

THE ROLE OF CUSTOMER SATISFACTION IN MEDIATING THE EFFECT OF PERCEIVED VALUE AND TRUST ON REUSE INTENTION

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Abstract

This research explores the mediating role of customer satisfaction in the relationship between perceived value and trust on reuse intention, specifically in the context of ShopeeFood users in Denpasar, Indonesia. In the rapidly evolving landscape of digital food delivery services, consumer retention becomes a key strategic challenge. Leveraging the Technology Acceptance Model (TAM) and Commitment-Trust Theory, this study analyzes how user perceptions and trust dynamics influence satisfaction and subsequent behavioral intentions. Data was collected through a structured questionnaire distributed to 150 respondents selected via purposive sampling. The data were analyzed using Structural Equation Modeling (SEM) with SmartPLS. The results show that both perceived value and trust significantly and positively influence reuse intention, and that customer satisfaction significantly mediates these relationships. These findings highlight the critical importance of service quality and trust-building in maintaining customer loyalty in competitive digital service ecosystems.

Keywords: satisfaction, perceived value, trust, reuse intention, shopeefood, technology acceptance model, smartpls, e-commerce, food delivery services

Introduction

The integration of mobile technology into everyday life has transformed how consumers interact with services, particularly in the food delivery sector. The food delivery service industry has become one of the most competitive and rapidly growing markets in Indonesia, driven by changing consumer habits, urbanization, and digitalization. Consumers are increasingly favoring convenience, speed, and a variety of options when ordering meals, leading to the proliferation of online food delivery platforms.

ShopeeFood, a food delivery service embedded within the Shopee e-commerce platform, has become a notable player in Indonesia's on-demand service economy. Its seamless integration with ShopeePay, wide menu choices, and aggressive promotional strategies have attracted a considerable user base. However, despite its rising prominence, ShopeeFood still trails behind competitors like GrabFood and GoFood in terms of user preference and satisfaction. According to surveys conducted by Standard Insight (2023), ShopeeFood ranked third among digital food delivery services, trailing behind GrabFood and GoFood in both market share and perceived service quality.

Recent observations in Denpasar reveal a declining trend in the reuse intention of ShopeeFood users. Interviews with service staff and merchants report a 35% drop in repeat usage among long-term users, citing delivery inconsistencies, lackluster promotions, and suboptimal user experience. These behavioral shifts are concerning, especially in a city where food delivery demand is high due to tourism, a growing urban population, and busy lifestyles. Understanding the drivers behind reuse intention is thus crucial for ShopeeFood to sustain its market presence. Prior studies have identified perceived value and trust as critical antecedents of customer satisfaction and reuse intention. Perceived value represents users' evaluation of service benefits relative to the costs, while trust reflects confidence in the platform's reliability and security. Customer satisfaction, in turn, serves as a key determinant in shaping reuse intention, a component of behavioral intention referring to a user's willingness to continue engaging with a service. These elements not only impact whether a consumer returns to a service but also influence their advocacy and long-term loyalty.

This research is grounded in the Technology Acceptance Model (TAM) and the Commitment-Trust Theory (CTT), offering a comprehensive framework to assess how these variables interact to shape user behavior. TAM emphasizes the perceived ease of use and perceived usefulness as primary motivators of technology adoption, while CTT highlights the significance of trust and commitment in sustaining long-term relationships. Integrating these two perspectives provides a holistic understanding of consumer behavior in digital service usage.

Organization of The Text

This research adopts a quantitative, explanatory approach using a cross-sectional survey design. The objective is to test specific hypotheses concerning the relationships among perceived value, trust, customer satisfaction, and reuse intention among ShopeeFood users in Denpasar, Indonesia. An explanatory research design was employed to uncover the causal relationships among the variables. This approach is suitable for hypothesis testing and understanding the mediating effect of customer satisfaction. The design allows researchers to analyze the strength and direction of relationships using structural modeling techniques.

Population and Sample

The population in this study includes all users of ShopeeFood residing in Denpasar who have used the service at least twice in the past three months. A purposive sampling method was chosen to ensure that participants had relevant experience with the platform. A total of 150 valid responses were collected, exceeding the minimum sample size requirements for SEM-PLS analysis, which suggests a 10:1 ratio of respondents to estimated parameters.

Primary data were obtained through a self-administered questionnaire distributed online using Google Forms and promoted through local community social media groups in Denpasar. The questionnaire was divided into five sections: demographic information, perceived value, trust, customer satisfaction, and reuse intention. A 5-point Likert scale (ranging from 1 = strongly disagree to 5 = strongly agree) was used to measure the constructs.

