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The Effect Of Electronic Service Quality, Value Perception, Trust On The Intention To Reuse The Gojek Application

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Abstract

This study aims to analyze the influence of e-service quality and perceived value on the intention to reuse the Gojek application with consumer trust as an intervening variable. The study used a quantitative approach with a survey method of 230 Gojek application users in Indonesia selected using a purposive sampling technique. Data were collected through questionnaires and analyzed using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method. The results showed that e-service quality had a positive and significant effect on consumer trust and the intention to reuse the Gojek application. Perceived value was also proven to have a positive and significant effect on consumer trust and the intention to reuse. In addition, consumer trust had a positive and significant effect on the intention to reuse the Gojek application and was the most dominant variable in the research model. The results of the mediation test showed that consumer trust was able to significantly mediate the relationship between e-service quality and perceived value on the intention to reuse. The coefficient of determination value showed that e-service quality and perceived value were able to explain consumer trust by 66.3%, while e-service quality, perceived value, and consumer trust were able to explain the intention to reuse by 79.9%. The research model also met the goodness of fit criteria, with an SRMR value of 0.035 and an NFI of 0.938.

Keywords: Electronic Service Quality; Perceived Value; Consumer Trust; Repurchase Intention; Gojek.

INTRODUCTION

The rapid development of information and communication technology has transformed various aspects of human life, including consumer behavior in utilizing digital-

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based services. Increasing internet accessibility has become one of the primary drivers of this transformation. According to the Indonesian Internet Service Providers Association (APJII, 2024), internet penetration in Indonesia reached 79.5% in 2024, indicating the growing dependence of society on digital services in daily activities. Creswell (2018) stated that digital technological advancement has significantly changed how individuals access information, communicate, and conduct transactions electronically.

One sector that has experienced substantial growth due to digitalization is online transportation. Internet-based transportation applications enable users to access transportation services more conveniently, quickly, and efficiently than conventional transportation systems. Anawar (2017) argued that the transition from traditional transportation to online transportation has significantly altered people's mobility patterns by offering greater accessibility and flexibility. Consequently, competition among online transportation providers in Indonesia, such as Gojek, Grab, Maxim, and InDrive, has intensified.

Among these competitors, Gojek has maintained its position as one of the most widely used online transportation applications in Indonesia. However, data from State of Mobile (2024) indicate a decline in the number of Gojek application downloads over recent years. This phenomenon suggests that the success of a digital platform depends not only on attracting new users but also on retaining existing users through enhancing their reuse intention. According to Kim and Lee (2023), reuse intention refers to a user's willingness to continue using a service based on previous positive experiences.

One factor believed to influence reuse intention is electronic service quality. Electronic service quality refers to a platform's ability to provide effective, efficient, secure, and user-friendly services through digital channels. Jalil et al. (2021) identified reliability, responsiveness, security, and ease of use as the primary dimensions of electronic service quality. Rita et al. (2019) found that high electronic service quality can increase customer satisfaction and encourage users to continue using the same digital service.

In addition to electronic service quality, perceived value is considered an important determinant of consumer behavior. Zeithaml (1988) defined perceived value as a consumer's overall assessment of the benefits received relative to the costs incurred. Consumers are more likely to reuse a service when they perceive that the benefits outweigh the sacrifices made. Anshori et al. (2022) identified emotional value, performance value, and value for money as key dimensions influencing customers' perceived value toward digital services.

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The relationship between electronic service quality, perceived value, and reuse intention is closely associated with customer trust. According to Mou et al. (2020), trust refers to consumers' confidence in a service provider's ability, integrity, and benevolence in fulfilling their needs. In digital environments, trust becomes particularly important because users interact with service providers indirectly through technology. Shao et al. (2020) demonstrated that higher levels of customer trust significantly increase the likelihood of continued service usage.

