



ANALYSIS OF SERVICE QUALITY, PERCEIVED VALUE AND CUSTOMER SATISFACTION ON BEHAVIORAL INTENTION ON OJEK ONLINE

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ABSTRACT

This study describes service quality, perceived value, customer satisfaction, and behavioral intentions in digital business companies. That is to see whether service quality, perceived value, and customer satisfaction can have a significant effect on behavioral intentions either separately or not simultaneously. This research was conducted on 200 respondents with the criteria of being domiciled in Jabodetabek, aged 17-44 years, and consumers who have used online motorcycle taxi transportation services on the on-demand service platform at least 2x in the last year. This study uses a survey method by distributing questionnaires, which are then processed using the SEM AMOS program. This study's results indicate a positive and significant effect between service quality and customer satisfaction, customer satisfaction can mediate the relationship between service quality and behavioral intentions, and customer satisfaction can mediate the relationship between perceived value and behavioral intentions. Meanwhile, there is a negative and insignificant effect between the perceived value on customer satisfaction, customer satisfaction on behavioral intentions, service quality on behavioral intentions, and perceived value on behavioral intentions.

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INTRODUCTION

Behavioral intention is very close to consumer decisions in previous experiences. The development of an increasingly developing era has made many changes to people's behavioral intentions that occur in everyday life. The behavioral intention of the community is a crucial aspect that greatly influences the behavioral intention of consumers in making repurchasing decisions (repurchasing) and can even retell the experiences felt to others (word-of-mouth) (Jin et al., 2015).

In addition, the development of increasingly sophisticated technology is changing world conditions from traditional fashion to more modern. We can pay attention to the aspect of mobility that is happening today, leading to the transportation system. Developments happening in Indonesia today, with the emergence of online motorcycle taxis, have a social impact. It can be proven that people depend on online motorcycle taxis instead of conventional or basic motorcycle taxis for their daily activities. Of course, the existence of online motorcycle taxis makes it easy for people to meet their needs.

There are many online motorcycle taxi service providers in Indonesia, one of which is available on the on-demand service platform. The on-demand service platform provides services such as serving vehicle orders in the form of motorcycle taxis, cars, taxis, couriers, food delivery, and carpooling. As we know that Indonesian people are more likely to be consumptive, that is, they will tend to be more interested in using online motorcycle

taxi transportation services than conventional motorcycle taxis or basic motorcycle taxis. The high percentage of consumers who feel safe and comfortable using the application on demand proves this. People feel satisfaction after using online motorcycle taxi transportation services. The popularity of online motorcycle taxi transportation in the community has advantages that conventional or basic motorcycle taxis still need: comfort level, service, and price. The popularity of online motorcycle taxi transportation in the community has advantages that conventional motorcycle or basic motorcycle taxis do not have, namely, there is a level of convenience, service, and price. Research from Hamenda (2018) reveals a positive and significant influence on service quality and customer satisfaction. That is, if the quality of service provided to customers is very good and judged by customer expectations or desires, it will greatly affect the emergence of customer satisfaction. Research from Engriani et al. (2019) revealed that there is a positive and significant influence on customer satisfaction that can mediate the relationship between service quality and behavioral intentions. Shows that if the quality of service provided to customers can lead to customer satisfaction, this will also affect customer behavioral intentions. Behavioral intentions arise because of the influence based on experiences that have been felt previously in a service which can be in the form of positive or negative assessments depending on the experience. Following customer expectations or desires, the customer's behavioral intentions become negative. Meanwhile,

according to research by Lerrthaitrakul & Panjakajornsak, 2014, it was revealed that there was a positive and significant effect of service quality on behavioral intentions. It is intended that if the quality of service presented to customers is under customer expectations and desires, it will trigger behavioral intentions from customers for the experience of service quality provided when using particular services.

In addition to service quality, perceived value influences customer satisfaction and behavioral intentions. This was explained by Putrianti and Semuel (2018), revealing that there was a positive and significant influence on the perceived value of behavioral intention. Perceived value is needed in a service because this will affect the perceived experience of consumers, which will lead to the level of behavioral intention after using the service. This means that a high behavioral intention indicates that the services are excellent.

Unlike the research conducted by Putrianti and Semuel (2018), Ciputra and Prasetya (2020) found that showing perceived value did not significantly influence behavioral intention, which reveals that the lower the perceived value by consumers, the lower the behavioral intention after using the service. The results of this research are in contrast to the results of research conducted previously by the researcher (Putrianti & Semuel, 2018).

