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THE EFFECT OF QUALITY OF WORK LIFE AND JOB SATISFACTION ON PERFORMANCE MEDIATED KNOWLEDGE SHARING BY MSMEs EMPLOYEES

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ABSTRACT

This study aims to examine the effect of quality of work life and job satisfaction on employee performance mediated by knowledge sharing. The reason for doing this research is based on the existence of gap research which is strengthened by the results of an observational study which states the low performance of employees working in SME's coffee shop in Depok. This study used 144 respondents to the actual study. Data were collected through a questionnaire using a Likert scale of 1–5. The data was obtained using a simple random sampling technique, where the data were taken at random without considering certain criteria. Data processing in this study uses the SmartPLS application, where the results show that the quality of work life significantly affect employee performance, job satisfaction significantly affects employee performance and knowledge sharing significantly affects employee performance. Knowledge sharing is able to mediate the effect of quality of work life and job satisfaction on employee performance.

Keywords: Quality Work Life; Job Satisfaction; Knowledge Sharing; Performance

ABSTRAK

Penelitian ini bertujuan untuk meneliti terkait pengaruh quality of work life dan kepuasan kerja terhadap kinerja karyawan yang dimediasi oleh knowledge sharing. Alasan dilakukannya penelitian ini didasari atas adanya riset gap yang diperkuat dengan hasil studi observasi yang menyatakan rendahnya kinerja karyawan yang bekerja di UMKM coffee shop di Depok. Penelitian ini menggunakan 144 responden untuk studi aktual. Data dikumpulkan melalui kuesioner menggunakan skala likert 1–5. Data diperoleh menggunakan teknik simple random sampling, di mana data diambil secara acak tanpa mempertimbangkan kriteria-kriteria tertentu. Pengolahan data pada penelitian ini menggunakan aplikasi SmartPLS, di mana hasil menunjukkan bahwa quality of work life berpengaruh secara signifikan terhadap kinerja karyawan, kepuasan kerja berpengaruh secara signifikan terhadap kinerja karyawan dan knowledge sharing berpengaruh secara signifikan terhadap kinerja karyawan. Knowledge sharing mampu memediasi pengaruh quality of work life dan kepuasan kerja terhadap kinerja karyawan.

Kata Kunci: Quality Work Life; Job Satisfaction; Knowledge Sharing; Performance

INTRODUCTION

Nowadays, management use some tactics and approaches to improve employee performance namely by creating positive perceptions that to be able to improve employee performance is to maintain a positive work environment atmosphere, namely by creating positive perceptions/thoughts in employees towards the environment work (Astitioni & Surya, 2016; Fathiyah et al., 2017). Positive thoughts will create a quality of work life for each employee, where employees will feel safe when doing work, feel satisfied after doing work and things this will encourage the growth of employees individually or in groups, so this will improve the quality of life of employees (Fathiyah et al., 2017). Employee satisfaction with the results of their work will be able to encourage employees to improve performance, this is because employees will feel what they are doing commensurate with what he gets (Akar, 2018; Astitioni & Surya, 2016).

One of the things that can be applied is knowledge sharing among employees, where this is will be able to unite employees and also save costs, because of the source of knowledge obtained comes from within the company. What has been stated above is supported by various studies, where quality of work and satisfaction work can improve employee performance, as well as knowledge sharing participate in increasing levels the significance of quality of work and job satisfaction on employee performance (Astitioni & Surya, 2016; Fathiyah et al., 2017; Masa'deh, 2016).

However, other studies have shown different results, which is the quality of work does not have a positive effect on employee performance (Muda et al., 2017). There is a research gap in various studies related to the influence of quality of work life, job satisfaction and knowledge sharing on employee performance makes research related to variables above needs to be repeated to confirm whether the results of the study will be the same as the results of research conducted by researchers on employees who work in MSMEs coffee shops in Depok. In terms of contextual performance, from exploration study of 30 respondents which is assessed from the ability of communication between employees the results obtained were 53.3% unable to build good communication relationships and the rest, 46.7% were able to build good communication with other employees.

The results of this exploratory study above clarify the importance of this research in improving performance employees, considering that the results of an exploratory study show that currently the performance of employees is still below average, so further research is needed related to the effect of quality of work life, job satisfaction and knowledge sharing on employee performance. Based on the gap research and the findings of the exploratory study results obtained, it is necessary further research related to the effect of quality of work life and job satisfaction on performance employees, as well as the role of knowledge sharing in mediating the effect of quality of work life and satisfaction work on the performance of employees who work at MSMEs coffee shops who carry out business activities in Depok.

LITERATURE REVIEW

Job satisfaction is a feeling felt by employees towards work what is done, the work environment, co-workers, leaders and other things related to occupation (Astitioni & Surya, 2016). While, quality of work life is a collection of employee perceptions of inner security carry out work, feel job satisfaction, and work environment conditions that support for growth and development as employees, so as to improve the quality of life of employees (Fathiyah et al., 2017; Winata & Nurhasanah, 2022). Job satisfaction can also be interpreted as a positive feeling of employees formed from an employee's assessment of his work, which is based on the employee's perception of how much good job, which means that employees will compare

how valuable things are obtained from what is done with how much effort is expended to do it something (Akar, 2018; Astitiani & Surya, 2016). Work Conditions is one of the factors that determine employee satisfaction and performance, considering the condition of the work environment consists of a physical and non-physical work environment which matters (Astitiani & Surya, 2016). This is in direct contact with the employees who will do the work. Employees who work as nurses shows that the quality of work life has a significant effect on the level of participation employees in implementing knowledge sharing strategies and policies (Akar, 2018). A similar study was conducted on employees working at Swastika Bungalows Sanur shows the same results, where the quality of work has a positive effect on employee performance (Astitiani & Sintaasih, 2019). In contrast to the results of previous studies, there is research which states that knowledge sharing does not make a positive and significant contribution to employee performance (Akar, 2018). Knowledge sharing is formed between employees in a group, which are employees interact and share their knowledge with other employees through face-to-face or online meetings, forums or others (Aulia, 2016). The research also found role on employee performance, with incorporating knowledge sharing as a mediating variable, and the results showed an increase in significant (Akar, 2018).

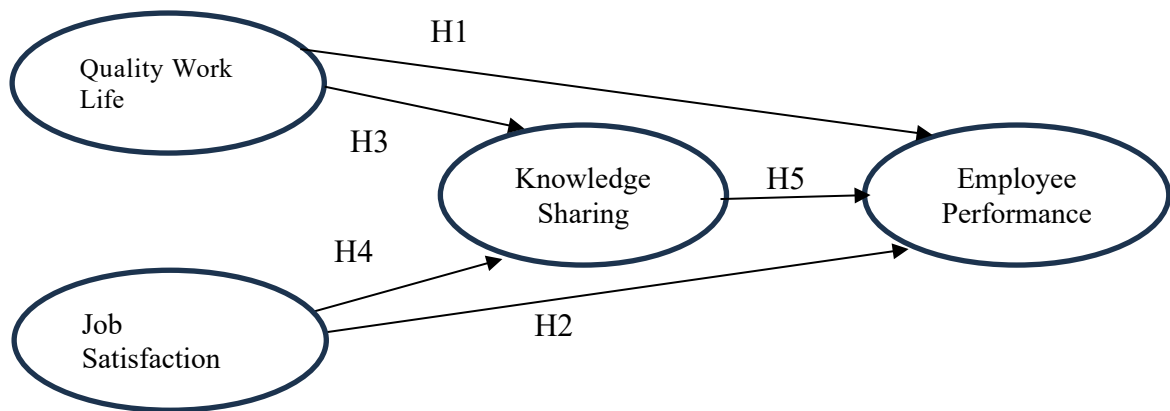


Figure 1. Research Model

- H1: Quality of work life has effected to knowledge sharing
- H2: Job satisfaction has effected to knowledge sharing
- H3: Quality of work life has effected to employee performance
- H4: Job satisfaction has effected to employee performance
- H5: Knowledge sharing has effected to employee performance

RESEARCH METHOD

This research will use a descriptive research design that describes all the variables to describe the variables that affect employee performance. The research subjects chosen were MSMEs employees at the Depok coffee shop who had worked for more than 1 year. The data used is primary data obtained directly through google form that have been given to each Coffees shop Depok employee who meets the requirements of the respondents. Research that uses the dependent variable employee performance. All hypotheses are direct hypotheses even though knowledge sharing is a mediating variable, mediation tests were not carried out in this study. All indicators on the variables used were adapted from previous studies by Astitiani and Sintaasih (2019). Determination of the number of samples as many as 144 people based on Hair et al.

(2018) who said that indicators can be multiplied by 5-10 to find the number of samples. In this study there were 19 indicators multiplied by 5 at least 95 respondents.

Prior to actual data collection, a preliminary study was carried out. The purpose of the preliminary study is to test the indicators used in the research. The actual study questionnaire of 144 respondents has gone through reliability and validity tests. Measuring convergent validity through loading factor and Average Variance Extracted (AVE), is testing discriminant validity by evaluating the Fornell Larcker Criterion, namely the correlation value between a variable and the variable itself and the variable with other variables. The next step after measuring convergent validity is through loading factors and Average Variance Extracted (AVE), is to test the discriminant validity done with evaluating the Fornell-Larcker Criterion, namely the correlation value between a variable and the variable itself and variables with other variables. The assessment is carried out by looking at the top value which is the correlation between a variable and the variable itself, while the value that is read vertically is the correlation between a variable and other variables. Data processing uses the SmartPLS 3.0 program.

RESULTS AND DISCUSSION

Respondent profiles

Based on the output above, it can be said that out of 144 respondents, there were 1 respondents (0.5%) worked for 1 year, 13 respondents (9%) worked for 1–3 years, 46 respondents (32%) worked for 3–5 years, 83 respondents (58%) worked for 5–8 years, and 1 respondent (0.5%) worked for more than 9 years, so the conclusion is that the majority of respondents contained in this research has been working for 5–8 years. Number of female respondents was 48 people and the number of male respondents was 96 people. It can be explain that working hours of Coffee shop tends to close at night making prefer more male employees than women.

Actual Research

After the preliminary study test, the results obtained will then be used for research actual. According to Sholikhah, descriptive statistics are statistics that are used to provide information description of the data according to the collected by not drawing conclusions in general or general. Inferential statistics will explain the results of validity and reliability tests by making them Average Variance Extracted as a basis for convergent validity which has a value of more than 0.5, and a loading value minimum factor of 0.7 on discriminant validity.

Actual research validity test. As previously known, the minimum AVE value limit that is declared valid is 0.5, while the loading factor has a value limit of 0.7. Based on the final results of the study test introduction, all indicators that are feasible if they have a value of less than 0.7. Besides value loading factor, to test convergent validity it takes the Average Variance Extracted (AVE) value each variable above 0.5 (Ghozali, 2018). If the value of the loading factor is the value that owned by each indicator, then the AVE value is the value owned by each variable. Through Measurements were made using the Smart PLS 3 software program and the resulting AVE value is as follows.

Table 1. Average Extracted Results

Variables	AVE
Job satisfaction	0.61
Employee performance	0.70
Knowledge sharing	0.73
Quality of work life	0.58

Fornell-Larcker Criterion that is looking at the correlation between one variable and that variable itself, with the correlation of one variable and another. Value obtained from peer correlation variable must be higher in value than the correlation of the variable itself with other variables. The table below shows the cut of values have been met.

Table 2. Fornell-Larcker Criterion Test

	Job satisfaction	Employee performance	Knowledge sharing	Quality of work life
Job satisfaction	0.78			
Employee performance	0.59	0.83		
Knowledge sharing	0.56	0.62	0.85	
Quality of work life	0.59	0.63	0.76	0.88

Reliability Test. According to Ghazali (2018), reliability testing should use composite reliability values. This is because the composite reliability value is greater than the Cronbach's alpha value as shown in the table 3, although both the composite reliability and Cronbach's alpha values are above 0.7 and can declared reliable.

Table 3. Reliability Test

Variables	Composite Reliability
Job satisfaction	0.88
Employee performance	0.87
Knowledge sharing	0.92
Quality of work life	0.85

Multicollinearity Test. According to Ghazali (2018), multicollinearity is a condition for the occurrence of correlation between independent (dependent) variables. To identify the presence of multicollinearity can seen from the value of the Variance Inflation Factor (VIF) which is more than 5 or it will be serious if it is more from 10. All indicators has not multicollinearity. Then, test the value of Rsquare, namely the value that is only owned by the dependent variable (Y). The value of Rsquare shows how much the influence of the independent variables on the dependent variable. In this study, the dependent variable is Employee Performance (Y) and Knowledge Sharing variable as a mediating variable. Calculation of Rsquare produces the values in the following table.

Table 4. R Square Test

Variables	RSquare
Employee performance	0.58
Knowledge sharing	0.54

Next, do the bootstrapping procedure which is considered more efficient, because the jackknifing procedure does not take into account the true confidence intervals useful to know the effect between variables (Ghozali, 2018).

Table 5. Hypotheses testing

Hypotheses	T statistic	P Value	Status
Quality of work life → Knowledge sharing	6.330	0.000	Accepted
Job satisfaction → Knowledge sharing	3.465	0.000	Accepted

Quality of work life → Employee Performance	2.990	0.003	Accepted
Job satisfaction → Employee Performance	6.773	0.000	Accepted
Knowledge sharing → Employee Performance	5.992	0.001	Accepted

Quality of work life has a significant effect on knowledge sharing. Based on the results of the study it can be seen that job satisfaction significant effect on knowledge sharing. In addition, this is also supported by the R-Square value Job satisfaction with knowledge sharing can be seen through the moderate R-Square value, namely 0.54. Based on the research results, it can be seen that the quality of work life has significant effect on employee performance. In addition, this is also supported by the R-Square value of quality of work life on employee performance can be seen through the moderate R-Square value, namely 0.58. Research result This is in line with research conducted by Saeed (2016), which states that quality of work life has significant effect on employee performance. Based on the research results can be known that job satisfaction has a significant effect on employee performance.