Although numerous studies have investigated the relationships among electronic service quality, perceived value, trust, and reuse intention, previous findings remain inconsistent. Rahman et al. (2020) and Pasaribu et al. (2022) reported that electronic service quality positively influences customer trust. Conversely, Saneian et al. (2015) and Mohamed (2012) found different results in several digital service contexts. Similarly, Chen and Chen (2019) revealed that electronic service quality does not always enhance reuse intention when the service delivered fails to meet customer expectations. These inconsistent findings indicate the existence of a research gap that warrants further investigation.

Based on the empirical phenomenon and the identified research gap, this study aims to examine the effect of electronic service quality and perceived value on the reuse intention of the Gojek application, investigate the effect of electronic service quality and perceived value on customer trust, and analyze the mediating role of customer trust in the relationship between electronic service quality, perceived value, and reuse intention. The findings are expected to contribute to the development of digital marketing literature and provide practical insights for Gojek in enhancing customer loyalty and sustaining long-term application usage.

LITERATURE REVIEW

Electronic Service Quality

Electronic Service Quality (E-Service Quality) refers to the quality of services delivered through digital platforms, such as websites and mobile applications, to facilitate customer transactions and interactions. According to Ezzat et al. (2022), electronic service quality represents online-based services provided by companies to support customers in accessing and utilizing digital services efficiently. Shi et al. (2016) define electronic service quality as the extent to which digital services meet or exceed customer expectations throughout the pre-purchase, purchase, and post-purchase processes. Similarly, Prasetyo et al. (2023) explain that electronic service quality enables customers

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to search for information, purchase products or services, and complete transactions effectively through internet-based platforms.

In digital business environments, electronic service quality plays a critical role in building customer trust and maintaining long-term relationships. Qalati et al. (2021) argue that online platforms can gain customer trust by consistently providing high-quality services. Likewise, Juwaini et al. (2022) found that reliable and satisfactory electronic services enhance customer loyalty and strengthen relationships between consumers and service providers. Therefore, electronic service quality is considered one of the most important determinants of customer trust and continued usage of digital platforms.

This study adopts the dimensions of electronic service quality proposed by Gutierrez Rodríguez et al. (2020), including ease of finding products or services, efficiency, ease of use, information quality, response speed, system accessibility, reliability, and complaint-handling facilities. Previous studies by Rahman et al. (2020) and Pasaribu et al. (2022) demonstrated that electronic service quality significantly influences customer trust and behavioral intentions in digital service contexts.

Perceived Value

Perceived value refers to customers' overall evaluation of the benefits received from a product or service compared with the costs incurred. According to Zeithaml (1988), perceived value is the consumer's overall assessment of product utility based on perceptions of what is received and what is given. Sweeney and Soutar (2001) further explain that perceived value is a multidimensional concept that varies according to individual experiences and expectations.

In digital service settings, perceived value plays an important role in influencing customer retention and repurchase behavior. Chen et al. (2021) state that customers evaluate whether the convenience, service quality, and benefits obtained are proportional to the costs and efforts expended. Wang et al. (2020) found that higher perceived value increases customers' willingness to continue using a service because they perceive greater benefits from their interactions with the platform.

According to Sweeney and Soutar (2001), perceived value consists of three dimensions: emotional value, performance/quality value, and value for money. Research by Anshori et al. (2022) revealed that perceived value positively influences customer trust and reuse intention in digital platforms. Therefore, perceived value is an important variable in encouraging customers to continue using online services.

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Customer Trust

Customer trust refers to consumers' confidence in the reliability, integrity, and competence of a service provider. Yang et al. (2020) define customer trust as the belief that an online platform or seller will fulfill its promises, protect customers' interests, and provide satisfactory service experiences. In digital environments characterized by uncertainty and risk, trust becomes a crucial factor affecting consumers' decisions to engage in transactions and continue using services (Nguyen et al., 2020).

Trust is widely recognized as a key component of relationship quality and long-term customer relationships. According to K. Amoako et al. (2019), the absence of face-to-face interaction in online environments increases the importance of trust in digital transactions. Consumers are more willing to accept potential risks when they believe that a platform operates honestly, competently, and transparently.