This is explained by Yen (2013), revealing a positive and significant influence on the perceived value of customer satisfaction. The customer's perceived value can

cause the factors influencing customer satisfaction. According to An et al. (2019), it was revealed there was a positive and significant effect on customer satisfaction.

LITERATURE REVIEW

Service Quality

Bakti et al. (2012) argue that service quality is defined as a measure of how well the service provided to consumers who use a particular service is by providing consumer needs so that consumer expectations or desires can be consistently met. Meanwhile, according to Kim et al. (2014), service quality is positioning oneself as a "consumer" by creating an overall impression of the origin of inferiority or superiority that comes from the service itself.

According to Hamenda (2018), service quality is described as obtaining a comparative effect between consumer expectations and service performance, where consumer expectations come from the services provided while actualized service performance comes from the value consumers perceive. An et al. (2019) define service quality as "an assessment of the world or in the form of consumer behavior towards a particular service that is presented with the excellence of its service."

Service quality is one of the most important constructs in their models and positively impacts service quality and customer satisfaction (Bakti et al., 2012). Previous studies suggest that customers' positive behavioral intentions come from their satisfaction, while satisfaction results from good service quality. Specifically, satisfaction is a strong

mediator of the effect of service quality on behavioral intentions (Engriani et al., 2019).

H₁: Service quality has significant positive impact on customer satisfaction

H₂: Service quality has significant positive impact on behavioral intention

Perceived Value

According to the opinion of Ashraf et al. (2018), it was stated that perceived value is an overall assessment of the customer with the suitability of the customer's expectations or desires for the services offered. Meanwhile, Yen (2013) defines perceived value as a consumer expression in behavior after getting services.

Putrianti and Semuel (2018) define perceived value as the value consumers convey after using services. Meanwhile, Ryu et al. (2012) define perceived value as critical in understanding consumer behavior to obtain a competitive advantage.

However, other researchers further propose the relationship between perceived value and customer satisfaction. For example, Tran and Le (2020) note that value, like quality, is an encounter-specific input to satisfaction, implicating the positive link between perceived value and satisfaction. Keshavarz and Jamshidi (2018) also found empirical support for the positive effect of perceived value on customer satisfaction. Extant research confirms that customer-perceived value has been accepted as a reliable predictor of customer satisfaction and purchase behavioral intentions.

H₃: Perceived value has significant positive impact on customer satisfaction

H₄: Perceived value has significant positive impact on behavioral intention

Customer Satisfaction

Bakti et al. (2012) define customer satisfaction as "a cumulative construct that is influenced by the suitability of expectations and perceptions of performance, including the influence of satisfaction on previous experiences from period to period." Meanwhile, Lee et al. (2019) stated that customer satisfaction arises from the experience of consumers and leads to feelings and emotions in the hearts of consumers after interacting with a service.

Keshavarz and Jamshidi (2018) argue that customer satisfaction depends on the extent to which customers receive certain services following customer expectations or desires. Meanwhile, Engriani et al. (2019) argue that customer satisfaction is a feeling of pleasure in the form of someone's disappointment with service after the customer compares performance with customer expectations or desires.

For instance, in their empirical investigation of the link between dining satisfaction and post-dining behavioral intentions, Tran and Le (2020) found that dining satisfaction significantly influences behavioral intentions. These findings all support the significant link between customer satisfaction and behavioral intentions in the restaurant industry. Numerous studies confirm the positive and direct association between customer

satisfaction and behavioral intentions, such as repurchase and word-of-mouth communication (Lee et al., 2019).

H₅: Customer satisfaction has significant positive impact on behavioral intention

Behavioral Intention

Bakti et al. (2012) argue that behavioral intention is a crucial determining factor in a person's behavior. Meanwhile, An et al. (2019) define behavioral intention as behavior in the future that the individual has pre-arranged.

Jin et al. (2015) describe behavioral intention as an attitude shown after purchasing a product based on previous experience, which is related to the consumer's intention to repurchase or even recommend again to others for services or products previously provided.

Engriani et al. (2019) found that when customers feel that service quality is good, then customers will naturally behave positively by making repeat purchases so that behavioral intention occurs. Accordingly, service quality will also have a direct impact on behavioral intention. Lerrthaitrakul and Panjakajornsak (2014) have added that service quality has a direct, positive, and significant influence on behavioral intention. When a customer has perceived excellent service quality, it may lead to his/her behavioral intention, such as repeat purchase or willingness to recommend.

