

Moderating and Mediating Role of Trust on Relationship between Servqual and Satisfaction in Delivery Service



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ABSTRACT: This study aims to examine the trust as a moderating and mediating variable on the effect of servqual on customer satisfaction. The data in this study were collected from students of the Faculty of Economics, Halu Oleo University, Kendari City, Indonesia, totaling 127 as respondents who used delivery services to three providers, namely; Grab, Maxim, and Kukurio. The sampling technique used is purposive sampling. Data was collected using a research instrument with google form via Whatsapp. The collected data was then analyzed using Partial Least Squared (PLS) to test the research models developed in this study. The results of the study provide information that servqual has a significant effect on trust, servqual has a significant effect on customer satisfaction, and trust also has a significant effect on customer satisfaction. The test results also show that trust can strengthen the effect of servqual on customer satisfaction, and trust can also mediate the indirect effect of servqual on customer satisfaction.

KEYWORDS: Servqual, Trust, Satisfaction, Delivery Service

JEL Classification : M31

INTRODUCTION

The development of online business is currently increasingly in demand by the public. Online businesses that utilize technology and information media are growing rapidly and tend to have a positive impact on increasing sales turnover. Consumers in making consumption are more interested in using online purchasing applications than having to make purchases offline (Handoko, 2016). This has led to the emergence of many delivery service businesses from producers and consumers. The average consumer has two to three delivery service applications that will be used in making online purchases (Nurdani & Sandhyadhita, 2016; Mumtaha & Khoiri, 2019).

The delivery service business is a service business that plays a role in mediating transactions between consumers and producers. This business is increasingly emerging along with the entry of the world community in the era of the industrial revolution 4.0 and the emergence of the Covid-19 Pandemic outbreak that has hit the world, so that consumers are increasingly utilizing the world in the hands paradigm in meeting their daily needs (Fadly & Utama, 2020; Sarjun & Mawarni, 2019; Mumtaha & Khoiri, 2019).

The high dependence of consumers on online purchasing applications causes consumers to be more selective in choosing delivery service providers. It is not uncommon for failure to make transactions using the delivery service. Such failures are; goods do not arrive, long delivery times, goods do not match orders, and so on (Tech, 2020; de Kervenoael, Schwob & Chandra, 2020). This causes consumers to use delivery services which are considered to be able to provide satisfaction for them in conducting online transactions.

Consumer satisfaction in using a delivery service provider can be determined by many factors, including the service quality (servqual) of the delivery service provider. Delivery service providers who are able to provide good servqual will have an impact on increasing consumer satisfaction, and this will have an impact on the intensity of using the delivery service provider in the future (Santika Pramudana, & Astitiani, 2020; Suariedewi & Suprapti, 2020; Anggraini, Jodi, & Putra, 2020). Therefore, the delivery service provider is expected to pay attention to the servqual elements in their business that are able to provide satisfaction for their customers.

Servqual who is able to provide services in accordance with the wants and needs of consumers will create a sense of trust for consumers. The more often consumers receive more benefits and benefits from the use of delivery service providers, the more

Moderating and Mediating Role of Trust on Relationship between Servqual and Satisfaction in Delivery Service

trust will increase, this will further increase customer satisfaction. Several previous studies have found that servqual and trust have a significant influence on customer satisfaction (Jameel et al, 2021; Bressolles, Durrieu & Senecal, 2014; Santika Pramudana, & Astitiani, 2020; Ziaullah, Feng & Akhter, 2014; Purnamasari, 2018; Sevim, 2018). The better servqual will have an impact on the creation of trust and will subsequently have an impact on the creation of customer satisfaction, so that trust can be seen as a mediator in achieving customer satisfaction.

In several previous studies it was found that trust can function as an intervening variable on the effect of servqual on customer satisfaction (Ziaullah, Feng & Akhter, 2014; Ramanathan et al, 2020). Meanwhile, in several previous studies it was also found that trust can also act as a moderating variable on the effect of servqual on customer satisfaction (Singh & Jasial, 2020; Sleimi, Karam & Qubbaj, 2018). This moderator role implies that the influence of servqual on customer satisfaction will be stronger if consumers have trust in the servqual provided by the producer. This raises a simple question, namely; whether trust acts more as a mediator or moderator variable on the effect of servqual on customer satisfaction. On the basis of these arguments, this study tries to test both.