This study adopts the customer trust dimensions proposed by Wu and Huang (2023), including trust in the platform, trust in information accuracy, transaction security, service reliability, product quality, and overall confidence in the platform. Previous studies by Shao et al. (2020), Anshori et al. (2022), and Maharani et al. (2024) found that customer trust significantly influences customer loyalty and reuse intention in digital services.

Reuse Intention

Reuse intention refers to a customer's willingness to continue using a product or service after previous usage experiences. According to Ladkoom and Thanasopon (2020), reuse intention is a consumer's decision to repeatedly use the same service provider while considering current and future circumstances. Similarly, Wu et al. (2023) define reuse intention as the behavioral tendency to repurchase or reuse a service based on prior experiences.

In digital platforms, reuse intention is considered a key indicator of long-term business success because retaining existing customers is generally more cost-effective than acquiring new ones. Zeithaml et al. (1996) argue that reuse intention is closely related to customer satisfaction, loyalty, and positive service experiences. Bhattacherjee (2001) further explains that factors such as service quality, perceived value, and trust significantly influence customers' intentions to continue using a service.

This study measures reuse intention through customers' willingness to continue using the same platform, resistance to switching to alternative platforms, and intention to maintain spending on the platform in the future (Ladkoom & Thanasopon, 2020). Previous

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studies by Wang and Li (2023), Kim and Lee (2023), and Maharani et al. (2024) demonstrated that electronic service quality, perceived value, and customer trust positively influence reuse intention in digital service applications.

Previous Research

Previous studies have extensively examined the relationships among perceived value, electronic service quality, customer trust, and reuse intention in digital platforms. Wu and Huang (2023) found that perceived value, including utilitarian, hedonic, and social value, positively influences consumer trust and continuous purchase intention, with consumer trust acting as a mediating variable. Similarly, Anshori et al. (2022) reported that security and privacy significantly affect perceived value and trust, while perceived value positively influences reuse intention. Gutiérrez Rodríguez et al. (2020) further demonstrated that electronic service quality positively affects e-satisfaction, which subsequently enhances e-loyalty. These findings indicate that both perceived value and electronic service quality play important roles in encouraging customers to continue using digital services.

Several studies have also highlighted the importance of trust in shaping customer behavioral intentions. Mou et al. (2020) found that trust in websites and service providers significantly influences repurchase intention in cross-border e-commerce, with website trust emerging as the most influential factor. Likewise, Rahman et al. (2020) reported that customer trust significantly mediates the relationship between e-service quality and customer patronage intention. However, contrasting findings were reported by Ladkoom and Thanasopon (2020), who found that trust does not significantly influence reuse intention in e-payment services, while satisfaction and attitude were the primary determinants of continued usage. These differences suggest that the role of trust may vary across digital service contexts.

Other studies have revealed inconsistent results regarding the relationships among electronic service quality, perceived value, and trust. Chen and Chen (2019) found that website quality and service quality positively influence customer satisfaction and repurchase intention while reducing perceived risk. In contrast, Saneian et al. (2015) reported that electronic service quality positively affects perceived value but negatively affects electronic trust, and that perceived value negatively influences electronic commitment. These inconsistent findings indicate a research gap concerning the mechanisms through which electronic service quality and perceived value influence customer behavioral intentions. Therefore, this study investigates the role of customer

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trust as a mediating variable between electronic service quality, perceived value, and reuse intention in the context of the Gojek application.

RESEARCH METHODS

This study uses a quantitative approach with explanatory research methods to analyze the influence of electronic service quality and perceived value on the reuse intention of the Gojek application, with customer trust serving as a mediating variable. The quantitative approach was used because this study aims to examine the causal relationships among variables through statistical analysis using Structural Equation Modeling-Partial Least Square (SEM-PLS).

