

The role of service quality, customer perceived value, and trust in enhancing customer satisfaction of expedition service

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ABSTRACT

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The swift growth of online commerce has significantly impacted the expedition service industry. As online shopping becomes increasingly prevalent, reliable shipping service has become crucial. Therefore, this study aims to determine the correlation between service quality, customer perceived value, and trust, as well as their impact on customer satisfaction within the expedition service industry. A survey was carried out through various messaging platforms, such as WhatsApp and Telegram, to reach users. Data were then obtained from 165 respondents, who were users of the 8 most popular expedition services in Indonesia (including J&T, JNE, SiCepat, Ninja Express, SAP, and others), followed by PLS-SEM analysis. The results showed that the three independent variables positively influenced customer satisfaction. In addition, trust acted as a mediator, indirectly affecting both service quality and customer perceived value. These results are expected to serve as a foundation for developing more efficient and contextually relevant strategies for expedition companies in the future.

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1. Introduction

The rapid increase in the number of internet users in recent years provides compelling evidence of significant progress in Indonesia's internet sector (Ginting et al., 2023). From 2015 to 2023, the number of users in the country increased by 58.21% (Annur, 2023) to 213 million individuals, representing 77% of the current population of 276.4 million (Annur, 2023). In addition, the widespread adoption of internet technology has led customers to increasingly rely on virtual methods to meet their needs (Guyen, 2020). This shift has also given rise to electronic commerce (e-commerce), where products and services are transacted online (Sensuse et al., 2020, Tolstoy et al., 2021). In this context, e-commerce has gained dominance in developed countries, including Indonesia, which ranks 9th globally for the fastest-growing e-commerce market. In 2022, online sales in the country exceeded \$59 billion (Herpin, 2023). Indonesia has been reported to lead Southeast Asia in terms of gross merchandise volume (GMV), contributing 52% of the total value (Respati, 2023). In line with these results, the rapid development of e-commerce has led to the growth of expedition service companies due to the continuous demand for reliable courier service during online transactions (Puspitasari et al., 2021). The increase in shipping volume for this service directly correlates with the widespread availability of the internet and the expansion of e-commerce (Khoirunnazilah et al., 2021). According to a recent survey conducted by MarkPlus, Inc., a substantial 85.2% of Indonesian customers prefer courier service to ship goods purchased through online platforms (Wijayanti et al., 2021). In Indonesia, several expedition services, including J&T, JNE, SiCepat, Ninja Express, and SAP, fiercely compete for dominance in the sector (Simanjuntak & Pradana, 2022). As the number of companies engaged in these activities continues to rise, each entity must enhance its skills, capabilities, and knowledge to survive and meet customer demands amidst growing competition (Kartawinata et al., 2021; Reynaldo et al.,

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2020). Several studies have shown that customer satisfaction remains the primary objective for all businesses (Rimawan & Simatupang, 2018). In this context, it represents the emotional response individuals have when evaluating products or service actual performance against their expectations (Kotler & Keller, 2022). Achieving customer satisfaction has numerous benefits, including increased sales, repeat purchases, an improved corporate image, reduced complaints and risks, and lower operational costs (Limbourg et al., 2016). Uzir et al. (2021) showed that service quality, customer perceived value, and trust are critical factors influencing the variable in the expedition service industry. The current study builds upon the previous analysis conducted by Uzir et al. (2021). However, while the analysis was limited to a local scale, specifically within the city of Bangladesh, the current study aims to broaden the scope by examining the national level. The following study questions were proposed:

1. Does service quality influence customer satisfaction with expedition service?
2. Does customer perceived value affect satisfaction with expedition service?
3. Does trust affect customer satisfaction with expedition service?

