that consumer perceptions of the economic value they receive (such as price comparisons, promotions, and shipping costs) do not directly trigger customer satisfaction with expedition service companies in Yogyakarta.

Amidst the proliferation of shipping discount vouchers and promotions in the digital shipping industry, low prices and value-for-money offerings have shifted to standard expectations. Consumers take the availability of promotions for granted. When prices are perceived as too high after a promotion ends, or when promotions are available regularly, these economic value aspects no longer provide tangible emotional satisfaction.

In research on digital consumer behavior, Szymanski and Hise (2000) emphasized that time efficiency, ease of transactions, and certainty of delivery security are far more dominant in triggering consumer satisfaction than simply price factors or transaction promotions.

The Influence of Trust on Consumer Satisfaction

The results of the subsequent study showed that trust has a positive and significant effect on customer satisfaction among expedition service users in Yogyakarta. This is evidenced by the results of the hypothesis test (H5), which showed a significance value of 0.001, or less than the tolerable margin of error of 0.05. Therefore, the higher the level of trust a shipping company places on customers, the higher the level of customer satisfaction with that shipping company.

Trust is an emotional and cognitive foundation that plays a crucial role in the logistics and shipping industry. In shipping transactions, customers essentially hand over control of their assets or packages to a third party, hoping that the goods will arrive at their destination

safely, intact, and on time. Risks such as potential losses due to damaged goods, mixed-up packages, or delayed delivery create customer dependence on the service provider's credibility.

Sirdeshmukh et al., (2002) empirically demonstrated that trust has a direct and strong influence on customer satisfaction and loyalty. They explained that a company's reliable and consistent service promise performance acts as a key driver of satisfaction in long-term relationships between customers and service companies.

Therefore, the management of shipping companies must always prioritize consistent service quality, transparency of information when delivery problems occur, and fair handling of claims in order to maintain and preserve customer trust.

The Mediating Role of Trust in the Relationship Between Variables

The results of the study indicate that trust plays a mediating role in the relationship between e-service quality and perceived value on customer satisfaction among expedition service users in Yogyakarta. This is evidenced by the Sobel test, which shows a significant direct effect of e-service quality and perceived value on customer satisfaction through trust.

These findings demonstrate that trust is a key variable linking the antecedents of technology quality and economic value to users' post-purchase evaluations. Consumers using shipping services don't simply evaluate the digital platform or the price offered directly, but rather first convert this into trust in the company's integrity and capabilities, ultimately leading to overall satisfaction.

In the context of digital environments and *e-commerce*, McKnight et al., (2002), stated that trust acts as a mandatory mediating mechanism. Sophisticated e-services and high-value offerings work by providing structural assurance, which then shapes users' cognitive trust before leading to satisfaction and continued transaction intentions.

The findings on this mediating role provide strategic direction for the management of expedition service companies in Yogyakarta. Management cannot treat pricing/promotion strategies (perceived value) and application systems (e-servqual) as stand-alone programs simply to satisfy customers instantly. All investments in digital applications and rate promotion programs must be specifically designed to build and maintain customer trust. Customer trust is the primary foundation that will determine the level of satisfaction and sustainability of expedition businesses amidst intense market competition.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the results of research and discussion regarding the influence of electronic service quality and perceived value on consumer satisfaction with trust as a mediating variable on expedition service users in Yogyakarta, the following conclusions can be drawn:

- 1) The quality of e-services has a positive and significant impact on trust. This indicates that good, secure, and reliable digital services can increase consumer confidence in shipping companies.
- 2) Perceived value has a positive and significant impact on trust. The greater the perceived benefits consumers perceive, the higher their level of trust in the shipping company.
- 3) Electronic service quality has a positive and significant impact on customer satisfaction. This indicates that the better the quality of electronic services provided by a shipping company, such as ease of use of the system, speed of service, transaction security, and accuracy of information, the higher the level of customer satisfaction.
- 4) Perceived value had no positive or significant effect on customer satisfaction. This indicates that consumers' perceptions of the economic value they receive (such as price comparisons, promotions, and shipping costs) do not directly trigger customer satisfaction with shipping companies in Yogyakarta.
- 5) Trust has a positive and significant impact on customer satisfaction. This indicates that trust is a crucial factor in increasing customer satisfaction with shipping services.
- 6) Trust acts as a mediating variable in the relationship between e-service quality and consumer satisfaction. This means that the better the e-service quality perceived by consumers, the higher the level of trust they build, which ultimately significantly increases consumer satisfaction.
- 7) Trust acts as a mediating variable in the relationship between perceived value and consumer satisfaction. This means that the higher the perceived value consumers place on a product/service, the stronger the trust they form, which ultimately has a direct impact on overall consumer satisfaction.

Overall, it can be concluded that e-service quality and perceived value are important factors in building consumer trust and satisfaction among expedition service users in Yogyakarta. The better the e-service quality and the higher the perceived value, the greater the trust that is formed, ultimately increasing consumer satisfaction.

Suggestion

Practical Advice

- 1) Strengthening trust as the main *Key Enabler* of consumer satisfaction by improving customer data privacy protection on applications/websites as well as achieving information system security certification (such as ISO/IEC 27001) and ensuring the package tracking system is updated in *real-time* and accurately to eliminate consumer anxiety during the delivery process.
- 2) Convert perceived value into brand trust by implementing compensation policies (such as shipping refunds or vouchers) in the event of delayed delivery. This policy will transform perceived economic value into evidence of company integrity and simplify returns for *e-commerce users*, as ease of returns is a key value proposition highly valued by modern digital consumers.

- 3) Optimizing the quality of electronic services by facilitating flexible package pickup hours that can be adjusted to the daily schedules of Gen Y & Z consumers through digital applications and integrating *AI Live Chat* and *Customer Support features* that are able to respond to customer complaints quickly and provide concrete solutions to delivery problems.

Academic Advice

- 1) This study was limited to 75 respondents in the Special Region of Yogyakarta. Future researchers are advised to expand the geographic scope (national or cross-provincial) and increase the sample size ($N > 200$) to utilize more complex analysis methods such as Variance-based *Structural Equation Modeling* (PLS-SEM) or Covariance-based *Structural Equation Modeling* (CB-SEM).
- 2) Given the differences in characteristics across digital consumer segments, future research could add moderating variables such as Gender, Generational Group (Gen Y vs Gen Z), or Online Shopping Frequency to test whether the relationships between variables vary significantly across different demographic groups.
- 3) This study positions Consumer Satisfaction as the final dependent variable. Future research is recommended to expand the research model to examine long-term impact variables such as *Customer Loyalty*, *Repurchase Intention*, and *Electronic Word-of-Mouth* (e-WOM).

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