The population in this study consisted of all Gojek application users in Indonesia. The study used a nonprobability sampling technique with a purposive sampling method. The respondent criteria included users who were at least 17 years old, had used the Gojek application within the last six months, and had utilized at least one Gojek service feature such as GoRide, GoCar, GoFood, GoSend, or GoPay. These criteria were established to ensure that respondents had sufficient experience in evaluating the services provided by the application.

The number of research samples was determined using the Hair et al. (2014) approach, which recommends a sample size of at least five times the number of indicators used in the research model. This study used 23 indicators, resulting in a minimum sample requirement of 115 respondents. To improve the reliability and accuracy of the analysis, data were collected from 230 respondents. Data collection was carried out using a questionnaire with a five-point Likert scale. Data analysis used Structural Equation Modeling-Partial Least Square (SEM-PLS) with the help of SmartPLS software.

Data collection was conducted using a questionnaire with a five-point Likert scale consisting of answer options ranging from strongly disagree to strongly agree. The research variables consisted of electronic service quality and perceived value as independent variables, customer trust as a mediating variable, and reuse intention as a dependent variable.

Table 1. Operational Definitions of Variables

Variables	Indicators
Electronic Service Quality	Ease of finding products/services, efficiency, ease of use, information quality, response speed, accessibility, reliability, complaint handling

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Perceived Value	Emotional value, performance/quality value, value for money
Customer Trust	Trust in platform, information reliability, transaction security, service reliability, confidence in the platform
Reuse Intention	Intention to continue using the platform, unwillingness to switch to alternative platforms, intention to maintain future usage and spending

Source: Processed data, 2026

Data analysis was performed using Structural Equation Modeling-Partial Least Square (SEM-PLS) with the assistance of SmartPLS software. Model testing included the outer model and inner model. The outer model was used to evaluate construct validity and reliability through outer loading, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha tests. Meanwhile, the inner model was used to examine the relationships among variables through coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and hypothesis testing based on path coefficients, t-statistics, and p-values. The use of SEM-PLS in this study was chosen because it is capable of simultaneously analyzing complex relationships among latent variables and is suitable for research models involving mediating variables such as customer trust.

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 230 respondents who had used the Gojek application and were considered capable of evaluating the electronic service quality, perceived value, customer trust, and reuse intention of the platform. Data were collected using a structured questionnaire distributed to Gojek users through an online survey.

The respondents consisted of users with different demographic backgrounds and usage experiences. All respondents had experience using Gojek services, including transportation, food delivery, digital payments, and other integrated services. Therefore, they were considered appropriate representatives for assessing the quality of electronic services provided by Gojek.

In general, the respondents showed positive perceptions toward the Gojek application. Most respondents agreed that Gojek provides a convenient digital platform, useful services, reliable information, and satisfactory user experiences. These perceptions are reflected in the descriptive analysis results of each research variable.

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Descriptive Analysis

Descriptive analysis was conducted to identify respondents' perceptions regarding Electronic Service Quality, Perceived Value, Customer Trust, and Reuse Intention.

Table 2. Descriptive Analysis Results

Variable	Mean Score
Electronic Service Quality	3.72
Perceived Value	3.17
Customer Trust	3.61
Reuse Intention	3.69

Source: Processed Primary Data, 2026

The results indicate that Electronic Service Quality obtained the highest average score (3.72), followed by Reuse Intention (3.69), Customer Trust (3.61), and Perceived Value (3.17). These findings suggest that respondents generally perceive Gojek's electronic services positively, particularly regarding application usability, accessibility, responsiveness, and service convenience.

Electronic Service Quality demonstrates that respondents are satisfied with the digital service performance provided by Gojek. Meanwhile, the relatively lower score for Perceived Value indicates that users still evaluate the balance between benefits received and costs incurred more cautiously. Nevertheless, all variables obtained average scores above 3.00, indicating favorable perceptions among respondents.

Validity and Reliability Test Results

Outer model testing was conducted to evaluate the validity and reliability of the measurement model. Convergent validity was assessed using Average Variance Extracted (AVE), while reliability was assessed using Cronbach's Alpha and Composite Reliability.