In general, this study aims to examine the role of mediator and moderator of the trust variable on the effect of servqual on customer satisfaction. Important information that is expected from this research is whether the trust variable acts more as a mediator or moderator or both. This research is applied to the delivery service provider. The originality of this research specifically is to compare the role of mediator and moderator of trust on the effect of servqual on customer satisfaction.

LITERATUR REVIEW

Service Quality (Servqual)

Servqual is seen as an element in a marketing strategy that can increase customer satisfaction. Because service products cannot be directly measured because of their intangible nature, the quality of service products can only be measured by how many product attributes are attached to a service product. Many researchers and practitioners view that servqual is an established marketing strategy. This has led to more and more studies on servqual being developed and applied to various service products, both profit-oriented and public-oriented (Anggraini, Jodi & Putra, 2020; Jameel et al, 2021; Veloso et al, 2020)

Servqual can be measured by various indicators that are adjusted to the subject of study. The concept of servqual can be measured by the dimensions of tangible, responsiveness, assurance, reliability, and empathy (Parasuraman, Zeithaml & Berry, 1988). This concept was further developed by many other researchers. In online shopping, servqual can be measured by the dimensions of efficiency, system availability, fulfillment, and privacy (Demir et al, 2020); guarantees, efficiency, reliability, fulfillment, and security (Veloso et al, 2020); responsiveness, efficiency, reliability, easy to use, and privacy and security (Jameel et al, 2021); results, process, system, information, and customer support (Lubis & Atin, 2020).

Trust

Trust is a belief that arises in consumers towards producers on the evaluation of the results of purchasing a product or service. This trust is often interpreted as a positive belief that is created from the success of the transaction. This trust will have an impact on the creation of customer satisfaction. Trust is usually the trigger for the creation of relationship marketing (Mohammed & Shahin, 2020; Purnamasari, 2018; Setiawan et al, 2020).

Trust can be measured by various indicators including; trust of company, trust of technical solution, trust of reliability, confident, and interest (Ejdys & Gulc, 2020); having trust, trust no doubt, and confidence (Artawan, Widnyana & Kusuma, 2020); promises, trusted, and trustworthy (Iglesias et al, 2020); interest, trustworthy, confidence, and do more (Li, Teng & Chen, 2020).

Customer Satisfaction

Customer satisfaction is a positive feeling that arises in consumers when evaluating the purchase of a product. Customer satisfaction usually arises if consumers feel the product performance is greater than or equal to their expectations. This concept is explained more in expectancy theory. Customer satisfaction is used as an indicator of the success of a marketing strategy (Bressolles, Durrieu & Senecal, 2014; Kaya et al, 2019; Handoko, 2016; Singh & Jasial, 2020).

Customer satisfaction can be measured by various indicators, namely; experience, information, experience, and consumer service (Mahadin, Akroush & Bata, 2020); experience satisfaction and experience pleased (Kaya et al, 2019); overall satisfaction, confirmation of expectation, and comparison to ideal (Hult, 2019).

Servqual and Trust

Servqual has a significant influence on trust. Consumers who feel good servqual for a service, will have an impact on the creation of trust in him. Several previous studies have shown that servqual has a significant effect on trust (Rahman et al, 2020; Setiawan et al, 2020; Mohammed & Shahin, 2020; Purwanto, Zuiderwijk & Janssen, 2020; Giovanis & Athanasopoulou, 2014). Based on the previous study, the hypotheses developed in this study are:

Moderating and Mediating Role of Trust on Relationship between Servqual and Satisfaction in Delivery Service

H1 : Servqual had significant direct effect on trust

Servqual and Customer Satisfaction

Servqual has a significant influence on customer satisfaction. Servqual in accordance with the wishes and expectations of consumers will have an impact on the creation of customer satisfaction. Several previous studies that support this result are; Jameel et al, 2021; Bressolles, Durrieu & Senecal, 2014; Santika Pramudana, & Astitiani, 2020; Suariedewi & Suprapti, 2020; Anggraini, Jodi, & Putra, 2020. Based on the previous study, the hypotheses developed in this study are:

H2 : Servqual had significant direct effect on customer satisfaction

Trust and Customer Satisfaction

Trust and customer satisfaction have a fairly close correlation. High trust in consumers will have an impact on the creation of customer satisfaction. Previous studies that explain this correlation are; Suariedewi & Suprapti, 2020; Ziaullah, Feng & Akhter, 2014; Purnamasari, 2018; Sevim, 2018; Ramanathan et al, 2020; Sitorus & Yustisia, 2018. Based on the previous study, the hypotheses developed in this study are:

H3 : Trust had significant direct effect on customer satisfaction

Servqual, Trust, and Customer Satisfaction

Servqual, trust, and customer satisfaction are closely related. In addition to directly influencing trust and customer satisfaction, servqual also has an indirect influence on customer satisfaction by being mediated by trust (Suariedewi & Suprapti, 2020; Ziaullah, Feng & Akhter, 2014; Ramanathan et al, 2020). In addition, trust also has a moderating role on the effect of servqual on customer satisfaction (Singh & Jasial, 2020; Sleimi, Karam & Qubbaj, 2018). To that end, the following hypotheses developed in this study are:

H4 : Trust have as moderated in the effect of servqual on customer satisfaction

Based on the literature review and hypotheses developed in this study, the research models built in this study can be seen in Figure 1.

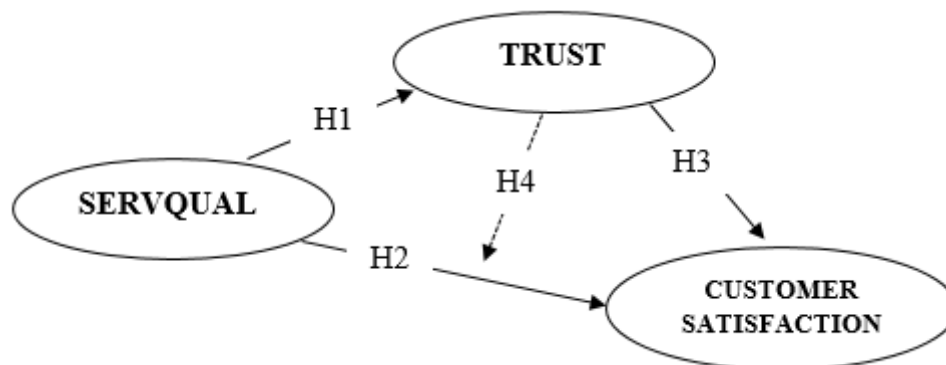


Figure 1. Research Model

RESEARCH METHODS

Data

The data in this study were collected from students of the Faculty of Economics, Halu Oleo University, Kendari City, Indonesia, totaling 127 as respondents who used delivery services to three providers, namely; Grab, Maxim, and Kukurio. The sampling technique used is purposive sampling. Data was collected using a research instrument with google form via Whatsapp. The collected data was then analyzed using Partial Least Squared (PLS) to test the research models developed in this study. An overview of the characteristics of the respondents can be seen in Table 1.

Table 1. Respondents Profiles (N=127)

Profiles	Category	Sample	Percentage
Gender	Male	51	40.16
	Female	76	59.84
Age	Below 20	43	33.86
	20 – 22	55	43.31

Moderating and Mediating Role of Trust on Relationship between Servqual and Satisfaction in Delivery Service

	Up 23	29	22.83
Delivery Providers	Grab	62	48.82
	Maxim	39	30.71
	Kukurio	26	20.47

Based on Table 1, it can be seen that most of the research respondents are female (59.84%), 20-22 years old (43.31), and the type of delivery service provider most used by respondents is Grab (48.82%).

Measurements

This study aims to examine the causal relationship that occurs between servqual, trust, and customer satisfaction. The variables in this study were measured using a Likert Scale. Servqual is measured using indicators adopted from Veloso et al, 2020 (4 items); Trust is measured using indicators adopted from Li, Teng & Chen, 2020 (4 items); and Customer Satisfaction is measured using indicators from Mahadin, Akroush & Bata, 2020 (4 items).

RESULTS AND DISCUSSIONS

Testing the research model using PLS (can be seen in Table 2), found that servqual has a significant effect on trust with a path coefficient value of 0.722 and a significance level of 0.000**. This shows that the servqual provided by the delivery service provider is able to give trust to its users. The path coefficient value of 0.722 implements that every increase that occurs in servqual will have an impact on an increase in trust of 72.20%. These results indicate that H1 in this study is accepted.

The next hypothesis in this research is; servqual has a significant effect on customer satisfaction indicating that the path coefficient value is 0.645 and the significance level is 0.000**. This shows that the servqual provided by the delivery service provider is able to provide customer satisfaction to its users. The path coefficient value of 0.645 implements that every increase that occurs in servqual will have an impact on an increase in customer satisfaction of 64.50%. These results indicate that H2 in this study is accepted.