Customers' favorable behavioral responses, such as repurchase and positive word of mouth, will be obtained by the organization if the customers are satisfied (Sumaedi et al., 2012). Empirically, previous

studies have confirmed a direct positive relationship between perceived value and behavioral intention in various industries Bing and Mo (2020), including public land transport services.

H₆: Customer satisfaction mediates the influence between service quality and behavioral intention

H₇: Customer satisfaction mediates the influence between perceived value and behavioral intention

RESEARCH METHODS

Researchers decided to examine online motorcycle taxi transportation service users on the on-demand service platform. The study began in February 2022 and until July 2022. The population of this study amounted to 200 people, and for the selection of samples, the researchers used the purposive sampling method, where samples were selected and removed with certain considerations. The purposive sampling in this study is based on consumers living in Greater Jakarta, with an age range of 17-44 years, and consumers who have used online motorcycle taxi transportation services on the on-demand service platform at least 2x in the last year. With these considerations, the number of samples used in this study was 200 people.

Research Design

In this study, the authors use research methods using quantitative methods. The quantitative approach is a research method carried out by utilizing data in the form of numbers for analysis in testing predetermined hypotheses. Furthermore, in this study, the authors also use survey

research. The hypotheses tested include:

H₁: Service quality has significant positive impact on customer satisfaction

H₂: Service quality has significant positive impact on behavioral intention

H₃: Perceived value has significant positive impact on customer satisfaction

H₄: Perceived value has significant positive impact on behavioral intention

H₅: Customer satisfaction has significant positive impact on behavioral intention

H₆: Customer satisfaction mediates the influence between service quality and behavioral intention

H₇: Customer satisfaction mediates the influence between perceived value and behavioral intention

Population

The population of this research are consumers who live in Jabodetabek

and have used the on-demand service platform as online motorcycle taxi transportation.

Sample

In conducting this research, the sampling technique uses non-probability sampling, where the determination is based on the purposive sampling technique, which is a sampling technique that requires special conditions, where the selected sample is based on the purpose of the study (Mufarrikoh, 2019). The considerations made by the author for this research, namely: Consumers who live in the Greater Jakarta area, age range 17-44 years, consumers who have used online motorcycle taxi transportation services on the on-demand service platform at least two times in the last one year.

Data Analysis Technique

According to Hermawan (2019), the Likert scale measures attitudes, opinions, and perceptions of a person or group related to phenomena or social phenomena.

Table 1. Likert Scale

Alternative Answer Options	Item
Strongly Agree	5
Agree	4
Disagree	3
Don't Agree	2
Strongly Disagree	1

Source: Hermawan (2019)

Santoso (2015) defined a validity test as a measurement that shows the extent the size can reflect what is being measured rather than something else so that the results obtained are valid.

Reliability testing refers to the extent a measure can produce the same

score every time it is carried out, where all other things are equal (Santoso, 2015). Normality test aimed to calculate the overall data distribution (multivariate).

Structural Equation Modeling (SEM)

Criteria for Goodness-of-fit evaluation (Wang & Wang, 2019): Chi-square Statistics, Probability (p), Goodness-of-fit Index (GFI), Normal Fit Index (NFI), Comparative Fit Index (CFI), Tucker Lewis Index (TLI), and Root Mean Square Error of Approximation (RMSEA).

Hypothesis Testing

Hypothesis testing is done by identifying the hypotheses where the results have similarities shown by the AMOS program. Hypothesis testing is done by fulfilling the requirements of the hypothesis test criteria, the CR is > 1.96, and the p-value is 0.05.

For testing the mediated hypothesis using the bootstrap test, it can be seen in the standardized indirect effects using the bootstrap test, which is stated in the two-tailed significance (BC). By meeting the criteria at a significant level of standardized indirect 0.001.

RESULTS AND DISCUSSION

The level of service quality given to consumers for their previous experience is in the Agree (S) category. Of the five indicators on the service quality variable, the

average value with the highest level is X3_SQ, with a value of 4.39. In contrast, the average value with the lowest level is X4_SQ, with a value of 4.03. The level of perceived value given to consumers on previous experiences is in the Agree (S) category. Of the five indicators on the perceived value variable, the average value with the highest level is X10_PV, with a value of 4.32. In contrast, the average value with the lowest level is X9_PV, with a value of 4.06. Customer satisfaction given to consumers on previous experiences is in the Agree (S) category. Of the total five indicators on the customer satisfaction variable, the average value with the highest level is X11_CS with a value of 4.14. In contrast, the average value with the lowest level is X15_CS, with a value of 4.01. The level of behavioral intention given to consumers for previous experiences is in the Agree (S) category. Of the total five indicators on the behavioral intention variable, the average value with the highest level is X19_BI with a value of 4, while for the results, the average value with the lowest level is X17_BI with a value of 3.9.

