

The Effect Of Customer Trust And Service Quality On Post Purchase Intention Through Customer Satisfaction On Online Grab Transportation (Survey Of Grab Customers In Purworejo)

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ABSTRACT

This study aims to determine the effect of Customer Trust and Perceived Service on Post Purchase Intention through Customer Satisfaction in Grab Online Transportation (Survey of Grab users in Purworejo). Based on preliminary research by conducting interviews with 10 users of grab services in Purworejo. Their answers can be summarized as follows: (1) three out of 10 customers stated that they use Grab's services because the fares provided are very in line with what they expected, so they only use Grab as an online transportation service; (2) five out of 10 customers stated that they chose the grab service because they were satisfied with the services provided by Grab, so they only used Grab as an online transportation service; (3) two out of 10 customers stated that they feel comfortable with Grab and are willing to recommend Grab to the people around them and have the intention to use Grab in the future.

The problem in this research is Post-Purchase Intention. Post-purchase (post-purchase) is a post-purchase evaluation that involves a number of concepts, including consumer expectations, satisfaction, doubts and feedback mechanisms. Satisfaction is an important emotion of this stage and is a determinant for future buying behavior (Loudon & Bitta, 1993). The object of this research is Grab customers in Purworejo. Sampling using the No Probability Sampling method. In this study, data from questionnaires were analyzed using descriptive quantitative methods. The hypothesis testing of this research was carried out with the help of SPSS Version 25 software. These values can be seen from the results of a significance of 5%.

The object of this research is Grab users in Purworejo Regency. Sampling using the Non Probability Sampling method. In this study, data from questionnaires were analyzed using descriptive and quantitative methods. The hypothesis testing of this research was carried out with the help of SPSS software. These values can be seen from the results of a significance of 5%. The results of the study show that (1) Customer trust has a positive and significant effect on post purchase intention. (2) Customer trust has a positive and significant effect on post purchase intention. (3) Customer Satisfaction is not able to mediate the influence of customer trust on post purchase intention of Grab users in Purworejo. (4) Customer satisfaction is not able to mediate the effect of service quality on post purchase intention of Grab users in Purworejo

Keywords: Customer Trust, Perceived Service, Post Purchase Intention, Customer Satisfaction

1. Introduction

The development of technology today is very rapid, thus encouraging the creation of new innovations and ultimately replacing the previous technology. One of the industries that is experiencing very rapid growth at this time is in the online-based transportation business. In the era of technological development so far, everything we want to access in a certain place can be reached in a very fast time and with adequate vehicles. Everyone definitely needs transportation to access certain places, therefore there have been several technological developments in online transportation such as Uber, Grab, GoJek, Maxim and others.

From a number of online transportations currently available, it can be said that Gojek and Grab still dominate the online transportation market in Indonesia (Dewi, 2019). Based on the survey results of the Indonesian Internet Service Providers Association (APJII) for the 2019 quarter II/2020 period, it was noted that Grab and Gojek were the most frequently used online transportation application services by the public. Gojek and Grab are the most well-known online transportation in the Indonesian market. The two inline motorcycle taxis have almost similar service features and competitively priced rates.

Furthermore, according to Dimas (2020) that there are 21.3% of respondents who claim to often use the Grab application to travel. Meanwhile, 19.4% of respondents admitted that they often use the Gojek application when they want to travel. Respondents who chose other online transportation application services, such as Anterin, Bonceng, Maxim, and FastGo, ranged from 0.1%-0.3%. Meanwhile, 58.1% of respondents admitted that they had never used online transportation application services. This shows that the development of Grab's online transportation is very fast and can compete with Gojek's earlier online transportation. This makes researchers interested in conducting research on online transportation Grab.