The third hypothesis in this study is; trust has a significant effect on customer satisfaction indicating that the path coefficient value is 0.578 and the significance level is 0.000**. This shows that trust in the delivery service provider is able to provide customer satisfaction to its users. The path coefficient value of 0.578 implements that every increase that occurs in trust will have an impact on increasing customer satisfaction by 57.80%. These results indicate that H3 in this study is accepted.

The final hypothesis in this study is; trust has a moderating role on the effect of servqual on customer satisfaction indicating that the moderated coefficient value is 0.839 and the significance level is 0.000**. This shows that the effect of servqual on customer satisfaction will be higher with trust as a moderator. Moderation coefficient value of 0.839 implements that every increase that occurs in trust will have an impact on increasing the influence of servqual on customer satisfaction by 83.90%. These results indicate that H4 in this study is accepted.

The results of the research models test also found that servqual had an indirect effect on customer satisfaction by being mediated by trust. Table 2 shows that the magnitude of the indirect coefficient is 0.417 with a significance value of 0.0032. This indicates that 41.70% servqual has an indirect effect on customer satisfaction.

The results of hypothesis testing in this study indicate that the servqual elements provided by the delivery service provider are; Grab, Maxim, and Kukurio in Kendari City are able to create trust and satisfaction for service users, namely; students of the Faculty of Economics, Halu Oleo University, Kendari City, Indonesia. This means that the servqual elements in the delivery service provider can be considered quite good. The results of this study are in accordance with and support the results of research conducted by Rahman et al, 2020; Setiawan et al, 2020; Mohammed & Shahin, 2020; Purwanto, Zuiderwijk & Janssen, 2020; Giovanis & Athanasopoulou, 2014; Jameel et al, 2021; Bressolles, Durrieu & Senecal, 2014; Santika Pramudana, & Astitiani, 2020; Suariedewi & Suprapti, 2020; Anggraini, Jodi, & Putra, 2020.

The results also show that trust has a moderating role on the effect of servqual on customer satisfaction. This indicates that the trust that exists in the delivery service provider users, namely; students of the Faculty of Economics, Halu Oleo University, Kendari City, Indonesia were able to strengthen the influence of servqual on customer satisfaction. User trust delivery service provider, namely; Grab, Maxim, and Kukurio in Kendari City are able to create satisfaction for users. These results are in accordance with and support the results of research conducted by Singh & Jasial, 2020; Sleimi, Karam & Qubbaj, 2018.

The results of the study in Table 2 provide information that servqual has an indirect effect on customer satisfaction through trust as a mediator. These results indicate that the servqual provided by the delivery service provider in Kendari City, Indonesia, namely; Grab, Maxim, and Kukurio are able to generate trust for users, namely; students of the Faculty of Economics,

Moderating and Mediating Role of Trust on Relationship between Servqual and Satisfaction in Delivery Service

Halu Oleo University, Kendari and furthermore will create satisfaction. These results are in accordance with and support the results of research conducted by Suariedewi & Suprapti, 2020; Ziaullah, Feng & Akhter, 2014; Ramanathan et al, 2020.

Table 2. Research Models Tested

Hypotheses	Direct		Indirect	
	Coefficient	Sig	Coefficient	Sig
Servqual to Trust	0.722	0.000**	-	
Servqual to Satisfaction	0.645	0.000**	-	
Trust to Satisfaction	0.578	0.000**	-	
Moderated (Servqual*Trust) to Satisfaction	0.839	0.000**	-	
Servqual to Trust to Satisfaction	-	-	0.417	0.0032

CONCLUSIONS

This study aims to test the effect of servqual on trust and customer satisfaction. The test results show that servqual has a significant effect on trust. Furthermore, the results of the study also found that servqual had a significant effect on customer satisfaction, and trust also had a significant effect on customer satisfaction. The test results show that trust can strengthen the effect of servqual on customer satisfaction, and trust can also mediate the indirect effect of servqual on customer satisfaction.

LIMITATION DAN FUTURE RESEARCH

This study only focuses on the moderating and mediating role of the trust variable on the effect of servqual on customer satisfaction. While conceptually, trust and customer satisfaction have a reciprocal effect, so that future research is expected to build a reciprocal relationship between trust and customer satisfaction.

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Moderating and Mediating Role of Trust on Relationship between Servqual and Satisfaction in Delivery Service

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Moderating and Mediating Role of Trust on Relationship between Servqual and Satisfaction in Delivery Service

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