Service quality represents customer assessment of service offered by companies in comparison to their initial expectations (Parasuraman et al., 1994). Several studies have shown that this factor plays an essential role in influencing satisfaction (Kim, 2021). In addition, Uzir et al. (2020) emphasized that service quality strongly correlated with customer satisfaction. The Indonesian Customer Foundation (YLKI) reported that 3.2% of the 535 complaints received in 2021 were related to expedition service companies or package delivery firms (Rizaty, 2022). The majority of these complaints (41%) pertained to lost goods, followed by issues related to goods not being picked up by the courier (18%), goods not arriving (18%), inappropriate delivery prices (12%), and other issues, such as damaged products and delivery estimates (6%). Consequently, expedition service providers must recognize that meeting needs and expectations largely depends on consistently delivering high quality (Limbourg et al., 2016). The study carried out by Uzir et al. (2020), Sivathanu (2019), Panigrahi et al. (2018), and Lin et al. (2023) showed its significant impact on customer satisfaction.

According to previous studies, customer perceived value is related to how customers perceive the advantages and trade-offs associated with obtaining goods or services. (Aw et al., 2019). Yi et al. (2021) stated that customer satisfaction could be influenced by their perception of service level. In cases where the customer perceives service as more valuable than the cost, satisfaction follows after comparing with expectations and incurred expenses. Therefore, assessing customer perceived value is a crucial factor in predicting satisfaction (Kusumawati & Rahayu, 2020). This conclusion is supported by the study by El-Adly (2019), Hapsari et al. (2017), Jeong & Kim (2020), Karjaluo et al. (2019), and Lai & Chen (2011). Meanwhile, trust represents the customer's evaluation of the integrity and honesty of companies (Mansouri et al., 2022). Customers believe that businesses will diligently strive to ensure their satisfaction and never disappoint (Román & Ruiz, 2005). This factor is also closely associated with customer satisfaction (Abror et al., 2022). Previous studies by Al-Ansi et al. (2019), Lin & Wang (2006), and Uzir et al. (2021) also showed its significant impact.

2. Literature Review and Theoretical Framework

2.1 Service Quality

Service quality is characterized by the difference between customer expectations and their actual perceived experience, which significantly influences the overall perception of businesses (Chang et al., 2021; Parasuraman et al., 1994). Zia (2020) showed that service quality was the measure of superiority in service rendered to customers and their discernment of service's efficacy. The favorable impressions of customers regarding the received service translate into a positive evaluation of the provider. In addition, service quality is characterized as the evaluation of how well customer anticipations are met and the extent to which service provided corresponds with their inclinations, using particular standards and criteria (Suhail & Srinivasulu, 2021; Tuncer et al., 2021). The fundamental factor in creating a lasting service for customers of expedition service is the caliber of service provided (Ejdys & Gulc, 2020). Ensuring loyalty and retention necessitates the delivery of outstanding service standards by a business (Ricardianto, Fonataba, et al., 2023). Quality assessment is a vital multidisciplinary study field that comprises operations studies, information systems, and marketing (Gupta et al., 2023). The SERVQUAL scale, developed by Parasuraman et al. (1988), serves as a tool for assessing quality of service across various industries. This model evaluates service quality by juxtaposing the pre-service expectations of customers with their perceptions after the transaction (Parasuraman et al., 1988; Uzir et al., 2021). The SERVQUAL framework developed by (Parasuraman et al., 1988), has gained extensive application in scholarly studies aimed at evaluating and scrutinizing service quality (Ashiq & Hussain, 2023). There are 5 aspects to SERVQUAL, according to (Zuo et al., 2022). Each dimension is specifically specified as follows:

1. Assurance: The proficiency, politeness, and effectiveness of employees in fostering trust and assurance.
2. Empathy: Companies' demonstration of considerate, individualized focus towards its clientele.
3. Reliability: Companies' steadfast and precise fulfillment of their pledged service.
4. Responsiveness: The dedication to provide swift assistance and service to clients.
5. Tangibles: The concrete and visible elements of a business, such as its infrastructure, equipment, and the overall appearance of its personnel.