The research on post-purchase intentions is based on the fact that a customer who has made a purchase on a product or used a service such as online grab transportation, the evaluation process has not ended because the customer will conduct a post-purchase evaluation. This evaluation process will determine whether the customer is satisfied or not with his purchase decision. If the customer is satisfied, then the possibility of repurchasing in the future will occur, meanwhile if the customer is not satisfied with his purchase decision, he will look for various product information he needs. The process will continue to repeat until the customer is satisfied with the product purchase decision. The explanation above is in accordance with the opinion of Swastha and Handoko (2000) which explains that in connection with the decision to buy, customer behavior goes through several processes, namely: Customer behavior will determine the decision-making process in purchasing. The process is a problem-solving approach that consists of five stages, namely: (1) analyzing needs and desires, (2) searching for information and assessing sources, (3) evaluating and selecting alternative purchases, (4) buying decisions. , and (5) post-purchase behavior. After purchasing the product, the customer will experience a certain level of satisfaction or dissatisfaction. The marketer's job does not end when the product is purchased, but continues post-purchase. Marketers must monitor post-purchase satisfaction with post-purchase actions.

In connection with the above description, in this study the researcher will examine the effect of customer trust and service quality on post purchase intention through customer satisfaction on online transportation Grab for Grab users in Purworejo.

2. Literature Review

Companies that are able to provide good customer trust can lead to high retention, higher market share and more customers who are attracted to the company. The higher or better customer trust perceived by customers, the post-purchase behavior will also experience a significant increase. This is supported by Nugraha and Annisa (2021) who conclude that brand trust has a significant effect on repurchase intention. Juliana et al (2020) who concludes that trust is a positive and significant predictor of purchase intention. Qalati et al (2021) who concludes that trust has an effect significantly positive on purchase intention. When customers have a higher level of trust in the seller, then the customer will get a higher level of buying interest. Commitment and trust significantly moderate the relationship between customer purchase intentions and customer shopping behavior which also has a direct influence on customer behavior .

H1 : Consumer trust has positive effect on post purchase intention

Perceived service quality is one of the most important elements of trust in online shopping (Al-dweeri et al, 2019). Perceptions of service quality will affect online shopping acceptance (Ibrahim et al, 2019). Several research studies show that the quality of e-service is known to have a positive and significant effect on customer satisfaction. Research (Rita et al, 2019) found that e-service quality affects customer satisfaction. Khan et al (2019) stated that there was a positive influence between the quality of electronic services and electronic customer satisfaction. Kresnamurti et al (2020) who found a significant positive effect on the quality of services offered on customer satisfaction. High quality e-service will lead to satisfaction and ultimately create customer loyalty. Shafiee and Bazargan et al (2018) found that the quality of electronic services will affect customer loyalty. Kaya et al (2020) show that e-service quality affects customer loyalty.

H2 : Service quality has positive effect on post purchase intention

Customer trust or the trust felt by customers if the higher or better, it is expected that customers will experience increased satisfaction. Trust is a very important factor in online purchase intentions because customers will have a higher likelihood to engage in online transactions when trust is high (Rachbini, 2018). E-trust makes a big contribution to the industry because the main consequence of e-trust is purchase intention (Jonsson et al, 2019). This is supported by research by Juliana et al (2020) who found that trust has an indirect effect on purchase intention mediated by customer satisfaction.

H3 : Customer trust has positive effect on post purchase intention through customer satisfaction

Good service quality will affect the customer's repurchase intention. Companies that provide high quality service will satisfy the wants and needs of customers and will also encourage customers to make repeat purchases. This is supported by research by Santoso and Atik (2017) which states that service quality has an effect on repurchase intention. Oktarini and I Made (2018) found that customer satisfaction significantly mediates the effect of perceived ease of use and perceived enjoyment on repurchase intention. Tan et al (2019) concluded that perceived value has a positive effect on repurchase intention through customer satisfaction.