Construct validity was tested through convergent and discriminant validity. Convergent validity was evaluated using Average Variance Extracted (AVE) and factor loadings. All factor loadings exceeded the threshold of 0.7, and AVE values were above 0.5. Discriminant validity was assessed using the Fornell-Larcker criterion and Heterotrait-Monotrait (HTMT) ratio. Internal consistency reliability was measured using Cronbach's alpha and Composite Reliability (CR). All constructs had Cronbach's alpha values above 0.7 and CR values above 0.8, indicating acceptable reliability.

The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS version 3. This method was selected due to its suitability for analyzing complex models with multiple mediation paths and latent constructs. PLS-SEM allows for the estimation of direct, indirect, and total effects simultaneously. Bootstrapping with 5,000 subsamples was performed to assess the significance of path coefficients and mediating effects. The R-square (R^2) values were used to evaluate the explanatory power of the model, while the Q-square (Q^2) and SRMR values were analyzed for model predictive relevance and overall fit. This methodology provides a rigorous framework for testing the proposed model and generating actionable insights into ShopeeFood user behavior in Denpasar.

Results

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine both direct and indirect effects among the variables.

Table 1. Path Coefficient – Direct Effects

<i>Path</i>	<i>Path Coefficient</i>	<i>t-statistics</i>	<i>p-values</i>	<i>Remarks</i>
<i>Customer Satisfaction → Reuse Intention</i>	0,261	2,968	0,003	Positive and Significant
<i>Perceived Value → Customer Satisfaction</i>	0,460	5,302	0,000	Positive and Significant

<i>Perceived Value</i> → <i>Reuse Intention</i>	0,304	3,958	0,000	Positive and Significant
<i>Trust</i> → <i>Customer Satisfaction</i>	0,328	4,051	0,000	Positive and Significant
<i>Trust</i> → <i>Reuse Intention</i>	0,325	4,948	0,000	Positive and Significant

Source: Data Processing Result (2025)

Based on the results of the path coefficient evaluation on the structural model, all relationships between variables show a significant relationship, so that testing can be continued to the hypothesis significance test. The hypothesis significance test aims to test whether the relationship between variables in the SEM-PLS model being tested has a statistically significant effect.

The results of this test are calculated using t-statistics and p-values, where t-statistics measure how much the path coefficient differs from zero, and p-value determines whether the relationship is significant or not. The criteria used to interpret the results of this test are p-value <0.05 which indicates a significant relationship, while t-statistics > 1.96 is considered significant. The results of the significance test will be divided into two, namely, direct influence tests and indirect influence tests.

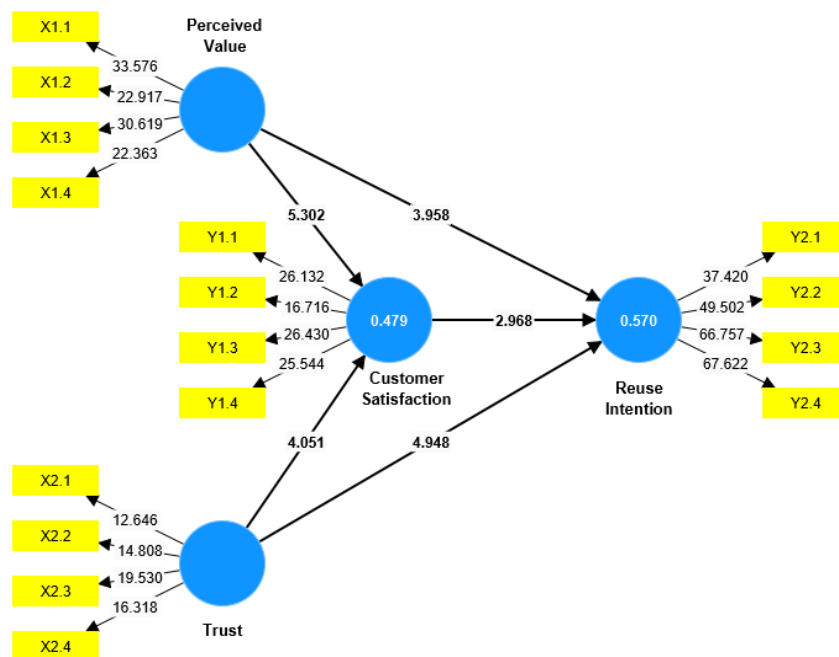


Figure 1. Structural Model of the Relationship Between Variables

This test evaluates the direct relationships between exogenous variables (perceived value and trust) and endogenous variables (customer satisfaction and reuse intention) using path coefficients. A relationship is considered significant if p-value < 0.05.