2.2 Trust

Trust is a concept that comprises credibility, benevolence, and ability (Lifen Zhao et al., 2010). In addition, it embodies the readiness of one party to afford the other the advantage of doubt concerning their intentions, predicated on the latter fulfilling essential tasks for the former, despite the latter's absence of control or authority over the former' (Mayer et al., 1995). Trust is considered the expectation of favorable results stemming from the decisions made by another entity (Ababneh, 2020). From previous engagements, it may be characterized as individuals' confidence in the potential for beneficial behaviors from others (Setiawan et al., 2020).

Credibility is also an essential element that is present in this definition of trust (Arthur et al., 2023). In addition, it influences customer's long-term perspective by decreasing perceived risk associated with opportunistic actions of companies (Arthur et al., 2023). Establishing trust is crucial for building enduring connections with customers (Mahmoud et al., 2018). Strengthening trust and dedication among leaders in both digital and traditional environments ensures the enduring prosperity and viability of the community (Casaló et al., 2008). Building robust relationships through customer trust is instrumental as it cultivates deep-seated confidence and strengthens the relationship with stakeholders (Juwaini et al., 2022).

2.3 Customer Perceived Value

Customer perceived value comprises assessments customers make concerning the balance between gains and sacrifices or expenses encountered during their entire journey of interaction and experience with businesses. These gains and costs can be physical or abstract, financial or non-financial, and may fluctuate depending on the situation (Charni et al., 2020). Paulose & Shakeel (2022) presented a conception akin to this, delineating that the construct of perceived value originates from a comparative assessment of the associated costs and benefits. Jiang et al. (2018) also showed that perceived value comprises the gains or advantages that customers acknowledge in exchange for their efforts. Moreover, Zeithaml (1988) delineated perceived value as the assessment by customer of goods or service, predicated on their discernment of what is received against what is given. In a broader sense, the notion of customer-perceived value encapsulates the individual's evaluative judgment regarding the advantages and disadvantages, including the expenses incurred, stemming from their engagements and experiences with firms throughout the complete consumption journey (Charni et al., 2020). Perceived value from customer's perspective is inferred from the definitions supplied earlier, representing the evaluation of the actual benefits gained relative to their anticipations (Alkufahy et al., 2023).

For marketing professionals, customer's perceived value holds paramount importance (Uzir et al., 2020). Tonder et al. (2018) emphasize that a company's capacity to deliver value, alongside value perceived by customer, plays a pivotal role in sustaining and enhancing its competitive edge. Furthermore, numerous scholarly investigations have established that perceived value by customers significantly influences their satisfaction levels and trust within the realm of marketing (Rahardja et al., 2021). Study conducted by Kartanegara & Keni (2022) also scrutinized the association between the value perceived by customers and their intentions to repurchase. In addition, Ahn et al. (2019) identified a significant impact of perceived customer value on the dynamics of customer interactions with service and products in various aspects. Therefore, it is imperative to align and enhance perceived value among customers to achieve outstanding performance (Murali et al., 2016).

Customers are inclined to buy products that are perceived to have the greatest value (Wang & Butkouskaya, 2023). The four elements constituting perceived value encompass quality, cost, the prestige associated with the product or service, and the emotional impact (the influence of the product or service on customer) (Zeithaml, 1988). Therefore, in the realm of marketing, it is imperative to cultivate a sense of value within customers towards a product or service. This perceived value significantly impacts the purchasing decisions of customer (Omoriegie et al., 2019)