H4 :Service quality has positive effect on post purchase intention through customer satisfaction

3. Research Methodology

This research is included in quantitative research with survey method. The survey method is used to obtain data from certain natural (not artificial) places whose data is collected using questionnaires, tests, structured interviews, and so on (Sugiyono, 2019). The population in this study are students who study in Purworejo Regency and have used Grab's online transportation service. The sampling technique in this study uses the Non Probability Sampling method, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2019). The sampling method used is the purposive sampling method, namely the technique of determining the sample with certain considerations. Determination of the sample is done with the following criteria:

- Students who study in Purworejo Regency and have used the online transportation service Grab
- Have at least used Grab service twice
- Already 17 years old

Since the number of members of the population is not known with certainty, the sample size is calculated by the Cochran's formula (Sugiyono, 2019):

$$n = \frac{z^2 p \cdot q}{e^2}$$

$$n = \frac{(1,96)^2(0,5)(0,5)}{(0,10)^2}$$

$$n = 96,04 = 97 \text{ persons}$$

Keterangan:

n = sample

z = value on normal curve for 5%, significant value is 1,96

p = true chance 50% = 0,5

q = false chance 50% = 0,5

e = error 10%

From the results above, 96.04 is a fraction and according to Sugiyono (2019), calculations that produce fractions (there are commas) should be rounded up. So the number of samples in this study were 97 respondents.

4. Result

- Instrument Test Results

Validity testing is carried out based on item analysis, which is to correlate the score of each item with the variable score (the sum of all the scores of the question items). The correlation technique uses Pearson Correlation, calculated using the SPSS version 22 computer program. The question item is declared valid if it has a calculated r value greater than r table, with 30 respondents, the r table value is 0.361. The results of validity testing with the Pearson Correlation method are as follows.

Tabel 1. Validity Result

| Indicator | r value | Conclusion |
|-----------|---------|------------|
| CT1 | 0.693 | Valid |
| CT2 | 0.827 | Valid |
| CT3 | 0.752 | Valid |
| CT4 | 0.876 | Valid |
| SQ1 | 0.663 | Valid |
| SQ2 | 0.660 | Valid |
| SQ3 | 0.486 | Valid |
| SQ4 | 0.632 | Valid |
| CS1 | 0.707 | Valid |
| CS2 | 0.738 | Valid |
| CS3 | 0.677 | Valid |
| PPI1 | 0.794 | Valid |
| PPI2 | 0.895 | Valid |
| PPI3 | 0.656 | Valid |

Based on the table above shows that all questionnaire items have an r value greater than r table, it can be concluded that all questionnaire items are declared valid.

Tabel 2. Reliability Test

| Variable | <i>AlphaCronbach</i> | Conclusion |
|--------------------------------|----------------------|------------|
| <i>Customer Trust</i> | 0,771 | Reliabel |
| <i>Service Quality</i> | 0,786 | Reliabel |
| <i>Customer Satisfaction</i> | 0,782 | Reliabel |
| <i>Post Purchase Intention</i> | 0,788 | Reliabel |

Based on the above, the Cronbach's Alpha value of all research variables shows a value greater than 0.6. Thus, the respondents' answers to the research variables are reliable. So that the question items are reliable and can be used in research.

- The Result of the Analysis of the Description of the Research Variables
The following presents the results of the analysis of the description of the data obtained based on the answers given by the respondents on the basis of the statements in the questionnaire:

Tabel 3. Descriptive Variable Analysis

| | <i>Customer Trust</i> | M |
|--|--|----------|
| | Apa yang terteradalam sistem laporan transportasi online Grab sudah sesuai | 3.82 |

| | | |
|--|---|------|
| | Driver Grab memiliki kemampuan mengemudi yang baik | 3.76 |
| | Transportasi online Grab dapat diandalkan dalam melayani para pelanggannya | 3.86 |
| | Promosi layanan transportasi online Grab sudah sesuai dengan | 3.88 |
| | Mean | 3.83 |
| | <i>Service Quality</i> | |
| | Kualitas konten yang terdapat dalam aplikasi transportasi online Grab lengkap | 4.18 |
| | Navigasi visual dari aplikasi transportasi online Grab menarik | 3.90 |
| | Manajemen transportasi online Grab telah memberikan layanan terbaiknya kepada semua pelanggan | 3.96 |
| | Kualitas koneksi dari aplikasi transportasi online Grab dapat diandalkan | 3.98 |
| | Mean | 4,00 |
| | <i>Customer Satisfaction</i> | |
| | Saya merasa puas saat menggunakan jasa transportasi online Grab | 4.05 |
| | Transportasi online Grab merupakan pilihan tepat | 3.92 |
| | Saya merasa puas atas pengalaman menggunakan aplikasi Grab | 3.88 |
| | Mean | 3.95 |
| | <i>Post Purchase Intention</i> | |
| | Kemungkinan saya akan menggunakan kembali jasa transportasi online Grab | 4.04 |
| | Di lain waktu, saya berniat ingin menggunakan kembali jasa transportasi online Grab | 3.95 |
| | Saya akan menggunakan lagi pada jasa transportasi online Grab pada kondisi tertentu | 3.86 |
| | Mean | 3,95 |