Table 3. Validity and Reliability Test Results

Variables	AVE	Cronbach Alpha	Composite Reliability	Information
Electronic Service Quality	0.784	0.961	0.967	Valid and Reliable

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Perceived Value	0.778	0.943	0.954	Valid and Reliable
Customer Trust	0.767	0.939	0.952	Valid and Reliable
Reuse Intention	0.823	0.892	0.933	Valid and Reliable

Source: Processed Primary Data, 2026

The results indicate that all variables have AVE values greater than 0.50, confirming convergent validity. Furthermore, Cronbach's Alpha and Composite Reliability values exceed the minimum threshold of 0.70, indicating excellent internal consistency. Therefore, all constructs are considered valid and reliable for further structural model evaluation.

Structural Model Test Results

The inner model evaluation was conducted to examine the predictive capability of the research model through the coefficient of determination (R^2).

Table 4. Results of the Coefficient of Determination (R^2) Test

Variables	R Square	R Square Adjusted
Customer Trust	0.666	0.663
Reuse Intention	0.802	0.799

Source: Processed Primary Data, 2026

The R^2 value for Customer Trust is 0.666, indicating that Electronic Service Quality and Perceived Value explain 66.6% of the variance in Customer Trust. The remaining 33.4% is explained by factors outside the model.

The R^2 value for Reuse Intention is 0.802, indicating that Electronic Service Quality, Perceived Value, and Customer Trust explain 80.2% of the variance in Reuse Intention. This result demonstrates that the proposed model possesses strong explanatory power.

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Hypothesis Testing

Hypothesis testing was conducted using path coefficients, t-statistics, and p-values generated through the bootstrapping procedure. A hypothesis is accepted when the t-statistic exceeds 1.96 and the p-value is less than 0.05.

Table 4. Hypothesis Testing Results

Variable Relationship	Coefficient	T-Statistics	P-Values	Decision
Electronic Service Quality → Customer Trust	0.398	9.332	0.000	Accepted
Electronic Service Quality → Reuse Intention	0.176	4.263	0.000	Accepted
Perceived Value → Customer Trust	0.564	13.917	0.000	Accepted
Perceived Value → Reuse Intention	0.254	5.417	0.000	Accepted
Customer Trust → Reuse Intention	0.572	10.704	0.000	Accepted

Source: Processed Primary Data, 2026

The hypothesis testing results indicate that all direct relationships are positive and statistically significant. Customer Trust has the strongest direct effect on Reuse Intention, suggesting that trust is the most influential factor encouraging users to continue using the Gojek application.

An indirect effect analysis was also conducted to examine the mediating role of Customer Trust in the relationship between Electronic Service Quality, Perceived Value, and Reuse Intention.

Table 5. Results of Indirect Hypothesis Testing (Indirect Effect)

Variable Relationship	Coefficient	T Statistics	P Values	Decision
Electronic Service Quality → Customer Trust → Reuse Intention	0.228	5.663	0.000	Accepted
Perceived Value → Customer Trust → Reuse Intention	0.323	7.386	0.000	Accepted

Source: Processed Primary Data, 2026

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The indirect effect results reveal that Customer Trust significantly mediates the relationship between Electronic Service Quality and Reuse Intention as well as the relationship between Perceived Value and Reuse Intention. These findings indicate that improvements in service quality and perceived value strengthen users' trust, which subsequently increases their intention to continue using the Gojek application.

Interpretation of Research Results

The findings of this study demonstrate that Electronic Service Quality, Perceived Value, and Customer Trust play important roles in shaping users' Reuse Intention toward the Gojek application. The structural model results indicate that all proposed relationships are positive and significant, suggesting that users' decisions to continue using digital platform services are influenced by both service-related factors and psychological factors.