2.4 Customer satisfaction

The definition of customer satisfaction has been articulated through various interpretations by numerous sources (Hayati et al., 2020). Hamzah et al. (2021) defined customer satisfaction as the level at which individuals felt pleasure or displeasure concerning a product's performance compared to their preliminary anticipations. Furthermore, in the context of marketing, customer satisfaction pertains to the evaluation where service experienced by a customer is perceived to have met or surpassed its envisioned excellence (Kautish et al., 2020). Aburayya et al. (2020) articulated that satisfaction emerges as a favorable emotion experienced by a person following the use of a particular product, manifesting when the delivered products correspond with the anticipations of the customer. Moreover, Alzoubi et al. (2022) elucidated customer satisfaction as the degree to which a product or service either exceeds or meets the anticipations of the customer. Similarly, Kim & Kim (2022) expounded on customer satisfaction, describing it as the level at which service rendered either surpasses or fulfills the expectations held by customer regarding service. Guaranteeing customer satisfaction plays a crucial role in determining a business's success (Gupta & Raman, 2022). Therefore, achieving customer satisfaction is crucial for a business to ensure its products and service are perceived as valuable by its clientele (Zameer et al., 2015). Customers who find their desires and needs met by a product tend to show greater loyalty (Mohd Suki, 2017). Moreover, contented clients are likely to endorse the

companies enthusiastically via favorable testimonials, effectively serving as an economical advertising strategy and reducing the imperative to acquire new clientele (Pooya et al., 2020). Ensuring customer satisfaction is also crucial in maintaining customer loyalty (Jasin & Firmansyah, 2023).

2.5 Previous Studies and Hypotheses Development

2.5.1 Service quality (X1) and customer satisfaction (Y)

Uzir et al. (2020) assert a robust linkage between customer satisfaction of customer and the caliber of service rendered by providers. The significance of service quality in influencing customer satisfaction is corroborated by earlier study from Uzir et al. (2020), Sivathanu (2019), Panigrahi et al. (2018), and Lin et al. (2023). It is evidenced that the delivery of substandard service leads to customer discontent, whereas the provision of superior service culminates in customer contentment (Reynaldo et al., 2020). Therefore, enhancing client contentment necessitates that service providers elevate the quality of their offerings (Nigatu et al., 2023). Based on the arguments presented above, it can be hypothesized that:

H₁: Service quality (X1) positively influences customer satisfaction (Y) on expedition service.

2.5.2 Customer perceived value (X2) and customer satisfaction (Y)

The foremost determinant impacting client contentment is value perceived by the customer (Gallarza et al., 2016). Study conducted by Rahayu et al. (2020), Nguyen et al. (2018), El-Adly & Eid (2016), El-Adly (2019), Hapsari et al. (2017), Jeong & Kim (2020), Karjaluo et al. (2019), and Lai & Chen (2011) substantiates this evidence. Therefore, client contentment with a product or service arises when they discern its performance as possessing substantial value (Kusumawati & Rahayu, 2020). From the discourse presented, one may postulate the following hypothesis:

H₂: Customer perceived value (X2) positively influences customer satisfaction (Y) in expedition service.

2.5.3 Trust (Z) and customer satisfaction (Y)

A multitude of studies have reported a significant correlation between trust and satisfaction. This connection has been substantiated through the results of various scholars, including Daud et al. (2018), Yeh & Li (2009), Marinkovic & Kalinic (2017), Uzir et al. (2021), Akram et al. (2022), (Aristyanto et al., 2019). In light of the foregoing discussions, one may postulate the following hypothesis:

H₃: Trust has a positive effect on customer satisfaction (Y) in expedition service.

2.5.4 Trust (Z) as mediator

The study conducted by Saoula et al. (2023) highlights the essential role of trust in mediating the connection between customer repurchase intentions and the subsequent enhancement of customer satisfaction. Similarly, Uzir et al. (2021) found a significant impact of trust on customer satisfaction. Therefore, trust acts as a critical bridge that links service quality and customer perceived value, ultimately profoundly affecting overall customer satisfaction.

H₄: Trust mediates the relationship between service quality (X1) and customer satisfaction (Y) in expedition service.

H₅: Trust mediates the relationship between customer perceived value (X2) and customer satisfaction (Y) in expedition service.

The following is a study model on the theory and hypothesis listed.