In addition, this is also supported by the R-Square value of job satisfaction on employee performance seen through the moderate R-Square value, namely 0.398. Not fulfilling a sense of satisfaction with work being done will potentially create a sense of frustration and decreased levels of motivation, thus this will actually create a decrease in the quality of work of an employee. The results of this study are in line with research conducted by Astitiani & Sintaasih (2019) which states that Job satisfaction has a significant effect on employee performance. Based on research results can it is known that knowledge sharing has a significant effect on employee performance. This is shown by the bootstrapping results which show a significance value of 0.000 which the value is smaller than 0.05. In addition, this is also supported by the value of R-Square knowledge sharing on employee performance can be seen through the moderate R-Square value, namely 0.58. Exchange the ability and knowledge of an employee with other employees will be able to improve quality a person's work, so that this will encourage an increase in the employee's performance.

CONCLUSION AND SUGGESTION

Based on results it can be concluded that quality of work life significantly affects employee performance, job satisfaction significantly affects employee performance and knowledge sharing significantly affects employee performance. Future research can add to what factors affect employees performance such as organization culture, compensation system, leadership, in other fields such as manufacturing or service industry

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TEAMWORK AND CAREER DEVELOPMENT WORK INVOLVEMENT WITH SELF DEVELOPMENT AS MEDIATING VARIABLE AT ABC COMPANY

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ABSTRACT

This research was conducted with the aim to determine the effect of Teamwork and Career Development on Self-Development and Employee Work Involvement of PT ABC employees. This research is a quantitative research with descriptive method. Sampling used a non-probability sampling technique, namely purposive sampling, where the respondents used were 135 permanent employees of PT ABC who worked in the Jakarta and Tangerang areas who had worked for more than 1 year. The data collection technique used a research instrument in the form of a questionnaire with a Likert scale of 1–5. The analysis technique is Structural Equation Model (SEM) using SmartPLS 3 software. Based on the results of the data analysis conducted, it can be concluded that teamwork has a positive and significant effect on employee self-development (H1), career development has a positive impact on employee self-development (H2), teamwork has a negative effect on employee job involvement (H3), career development has a positive effect on employee job involvement (H4), self-development has a positive effect on employee job involvement (H5), self-development is able to mediate the effect of teamwork on employee job involvement (H6), and self-development is able to mediate the effect of career development on employee job involvement (H7).

Keywords: Teamwork; Career Development; Self-Development; Work Involvement

ABSTRAK

Penelitian bertujuan untuk mengetahui pengaruh kerjasama tim dan pengembangan karier terhadap pengembangan diri dan keterlibatan kerja karyawan Perusahaan ABC. Penelitian ini merupakan penelitian kuantitatif dengan metode deskriptif. Pengambilan sampel menggunakan teknik nonprobability sampling yaitu dengan purposive sampling, di mana responden yang digunakan merupakan 135 karyawan tetap PT ABC yang berlokasi kerja di wilayah Jakarta dan Tangerang dengan masa kerja lebih dari satu tahun. Teknik pengumpulan data menggunakan instrumen penelitian berupa kuesioner dengan skala Likert 1–5. Teknik analisis yaitu Structural Equation Model (SEM) dengan menggunakan software SmartPLS 3. Hasil penelitian ini menunjukkan bahwa kerjasama tim berpengaruh positif terhadap pengembangan diri karyawan (H1), pengembangan karier berpengaruh positif terhadap pengembangan diri karyawan (H2), kerja sama tim berpengaruh negatif terhadap keterlibatan kerja karyawan (H3), pengembangan karier berpengaruh positif terhadap keterlibatan kerja karyawan (H4), pengembangan diri berpengaruh positif terhadap keterlibatan kerja karyawan (H5), pengembangan diri mampu memediasi pengaruh kerja sama tim terhadap keterlibatan kerja karyawan (H6), dan pengembangan diri mampu memediasi pengaruh pengembangan karier terhadap keterlibatan kerja karyawan (H7).

Kata Kunci: Kerja Sama Tim; Pengembangan Karier; Pengembangan Diri; Keterlibatan Kerja

INTRODUCTION

Superior and competent human resources will be equipped with abilities and skills that can be obtained through self-development efforts to support in solving problems that may occur, either within the scope of internal or external organization. In addition, the success of the organization also requires the support of commitment and active involvement of employees contained in it. PT ABC is a company that produce toys especially bike for kids and adults, which was founded in Jakarta. Qualified human resources and able to support the running of the company's business. Therefore, it is important to ensure the whole resources owned can be involved and provide maximum contribution for the success of ABC Company. In order to support the formation of research phenomena, researchers also distributing exploratory questionnaires to 30 permanent employees with 60% results stated that they had been late as a form of indiscipline, and 70% felt they had conflicts with co-workers. Results 54% stated problems in interpersonal communication with customers. This phenomenon shows that PT ABC needs to manage employees who have a positive involvement in work. Based on the results of previous research, there is a gap in research results between the effect of teamwork on self-development, the effect of career development on self-development, the effect of teamwork on work involvement, the effect of career development on work involvement, and the effect of self-development on work involvement. Contribution of this research to give insight for human resource management at manufacturing industry how to manage work involvement through Teamwork and Career Development on Self-Development.

LITERATURE REVIEW

Teamwork

Teamwork is a group work combination system that is supported by the various abilities of its members, communication, clarity of goals, and leadership, in producing higher performance than individual performance (Sibarani, 2018). Each individual in the team is expected to be able to establish communication and relate with other team members, so as to be able to make a maximum contribution in supporting the formation of a reliable work team, this then encourages individuals to improve their abilities (Tarigan et al., 2012). According Romadhona (2020), employees who feel concerned and make the maximum contribution to their work indicate a high level of work involvement.

H1: Teamwork has a positive effect on self-development

H3: Teamwork has a positive effect on work involvement

Career Development

Career development is a condition that indicates an increase in the status or position of an employee in a career path that has been determined by an organization or company. Employees will have the opportunity to develop their careers, if they have the appropriate abilities and meet certain qualifications needed for the career position to be achieved (Anggreani, 2016). The higher the position or position of an employee in the company, affects the challenges he faces and the need for skills in dealing with them, so that it has an impact on broadening the insights and skills of the employee. According to Anggreani (2016), career development can increase employee motivation in developing their potential

in support his work. The results of research by Pranitasari and Rozaq (2019) show that career development has an influence on the work involvement of BPJS Health Jakarta employees, with information disclosure regarding career paths contained in the organization. This can make employees feel that the need for career development information can be fulfilled by the company, so that it can increase employee work involvement with the company (Romadhona, 2020).

H2: Career development has a positive effect on self-development

H4: Career development has a positive effect on employee engagement

Self-development

Tamudji (2018) in Kharisma (2014) defines self-development as an effort made by individuals in developing their potential or talents, which aims to increase self-confidence, establish good relationships with others, and maximize self-potential so that later become individuals who superior and able to survive or even compete in the face of changes that occur. In a work team, it allows for the exchange of ideas, ideas, and thoughts among its members, so that they are able to support individual and organizational learning (Sibarani, 2018). The willingness of employees to mobilize their abilities to give or receive ideas from and to other employees can indicate high work involvement (Romadhona, 2020). In addition, the disclosure of information provided by the organization regarding career development will encourage employees to recognize their potential and increase the desire to develop it, this can increase work involvement, because employees feel that the expectations of certain value needs from their work can be fulfilled by the organization (Robbins, 2009) in (Romadhona, 2020).

H6: The relationship of teamwork to work involvement mediated by self-development

H7: Relationship between career development and work involvement mediated by self-development

Work Engagement

Work involvement is a form of employee contribution by mobilizing all capabilities they have to support organizational success (Romadhona, 2020, Therio & Barry, 2022). Employee involvement in the organization is created as a form of expectation for employee needs such as values and characteristics of work, this can then affect the increase and decrease in the level of work involvement (Singh & Gupta, 2015 in Romadhona, 2020). Research conducted by Pranitasari and Rozaq (2019) shows that self-development has an effect on the involvement of employees at the Jakarta BPJS Head Office, through providing discussion forum facilities and increasing employee motivation. These results are supported by Nelson and Setyawan's research (2019), which states that employee self-development through training has a direct significant effect on employee involvement in electronics manufacturing companies in Batam City. This shows that self-development is an important thing to do and influences employee engagement.

H5: Self-development has a positive effect on work involvement

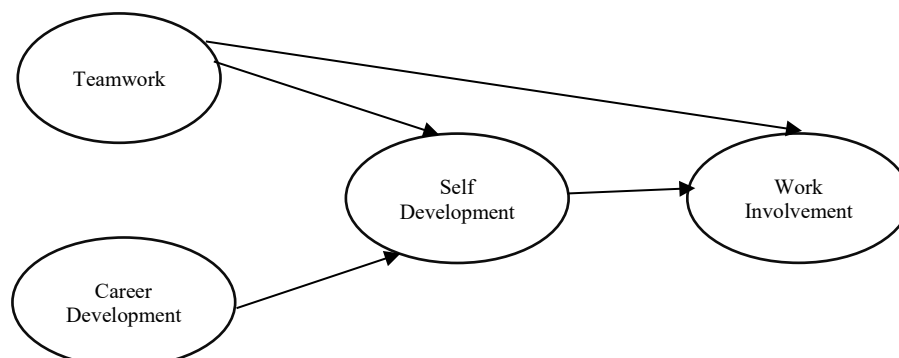




Figure 1. Research Model

- H1: Teamwork has a positive effect on self-development
- H2: Career development has a positive effect on self-development
- H3: Teamwork has a positive effect on work involvement
- H4: Career development has a positive effect on employee engagement
- H5: Self-development has a positive effect on work involvement
- H6: The relationship of teamwork to work involvement mediated by self-development
- H7: Relationship between career development and work involvement mediated by self-development

RESEARCH METHOD

This research will use a descriptive research design that describes all the variables to describe the variables that affect work involvement. The research subjects chosen were permanent employees at PT ABC who had worked for more than 1 year. The data used is primary data obtained directly through direct questionnaire answers electronics that have been given to each permanent employee who meets the requirements of the respondents. Research that uses the dependent variable work involvement. All indicators on the variables used were adapted from previous studies by Pranitasari and Rozaq (2019). This study applied census that all permanent employee who work minimal 1 years as respondents.

Prior to actual data collection, a preliminary study was carried out. The purpose of the preliminary study is to test the indicators used in the research. The actual study questionnaire of 135 respondents has gone through reliability and validity tests. Measuring convergent validity through loading factor and Average Variance Extracted (AVE), is testing discriminant validity by evaluating the Fornell Larcker Criterion, namely the correlation value between a variable and the variable itself and the variable with other variables. The next step after measuring convergent validity is through loading factors and Average Variance Extracted (AVE), is to test the discriminant validity done with evaluating the Fornell-Larcker Criterion, namely the correlation value between a variable and the variable itself and variables with other variables. The assessment is carried out by looking at the top value which is the correlation between a variable and the variable itself, while the value that is read vertically is the correlation between a variable and other variables. Data processing uses the SmartPLS 3.0 program.

RESULTS AND DISCUSSION

Respondent Profiles

There were 135 respondents whose data were taken directly, consisting of 85 male respondents and 50 female respondents. The age of the respondents in this study ranged from 20 years to >56 years, including 35 people from the 21–30 year age group, 48 people aged

31–40, 32 people aged 41–50, 20 people aged 51–56. For the last education, the respondents came from the high school level, namely 10 people, 75 people for D3, 44 people for S1, and 6 people for Masters. Meanwhile, the length of time employees have worked is dominated by employees who have worked for 1–5 years.

Actual Research

After the preliminary study test, the results obtained will then be used for research actual. According to Sholikhah, descriptive statistics are statistics that are used to provide information description of the data according to the collected by not drawing conclusions in general or general. Inferential statistics will explain the results of validity and reliability tests by making them Average Variance Extracted as a basis for convergent validity which has a value of more than 0.5, and a loading value minimum factor of 0.7 on discriminant validity.

Actual research validity test. As previously known, the minimum AVE value limit that is declared valid is 0.5, while the loading factor has a value limit of 0.7. Based on the final results of the study test introduction, all indicators that are feasible if they have a value of less than 0.7. Besides value loading factor, to test convergent validity it takes the Average Variance Extracted (AVE) value each variable above 0.5 (Ghozali & Latan, 2015). If the value of the loading factor is the value that owned by each indicator, then the AVE value is the value owned by each variable. Through measurements were made using the Smart PLS 3 software program and the resulting AVE value is as follows.

Table 1. Average Extracted Results

Variables	AVE
Teamwork	0.64
Career development	0.58
Self development	0.72
Work involvement	0.62

Fornell-Larcker Criterion that is looking at the correlation between one variable and that variable itself, with the correlation of one variable and another. Value obtained from peer correlation variable must be higher in value than the correlation of the variable itself with other variables. The table below shows the cut of values have been met.

Table 2. Fornell-Larcker Criterion Test

	Teamwork	Career development	Self development	Work involvement
Teamwork	0.68			
Career development	0.62	0.73		
Self development	0.58	0.64	0.78	
Work involvement	0.63	0.72	0.76	0.82

Reliability Test. According to Ghozali and Latan (2015), reliability testing should use composite reliability values. This is because the composite reliability value is greater than the Cronbach's alpha value as shown in the table 3, although both the composite reliability and Cronbach's alpha values are above 0.7 and can declared reliable.