Table 2. Regression Weights

	Estimate	S.E.	C.R.	P
X1_SQ <--- X1	1.000			
X2_SQ <--- X1	1.016	.077	13.231	***
X3_SQ <--- X1	1.032	.077	13.484	***
X10_PV <--- X2	1.000			
X9_PV <--- X2	1.022	.063	16.197	***
X8_PV <--- X2	1.000	.063	15.852	***
X6_PV <--- X2	.844	.062	13.565	***
X15_CS <--- X3	1.000			
X14_CS <--- X3	1.058	.059	18.015	***
X13_CS <--- X3	1.009	.055	18.418	***
X12_CS <--- X3	1.030	.059	17.583	***
X11_CS <--- X3	.922	.060	15.320	***
X17_BI <--- Y	1.000			
X18_BI <--- Y	1.068	.072	14.865	***

	Estimate	S.E.	C.R.	P
X19_BI <---Y	1.106	.070	15.834	***
X20_BI <---Y	1.154	.073	15.872	***
X5_SQ <---X1	1.001	.081	12.370	***

Source: Data Processed by Author (2022)

Overall, the remaining indicators have met the validity of the CFA test, namely the Critical Ratio (C.R.) >

1.96 with a Probability (P) value of < 0.05. So, these indicators can be used for further analysis.

Table 3. Reliability Test

Variable	C.R.	Description
Service Quality	0.9	Reliable
Perceived Value	0.9	Reliable
Customer Satisfaction	1.0	Reliable
Behavioral Intention	1.0	Reliable

Source: Data Processed by Author (2022)

The reliability test shows that each variable is reliable because it meets the requirements of the Construct Reliability value > 0.7. Thus, this research can be concluded for further analysis. The results of the hypotheses tested are as follows:

H₁: Service quality has significant positive impact on customer satisfaction

H₂: Service quality have a significant negative impact on behavioral intention

H₃: Perceived value have a significant negative impact on customer satisfaction

H₄: Perceived value have a significant negative impact on behavioral intention

H₅: Customer satisfaction have a significant negative impact on behavioral intention

H₆: Customer satisfaction mediates the influence between service quality and behavioral intention

H₇: Customer satisfaction mediates the influence between perceived value and behavioral intention

The results of hypothesis testing 1 show that the higher the service quality provided to consumers, the higher the sense of customer satisfaction after using the service.

The results of hypothesis testing 2 show that the lower the service quality provided to consumers, the lower the sense of behavioral intention after using the service.

The results of hypothesis testing 3 show that the lower the perceived value given to consumers, the lower the sense of customer satisfaction after using the service.

The results of hypothesis testing 4 show that the lower the perceived value by consumers, the lower the behavioral intention after using the service.

The results of hypothesis testing 5 show that the lower the customer satisfaction felt by consumers, the lower the behavioral intention after using the service.

The results of hypothesis 6 testing show that the higher the perceived value by consumers, the higher the behavioral intention after using the

service, namely based on being influenced before because of the emergence of customer satisfaction, which is considered very good with the services provided.

The results of hypothesis 7 testing show that the higher the service quality provided to consumers, the higher the behavioral intention after using the service, namely based on being influenced before because of

the emergence of customer satisfaction, which is considered very good with the services provided.

From the full model analysis below, the value of the model feasibility test can be stated as a fit model because it met the criteria of goodness-of-fit. Therefore, there is no need to re-analyze by re-modifying the above model.