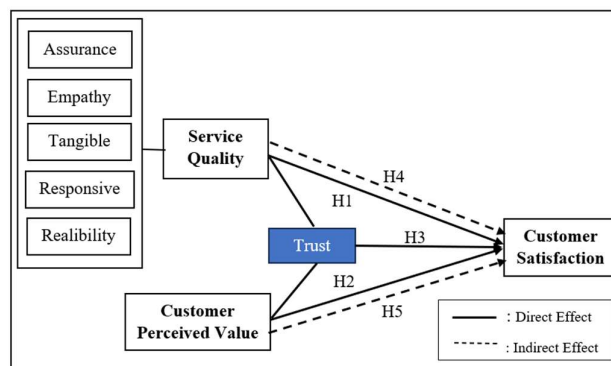


Fig. 3. The study model has been adapted from the study of Uzir et al. (2021)

3. Study Methodology

In this study, the examination centered on the effects of independent variables such as service quality (X1), customer perceived value (X2), and trust (Z), on the dependent variable which represented customer satisfaction (Y). The investigators opted for quantitative methodologies to assess the impact and distinctions among these variables. Consequently, the survey study methodology was the chosen approach for this investigation. This method was a structured technique for gathering primary data, typically by eliciting responses from a selected group of participants, specifically through questionnaires or interviews (Maidiana, 2021). The decision to use individual participants as the primary unit of examination stemmed from its direct pertinence to customer contentment, concerning singular perspectives. The examination of sampling methodologies focused on the approaches used to secure a sample that reflected the overall population. Distinct strategies were used in sampling, those classified under probability and non-probability sampling categories. In this study, the adoption of non-probability methods was selected, with a particular emphasis on judgmental sampling. Consequently, the selection of the sample adhered to the parameters set forth by the investigator.

According to Hair et al. (2019), a good sample had a value of more than 100 units and must be 5 times higher than the number of questionnaire items. The sample for this study totaled 165 units, which was achieved by amplifying the sample size 5 times compared to the quantity of goods, calculated as 33×5 . Individuals, both men and women, who have had contact with any expedition provider in Indonesia aligned with the predetermined requisites. Structural Equation Modeling (SEM) was selected as the methodology for data analysis in this investigation with concentrated attention on the Partial Least Squares (PLS) approach, operationalized through the SmartPLS software. The preliminary stage involved evaluating the outer model, including conducting tests for both convergent and discriminant validity, succeeded by an examination of Construct Reliability (CR) to assess reliability. Examination of the inner model incorporated analyses using R square, F square, Q Square, and Goodness of Fit (GoF) metrics. The subsequent phase entailed the scrutiny of hypotheses, targeting both the direct and indirect (moderating) effects.

4. Results and Discussion

4.1 Results

4.1.1 Outer Model Analysis

Convergent Validity

In the preliminary phase, evaluations were performed to determine the significance of Outer Loading and average variance extracted (AVE) values. According to Ab Hamid et al., (2017), the objective of convergent validity was to evaluate the degree of association between various indicators that were intended to accurately measure an identical construct. The evaluation of convergent validity criteria for reflection constructed within the outer model (measurement model) hinged on two significant standards, namely the loading value must have surpassed 0.70, and the significance level (p-value) must be noteworthy, registering below 0.05 (Hair et al., 2014). In addition, the highest attainable figure for Average Variance Extracted (AVE) remained at 0.50, and for Composite Reliability (CR), it was 0.70. It was permissible to discard indicators whose loadings were between 0.40 and 0.70, provided such removal improved the AVE and Composite Reliability (CR) above their designated benchmarks. The results of the evaluation were presented in Table 1.

Table 1
Outer Model

	Construct	Factor Loading	AVE	Cronbach's Alpha (CA)	Composite Reliability (CR)
Service Quality					
ASR1	Assurance	0.903	0.626	0.968	0.626
ASR2		0.920			
ASR3		0.931			
ASR4		0.925			
EPT1	Empathy	0.809	0.758	0.893	0.926
EPT2		0.910			
EPT3		0.896			
EPT4		0.864			
RLB1	Reliability	0.908	0.849	0.941	0.957
RLB2		0.941			
RLB3		0.914			
RLB4		0.922			
RSP1	Responsibility	0.848	0.793	0.913	0.939
RSP2		0.928			
RSP3		0.891			
RSP4		0.893			
TNG1	Tangible	0.897	0.794	0.914	0.939
TNG2		0.849			
TNG3		0.920			
TNG4		0.897			