Table 3. Reliability Test

Variables	Composite Reliability
Teamwork	0.82
Career development	0.78
Self development	0.88
Work involvement	0.85

Multicollinearity Test. According to Ghazali and Latan (2015), multicollinearity is a condition for the occurrence of correlation between independent (dependent) variables. To identify the presence of multicollinearity can be seen from the value of the Variance Inflation Factor (VIF) which is more than 5 or it will be serious if it is more from 10. All indicators has not multicollinearity. Then, test the value of Rsquare, namely the value that is only owned by the dependent variable (Y). The value of Rsquare shows how much the influence of the independent variables on the dependent variable. In this study, the dependent variable is Employee Performance (Y) and Knowledge Sharing variable as a mediating variable. Calculation of Rsquare produces the values in the following table.

Table 4. R Square Test

Variables	RSquare
Self development	0.62
Work involvement	0.58

Next, do the bootstrapping procedure which is considered more efficient, because the jackknifing procedure does not take into account the true confidence intervals useful to know the effect between variables (Ghozali & Latan, 2015).

Table 5. Hypotheses testing

Hypotheses	Path Coefficient	T statistic	P Value	Status
Teamwork → Self Development	0.305	5.430	0.000	Supported
Career Development → Self Development	0.286	4.652	0.000	Supported
Teamwork → Work Involvement	0.292	4.580	0.065	Not Supported
Career Development → Work Involvement	0.388	5.632	0.000	Supported
Self Development → Work Involvement	0.420	6.894	0.002	Supported
Teamwork → Self Development → Work Involvement	0.103	2.106	0.018	Supported
Career Development → Self Development → Work Involvement	0.396	6.054	0.000	Supported

In the first hypothesis, the statement that teamwork has a positive and significant effect on self-development shows that the first hypothesis (H1) is acceptable, thus indicating that teamwork

can increase the motivation of PT ABC employees to carry out self-development. This result is in line with research that was conducted by Pranitasari and Rozaq (2019). It can be explained that respondents as manufacturing employees needs supporting each other as teamwork while working. The good teamwork makes individual motivation increase because they have good supporting from their partner in work. In the second hypothesis, the statement that career development has a positive and significant effect on self-development shows that the second hypothesis (H2) is acceptable, thus indicating that the career development opportunities provided can increase the motivation of PT ABC employees to carry out self-development. These results are in line with research that was conducted by Setyabudi et al. (2018) in Pranitasari and Rozaq (2019). Related with second hypotheses that PT ABC has given development through knowledge sharing each other as informal training or formal training as needed that can increase spirit toward performance or work motivation. In the third hypothesis, the statement that teamwork has no effect on work involvement shows that the third hypothesis (H3) is rejected, thus indicating that teamwork does not affect the work involvement of PT ABC employees. Can be explained as a manufacturing company whose employees carry out teamwork as part of the work procedure. These results are in line with research conducted by (Anggarani & Rizki, 2021). In the fourth hypothesis, the statement that career development has a positive and significant effect on work involvement indicates that the fourth hypothesis (H4) is accepted, thus indicating that the teamwork that exists does not necessarily affect the work involvement of PT ABC' employees. These results are in line with research that was conducted by Pranitasari and Rozaq (2019), Setyawan et al. (2021), and Nelson and Setyawan (2019). In the fifth hypothesis, the self-development statement has a positive and significant effect on work involvement, indicating that the fifth hypothesis (H5) is accepted, thus indicating that self-development carried out by employees can affect the level of employee involvement in the company. This result is in line with research that was conducted by Pranitasari and Rozaq (2019) and Nelson and Setyawan (2019). It can be explained that as manufacturing PT ABC usually give some training inside and outside company to increase self development that can give impact to employee involvement

Based on the table above, it can be seen that the two indirect effect hypotheses can be accepted. In H6, the mediating variable of Self Development is full mediation. This is because in the previous test, the direct effect between the Teamwork variables on Work Involvement was negative, while the results on the test mediated by Self-Development gave positive and significant results. Thus, the existence of the Self-Development variable is important so that the variable Teamwork can influence Work Engagement. Meanwhile, the mediating variable of Self-Development in H7 is partial mediation. This is because testing the effect of Career Development on Work Involvement, either directly or through the mediating variables of Self-Development, gives the same positive and significant results. Meaning teamwork implementation as group or department can be directly impacted to work engagement without self development. Because in manufacturing team work very important to increase feeling positively about work for each employees.

CONCLUSION AND SUGGESTION

Based on the results of data analysis and discussion, it can be concluded that teamwork has a positive effect on self-development (H1), career development has a positive effect on self-development (H2), teamwork has no effect on work involvement (H3), career development has an effect positive on work involvement (H4), self-development has a positive effect on work involvement (H5), self-development is able to mediate positively and significantly the

effect of teamwork on work involvement (H6), and self-development is able to mediate positively and significantly influence of career development on work involvement (H7).

For the first hypothesis (H1) teamwork has a positive and significant effect on self-development. Thus, the first hypothesis can be accepted because teamwork is one of the factors that influence self-development. For the second hypothesis (H2) career development has a positive and significant effect on self-development. Thus, the second hypothesis can be accepted because career development is one of the factors that influence self-development. For the third hypothesis (H3) teamwork has no effect on work involvement. Thus, the third hypothesis is rejected because teamwork is one of the factors that influence work involvement. For the fourth hypothesis (H4) career development has a positive and significant effect on work involvement. Thus, the fourth hypothesis can be accepted because career development is one of the factors that influence work involvement. For the fifth hypothesis (H5) self-development has a positive and significant effect on work involvement. Thus, the fifth hypothesis can be accepted because self-development is one of the factors that influence work involvement.

For the sixth hypothesis (H6) self-development is able to mediate positively and significantly the effect of teamwork on work involvement (H6). Thus, the sixth hypothesis can be accepted because teamwork is one of the factors that influence work involvement through self-development efforts. For the seventh hypothesis (H7) self-development is able to mediate positively and significantly the effect of career development on work involvement. Thus, the seventh hypothesis can be accepted because career development is one of the factors that influence work involvement through self-development efforts.

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ORGANIZATIONAL CITIZENSHIP BEHAVIOR AT PT ABC

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ABSTRACT

This study aims to determine the effect of a positive relationship between Organizational Culture and Job Satisfaction on Organizational Citizenship Behavior through Organizational Commitment as an Intervening Variable for employees of PT ABC, Jakarta. The method used in this study is a quantitative method, where data collection is through a questionnaire process that is given online. The data collection technique uses a non-probability sampling technique, where the respondents are permanent employees who have worked for two years at PT ABC, Jakarta. The sample size for collecting questionnaire data was given to 76 respondents. Statistical data analysis is Structural Equation Modeling where data processing uses PLS software. Results, Organizational Culture has a positive effect on Organizational Commitment, Job Satisfaction has a positive effect on Organizational Commitment, Organizational Commitment has a positive effect on Organizational Citizenship Behavior, Organizational Culture has not had a positive effect on Organizational Citizenship Behavior, Organizational Culture has not had a positive effect on Organizational Citizenship Behavior through the mediation of Organizational Commitment, Job Satisfaction does not positively influence Organizational Citizenship Behavior and Job Satisfaction positively influences Organizational Citizenship Behavior through the mediation of Organizational Commitment.

Keywords: Organizational Culture; Job Satisfaction; Commitment; Organizational Citizenship Behavior

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh hubungan positif antara Budaya Organisasi dan Kepuasan Kerja terhadap Organizational Citizenship Behavior melalui Komitmen Organisasional sebagai Variabel Intervening terhadap karyawan PT ABC, Jakarta. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif, di mana pengumpulan data melalui proses kuesioner yang diberikan secara online. Teknik pengambilan data menggunakan teknik non – probability sampling, di mana responden karyawan tetap yang telah bekerja selama dua tahun pada PT ABC, Jakarta. Jumlah sampel untuk pengumpulan data kuesioner diberikan kepada 76 responden. Analisis data statistik adalah Structural Equation Modelling di mana pengolahan data menggunakan software PLS. Hasil, Budaya Organisasi memengaruhi secara positif terhadap Komitmen Organisasional, Kepuasan Kerja memengaruhi secara positif terhadap Komitmen Organisasional, Komitmen Organisaional memengaruhi secara positif terhadap Organizational Citizenship Behavior, Budaya Organisasi tidak memengaruhi secara positif terhadap Organizational Citizenship Behavior, Budaya Organisasi tidak memengaruhi secara positif terhadap Organizational Citizenship Behavior melalui mediasi Komitmen Organisasional, Kepuasan Kerja tidak memengaruhi secara positif terhadap Organizational Citizenship Behavior dan Kepuasan Kerja memengaruhi secara positif terhadap Organizational Citizenship Behavior melalui mediasi Komitmen Organisasional.

Kata Kunci: Budaya Organisasi; Kepuasan Kerja; Komitmen; Organizational Citizenship Behavior

INTRODUCTION

The presence or existence of each company will not only be reflected in the competence or qualifications of its human resources, but also side by side with the organizational culture of the company. Organizational behavior will display or have an impact on how human resources can work well in accordance with what the company has (Almasri, 2016). Every human resource in every company certainly has good performance, but for every best performance the company wants cooperation between every human resource in it, in order to achieve something that exceeds what the company previously had. The work that is the responsibility of each human resource in each company is guaranteed to be different, which will be adjusted to what is the main goal and focus of the company. As is the case at PT ABC, Jakarta which has the main focus on fulfilling consumer desires by serving through shopping centers or a mall managed by PT ABC.

Exploratory study of 30 respondents who were employees of PT. The results showed that not too many ABC employees, 69.7%, stated that organizational commitment was one of the important things for employees to have in order to provide better results to the Company. 75.6% of respondents were also not willing to help colleagues in their work, only doing work according to the job description. There is a phenomenon related to organizational citizenship behavior in PT employees. ABC, Jakarta. Because according to Husniani and Pangestu (2018) it is said that organizational citizenship behavior is a behavior that is carried out spontaneously because of the attachment that one feels towards the organization and can encourage the organization to achieve its desired goals. Furthermore, the results regarding the question of remaining with the organization in the next five years obtained a result of 65.7% for the answer no. Through the results of the two previous questions, it was found that there were obstacles or problems in organizational commitment among PT employees. ABC, Jakarta. Because according to Tjokro (2019) it is said that organizational commitment felt by employees is the dedication given to a person, a job or an organization to persevere in an action they take. This research is a replication study which was previously carried out by researchers Mahayasa et al. (2018) conducted on nurses from a type C private public hospital in Denpasar City, Indonesia. Through the background of the problem that has been described previously, the research has a discussion regarding "The Influence of Organizational Culture and Job Satisfaction on Organizational Citizenship Behavior with Organizational Commitment as an Intervening Variable at PT ABC".

LITERATURE REVIEW

The organizational commitment possessed by each human resource in each respective organization, there is the influence of several factors that make it possible for human resources to continue or desire to have more attachment to the company, one of which is the organizational culture owned by the company. Good management of organizational culture in a company can support and enable every employee who has felt the impact to think that their company is the best place to be able to manage their competencies. There are many previous studies that have been carried out, where organizational culture has a significant influence on organizational commitment and there are not many previous studies that have found results that organizational culture does not have a positive influence on organizational commitment. Only in research from Luly (2016) and Mahayasa et al. (2018) who obtained the results that organizational culture and organizational commitment do not have a significant positive relationship. Other research that supports that organizational culture has a positive influence on organizational commitment, namely Parra and Castillo (2013) and Rahmani et al. (2015).

So through the previous statements, the first hypothesis is decided with:

H1: Organizational culture has a positive influence on Organizational Commitment.

Another factor that can influence organizational commitment has a high significance in an organization, namely job satisfaction. Through job satisfaction that can be given by the organization to employees through several values, both in terms of compensation, attention and supervision, it can give more confidence to employees in carrying out large responsibilities, the sense of satisfaction felt by employees will influence the commitment that employees want to give to their employees. Various aspects that an organization can provide to employees to create job satisfaction that they feel will benefit the company for a long period of time because through this, employee commitment will automatically be given to the organization (Purnamasari, 2016). Mahayasa et al. (2018) obtained significant positive results between job satisfaction and organizational commitment, where job satisfaction had a significantly high result for nurses so that it had an influence on nurses' commitment to the hospital.

H2: Job Satisfaction has a positive influence on Organizational Commitment

Research conducted by Mahayasa et al. (2018) obtained different research results from Luly (2016), namely that it was found that organizational commitment and organizational citizenship behavior had a relationship that mutually contributed positively to one another. Supporting research from Mahayasa et al. (2018), research conducted by Sedarmayanti and Kusmanto (2015) obtained significant positive results on the organizational commitment variable with organizational citizenship behavior, where the research conducted by both of them was in the academic scope.

H3: Organizational Commitment positively influences Organizational Citizenship Behavior.

Organizational culture is not only related to organizational commitment but also has an interrelated relationship with organizational citizenship behavior (Susanto, 2015). Research conducted by Susanto (2015) found significant positive results on both organizational culture and organizational citizenship behavior variables, where in the research it was said that every attitude held by employees will form organizational citizenship behavior which is felt for every task and responsibility they carry out. So it was noticed through this research that organizational culture has a high influence on what employees show through their organizational citizenship behavior. Furthermore, through research from Mahayasa et al. (2018) said that a mutually supportive relationship was found between organizational culture and organizational citizenship behavior. The explanation regarding the research carried out is that at a private public hospital in Denpasar, every nurse who works has an attachment to every job they do and also has a sense of responsibility for work outside of their main job or supporting each other's work with other colleagues. Sinha et al. (2019) found that the relationship between these two variables did not obtain significant positive results. With the large number of studies carried out previously that obtained more significant positive results than non-significant positive results, the first fourth part of the hypothesis was decided with:

H4a: Organizational culture positively influences Organizational Citizenship Behavior.