Based on Table 3, it can be stated that the assessment response to the customer trust variable obtained the average value of the overall customer trust variable of 3.83 which was in the interval (3.40 to 4.19) or in the high category. This shows that respondents have a high perception or assessment of customer trust in Grab's online transportation service. The service quality variable has an average value of 4.00 which is in the interval (3.40 to 4.19) or in the high category. This shows that respondents have a high perception or assessment of service quality in Grab's online transportation service. Then the customer satisfaction variable has an average value of 3.95 which is in the interval (3.40 to 4.19) or in the high category. This shows that respondents have a high perception or assessment of

customer satisfaction on Grab's online transportation service. Furthermore, the post purchase intention variable has an average value of 3.95 which is in the interval (3.40 to 4.19) or in the high category. This shows that respondents have a high perception or assessment of post purchase intention on Grab's online transportation service.

● **Path Analysis**

Path analysis is used in order to measure the effect directly and indirectly between research variables. The magnitude of the direct influence between the independent variables on the dependent variable is as follows:

$$Customer\ Trust \rightarrow Customer\ Satisfaction = 0,300$$

$$R^2 = 0,090 \text{ then } e1 = \sqrt{(1 - 0,090)} = 0,954$$

$$Service\ Quality \rightarrow Customer\ Satisfaction = 0,246$$

$$R^2 = 0,061 \text{ then } e2 = \sqrt{(1 - 0,061)} = 0,969$$

$$Customer\ Trust \rightarrow Post\ Purchase\ Intention = 0,441$$

$$R^2 = 0,194 \text{ then } e3 = \sqrt{(1 - 0,194)} = 0,898$$

$$Service\ Quality \rightarrow Post\ Purchase\ Intention = 0,439$$

$$R^2 = 0,193 \text{ then } e4 = \sqrt{(1 - 0,193)} = 0,898$$

$$Customer\ Satisfaction \rightarrow Post\ Purchase\ Intention = 0,379$$

$$R^2 = 0,144 \text{ then } e5 = \sqrt{(1 - 0,144)} = 0,925$$

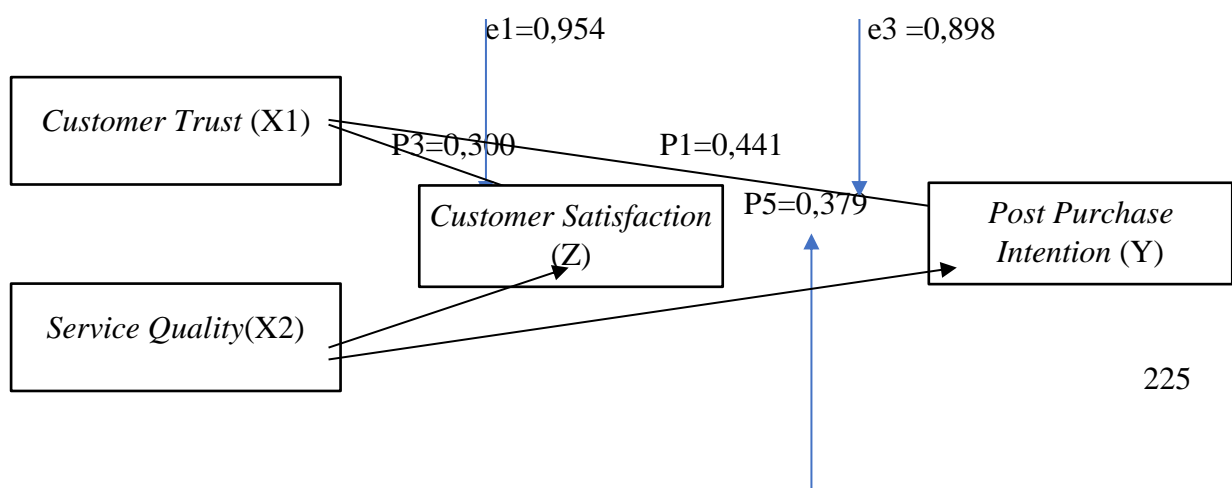
The amount of indirect influence between independent variables on the dependent variable through mediation is as follows:

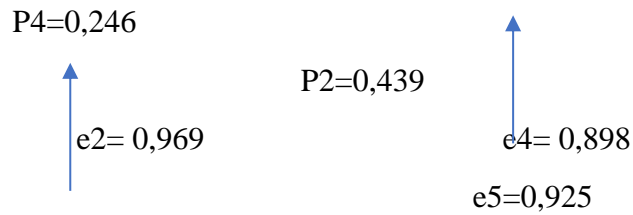
$$Customer\ Trust \rightarrow Customer\ Satisfaction \rightarrow Post\ Purchase\ Intention$$

$$= (0,300 \times 0,379) = 0,114$$

$$Service\ Quality \rightarrow Customer\ Satisfaction \rightarrow Post\ Purchase\ Intention$$

$$= (0,246 \times 0,379) = 0,093$$





Picture 1. Path Analysis

● **Hypothesis Test Result**

Hypothesis testing is carried out by using statistical testing tools in order to provide explanations or information about research results, and to provide answers to the hypotheses that have been proposed in the previous chapter. In detail, the results of statistical tests using the SPSS version 25 test tool are as follows:

▪ **First Hypothesis**

H1 : *Customer Trust has a positive effect on post purchase intention of Grab users in Purworejo. The obtained simple linear regression analysis can be seen in table 4:*

Tabel 4. Results of Regression Analysis of the Effect of Customer Trust on post purchase intention of grab users in Purworejo

| Variable | Beta | t | Sign. |
|--|-------|-------|-------|
| <i>Customer Trust (X1) → post purchase intention (Y)</i> | 0.441 | 4.786 | 0.000 |
| R = 0.441 R ² = 0.194 Adjusted R ² = 0.186 | | | |
| F = 22.905 (sign=0,000) | | | |

The t-test is used to determine the effect of Customer Trust on post-purchase intention of Grab users by comparing the p-values on (5%). The significance value of Customer Trust (X1) is 0.000 ($p < 0.005$) and the t-count value is 4.786 (positive) meaning that there is a positive influence of Customer Trust on post-purchase intention of Grab users. This proves that hypothesis 1 which states that Customer Trust has a positive effect on post purchase intention of Grab users in Purworejo is proven.

▪ **Second Hypothesis**

H2 : *Service Quality has a positive effect on post purchase intention of Grab users in Purworejo. The obtained simple linear regression analysis can be seen in table 5:*

Tabel 5. Results of Regression Analysis of the Effect of Service Quality on post purchase intention of Grab users in Purworejo

| Variable | Beta | t | Sign. |
|---|-------|-------|-------|
| <i>Service quality (X2) → post purchase intention (Y)</i> | 0.439 | 4.786 | 0.000 |

| |
|--|
| R = 0.439 R ² = 0.193 Adjusted R ² = 0.185 |
| F = 22.738 (sign=0,000) |

The t-test is used to determine the effect of Service Quality on post-purchase intention of Grab users by comparing the p-values on (5%). The significance value of Service Quality (X2) is 0.000 (p < 0.005) and the t-count value is 4.768 (positive) meaning that there is a positive influence of Service Quality on post purchase intention of Grab users. This proves that hypothesis 2 which states that Service Quality has a positive effect on post purchase intention of Grab users in Purworejo is proven.