Table 1

Outer Model (Continued)

Construct	Factor Loading	AVE	Cronbach's Alpha (CA)	Composite Reliability (CR)
Customer Perceived Value		0.915	0.969	0.977
PCV1	0.948			
PCV2	0.960			
PCV3	0.951			
PCV4	0.968			
Trust		0.891	0.959	0.970
TRS1	0.932			
TRS2	0.955			
TRS3	0.939			
TRS4	0.950			
Customer Satisfaction		0.901	0.973	0.979
STF1	0.917			
STF2	0.967			
STF3	0.955			
STF4	0.947			
STF5	0.960			

Table 1 showed that all values for outer loading surpassed the threshold of 0.7, indicating high adherence to validity. These findings showed the presence of a significant correlation between each indicator and the corresponding latent variables. In addition, all AVE values in this analysis met the requirement, namely exceeding 0.5, which confirmed their validity. The reliability test revealed that the Composite Reliability (CR) values all exceeded the 0.70 mark, and this was consistent with the established standards related to CR. The assessment of reliability included the evaluation of Cronbach's Alpha (CA), where values above 0.70 were required. All CA values exceeded the required threshold, indicating their compliance with the reliability standards.

Discriminant Validity

Table 2

Fornell-Lucker

	Customer Perceived Value (X2)	Customer Satisfaction (Y)	Service Quality (X1)	Trust (Z)
Customer Perceived Value (X2)	0.957			
Customer Satisfaction (Y)	0.524	0.949		
Service Quality (X1)	0.377	0.543	0.791	
Trust (Z)	0.376	0.689	0.396	0.944

In assessing discriminant validity using the Fornell-Larcker criterion, the square root of the AVE for a latent variable with its correlations was compared to other latent variables. Discriminant validity was established when the square root of the AVE consistently exceeded these correlations. When the correlation coefficients between each latent variable and others were consistently lower than the square root of the AVE for that variable, it was concluded that the discriminant validity criteria had been met.

Table 3

The summary of HTMT

	Customer Perceived Value (X2)	Customer Satisfaction (Y)	Service Quality (X1)	Trust (Z)
Customer Perceived Value (X2)				
Customer Satisfaction (Y)	0.537			
Service Quality (X1)	0.385	0.558		
Trust (Z)	0.388	0.713	0.409	

The results from the HTMT method's discriminant validity assessment showed that all obtained values were below the 0.90 threshold. This outcome validated the fulfillment of discriminant validity criteria as established by the HTMT approach.

4.1.2 Inner Model

R-Square

Table 4 presents the results of the R-Square.

Table 4

The summary of the R-Square

	R Square
Customer Satisfaction (Y)	0.607
Trust (Z)	0.217

The data interpretation showed that the coefficient of determination (R Square) for customer satisfaction was 0.607. This showed that a combination of trust, service quality, and customer perceived value explained 60.7% of the variability in customer satisfaction, while the remaining 39.3% was attributed to other factors. Specifically, trust exhibited an R Square value of 0.217, showing that 21.7% of trust fluctuations were accounted for, by service quality and customer perceived value, leaving 78.3% to be influenced by other elements. Both trust and customer-perceived value had a moderate impact.

F-Square

Table 5

The results of the F-Square

	F Square
Service Quality (X1)	0.130
Customer Satisfaction (Y)	0.117
Trust (Z)	0.493

Table 5 shows that value attributed to service quality remained at 0.130, signifying its moderate influence. Meanwhile, the variable representing customer perceived value registered at 0.117, suggesting an impact ranging from low to moderate. Notably, at the structural tier, trust variable commanded a substantial effect, evidenced by its 0.493 value.