Research conducted by Sinha et al. (2019) was carried out without mediation from organizational commitment so it was found that it did not have a significant positive relationship, however, after an experiment was carried out through the mediation of organizational commitment. Arundita et al. (2021) that an organizational culture that can be managed well by a company will have an influence on the commitment given by employees to the organization so that ultimately it will also influence organizational citizenship behavior to mutually increase. Ariani et al. (2017) and Arundita et al. (2021) also obtained the same results

based on research conducted at a private company. Mahayasa et al. (2018) found that the relationship between these two variables and the mediation of organizational commitment did not obtain significant positive results. With the large number of studies conducted previously that obtained more significant positive results than non-significant positive results, the second part of the fourth hypothesis:

H4b: Organizational culture positively influences Organizational Citizenship Behavior with the mediation of Organizational Commitment.

Mahayasa et al. (2018) said that a mutually supportive relationship was found between job satisfaction and organizational citizenship behavior. The explanation regarding the research conducted was that at a private public hospital in Denpasar, every nurse who worked was attached to each job. Other research conducted by Islam et al. (2014) on bank employees in Malaysia stated that the job satisfaction felt by employees is relatively high so that it positively influences the organizational citizenship behavior of every employee who works at the Malaysian bank. Furthermore, research results from Charmiati and Surya (2019) obtained the results that the job satisfaction variable for hotel employees in Tehran had a significant positive influence on the organizational citizenship behavior variable. So through the previous statements, the first fifth part of the hypothesis is decided with:

H5a: Job Satisfaction positively influences Organization Citizenship Behavior

The results of Mahayasa et al. (2018) research found a significant positive influence between job satisfaction and organizational citizenship behavior with the intermediary or mediation of organizational commitment. Supporting research results from research from Charmiati and Surya (2019) also obtained significant positive results between job satisfaction and organizational citizenship behavior through the mediation of organizational commitment. Through research from Mahayasa et al. (2018) also obtained positive results between the two variables, job satisfaction and organizational citizenship behavior with the intermediary of job satisfaction. So through the previous statements, the first fifth part of the hypothesis is decided: H5b: Job satisfaction has a positive influence on Organizational Citizenship Behavior with the mediation of Organizational Commitment.

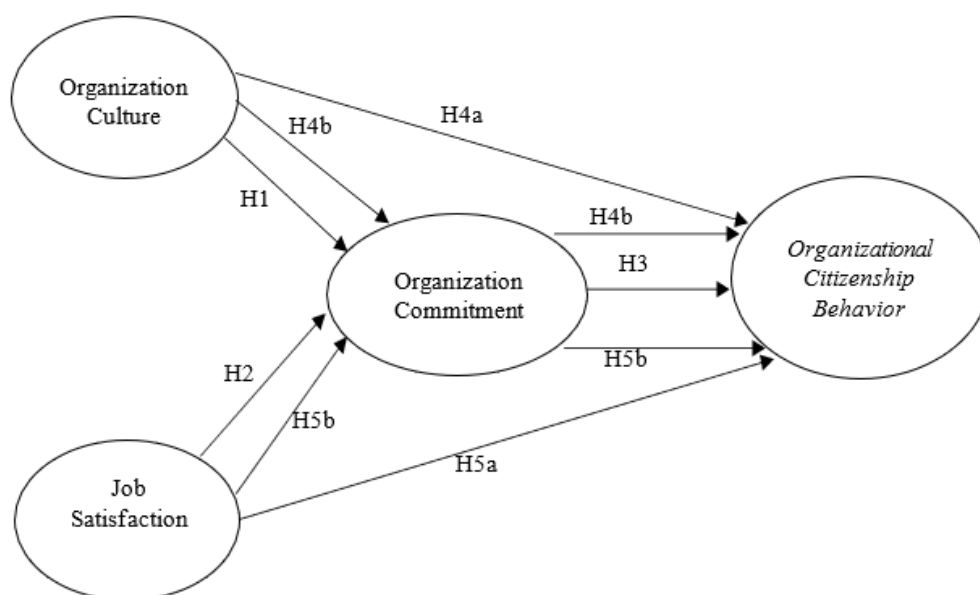


Figure 1. Research Model

RESEARCH METHOD

This research will use a descriptive research design that describes all variables to describe the variables that influence employee OCB. The research subjects chosen were permanent employees of PT ABC who had worked for more than 1 year. The data used is primary data obtained directly through direct electronic questionnaire answers that have been given to every permanent employee of PT ABC who meets the respondent requirements. Research that uses the dependent variable employee OCB. All indicators were adapted from research by Mahayasa et al. (2018). Determining the number of samples was 76 people. The actual research questionnaire for 76 respondents has gone through reliability and validity tests. Measuring convergent validity through loading factors and Average Variance Extracted (AVE), is a discriminant validity test by evaluating the Fornell Larcker Criteria, namely the correlation value between a variable and the variable itself and the variable with other variables. The next step after measuring convergent validity through factor loading and Average Variance Extracted (AVE) is to test discriminant validity which is done by evaluating the Fornell-Larcker Criteria, namely the correlation value between a variable and the variable itself and the variable with other variables. The assessment is carried out by looking at the top value which is the correlation between a variable and the variable itself, while the value read vertically is the correlation between a variable and other variables. Data processing uses the SmartPLS 3.0 program.

RESULTS AND DISCUSSION

Respondent profiles

Based on the output above, it can be said that out of 144 respondents, there were 1 respondents (0.5%) worked for 1 year, 13 respondents (9%) worked for 1–3 years, 46 respondents (32%) worked for 3–5 years, 83 respondents (58%) worked for 5–8 years, and 1 respondent (0.5%) worked for more than 9 years, so the conclusion is that the majority of respondents contained in this research has been working for 5–8 years. Number of female respondents was 48 people and the number of male respondents was 96 people. It can be explained that working hours of Coffee shop tends to close at night making prefer more male employees than women.

Actual Research

After the preliminary study test, the results obtained will then be used for research actual. According to Sholikhah, descriptive statistics are statistics that are used to provide information description of the data according to the collected by not drawing conclusions in general or general. Inferential statistics will explain the results of validity and reliability tests by making them Average Variance Extracted as a basis for convergent validity which has a value of more than 0.5, and a loading value minimum factor of 0.7 on discriminant validity.

Actual research validity test. As previously known, the minimum AVE value limit that is declared valid is 0.5, while the loading factor has a value limit of 0.7. Based on the final results of the study test introduction, all indicators that are feasible if they have a value of less than 0.7. Besides value loading factor, to test convergent validity it takes the Average Variance Extracted (AVE) value each variable above 0.5 (Ghozali & Latan, 2015). If the value of the loading factor is the value that owned by each indicator, then the AVE value is the value owned by each variable. Through Measurements were made using the Smart PLS 3 software program and the resulting AVE value is as follows.

Table 1. Result Average Extracted

Variables	AVE
Job satisfaction	0.61
Employee performance	0.70
Knowledge sharing	0.73
Quality of work life	0.58

Fornell-Larcker Criterion that is looking at the correlation between one variable and that variable itself, with the correlation of one variable and another. Value obtained from peer correlation variable must be higher in value than the correlation of the variable itself with other variables. The table below shows the cut of values have been met.

Table 2. Fornell-Larcker Criterion Test

	Job satisfaction	Employee performance	Knowledge sharing	Quality of work life
Job satisfaction	0.78			
Employee performance	0.59	0.83		
Knowledge sharing	0.56	0.62	0.85	
Quality of work life	0.59	0.63	0.76	0.88

Reliability Test. According to Ghazali and Latan (2015), reliability testing should use composite reliability values. This is because the composite reliability value is greater than the Cronbach's alpha value as shown in the table 3, although both the composite reliability and Cronbach's alpha values are above 0.7 and can declared reliable.

Table 3. Reliability Test

Variables	Composite Reliability
Job satisfaction	0.88
Employee performance	0.87
Knowledge sharing	0.92
Quality of work life	0.85

Multicollinearity Test. According to Ghazali and Latan (2015), multicollinearity is a condition for the occurrence of correlation between independent (dependent) variables. To identify the presence of multicollinearity can seen from the value of the Variance Inflation Factor (VIF) which is more than 5 or it will be serious if it is more from 10. All indicators has not multicollinearity. Then, test the value of Rsquare, namely the value that is only owned by the dependent variable (Y). The value of Rsquare shows how much the influence of the independent variables on the dependent variable. In this study, the dependent variable is Employee Performance (Y) and Knowledge Sharing variable as a mediating variable. Calculation of Rsquare produces the values in the following table.

Table 4. R Square Test

Variables	RSquare
Employee performance	0.58
Knowledge sharing	0.54

Next, do the bootstrapping procedure which is considered more efficient, because the jackknifing procedure does not take into account the true confidence intervals useful to know the effect between variables (Ghozali & Latan, 2015).

Table 5. Hypotheses testing

Hypotheses	T statistic	P Value	Status
Quality of work life → Knowledge sharing	6.330	0.000	Accepted
Job satisfaction → Knowledge sharing	3.465	0.000	Accepted
Quality of work life → Employee Performance	2.990	0.003	Accepted
Job satisfaction → Employee Performance	6.773	0.000	Accepted
Knowledge sharing → Employee Performance	5.992	0.001	Accepted

Quality of work life has a significant effect on knowledge sharing. Based on the results of the study it can be seen that job satisfaction significant effect on knowledge sharing. In addition, this is also supported by the R-Square value Job satisfaction with knowledge sharing can be seen through the moderate R-Square value, namely 0.54. Based on the research results, it can be seen that the quality of work life has no significant effect on employee performance. In addition, this is also supported by the R-Square value of quality of work life on employee performance can be seen through the moderate R-Square value, namely 0.58. Research result This is in line with research conducted by Sugiyono (2017), which states that quality of work life has significant effect on employee performance. Based on the research results can be known that job satisfaction has a significant effect on employee performance.

In addition, this is also supported by the R-Square value of job satisfaction on employee performance seen through the moderate R-Square value, namely 0.398. Not fulfilling a sense of satisfaction with work being done will potentially create a sense of frustration and decreased levels of motivation, thus this will actually create a decrease in the quality of work of an employee. The results of this study are in line with research conducted by Mahayasa et al. (2018) and Charmiati & Surya (2019), which states that Job satisfaction has a significant effect on employee performance. Based on research results can it is known that knowledge sharing has a significant effect on employee performance. This is shown by the bootstrapping results which show a significance value of 0.000 which the value is smaller than 0.05. In addition, this is also supported by the value of R-Square knowledge sharing on employee performance can be seen through the moderate R-Square value, namely 0.58. Exchange the ability and knowledge of an employee with other employees will be able to improve quality a person's work, so that this will encourage an increase in the employee's performance.

CONCLUSION AND SUGGESTION

Based on result can be conclude that quality of work life significantly affects employee performance, job satisfaction significantly affects employee performance and knowledge sharing significantly affects employee performance. Knowledge sharing is able to mediate the effect of quality of work life and job satisfaction on employee performance. Keywords: quality of work life, job satisfaction, knowledge sharing, performance. Future research can add to what factors affect employees performance such as organization culture, compensation system, leadership, in other fields such as manufacturing or service industry.

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THE IMPACT OF PERCEIVED VALUE AND SERVICE QUALITY ON CUSTOMER SATISFACTION AND INTENTION TO USE APPLICATION-BASED TRANSPORTATION

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ABSTRACT

Competition in mobile-based transportation increases sharply with the many new application-based transportation providers joining the competition. To win the competition, application-based transportation providers need to find strategies to improve consumers' intention to use their applications. This study aims to examine the impact of Perceived Value and Service Quality on Customer Behavior and Intention to Use and Online Transportation in Jakarta and its surrounding areas. This study is a quantitative study using an online survey questionnaire distributed to 190 respondents in Jakarta and its surrounding areas. This study employs Structural Equation Modeling - Partial Least Square (SEM-PLS) using SmartPLS 3.3.2 for data analysis. According to the findings of the study, perceived value positively influences customer satisfaction and intention to use mobile application-based transportation. The finding also reveals that service quality has a positive influence on customer satisfaction but has no positive influence on behavioral intention. Thus, this study empirically underscores the importance of customer satisfaction in influencing the intention to use application-based transportation. It is then recommended that mobile-based transportation companies continuously improve customer satisfaction through perceived values and service quality.

Keywords: Service Quality; Perceived Value; Customer Satisfaction; Behavioral Intention

INTRODUCTION

The rapid development of digital technology has transformed many aspects of our day-to-day lives more rapidly than any other breakthrough in human history (United Nations, 2020). By enhancing vast and fast connectivity, digital technology has also benefitted the commercial sector, like application-based transportation (ABT), which has become an inseparable part of urban society in emerging countries. ABT offers mobility convenience at affordable fares. This type of transportation is perceived to offer more value than conventional transportation services (Pasaribu et al., 2018). First, ABT offers a wide range of features: tracking location, online payment, and 24/7 ordering and pickup service. All this can be done through the convenience of the consumer's smartphones. Another convenience of ABT over conventional transportation is transparent pricing. Consumers don't need to negotiate on the fare, that is already displayed in the application. Finally, ABT offers in-app customer support that enables users to report any inconveniences regarding the drivers, the service, and the applications. All these conveniences have triggered many people to convert to ABT. This makes ABT a lucrative industry that invites new players to the competition. Positive perceived value of consumers impacts the customer satisfaction to choose ABT over conventional transportation (Dewi & Rakhmatulloh, 2018). The benefits are not only enjoyed by consumers but also by the ABT providers.

In addition to the positive perceived value of the consumers, the adoption of ABT is also influenced by service quality. Previous studies confirmed the positive impact of service quality on customer satisfaction and behavioral intention to use a certain product or enjoy a certain type of service (Salameh & Hassan, 2015; Stiakakis & Georgiadis, 2011; Silalahi et al., 2017). Service quality is important as it can meet the needs of the customers (Dedeke, 2003). It is critical for businesses because it has a positive impact on customer's intention to purchase a certain product or enjoy a certain type of service, such as ABT (Parasuraman et al., 1985). In ABT, service quality can be measured from customer in-app reviews and customer feedback.