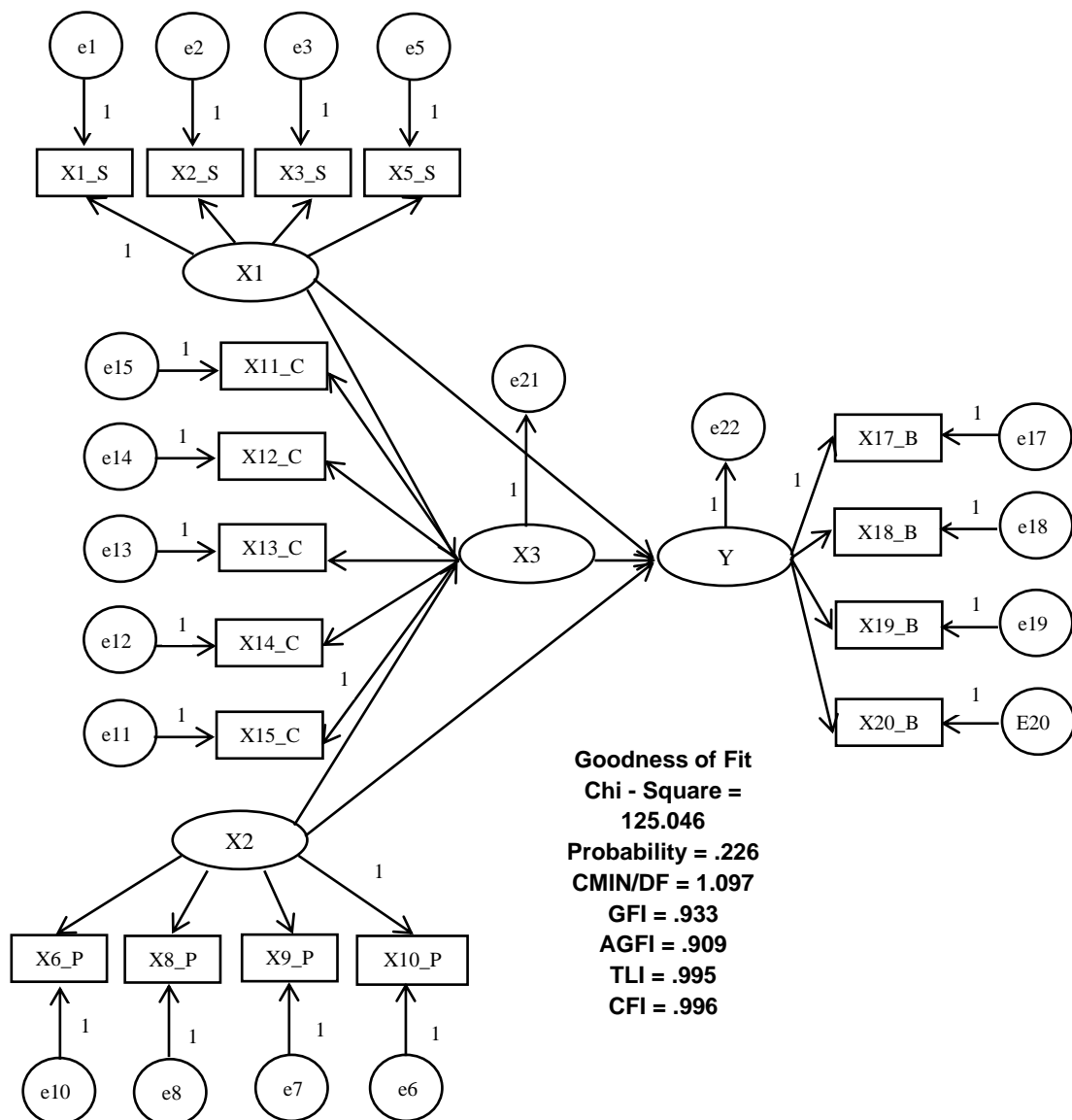


Figure 1. Full Model Analysis
 Source: Data Processed by Author (2022)

At the critical ratio value skewness, which is outside the range of ± 2.58 , the results of the univariate normality test indicate that the data is not good, and the critical ratio value kurtosis on the multivariate normality test results, showing the value of c.r. 18,705, where this data can be concluded that the data is not normally distributed. This information shows that the data of this study have not been able to meet the criteria or requirements of the normality test.

By looking at the results of the Bootstrapping test, the model analysis research data shows no change before or after the bootstrapping test. That is, with a P value of 0.226, which means that this value is in accordance with the requirements or criteria of goodness-of-fit at the P level > 0.05 . Therefore, this research is feasible and can be continued by conducting the next analysis.

The results of the evaluation of the goodness-of-fit criteria indicate that the overall results are fit. Moreover, for the chi-square in the full model analysis, the value is 125,046, meaning that it can meet the requirements so that further analysis tests can be carried out.

The causality relationship of the X1 variable to the X3 variable is 2.484, and the P value is 0.013. Therefore, the two values described have shown that the Critical Ratio value is above 1.96 and the P value is below 0.05. Thus, the results for testing hypothesis 1 show that H0 is rejected and H1 is accepted. This means that the X1 variable has a positive and significant effect on the X3 variable.