- **H₁ Perceived Value → Reuse Intention**
Path Coefficient = 0,375, t-statistic = 3,958, p-value = 0,304
Result: Perceived Value has a significant positive effect on Reuse Intention
- **H₂ Trust → Reuse Intention**
Path Coefficient = 0,325, t-statistic = 4,948, p-value = 0,325
Result: Trust has a significant positive effect on Reuse Intention
- **H₃ Perceived Value → Customer Satisfaction**
Path Coefficient = 0,460, t-statistic = 5,302, p-value = 0,444
Result: Perceived Value has a significant positive effect on Customer Satisfaction
- **H₄ Trust → Customer Satisfaction**

Path Coefficient = 0,328, t-statistic = 4,051, p-value = 0,328

Result: Trust has a significant positive effect on Customer Satisfaction

- **H₅ Customer Satisfaction → Reuse Intention**

Path Coefficient = 0,261, t-statistic = 2,968, p-value = 0,261

Result: Customer satisfaction has a significant positive effect on Reuse Intention

Table 2. Indirect Effects – Mediation Analysis

	<i>Original Sample</i>	<i>t-statistics</i>	<i>p-values</i>
<i>Perceived Value → Customer Satisfaction → Reuse Intention</i>	0,120	2,470	0,014
<i>Trust → Customer Satisfaction → Reuse Intention</i>	0,086	2,121	0,035

Source : Data Processing Result (2025)

Indirect Effects (Mediating Role of Customer Satisfaction):

- Customer Satisfaction → Reuse Intention: indirect effect = 0,120, t-statistic = 2,470, p-value = 0,014 → significant mediation
- Trust → Customer Satisfaction → Reuse Intention: indirect effect = 0,086, t-statistic = 2,121, p-value = 0,035 → significant mediation

The results of the indirect influence test show that customer satisfaction plays a significant role as a mediator in the relationship between perceived value and reuse intention as well as trust and reuse intention.

Discussion

The findings of this study highlight the significant impact of perceived value and trust on the reuse intention of ShopeeFood users, both directly and through the mediating role of customer satisfaction. Users are more inclined to reuse **ShopeeFood** when they perceive the service as valuable—efficient, user-friendly, and offering good deals—and when they trust the platform to reliably fulfill orders and protect their personal data. These results reinforce the core tenets of the **Technology Acceptance Model (TAM)** and **Commitment-Trust Theory**, both of which emphasize the role of perceived utility and trust in shaping continued usage behavior in digital service contexts.

Customer satisfaction serves as a critical emotional and experiential link between user perceptions and behavioral intentions. Satisfied customers are not only more likely to return but also more likely to become advocates of the platform. The dual influence—rational assessment (value) and emotional response (satisfaction)—provides a more nuanced understanding of reuse intention. The results also demonstrate that improving perceived value and trust can indirectly boost reuse rates by enhancing satisfaction, underlining the importance of consistent service quality and consumer confidence.

For practitioners, these insights carry actionable implications. ShopeeFood should **prioritize service reliability, transparency, and user-centered design to enhance perceived value and build trust**. Strategic investments in customer support responsiveness, secure payment systems, and engaging promotional strategies could further reinforce customer satisfaction. The high R² and Q² values confirm the model's explanatory and predictive strengths, indicating its relevance for broader applications in digital commerce research. Future studies could extend this model by exploring moderating variables such as user experience, frequency of use, or competitive influences in the food delivery landscape.

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Authors' Bibliography

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He was born in Denpasar on June 16, 1996. He is a graduate of the bachelor's program in Economics and Business at Udayana University, where he developed a strong foundation in business strategy, marketing, and service management. Currently, he is continuing his academic journey as a master's student in the Management Program at the same faculty.

Driven by a keen interest in the dynamics of digital consumer behavior and strategic innovation, he actively explores the intersection between technology, trust, and customer loyalty—particularly within the fast-growing digital service industry. Beyond academia, he also engages in entrepreneurial activities, which provide him with practical insights that enrich his academic research and critical thinking. His current focus centers on understanding how perceived value and trust shape the sustainability of online platforms, with a specific emphasis on user retention strategies in the digital food delivery market.