Another factor that influences the behavioral intention to use ABT is customer satisfaction (Kurniawan & Puritama, 2020). Customer satisfaction is critical for any business to achieve competitive advantage (Dwaikat et al., 2019). In the application-based transportation industry, customer satisfaction plays a central role in the success of the business. With the tight competition in this industry, keeping customers satisfied is crucial to winning the competition.

In Indonesia, there are numerous ride-hailing application-based transportation service providers. ABT services have been in operation in this country since 2010, which eventually gained public acceptance in 2014 (Pratama et al., 2017). Currently, there are two ABT providers that dominate the market in Indonesia: Gojek (founded in 2020 by Nadiem Makarim) and Grab (founded by Anthony Tan in Singapore). The subject of this study is Grab online transportation which is currently facing fierce competition in the industry. A survey conducted by the Institute for Development in Economics and Finance found that 82% of ABT users still select Gojek (the main competitor of Grab), while only 53% select Grab (Citro & Kumala, 2022). The rest of the customers use other ABT providers. Thus, it is critical to understand the factors that impact the behavioral intentions of users to adopt Grab ABT to expand their customer base by attracting new users. Therefore, this study is conducted with the aim of uncovering how perceived value, service quality, and customer satisfaction affect behavioral intentions to use Grab ABT.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Technology Acceptance Model (TAM)

This theory offers a model to examine the acceptance of a new technology (Davis, 1989). TAM involves Perceived Ease of Use, Perceived Usefulness, Attitude, Behavioral Intention, and Actual Use or Acceptance of the new technology. Perceived ease of use is the degree of ease of

using the technology. Perceived Usefulness is the perception of a user that using the technology is useful to improve the user's performance. Attitude toward using the technology is defined as the user's evaluation of using the technology. Behavioral intention refers to the tendency or desire to use the technology in the future (Davis, 1989; Christina et al., 2018).

Service Quality

Service quality is critical for the sustainability of the performance of an organization. It refers to the comparisons between customers' expectations of service quality and the actual service quality experienced (Parasuraman, et al., 1988). They suggest five dimensions of service quality (SERVQUAL): Tangible (physical facilities and resources); Reliability (accuracy and reliable service); Responsiveness (prompt action to serve customers); Assurance (ability to develop trust and certainty); and Empathy (ability to relate to the customer's problems). E-service quality can be viewed from two perspectives: the company's side, and the customer's side.

Perceived Value

Zeithaml (1988) discussed perceived value as customers' overall evaluation of a product or service based on their perception of the benefits received and the cost spent to get the product or service. According to Dewi and Utami (2020), customer-perceived value is a comparison of the results obtained by consumers with the products of producers. Thus, perceived value refers to the consumer's evaluation of what is fair, true, or appropriate for the costs incurred by consumers, so the perceived value can be seen from the results of evaluating the benefits and sacrifices made to something that is offered. To gain perceived value there is a need to provide a customer environment that meets their expectations, the consequences will result in a higher customer perceived value (Sweeney & Soutar, 2001). In this study, perceived value is defined as the gap between the amount of value of a product perceived by customers and the sacrifice to enjoy the product or service (Dubey & Sahu, 2019).

Customer Satisfaction

Consumer satisfaction is customers' pleasure or disappointment resulting from the actual performance of a product or service compared to customers' expectations (Kotler & Keller, 2009). The performance of a product or service that meets customers' expectations will result in customer satisfaction. Performance that goes above customers' expectations will make customers very satisfied (Irawadi, 2015). In conclusion, customer satisfaction refers to the state of customers' satisfaction and joy felt by the customer, derived from a product or service that can meet or even go beyond their expectations.

Behavioral Intention

Behavioral intention is the tendency of a customer to purchase a product or service (Purwianti & Tio, 2017). Customers' behavioral intention has been proven by previous studies to have the ability to predict the actual purchase or use behavior of customers (Carlson & O'Cass, 2010; Purwianti & Tio, 2017).

Service Quality and Customer Satisfaction

Previous studies found that higher service quality will drive higher customer satisfaction in enjoying a certain product or service (Kotler & Keller, 2009; Suhendra & Yulianto, 2017). Providing consistent quality of service can shape consumer satisfaction, which will eventually be beneficial for a company in the long run: they can improve customer relationships and drive positive word of mouth (Irawadi, 2015). Consistent service quality that leads to the development of customer satisfaction is also crucial for achieving sustainable competitive advantage (Alnaser, 2014). Good service quality will help the company boost high customer satisfaction, which will

result in repeat orders and increased profitability (Parasuraman, 2000; Rao and Keller, 1997; Alnaser, 2014). These previous studies are the basis for the formulation of the following hypothesis.

H1. Service quality positively influences customer satisfaction.

Service quality and Intention to use Grab online transportation

Customers who experience good quality service tend to show positive behavior towards the service (Yunitarini, 2010), for example: by spreading positive word of mouth, and recommending friends and relatives to use the service. Other previous research found a positive influence of service quality on behavioral intention (Loanata & Dasmasele, 2015; Tandijaya, 2018). These studies confirm that service quality will drive customers to have the intention to purchase a product or service. The following hypothesis is then formulated based on the results of the previous studies.

H2. Service quality positively influences the Intention to use Grab online transportation.

Perceived value and customer satisfaction

Perceived value describes customers' evaluation of the gap between benefits and sacrifices they expect to experience when obtaining a certain product or service (Adriani & Warmika, 2019). A high customer perceived value boosts high customer satisfaction (Dubey & Sahu, 2019). Therefore, providing more value (e.g., price value, convenience, and ease of use) will make customers feel more satisfied with the product or service (Faryabi et al., 2012). In the application-based transportation industry, customer satisfaction is considered central to improving profit and market share, it is important to satisfy customers by improving perceived value. Thus, the following hypothesis is formulated.

H3. Perceived value positively influences customer satisfaction.

Perceived value and intention to use Grab online transportation

Previous studies confirm that customer perceived value can positively drive customers to have the intention to purchase a certain product or service. This suggests a positive impact of perceived value on the behavioral intention to use or purchase a certain product or service (Ryu et al., 2008; Widiana & Sukawati, 2016). Other previous studies also found that perceived value has a significant effect on behavioral intentions (Andriani & Warmika, 2019; Sari & Triyaningsih, 2015; Chen & Tsai, 2007). In the online transportation industry, perceived value is also found to have a positive influence on the intention to use online transportation (Simanjuntak et al., 2020). Thus, the fifth hypothesis in this research is formulated as follows.

H4. Perceived value positively influences the intention to use Grab online transportation.

Customer Satisfaction and Intention to use Grab online transportation

Satisfied customers will spread the good news and recommend the service and product to influence other people's intention to purchase or use the recommended product or service (Farida, 2014). On the other hand, dissatisfaction will result in the spreading of negative word-of-mouth or switching to other providers (Yunitarini, 2010). Thus, companies need to boost customer satisfaction and minimize customer dissatisfaction to encourage more intention to use or purchase their products (Faryabi et al., 2012). This is confirmed by the study that found a positive significant influence of customer satisfaction on behavioral intentions (Dwaikat et al. 2019). This is also applicable in application-based transportation, such as Grab online transportation: Satisfied customers will positively impact their behavioral intention (Kurniawan & Puritama, 2020). The

results of previous studies conclude that customer satisfaction is linked to behavioral intention. Therefore, the sixth hypothesis in this study is developed.

H5. Customer Satisfaction positively influences the intention to use Grab online transportation.

Research Model

The following research model is developed from the previously discussed hypotheses.

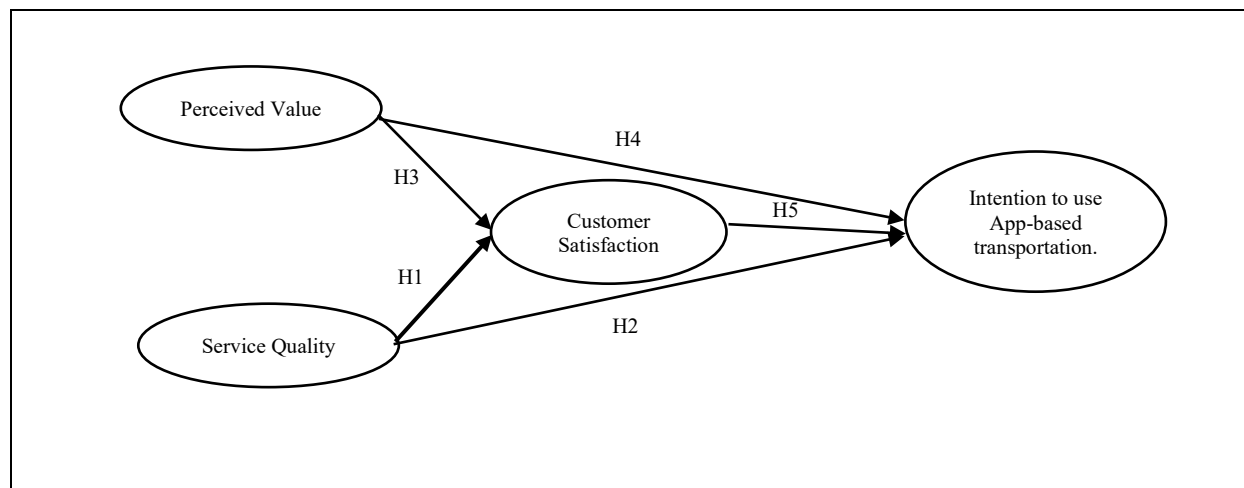


Figure 1. Research model used in this study

RESEARCH METHODS

Research Paradigm

This research applied a quantitative study to describe the observed phenomena in an objective way (Sekaran & Bougie, 2016). The analysis was conducted using numerical data to test the research hypothesis formulated in this study.

Population and Sample

The population involved Grab online transportation users. The samples were recruited using purposive sampling, with the following criteria: Have used Grab online transportation service at least 1 time, residing in the Jabodetabek area, and are a minimum of 15 years old. The sample size was determined by using inverse square roots (Kock & Hadaya, 2018) which suggests 160 respondents. This study recruited 190 respondents (above the minimum sample size suggested by Kock & Hadaya (2018)).

Data Collection and Data Analysis

An online survey questionnaire was used as the instrument for data collection. The data analysis was conducted using Structural Equation Modelling (SEM) with 5% level of significance, and a Critical Ratio (CR) of 1.96.

RESULTS AND DISCUSSION

Profile of Respondents

There are 190 respondents participating in the study. In terms of gender, the majority of the respondents are female (123 respondents or 64.7%). In terms of age, the majority are millennials or between 20–40 years old (83.7%). Respondents are mostly students (131 respondents or 68.9%).

Research Instrument

This study used a survey questionnaire as the research instrument. The questionnaire is distributed as an online survey. The only survey used a Likert scale with 1 indicating completely disagree and 5 completely agree. The measures of variables and indicators of each variable are presented in the following table.

Table 1. Measures of constructs

No	Variable	Items	Source
1	Service Quality	1. Tangible: (SQ1) The quality of GRAB transportation is great (SQ2) The quality of service from the GRAB application is perfect 2. Reliability: (SQ3) The transportation services provided by GRAB are on time 3. Responsiveness: (SQ4) GRAB driver quickly responds to customer orders 4. Ease of Use: (SQ5) GRAB application is easy to use (User-friendly) (SQ6) The GRAB online transportation is equipped with GPS feature, so it's easy to find out where the driver is when I order 5. Privacy: (SQ7) Transaction security with GRAB is guaranteed (SQ8) GRAB application can protect personal information (for example: name, address, phone number, credit card)	Purwianti & Tio (2017); Tandijaya (2018)
2	Perceived Value	1. Functional: (PV1) The quality of service provided by GRAB online transportation is proportional to the price paid 2. Social (PV2) Using online transportation services from GRAB made a good impression on me. 3. Emotional (PV3) GRAB online transportation provides comfort in its services. (PV4) The experience of using the GRAB online transportation service gives pleasure.	Tandijaya (2018)
3	Customer Satisfaction	1. Fulfillment: (CS1) The service provided by GRAB online transportation has met my needs. 2. Pleasure: (CS2) I am satisfied with the GRAB online transportation service. 3. Relief: (CS3) Customers are satisfied with the price and service offered by GRAB because it meets customer expectations. 4. Ambivalence: (CS4) Satisfied customers have confidence in the services provided by GRAB online transportation	Tandijaya (2018); Purwianti & Tio (2017)
4	Behavioral Intention	1. Loyalty: (BI1) I will not consider switching to an online transportation application other than GRAB 2. Recommendation: (BI2) I will say positive thoughts about GRAB online transportation service (BI3) I will recommend GRAB online transportation service to others 3. Pay a Premium Price: (BI4) I am willing to pay more for another premium feature of GRAB online transportation services	Tandijaya (2018)

Measurement Model

The reliability and validity tests were conducted in the measurement model, in the following order and with the following minimum value to meet the criteria of being reliable and valid. (Sekaran & Bougie, 2016). First, the Average Variance Extracted (AVE) should be more than 0.5. Next, the outer loading of each indicator should be more than 0.6. Finally, the Discriminant Validity should be calculated by finding the root of the correlation value of each variable and should be more than the cross-squared correlation of the variable compared with other variables in the study. Below are the results of the tests conducted for this study.