Electronic Service Quality was found to significantly influence Customer Trust and Reuse Intention. This finding indicates that users tend to trust and continue using a digital platform when the application provides efficient services, easy navigation, fast access, reliable information, and responsive support. In the context of digital transportation and on-demand services, service quality becomes an essential factor because most interactions between users and the company occur through the application interface. Therefore, a positive service experience contributes directly to users' confidence in the platform and encourages continued usage behavior.

Perceived Value also showed a significant positive effect on Customer Trust and Reuse Intention. This result suggests that users evaluate not only the technical performance of the application but also the overall benefits obtained from using the service. When users perceive that the value received exceeds the costs, effort, and time invested, they are more likely to develop trust in the platform and maintain long-term usage. Among the antecedent variables of Customer Trust, Perceived Value exhibited the strongest effect, indicating that users place considerable importance on obtaining meaningful benefits and satisfactory experiences from the services provided by Gojek.

The results further reveal that Customer Trust is the most influential determinant of Reuse Intention. This finding highlights the importance of trust in digital business environments where transactions are conducted electronically and involve various uncertainties. Users who believe that Gojek is reliable, secure, and capable of fulfilling their needs are more willing to continue using its services in the future. Consequently, trust serves as a strategic asset for maintaining customer retention and long-term platform sustainability.

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The mediation analysis also confirms that Customer Trust plays a significant mediating role in the relationships between Electronic Service Quality, Perceived Value, and Reuse Intention. This indicates that improvements in service quality and value perception are not only capable of directly influencing users' intention to reuse the application but also indirectly strengthen such intentions through enhanced trust. The indirect effects obtained in this study demonstrate that trust functions as an important mechanism through which users translate their service experiences and value perceptions into continued behavioral intentions.

Overall, the study confirms that sustaining users' intention to continue using the Gojek application requires a comprehensive strategy that simultaneously improves electronic service quality, enhances perceived value, and strengthens customer trust. These findings provide empirical evidence that customer trust represents a central mechanism linking service performance and customer perceptions with long-term behavioral outcomes. Therefore, digital platform providers should continuously invest in service innovation, system reliability, customer experience improvement, and trust-building initiatives to maintain customer loyalty and long-term competitiveness.

CONCLUSION

This study examined the influence of E-Service Quality and Perceived Value on Reuse Intention among Gojek application users, with Customer Trust serving as a mediating variable. The results indicate that E-Service Quality and Perceived Value have positive and significant effects on Customer Trust. These findings demonstrate that users tend to develop greater trust in the Gojek platform when they perceive the application as easy to use, efficient, responsive, reliable, and capable of providing valuable benefits that meet their expectations.

The findings also reveal that E-Service Quality and Perceived Value directly and significantly influence Reuse Intention. Users who experience high-quality electronic services and perceive strong value from the services provided are more likely to continue using the application in the future. Furthermore, Customer Trust has the strongest direct effect on Reuse Intention, indicating that trust is the most important factor influencing users' decisions to maintain their use of the Gojek application.

The mediation analysis confirms that Customer Trust significantly mediates the relationship between E-Service Quality and Reuse Intention, as well as the relationship between Perceived Value and Reuse Intention. These results suggest that improvements in service quality and perceived value not only encourage users to reuse the application

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directly but also strengthen their trust, which subsequently enhances their intention to continue using the platform.

In addition, the structural model demonstrates strong explanatory power. E-Service Quality and Perceived Value explain 66.3% of the variance in Customer Trust, while E-Service Quality, Perceived Value, and Customer Trust jointly explain 79.9% of the variance in Reuse Intention. The model also exhibits a good level of fit, indicating that it is appropriate for explaining user behavior in the context of online transportation and digital service applications.

Overall, the results of this study suggest that improving electronic service quality, enhancing users' perceived value, and strengthening customer trust are crucial strategies for increasing users' intention to reuse the Gojek application. Among these factors, Customer Trust plays the most dominant role in encouraging continued usage, making it a key element for sustaining user retention and long-term platform competitiveness.

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