▪ **Third Hypothesis**

H3 : Customer trust has a positive effect on post purchase intention through customer satisfaction for Grab users in Purworejo.

The results of the Sobel test have an indirect effect on customer trust on post purchase intention through customer satisfaction with the following t (t value) statistics:

$$\begin{aligned}
 S_{P3,P5} &= \sqrt{P5^2 \cdot Sp3^2 + P3^2 \cdot Sp5^2 + Sp3^2 \cdot Sp5^2} \\
 &= \sqrt{0.379^2 \cdot 0.068^2 + 0.300^2 \cdot 0.113^2 + 0.068^2 \cdot 0.113^2} \\
 &= \sqrt{(0.144 \cdot 0.005) + (0.224 \cdot 0.090) + (0.005 \cdot 0.090)} \\
 &= \sqrt{0,001 + 0,002 + 0,001} \\
 &= \sqrt{0,004} = 0,063
 \end{aligned}$$

The Count result of $S_{P3,P5}$ t statistic value the effect of mediation :

$$\begin{aligned}
 t_{35} &= \frac{p_3 p_5}{SP_3 P_5} \\
 &= \frac{0,300 \times 0,379}{0,063} = \frac{0,114}{0,063} \\
 &= 1,80
 \end{aligned}$$

The value of t result = 1,80 (positive). So it can be concluded that customer trust does not have an indirect effect on post purchase intention through customer satisfaction for Grab users in Purworejo. Therefore, the third hypothesis which says that customer trust has a positive effect on post purchase intention through customer satisfaction is not proven.

▪ **Fourth Hypothesis**

H4 : Service Quality has a positive effect on post purchase intention through customer satisfaction for Grab users in Purworejo.

The results of the Sobel test have an indirect effect on service quality on post purchase intention through customer satisfaction with the following t (t value) statistics:

$$\begin{aligned}
 SP_4P_5 &= \sqrt{P_5^2 SP_4^2 + P_4^2 SP_5^2 + SP_4^2 SP_5^2} \\
 &= \sqrt{0.379^2 \cdot 0.069^2 + 0.246 \cdot 0.113^2 + 0.069^2 \cdot 0.113^2} \\
 &= \sqrt{(0.144 \cdot 0.005) + (0.060 \cdot 0.090) + (0.005 \cdot 0.090)} \\
 &= \sqrt{0.001 + 0.005 + 0.004} \\
 &= \sqrt{0.010} = 0,316
 \end{aligned}$$

The Count result of SP_4P_5 statistic value effect of mediation:

$$\begin{aligned}
 t_{45} &= \frac{p_4 p_5}{SP_4 P_5} \\
 &= \frac{0,246 \times 0,379}{0,316} = \frac{0,093}{0,316} \\
 &= 0,294
 \end{aligned}$$

The value of t count = 0.294 (positive). So it can be concluded that service quality does not have an indirect effect on post purchase intention through customer satisfaction for Grab users in Purworejo. Therefore, the fourth hypothesis which says that customer trust has a positive effect on post purchase intention through customer satisfaction is not proven.

5. Conclusion

Based on the results of the analysis and discussion above, several conclusions can be drawn from the results of this study:

- Customer Trust has a positive effect on post purchase intention of Grab users in Purworejo.
- Service Quality has a positive effect on post purchase intention of Grab users in Purworejo.
- Customer satisfaction is not able to mediate the influence of customer trust on post purchase intention of Grab users in Purworejo.
- Customer satisfaction is not able to mediate the effect of service quality on post purchase intention of Grab users in Purworejo.

8. Suggestion

Based on the results of this study, the authors can convey the following suggestions:

- This research is still limited to students and students who are already familiar with advances in science and technology, in the future research can be done by taking other consumers or the general public who also use the services of the online transportation service Grab.
- Further research can add other variables that also influence post purchase intention on Grab online transportation.

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