Table 2. Convergent Validity

Variables	Indicator	Convergent Validity			
		Outer Loading (> 0.7) but (0.5 < x < 0.7) Acceptable	Results	AVE (> 0.5)	Results
Behavioral Intention (BI)	BI1	0.660	Acceptable	0.592	Valid
	BI2	0.865	Valid		
	BI3	0.827	Valid		
	BI4	0.708	Valid		
Customer Satisfaction (CS)	CS1	0.805	Valid	0.726	Valid
	CS2	0.836	Valid		
	CS3	0.873	Valid		
	CS4	0.891	Valid		
Perceived Value (PV)	PV1	0.822	Valid	0.712	Valid
	PV2	0.870	Valid		
	PV3	0.869	Valid		
	PV4	0.813	Valid		
Service Quality (SQ)	SQ1	0.729	Valid	0.503	Valid
	SQ2	0.757	Valid		
	SQ3	0.745	Valid		
	SQ4	0.741	Valid		
	SQ5	0.643	Acceptable		
	SQ6	0.691	Acceptable		
	SQ7	0.650	Acceptable		

Source: Processed Data for this study

The convergent validity is considered valid if the outer loading value > 0.70 (Abdillah & Hartono, 2015). The outer loading is acceptable if the value falls between $0.5 > x < 0.7$. Finally, the Average Variance Extracted (AVE) must be > 0.5 . Table 2 confirms that all indicators of all the variables in this study have met the criteria of being valid. The next table shows the results of the Discriminant Validity test.

Table 3. Discriminant Validity with Heterotrait-Monotrait Ratio (HTMT)

	Behavioral Intention	Customer Satisfaction	Perceived Value	Service Quality
Behavioral Intention				
Customer Satisfaction	0.805			
Perceived Value	0.821	0.866		
Service Quality	0.686	0.855	0.850	

Source: Processed Data for this study

HTMT value must be smaller than 0.9 to be considered valid. The results of the HTMT value (Table 3) on each variable in this study (Behavioral Intention, Customer Satisfaction, Perceived Value, and Service Quality) with the values of all variable correlation have met the discriminant validity criteria with partially established for values approaching less than 0.90 and accepted for exceeding 0.90.

Table 4. Composite Reliability Actual Results

Variable	Composite Reliability	Rule of Thumb	Result
Behavioral Intention	0.852	> 0.70	Reliable
Customer Satisfaction	0.913		Reliable
Perceived Value	0.908		Reliable
Service Quality	0.876		Reliable

Source: Processed Data for this study

Table 4 confirms that all variables are considered reliable as the Cronbach Alpha values are all more than 0.7 (Sekaran & Bougie, 2016). In conclusion, the model can be considered valid and reliable and can proceed to the next step (Structural Model).

Structural Model

The first is a test of Multicollinearity, which is a statistical phenomenon that is often found in which two or more independent variables in the multiple regression model are very correlated (Sekaran & Bougie, 2016, p. 316). The threshold value of the structural VIF coefficients should not be higher than 4.0 (Garson, 2016, p. 71). Table 5 below shows that the VIF values are all less than 4. Thus, we can conclude there is no multicollinearity issue, or the model is free from common bias.

Table 5. Multicollinearity test

Variables	Variance Inflation Factor
Behavioral Intention - Customer Satisfaction	1.290
Behavioral Intention - Perceived Value	2.145
Behavioral Intention - Service Quality	2.145
Customer Satisfaction - Perceived Value	2.313
Customer Satisfaction - Service Quality	2.313
Perceived Value - Service Quality	1.016

Source: Processed Data for this study

Coefficient of Determination (R²)

Coefficient of determination or R-square statistically reflects the explanatory power of the independent variables towards the dependent variables.

Table 6. Coefficient of Determination (R²)

Variable	R square	Results
Behavioral Intention	0.542	Moderate
Customer Satisfaction	0.635	Moderate

Source: Processed Data for this study

The R² of Behavioral Intention is 0.542. This means that the Perceived Value, Customer Satisfaction, and Service quality can moderately explain the changes in behavioral intention by 54.2%. The rest is explained by variables outside this study. The R² of Customer Satisfaction is 0.635, meaning that Service Quality and Perceived can moderately explain 63.5% of the changes in Customer Satisfaction.

Hypothesis Test

The next test is the hypothesis test. The criteria that should be met to be significant and supported are p value < 0,05, and t-test > 1.645 (Ghozali & Latan, 2015). The test used a one-tailed test to indicate the direction of the influence and 0.05 significance level, with 500 bootstrap samples using Smart PLS 3.

Table 5. Hypothesis Test

Hypothesis	Path Coefficient	T-Statistics (>1.645)	P-Value (<0.05)	Hypothesis Analysis
H1: Service Quality positively influences customer satisfaction of Grab online transportation users	0.385	5.052	0.000	Significantly Positive and Supported
H2: Service Quality positively influences the behavioral intention of Gran online transportation users.	0.015	0.199	0.421	Not Significantly Positive and Not Supported
H3: Perceived Value positively influences Customer Satisfaction of GRAB online transportation users	0.471	5.058	0.000	Significantly Positive and Supported
H4: Perceived Value positively influences Behavioral Intention of GRAB onlinetransportation users	0.395	4.096	0.000	Significantly Positive and Supported

H5: Customer Satisfaction positively influences the Behavioral Intention of GRAB online transportation users	0.379	3.808	0.000	Significantly Positive and Supported
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Source: Processed Data for this study

The hypothesis test results presented in the above table confirm that four hypotheses (H1, H3, H4, H5) are found to be significant and supported. However, Service quality is not found to positively influence Behavioral Intention (H2).

DISCUSSION

This study found that the first hypothesis is significant and supported: Service Quality positively influences Customer Satisfaction of GRAB online transportation users. This is confirmed by the t-value of $5.052 > 1.645$, the p-value of $0.000 < 0.05$, and the path coefficient is 0.385. This result is supported by a previous by Suhendra and Yulianto (2017), which also found that service quality positively impacts customer satisfaction. This means that the improvement in service quality may trigger an improvement in customer satisfaction. Colgate and Danaher (2000) and Lupiyoadi (2013) also confirm the positive influence of service quality on customer satisfaction. Providing consistent Service quality is beneficial to increase customer satisfaction. This will lead to many benefits: improved customer relationships, positive word of mouth, and increased purchases (Tjiptono & Chandra, 2006, p. 61; Irawadi, 2015).

The study found a different result with the second hypothesis: Not significant and not supported. Thus, Service Quality is not found to positively influence the Behavioral Intention of GRAB online transportation users. Service Quality towards Behavioral Intention has a t-value of 0.199. This is concluded from the t-value that is below 1.645 and the value of $0.199 > 0.05$. Tandijaya (2018) found a different result: service quality significantly influences behavioral intentions. However, the same result is confirmed by Lee et al. (2018) and Chen et al. (2010). They found that service quality didn't have a positive impact on behavioral intention. According to Yunitarini (2010), consumers who enjoy good quality service will show positive behavior, for example: They are willing to purchase at a premium price and are willing to spread positive Word of Mouth (Dubey & Sahu, 2019). In this study, the result is the opposite. This is probably because the existing application-based transportation providers all offer similar levels of service quality, which explains why it doesn't positively impact behavioral intention to use Grab's online transportation service.

The third hypothesis is found to be significant and supported: Perceived Value is found to positively influence Customer Satisfaction of GRAB online transportation users. The t-value of $5.058 > 1.645$, p-value of $0.000 < 0.05$, and path coefficient of 0.471 which means that Perceived Value positively influences Customer Satisfaction of GRAB online transportation users. This result is supported by previous research by Hellier et al. (2003) and Adriani & Warmika (2019), confirming that an increase in customers' perceived value will increase the level of customer satisfaction. The value perceived by customers is evident in their satisfaction with experiencing the product or service. According to Dodds et al. (1991) and Faryabi et al. (2012), providing value for the customers such as offering bargain prices, reducing the customer's cost or sacrifice to buy the product, and increasing the benefits can make the customers feel satisfied, which may result in a repeated purchase and sales.

The fourth hypothesis is found to be significant and supported: Perceived Value positively influences the Behavioral Intention of GRAB online transportation users. The t-value of Perceived Value and Behavioral Intention of GRAB online transportation users is $4.096 > 1.645$, the p-value is $0.000 < 0.005$, and the path coefficient of 0.395. This means Perceived Value positively influences the Behavioral Intention of GRAB online transportation users. This result of the study

is similar to the study conducted by Widiana and Sukawati (2016), which states that customers who enjoy a high value from enjoying a product or service will have positive behavioral intentions.

Finally, the study found that customer satisfaction positively influences the Behavioral Intention of GRAB online transportation users (Hypothesis 5). This is evident in the t-value is $3.808 > 1.645$, the p-value is $0.000 < 0.05$ and the path coefficient is 0.379. Previous research by van Lierop and El-Geneidy (2016) also found similar results. They stated that high customer satisfaction will boost customer loyalty. This suggests satisfied customers will continue to use the product or service or recommend the service to motivate others to have the intention to try the product or service.

CONCLUSION AND RECOMMENDATION

This study reveals several interesting findings and recommends the related managerial implications based on the findings.

First, Service quality can have a positive impact on customer satisfaction of Grab online transportation users. This implies that service quality is central to Grab's competitive advantage as it drives customer satisfaction. Grab should consider this influence in formulating their strategies to always offer positive quality, to ensure a positive experience to boost customer satisfaction. For example, Grab can formulate strategies to allocate resources that can improve various aspects contributing to service quality, and eventually to customer satisfaction. For example, they can organize training of service quality to the drivers, check vehicle quality regularly, and provide prompt and timely customer service.

Secondly, the study found that perceived value positively influences customer satisfaction. This implies that Grab customers are likely to be satisfied when they believe they are getting good value for the sacrifice they make to enjoy Grab's online transportation service. To improve value, Grab can align their pricing strategies with the service quality they offer. They can also actively seek and integrate customer feedback for value improvement and integrate this into their strategies for increased customer satisfaction.

Another interesting finding is the positive influence of perceived value on behavioral intention. This finding suggests that Grab should put priority on developing and maintaining perceived value. They can formulate strategies to boost customer loyalty, word-of-mouth marketing, and customer relations as drivers for customers' intention to keep using Grab online transportation service. Another strategy they can try is customizing their service to certain segments of customers, for example, they can provide Grab vehicles for people with disabilities who may need their service.

Finally, the study found that customer satisfaction positively influences behavioral intention. This finding highlights the critical role of customer satisfaction as an engine to boost customers' behavioral intention to use Grab online transportation. Satisfying customers can differentiate Grab from its competitors. Besides improving the quality of service to boost customer satisfaction and behavioral intention, Grab can also try to implement a Service Recovery Program. This means that when problems arise, Grab should provide a prompt and timely solution to prevent negative intention to switch to another provider.

In addition to providing interesting findings, this study has some limitations to consider when conducting similar research in the future. First, the geographical scope of the study which is limited to the Jabodetabek area. As Grab expands its service to other parts of Indonesia, a similar study should also be conducted because the target users of the new areas may have specific needs and interests that Grab needs to cater to. Another limitation is the number of variables included in the analysis of the study (4 variables). R² for Customer Satisfaction (0.635) and R² for behavioral intentions (0.542) reveal moderate explanatory power. This suggests that there are other variables

outside this study that may contribute to customer satisfaction and behavioral intention to use Grab. Future researchers are recommended to identify other factors that may influence customer satisfaction and purchase intention, such as brand image, word of mouth, and the role of influencers.

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PENGARUH CITRA MEREK, *E-WOM*, DAN KESADARAN MEREK TERHADAP NIAT MEMBELI MIE LEMONILO PADA PENGGUNA *MARKETPLACE* DI JAKARTA MELALUI LAZADA

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ABSTRAK

Tujuan dari penelitian ini adalah untuk menguji citra merek, *E-WOM*, dan kesadaran merek dapat memengaruhi niat membeli produk mie. Populasi dalam penelitian ini adalah seluruh pengguna *marketplace* di Jakarta. Sampel pada penelitian ini sebanyak 100 responden dengan menggunakan metode *non probability sampling* dengan teknik *purposive sampling*. Teknik pengumpulan data yang dilakukan dalam penelitian ini menggunakan kuesioner yang disebarakan melalui media sosial. *Software* yang digunakan dalam penelitian ialah SmartPLS 3. Hasil dari penelitian ini menunjukkan bahwa variabel citra merek memiliki pengaruh positif dan tidak signifikan terhadap niat membeli produk mie sehat Lemonilo di Jakarta melalui Aplikasi Lazada. Hasil dari penelitian ini juga menyatakan variabel *E-WOM* dan kesadaran merek memiliki pengaruh positif dan signifikan terhadap niat membeli produk mie sehat Lemonilo di Jakarta melalui Aplikasi Lazada.

Kata Kunci: Citra Merek; *E-WOM*; Kesadaran Merek; Niat Membeli

ABSTRACT

The purpose of this study was to test brand image, E-WOM, and brand awareness that can affect the intention to buy noodle products. The population in this study were all marketplace users in Jakarta. The sample in this study was 100 respondents using non-probability sampling method with purposive sampling technique. All respondents are consumers that using Lazada to buy Lemonilo. The data collection technique used in this study used a questionnaire distributed through social media. The software used in this study is SmartPLS 3. The results of this study showed that the brand image variable having a positive and insignificant effect on the intention to buy Lemonilo healthy noodle products in Jakarta through the Lazada application. The results of this study also state that the E-WOM variable and brand awareness have a positive and significant influence on the intention to buy Lemonilo healthy noodle products in Jakarta through the Lazada application.

Keywords: Brand Image; *E-WOM*; Brand Awareness; Purchase Intention

PENDAHULUAN

Berbelanja adalah hal yang selalu dibutuhkan oleh semua orang karena setiap orang memiliki kebutuhan untuk memenuhi hal yang sesuai dengan keperluannya. Banyak tempat yang dapat dikunjungi sebagai tempat berbelanja. Saat ini berbelanja menjadi lebih mudah karena teknologi berkembang sangat pesat dan mempermudah rutinitas sehari-hari. Masyarakat dan pelaku usaha pun dapat beraktivitas dengan lebih mudah karena didukung oleh kemajuan teknologi.