Q-Square

Table 6

The summary of the Q-Square

	Q Square
Customer Satisfaction (Y)	0.542
Trust (Z)	0.188

Table 6 shows that the Q Square value associated with customer satisfaction was at 0.542. This figure suggested that factors such as service quality, perceived value by customer, and trust served as predictors for customer satisfaction. Furthermore, the Q Square value for trust was recorded at 0.188, signifying that both service quality and value perceived by customers acted as predictive elements for trust.

Goodness of Fit

Table 7

Goodness of fit

	Estimated Model
SRMR	0.080

The assessment of model adequacy via the SRMR Goodness of Fit test shows that the SRMR metric stands at 0.080, aligning with the threshold criterion of a maximum value of 0.08. Consequently, this substantiates the robustness of the model in question.

4.1.3 Hypothesis Testing

In the study presented, the use of a 1-tailed hypothesis facilitated a clear discernment of the effect being either positive or negative. The standard for either endorsement or dismissal of the hypothesis rested on the acceptance of H_a and the rejection of H_0 , provided the t-statistic exceeded 1.64. Enclosed are the results derived from the hypothesis testing.

Table 8

Path Analysis (direct effect)

Path Analysis	Original Sample (O)	Standard Deviation	T Statistics	P Value	Decision
H1: Customer Perceived Value → Customer Satisfaction	0.240	0.083	2.877	0.002	Support
H2: Service Quality → Customer Satisfaction	0.255	0.108	2.365	0.009	Support
H3: Trust → Customer Satisfaction	0.498	0.126	3.960	0.000	Support

In Table 8, the results were articulated as follows:

A coefficient of 0.240 was observed for Customer Perceived Value in the Original Sample column, signifying a positive influence on Customer Satisfaction. This influence was confirmed as statistically significant, evidenced by a T-Statistic of 2.877, surpassing the critical threshold of 1.64 specified in the T Table. The significance was further corroborated by a P-Value of 0.002, which was below the established significance criterion of 0.05, thereby validating the with the accompanying documents, have been meticulously assembled and recorded as outlined subsequently.

Table 9

Indirect effect (mediation test)

Path Analysis	Original Sample (O)	Standard Deviation	T Statistics	P Value	Decision
H4: Customer Perceived Value → Trust → Customer Satisfaction	0.132	0.074	1.784	0.037	Support
H5: Service Quality → Trust → Customer Satisfaction	0.147	0.083	1.782	0.038	Support

The mediation analysis detailed in Table 9 shows the following insights:

Trust significantly mediated the linkage between perceived value by customers and their satisfaction levels. This was substantiated by a T-Statistic of 1.784, surpassing the threshold T Table value of 1.64. With a P-value standing at 0.037, which falls below the critical threshold of 0.05, the acceptance of the mediation hypothesis was warranted. Furthermore, trust played an important role in mediating the connection between quality of service and customer satisfaction. This assertion was supported by a T-Statistic of 1.782, which was above the T Table benchmark of 1.64. The mediation hypothesis gained further validation from a P-value of 0.038, situating itself beneath the standard significance cut-off of 0.05, thereby endorsing the hypothesis.

4.2 Discussion

In the study conducted 165 participants were surveyed, all of whom had experience with the "8 Most Popular Expedition Service in Indonesia." The data showed that J&T Express emerged as the most frequently used service among the participants, commanding a 66% preference rate. The demographic breakdown showed a predominant use among women, who represented 59% of the participants. Age-wise, the segment exceeding 40 years old was the most represented, making up 48.5% of the participants. Furthermore, individuals holding a bachelor's degree constituted the largest educational group, representing 49% of the surveyed population.

The examination results substantiated all postulated hypotheses, emphasizing that each dependent variable significantly influenced the independent variable. It was observed that customer satisfaction was enhanced by factors such as service quality, perceived value by customer, and trust. Consistency was noted with preceding inquiries, notably the investigation by Uzir et al. (2021), which corroborated that service quality, customer perceived value, and trust exerted a constructive influence on customer satisfaction. These conclusions were consistent with a study by Akram et al. (2022). The recognition of trust as a pivotal intermediary, particularly in the context of hypotheses 4 and 5, was similar to previous results. However, a notable variance was observed concerning the variable exerting paramount influence, while former studies highlighted service quality, the current analysis accentuated trust.