The causality relationship of the X2 variable to the X3 variable equals 0.087, and the P value of 0.930. Therefore, the two values described have shown that the Critical Ratio (c.r.) value is below 1.96, and the P value is above 0.05. Thus, the results for testing hypothesis 2 show that H0 is accepted and H2 is rejected. This means that the X2 variable has no positive and significant effect on the X3 variable.

The causal relationship of the X3 variable to the Y variable is 1.373, and the P value is 0.170. Therefore, the two values described have shown that the Critical Ratio (c.r.) value is below 1.96, and the P value is above 0.05. Thus, the results for hypothesis testing three show that H0 is accepted and H3 is rejected. This means the X3 variable has no positive and significant effect on the Y variable.

The causality relationship of the X1 variable to the Y variable is 1.220, and the P value is 0.222. Therefore, the two values described have shown that the Critical Ratio (c.r.) value is below 1.96, and the P value is above 0.05. Thus, the results for testing hypothesis 4 show that H0 is accepted and H4 is rejected. This means the X1 variable has no positive and significant effect on the Y variable.

The causal relationship of the X2 variable to the Y variable is 1.004, and the P value is 0.315. Therefore, the two values described have shown that the Critical Ratio (c.r.) value is below 1.96, and the P value is above 0.05. Thus, the results for testing hypothesis 5 show that H0 is accepted and H5 is rejected. This means that the X2 variable does not have a positive and significant effect

on the Y variable.

Variable X2 has an indirect effect on variable Y through variable X3 of 0,680 and a significant v-value of 0,680. That is, variable X3 significantly acts as a variable that mediates variable X2 on variable Y. This is called partial mediation and is said to be significant. It can be seen in the standardized indirect effects using the bootstrap test, listed in the two-tailed significance (BC). By fulfilling the criteria in a significant direction, namely standardized indirect $\geq 0,001$. Therefore, the v-value of 0,680 is said to be significant.

The X1 variable has an indirect effect on the Y variable through the X3 variable of 0,293 and a significant v value of 0,293. That is, variable X3 significantly acts as a variable that mediates variable X1 on variable Y. This is called partial mediation and is said to be significant. It can be seen in the standardized indirect effects using the bootstrap test, listed in the two-tailed significance (BC). By fulfilling the criteria in a significant direction, namely standardized indirect $\geq 0,001$. Therefore, the v-value of 0,293 is said to be significant.

CONCLUSIONS

Based on the results of data analysis that has been obtained, along with the discussion that has been described previously, conclusions can be drawn based on the research findings, as follows:

Service quality has a positive and significant effect on customer satisfaction for consumers who use online motorcycle taxi services on

the on-demand service platform. This shows that a high level of service quality for services provided to consumers will create a sense of customer satisfaction because it can fulfill consumer desires well.

Perceived value has a negative effect on customer satisfaction for consumers who use online motorcycle taxi transportation services on the on-demand service platform. This shows that a low level of perceived value for services provided to consumers will create a sense of customer satisfaction with a low level because it is considered unable to fulfill consumer desires properly.

Customer satisfaction does not have a positive and significant effect on the behavioral intention of consumers who use online motorcycle taxi transportation services on the on-demand service platform. This shows that a low level of customer satisfaction for services provided to consumers will create a low level of consumer behavioral intention because it is considered unable to fulfill consumer desires properly.

Service quality does not have a positive and significant effect on the behavioral intention of consumers who use online motorcycle taxi transportation services on the on-demand service platform. This shows that a low level of service quality for services provided to consumers will create a low level of consumer behavioral intention because it is considered unable to fulfill consumer desires properly.

Perceived value does not have a positive and significant effect on the behavioral intention of consumers

who use online motorcycle taxi transportation services on the on-demand service platform. This shows that a low level of perceived value for services provided to consumers will create a low level of consumer behavioral intention because it is considered unable to fulfill consumer desires properly.

Perceived value has an indirect effect on the behavioral intention variable through the customer satisfaction variable and has a significant relationship, which is called partial mediation. That is, the higher the value perceived by consumers, the higher the behavioral intention after using the service, based on being influenced previously because of the emergence of customer satisfaction, which is considered very good for the services provided.

Service quality has an indirect effect on the behavioral intention variable through the customer satisfaction variable and has a significant relationship, which is called partial mediation. That is, the higher the quality of service perceived by consumers, the higher the behavioral intention after using the service, namely based on being influenced previously because of the emergence of customer satisfaction, which is considered very good for the services provided.

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