Kegiatan belanja saat ini sudah bisa dilakukan dan bahkan sangat bergantung dengan cara *online*. Bisnis *online* berkembang cukup pesat sehingga mempermudah kegiatan berbelanja tanpa harus ke toko secara langsung. Pemilihan dan pemesanan barang secara *online* pun sudah dapat dibayarkan hanya dengan mentransfer sejumlah nominal yang harus dibayarkan dengan banyak pilihan metode pembayaran *online* yang tersedia.

Bisnis *online* yang paling dikenal oleh adalah *Electronic Commerce* atau *E-Commerce*. *E-Commerce* adalah proses transaksi secara elektronik dan pertukaran atau penjualan barang, servis, dan informasi elektronik melalui media internet yang menghubungkan antara perusahaan dan masyarakat (sumber: unpas.ac.id). Terdapat banyak situs *E-Commerce* di Indonesia yang menawarkan produk termasuk dalam bentuk barang maupun jasa, beberapa contoh *E-Commerce* yang sukses yaitu OLX, Kaskus, Tokopedia, Bukalapak, Blanja.com, Blibli, dan Tiket.com (sumber: dosenekonimi.com). Semua *E-Commerce* dapat disebut sebagai *marketplace*, tapi tidak semua *marketplace* dapat disebut *E-commerce*. *Marketplace* adalah pasar elektronik yang melakukan kegiatan menjual dan membeli suatu barang yang meliputi 3 jenis (*Business to Business*, *Business to Consumer*, dan *Consumer to Consumer*), di mana *Business to Business* mendominasi sampai 75% di *marketplace*. Salah satu *Marketplace* yang mencakup 3 jenis tersebut adalah Lazada.

Dalam bisnis *online* yang paling penting adalah konsumen, sehingga *E-WOM* menjadi salah satu faktornya karena berasal dari konsumen yang sudah pernah membeli di Lazada dengan kemauan sendiri mengulas mengenai sebuah produk atau jasa yang sudah dibeli di Lazada mengenai Mie Lemonilo sehingga dapat menjadi referensi bagi konsumen yang ingin membeli produk Mie Lemonilo di Lazada. Ulasan tentang Lazada di *AppStore* memiliki peringkat 4.8 dari 5 dengan 359.521 data tapi ulasan *E-WOM* mengenai Lazada juga tentang produk Mie Sehat Lemonilo dengan yang ada di internet masih banyak pernyataan dari konsumen yang dapat memberikan efek buruk terhadap niat membeli pada calon konsumen produk Mie Sehat Lemonilo di Lazada (sumber: AppStore).

Di antara *Marketplace* lain, Lazada memiliki keluhan yang paling banyak diterima dan ulasan yang buruk dari pengguna aplikasi Lazada. Citra Merek Lazada dan Produk Lemonilo menjadi buruk bagi konsumen. Hal tersebut dapat memunculkan kesan buruk oleh masyarakat bagi Mie Lemonilo di Lazada karena masalah yang terjadi. Dibandingkan *marketplace* lain, Lazada hanya ada di posisi ke 4 karena beberapa masalah tersebut.

Kualitas Layanan Lazada memiliki beberapa masalah seperti pengembalian barang lewat *customer service* tapi proses pengembalian barang tetap tidak selesai karena uang yang belum sampai kepada pelanggan (sumber: mediakonsumen.com). *Customer Service* Lazada tidak selalu dapat membantu proses pengembalian. Proses layanan *customer service* yang tidak jelas dengan informasi yang kurang jelas yang dialami oleh konsumen Mie Lemonilo di Lazada (sumber: id.priceprice.com). Hal ini membuat konsumen Mie Lemonilo menjadi tidak nyaman berbelanja di Lazada.

Beberapa transaksi yang bermasalah seperti barang belum diterima pelanggan, barang yang dibeli tidak sesuai dengan pesanan konsumen, dan proses pengembalian barang/*refund* jika berhasil maka pengembalian uang berupa Lazada *credit* yang hanya dapat dipakai untuk

bertransaksi di Lazada mengakibatkan ketidakpuasan konsumen Mie Lemonilo di Aplikasi Lazada. Kepuasan yang dirasakan oleh konsumen yang telah berbelanja Mie Lemonilo di Lazada menjadi tolak ukur tingkat kepuasan pelanggan terhadap produk yang dibeli melalui Lazada.

Berbelanja melalui sistem aplikasi Lazada memiliki banyak kendala dalam Kemudahan Penggunaan. Metode pembayaran yang dipilih untuk pemesanan produk Mie Lemonilo di Lazada, tidak dapat diubah jika terjadi kendala atau masalah lain. Pelanggan atau pembeli harus mengabaikan pembayaran dan setelah 24 jam pemesanannya batal secara otomatis. Setelah batal, dapat membuat pesanan dengan metode pembayaran yang baru. Aplikasi Lazada tidak menyediakan pemilihan jasa kurir maka pemilihan jasa kurir ditentukan oleh pihak Lazada. Tidak adanya informasi dari sistem aplikasi Lazada yang terdapat produk Mie Lemonilo mengenai pemesanan ganda sehingga membuat pembeli keliru dalam memesan produk sesuai kuantitas yang diinginkan (sumber: id.quora.com).

TINJAUAN PUSTAKA

Theory of Planned Behavior (TPB) merupakan landasan teori untuk melihat sikap yang dapat memengaruhi perilaku seseorang. *Theory of planned behavior* oleh Ajzen (1991) merupakan perluasan dari *theory of reasoned action*, yang merupakan salah satu teori yang paling banyak digunakan dalam penelitian sikap. Ajzen (1991) menyatakan bahwa perilaku dipengaruhi oleh niat seseorang yang berkaitan dengan perilaku tertentu. Dalam *theory of planned behavior*, niat perilaku individu dibentuk oleh tiga variabel, yaitu sikap (terhadap perilaku), norma subjektif dan persepsi kontrol perilaku. Niat perilaku berpengaruh terhadap niat beli pelanggan. Khan dan Rahman (2014) menyatakan bahwa niat membeli merupakan perencanaan yang dilakukan untuk membeli suatu barang atau jasa di masa yang akan datang. Menurut Hendri dan Budiono (2021) dalam penelitiannya, Niat Membeli diartikan sebagai keinginan atau rencana konsumen untuk membeli sebuah produk atau merek.

Kotler dan Keller (2016) mengatakan bahwa Citra Merek merupakan sebuah penawaran yang berasal dari perusahaan-perusahaan yang dikenal. Sebuah merek akan berusaha untuk menciptakan sebuah gambaran dalam pikiran orang untuk membentuk citra yang baik atas merek yang ditawarkan. Merek tersebut harus memiliki kesan yang kreatif, inovatif, mudah digunakan, menyenangkan dan juga keren. Setiap perusahaan berusaha untuk membuat Citra Merek yang kuat, disukai masyarakat dan seunik mungkin. Pernyataan ini didukung oleh Farzin dan Fattahi (2018) yang menyatakan bahwa Citra Merek memberikan pengaruh terhadap Niat Membeli konsumen. Perusahaan dapat lebih meningkatkan Citra Merek dengan meningkatkan kualitas produk dan menyediakan layanan yang memadai. Aaker (1991) menyampaikan bahwa Citra Merek adalah “*a set of associations, usually organized in some meaningful way*”.

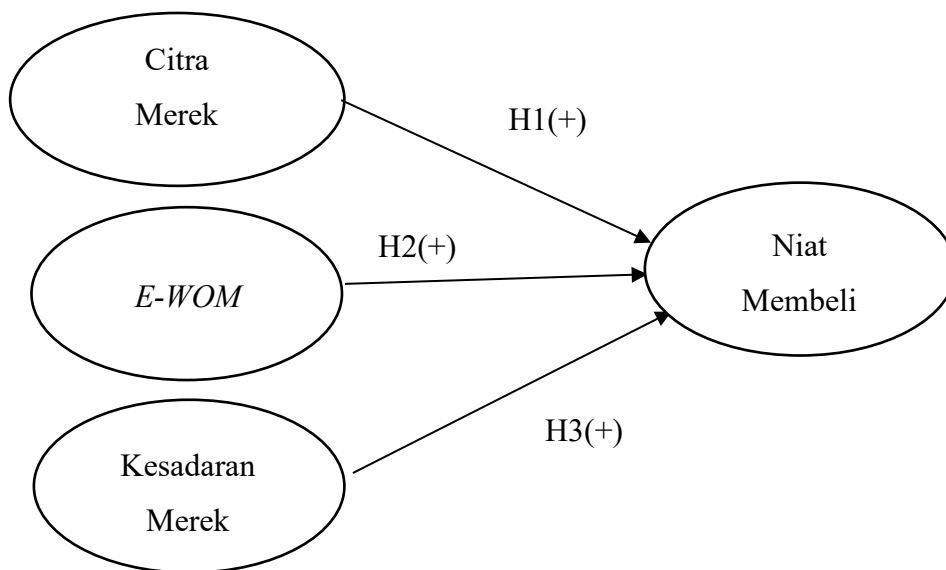
Tang dan Guo (2015) mengatakan bahwa *E-WOM* memiliki bentuk percakapan yang berbeda dengan *WOM*. *E-WOM* merupakan bentuk percakapan atau komunikasi yang dilakukan oleh seseorang dengan mengirimkan pesan melalui jaringan internet dan dengan internet seluruh konsumen lainnya dapat mengakses komentar yang dikirimkan oleh konsumen lainnya. Berbeda dengan *WOM* yang masih tradisional di mana bentuk percakapannya masih secara langsung atau tatap muka. Pernyataan ini didukung oleh Kudeshia dan Kumar (2016) yang menemukan bahwa Niat Membeli dan *E-WOM* memiliki pengaruh yang positif. *E-WOM* sosial positif yang dihasilkan pengguna memainkan peran penting dalam memengaruhi sikap konsumen terhadap suatu merek dan niat untuk membelinya. Dalam penelitian Ulrica dan Lego (2021) disebutkan bahwa komunikasi informal mengenai merek, produk maupun layanan baik secara positif atau negatif pada calon konsumen maupun konsumen tetap tentang suatu produk

maupun perusahaan melalui internet. Brown et al. (2007) menyatakan bahwa *E-WOM* adalah “marketing effect on brands, firms and buying behavior, both online and offline”.

Yunitasari dan Yuniawan (2016) berpendapat bahwa Kesadaran Merek adalah suatu merek yang merupakan bagian dari suatu kategori produk tertentu sanggup diingat dan dikenal kembali oleh pembeli. Pernyataan ini didukung oleh Kakkos et al. (2015) yang mendapatkan hasil bahwa Kesadaran Merek dan Niat Membeli memiliki pengaruh. Semakin tinggi kesadaran merek, artinya semakin akrab seseorang dengan merek toko, semakin besar niat untuk membeli merek tersebut. Aaker (199) mengatakan bahwa Kesadaran Merek adalah “the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category”.

Ajzen dan Fishbein (1977) menyatakan bahwa Niat Membeli adalah “an individual’s likeliness to acquire a certain product, and it is also a crucial aspect in measuring consumer behaviour”. Blackwell et al. (2001) menyatakan niat membeli adalah “what we think we will buy”. Pavlou (2003) memaparkan bahwa niat membeli adalah “a consumer’s conscious plan or intention to make an effort to purchase a product. In addition, online purchase intention focuses on whether consumers are willing and intending to buy a certain product via online transaction platforms”.

Berdasarkan kajian teori yang ada, maka model penelitiannya dapat dirumuskan sebagai berikut:



Gambar 1. Model Penelitian

- Berdasarkan model penelitian di atas maka hipotesis dalam penelitian ini sebagai berikut:
- H₁**: Citra Merek memiliki pengaruh yang positif terhadap Niat Membeli Mie Lemonilo pada Pengguna *Marketplace* di Jakarta melalui Lazada.
 - H₂**: *E-WOM* memiliki pengaruh yang positif terhadap Niat Membeli Mie Lemonilo pada Pengguna *Marketplace* di Jakarta melalui Lazada.
 - H₃**: Kesadaran Merek memiliki pengaruh yang positif terhadap Niat Membeli Mie Lemonilo pada Pengguna *Marketplace* di Jakarta melalui Lazada.

METODE PENELITIAN

Hasil penelitian ini didapatkan melalui penyebaran kuesioner kepada pengguna aplikasi Lazada di Jakarta. Teknik pengambilan sampel yang dilakukan penelitian ini ialah *non-probability sampling* dengan teknik *purposive sampling* yang membatasi berdasarkan tipe orang tertentu yang dapat memberikan informasi yang diinginkan. Variabel yang diteliti dalam penelitian ini ialah citra merek, *E-WOM*, kesadaran merek sebagai eksogen dan niat membeli sebagai variabel endogen.