The results presented empirical support for the theoretical assertion connecting service quality with customer contentment. The study by Nigatu et al. (2023) showed that improving service quality was crucial for elevating customer satisfaction. Such evidence reinforced the concept that customer satisfaction was shaped by perceived value and trust from customer' perspective. Girsang et al. (2020) suggested that customer satisfaction played a role in fostering trust, highlighting a reciprocal relationship. Furthermore, Gallarza et al. (2016) posited that the foremost and comprehensive influencer of customer satisfaction was customer's perceived value.

5. Managerial Implications

The results of this study offered several managerial implications for the expedition service industry. First, service quality was a significant driver of customer satisfaction, hereby meriting continual improvement through regular employee training, advancements in tracking platforms, and maintaining a reliable delivery schedule. These efforts also fostered trust, which was perceived to further enhance customer satisfaction. More specifically, trust served as a mediator that amplified the positive effects of service quality and value on customer satisfaction. Consequently, expedition service providers must emphasize transparency in user communications, pricing offerings, operations, issue resolution, and remediation, as well as customer warranties and assurances. By focusing on these areas, companies could significantly improve customer satisfaction and loyalty.

The study also asserted that perceived value was a predictor of customer satisfaction within the expedition service industry. Companies must leverage this by improving overall value proposition through competitive pricing, ensuring timely deliveries, and providing additional service such as insurance and package tracking at no extra cost. Tailored customer experiences through loyalty programs and targeted promotions could further enhance perceived value. Companies could meet and exceed customer expectations, thereby increasing satisfaction by emphasizing the benefits and unique value of their service.

Given that trust positively affected customer satisfaction within the expedition service industry, managers could prioritize trust formation by ensuring transparency in all operations, providing clear and honest communication, and consistently fulfilling promises. Using robust security measures to protect customer data and offering reliable customer support could

further strengthen trust. Establishing trust also involved promptly and effectively addressing any service issues, showing a commitment to customer care. By fostering a trustworthy relationship, companies could significantly boost customer satisfaction, leading to a stronger competitive position in the market.

6. Conclusion

In conclusion, this study aimed to explore the relationship between various independent factors namely service quality, perceived customer value, and trust, and their effect on the dependent factor of customer satisfaction within the sector of expedition service. It was important to determine the potential mediating role of trust concerning the dependent factor concerning the independent variables, and the results endorsed all 5 hypotheses. Furthermore, comprehensive analysis and in-depth discussion resulted in the affirmation that each independent variable positively affected the dependent variable. Specifically, service quality, perceived customer value, and trust significantly enhanced customer satisfaction. Trust was important in bridging service quality with customer satisfaction and linking perceived customer value to customer satisfaction. These results emphasized the paramount importance of trust in influencing customer satisfaction, as evidenced by the data gathered. Consequently, the study suggested that expedition service providers must prioritize maintaining or improving trust-related aspects to achieve customer satisfaction. This entailed commitments such as safeguarding security, ensuring substantial comfort, and fulfilling customer expectations. Several limitations to this study must be carefully acknowledged. First, the sampling area was limited to Indonesia, future studies must expand the sampling scope and include other developing countries (Uzir et al., 2021). Furthermore, differences between rural and urban areas must be considered to obtain a broader overview. As a result, study results could be easily generalized and provided greater insight into the variables studied in different geo-cultural contexts (Uzir et al., 2021). Second, only 3 independent variables were used in this study, namely customer perceived value, service quality, and trust. Further studies could improve or expand the focus on various variables such as Timeliness (Lai et al., 2022; Ricardianto et al., 2023), Delivery cost (Ricardianto et al., 2023), and Brand Image (Wibowo et al., 2021), to achieve a more comprehensive understanding.

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