Responden yang didapatkan dalam penelitian ini berjumlah 100 orang yang mengisi kuesioner yang disebarakan secara *online* melalui media sosial. Berdasarkan data yang didapatkan, jumlah responden wanita sebanyak 47 (47%) dan pria sebanyak 53 (53%). Berdasarkan usia, mendapatkan hasil bahwa mayoritas responden berusia 22–26 tahun. Memperoleh informasi mengenai usia dari 100 orang responden yang mengisi kuesioner. Dari 100 responden pada penelitian ini, dapat diketahui bahwa sebanyak 16 (16%) orang berusia 17–21 tahun, sebanyak (75%) orang berusia 22–26 tahun, sebanyak 7 (7%) orang berusia 27–31 tahun, dan 2 (2%) orang berusia >32 tahun. Berdasarkan domisili, mendapatkan hasil bahwa mayoritas responden berdasarkan domisili terbanyak yaitu di Jakarta Barat. Memperoleh informasi mengenai domisili dari 100 orang responden yang mengisi kuesioner. Dari 100 responden pada penelitian ini, dapat diketahui bahwa sebanyak 7 (7%) orang berdomisili di Jakarta Pusat, 13 (13%) orang berdomisili di Jakarta Utara, 7 (7%) orang berdomisili di Jakarta Selatan, 48 (48%) orang berdomisili di Jakarta Barat, 25 (25%) orang berdomisili di Jakarta Timur. Berdasarkan pendapatan per bulan, mendapatkan hasil bahwa mayoritas responden berdasarkan pengeluaran per bulan yaitu sebesar > Rp1.000.000. Memperoleh informasi mengenai pengeluaran per bulan dari 100 orang responden yang mengisi kuesioner. Dari 100 responden pada penelitian ini, dapat diketahui bahwa sebanyak 72 (72%) orang pengeluaran per bulan sebesar < Rp1.000.000, sebanyak 22 (22%) orang pengeluaran per bulan sebesar Rp1.000.000 – Rp2.000.000 dan sebanyak 6 (6%) orang dengan pengeluaran per bulan sebesar > Rp2.000.000. Berdasarkan pekerjaan, mendapatkan hasil bahwa mayoritas responden berdasarkan pekerjaan yaitu Pelajar/Mahasiswa. Memperoleh informasi mengenai pengeluaran per bulan dari 100 orang responden yang mengisi kuesioner. Dari 100 responden pada penelitian ini, dapat diketahui bahwa sebanyak 72 (72%) orang Pelajar/Mahasiswa, sebanyak 20 (20%) orang Karyawan, sebanyak 6 (6%) orang Pengusaha, dan 2 (2%) lainnya.

HASIL DAN PEMBAHASAN

Hasil Uji Statistik

Hasil Uji Validitas

Validitas merupakan pengujian mengenai seberapa baik suatu instrumen pengukuran dalam mengukur apa yang seharusnya diukur (Sekaran & Bougie, 2013). Analisis validitas dengan menggunakan teknik *structural equation model* (SEM) terbagi menjadi validitas konvergen dan validitas diskriminan.

Tabel 1. Hasil Uji *Average Variance Extracted* (AVE)

Variabel	<i>Average Variance Extracted</i>
Citra Merek	0,542
E-WOM	0,561
Kesadaran Merek	0,574
Niat Membeli	0,563

Sumber: Pengolahan Data *SmartPLS 3*

Menurut Hair et al. (2011) validitas konvergen akan dianggap valid bila nilai AVE (*average variance extracted*) lebih dari 0,50 ($>0,50$). Hasil dari analisis *Average Variance Extracted* pada menunjukkan bahwa setiap variabel memiliki nilai lebih dari 0,50 ($>0,50$). Uji reliabilitas indikator dinilai berdasarkan *loading factor* pada indikator yang mengukur konstruk tersebut. Hair et al. (2011) menyatakan bahwa *loading factor* yang dimiliki setiap indikator bernilai 0,6 hingga 0,70 masih dapat diterima.

Tabel 2. Hasil nilai *Loading factor*

	Indikator	<i>Loading factor</i>
CM 1	Dibandingkan dengan produk/merek lain, produk Mie Sehat Lemonilo ini memiliki kualitas tinggi	0,774
CM 3	Saya dapat dengan andal memprediksi bagaimana kinerja produk Mie Sehat Lemonilo di Aplikasi Lazada	0,658
CM 4	Dibandingkan dengan produk dan merek lain, produk Mie Sehat Lemonilo di Aplikasi Lazada yang direkomendasikan kepada saya oleh teman di jejaring sosial berkualitas tinggi	0,701
CM 5	Teman saya di jejaring sosial dapat dengan andal memperkirakan efisiensi produk Mie Sehat Lemonilo di Aplikasi Lazada	0,803
EW 1	Saya selalu berbagi pengalaman saya tentang produk Mie Sehat Lemonilo di Aplikasi Lazada dengan anggota lain di media sosial	0,691
EW 4	Secara keseluruhan, media sosial adalah sumber informasi produk Mie Sehat Lemonilo di Aplikasi Lazada yang penting bagi saya	0,787
EW 6	Untuk memastikan saya membeli produk Mie Sehat Lemonilo di Aplikasi Lazada yang tepat, saya sering membaca <i>review</i> produk <i>online</i> konsumen lain	0,760
EW 7	Saya sering berkonsultasi dengan ulasan produk <i>online</i> konsumen lain untuk membantu memilih produk Mie Sehat Lemonilo di Aplikasi Lazada yang tepat	0,784
EW 9	Jika saya tidak membaca ulasan produk <i>online</i> konsumen saat membeli produk Mie Sehat Lemonilo di Aplikasi Lazada, saya khawatir keputusan saya	0,720
EW 10	Ketika saya membeli produk/merek, ulasan produk <i>online</i> konsumen membuat saya percaya diri dalam membeli produk Mie Sehat Lemonilo di Aplikasi Lazada ini	0,749
KM 1	Saya tahu produk Mie Sehat Lemonilo di Aplikasi Lazada	0,784
KM 2	Kalau soal produk Mie Sehat Lemonilo di Aplikasi Lazada ini, saya bisa langsung ingat mereknya	0,686
KM 5	Saya dapat mengenali produk Mie Sehat Lemonilo di Aplikasi Lazada di antara merek pesaing lainnya	0,797
NM 1	Saya berniat membeli produk Mie Sehat Lemonilo di Aplikasi Lazada setelah melihat iklan sekali atau dua kali di media sosial	0,776
NM 2	Saya berniat membeli produk Mie Sehat Lemonilo di Aplikasi Lazada jika sudah dijamin oleh teman-teman saya di media sosial	0,729
NM 3	Saya berniat membeli produk Mie Sehat Lemonilo di Aplikasi Lazada jika saya melihat banyak <i>feedback</i> positif di media sosial	0,730
NM 4	Saya mencari opini di media sosial untuk produk Mie Sehat Lemonilo di Aplikasi Lazada yang akan saya beli	0,764

Sumber: Pengolahan Data *SmartPLS 3*

Berdasarkan hasil dari Tabel 2, telah menunjukkan bahwa seluruh indikator memiliki nilai *loading factor* di atas 0,60 ($>0,60$) hal ini dapat disimpulkan bahwa data penelitian ini reliabel dan valid karena memenuhi kriteria yang ada.

Tabel 3. Hasil Uji *Composite Reliability*

Variabel	<i>Composite Reliability</i>	Cronbach's Alpha
Citra Merek	0,825	0,716
<i>E-WOM</i>	0,885	0,843

Kesadaran Merek	0,801	0,626
Niat Membeli	0,837	0,741

Sumber: Pengolahan Data *SmartPLS 3*

Uji reliabilitas konsistensi internal dapat dilihat di tabel 3 dari nilai *composite reliability* dan *cronbach's alpha* yang digunakan untuk mengukur nilai reliabilitas dari suatu konstruk. Menurut Hair et al. (2011) indikator dapat dikatakan valid atau diterima apabila lebih dari 0,7 (>0,7), meskipun nilai 0,6 masih dapat diterima.

Hasil Uji Koefisien Determinasi (R^2)

Tabel 4. Hasil Uji Koefisien Determinasi

Variabel	<i>R Square</i>
Niat Membeli	0,683

Sumber: Pengolahan Data *SmartPLS 3*

Berdasarkan tabel 4, dapat dilihat hasil uji koefisien determinasi, diketahui nilai *R Square* sebanyak 0,683 (68,3%) variasi variabel niat pembelian dapat dijelaskan oleh variabel citra merek, *E-WOM*, dan kesadaran merek. Sisanya sebesar 31,7% dapat dapat dijelaskan oleh variabel yang tidak diteliti dalam penelitian ini. Maka variabel dalam penelitian ini termasuk dalam tingkat yang sedang karena nilai *R square* di atas 0,5.

Hasil Uji *Predictive Relevance* (Q^2)

Tabel 5. Hasil Uji *Predictive Relevance*

Variabel	Q^2
Niat Membeli	0,359

Sumber: Pengolahan Data *SmartPLS 3*

Berdasarkan tabel 5, dapat dilihat hasil uji *Predictive Relevance*, diketahui nilai Q^2 sebesar 0,359 dan nilai Q^2 lebih besar dari 0 (>0). Maka variabel dalam penelitian ini dapat dikatakan baik.

Hasil Uji *Effect Size* (F^2)

Tabel 6. Hasil Uji *Effect Size*

Variabel	Niat Pembelian
Citra Merek	0,029
<i>E-WOM</i>	0,327
Kesadaran Merek	0,067

Sumber: Pengolahan Data *SmartPLS 3*

Berdasarkan tabel 6, dapat dilihat hasil *uji effect size*, diketahui bahwa variabel Citra Merek memiliki pengaruh yang kecil terhadap niat membeli sebesar 0,029. Variabel *E-WOM* memiliki pengaruh yang sedang terhadap niat membeli sebesar 0,327. Variabel Kesadaran Merek memiliki pengaruh yang kecil terhadap niat pembelian sebesar 0,067.

Hasil Uji *Path Coefficients*

Tabel 7. Hasil Uji *Path Coefficients*

Variabel	<i>Path Coefficients</i>	<i>t-statistic</i>	<i>p-values</i>
Citra Merek -> Niat Pembelian	0,128	1,290	0,099
<i>E-WOM</i> -> Niat Pembelian	0,552	5,336	0,000
Kesadaran Merek -> Niat Pembelian	0,224	2,455	0,007

Sumber: Pengolahan Data *SmartPLS 3*

Berdasarkan Tabel 7, Uji *Path Coefficients* memberikan hasil bahwa citra merek memiliki hubungan positif terhadap niat membeli dengan nilai sebesar 0,128. *E-WOM* memiliki hubungan positif kuat berbanding lurus terhadap niat membeli dengan nilai sebesar 0,552. Kesadaran Merek memiliki hubungan positif yang kuat berbanding lurus terhadap niat membeli dengan nilai sebesar 0,224.

Diskusi

Hasil pengujian hipotesis variabel citra merek memiliki pengaruh positif dan tidak signifikan terhadap niat membeli. Hal tersebut dapat dilihat dari nilai *t-statistic* sebesar 1,290 lebih kecil dari nilai 1,96 dan nilai *p-value* sebesar 0,099 lebih besar 0,05. Hasil penelitian ini tidak sejalan dengan penelitian terdahulu yang menjelaskan bahwa citra merek memiliki pengaruh positif dan signifikan terhadap niat membeli.

Hasil pengujian hipotesis variabel *E-WOM* memiliki pengaruh positif terhadap niat membeli. Berdasarkan hasil, *E-WOM* memiliki pengaruh positif dan signifikan terhadap niat membeli. Hal tersebut dapat dilihat dari nilai *t-statistic* sebesar 5,336 lebih besar dari nilai 1,96 dan nilai *p-value* sebesar 0,000 lebih kecil 0,05. Hasil penelitian ini sejalan dengan penelitian terdahulu yang menjelaskan bahwa *E-WOM* memiliki pengaruh positif dan signifikan terhadap niat membeli.

Hasil pengujian hipotesis variabel kesadaran merek memiliki pengaruh positif terhadap niat membeli. Berdasarkan hasil, kesadaran merek memiliki pengaruh positif dan signifikan terhadap niat membeli. Hal tersebut dapat dilihat dari nilai *t-statistic* sebesar 2,455 lebih besar dari nilai 1,96 dan nilai *p-value* sebesar 0,007 lebih kecil 0,05. Hasil penelitian ini sejalan dengan penelitian terdahulu yang menjelaskan bahwa kesadaran merek memiliki pengaruh positif dan signifikan terhadap niat membeli.

KESIMPULAN DAN SARAN

Berdasarkan hasil uji, analisis, dan pembahasan yang telah dijelaskan, menunjukkan bahwa citra merek memiliki pengaruh yang positif dan tidak signifikan terhadap niat membeli Lemonilo pada pengguna *Marketplace* di Jakarta melalui aplikasi Lazada. *E-WOM* dan Kesadaran Merek memiliki pengaruh yang positif dan signifikan terhadap niat membeli Lemonilo pada pengguna *Marketplace* di Jakarta melalui aplikasi Lazada. Hal ini dapat terjadi karena citra merek, *E-WOM*, dan kesadaran merek merupakan komponen yang penting dan dapat memengaruhi niat membeli produk Mie Sehat Lemonilo pada pengguna aplikasi Lazada di Jakarta.

Berdasarkan hasil penelitian, maka berikut ini adalah saran yang diharapkan dapat berguna bagi produk Mie Sehat Lemonilo melalui aplikasi Lazada dan bermanfaat pula bagi penelitian sejenis lainnya di masa yang akan mendatang: (a) Bagi peneliti selanjutnya

disarankan untuk melakukan penambahan variabel lain yang memiliki kaitan dengan niat pembelian. Sehingga penelitian ini terus berkembang dan bermanfaat. Kemudian penambahan jumlah sampel dan perluasan batasan wilayah selain di Jakarta. (b) Bagi perusahaan: Peneliti menyarankan agar perusahaan memperhatikan citra merek untuk mengembangkan dan mempertahankan kualitas yang tinggi supaya efisiensi merek menjamin citra merek Mie Sehat Lemonilo di Aplikasi Lazada. Kemudian ulasan dari produk Mie sehat Lemonilo di Aplikasi Lazada menjadi hal penting yang harus diperhatikan sehingga konsumen dapat mempertimbangkan niat membeli produk Mie Sehat Lemonilo di Aplikasi Lazada karena secara keseluruhan konsumen mendapat sumber informasi dari media sosial. Kesadaran merek yang dapat ditingkatkan dengan iklan yang dapat meningkatkan niat membeli konsumen untuk membeli produk Mie Sehat Lemonilo di Aplikasi Lazada.

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