Mediating role of relationship quality between customer experience, perceived value, and sustainable intention in the online transportation industry

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ABSTRACT

Purpose — *This study aims to investigate the direct and indirect relationship among customer experience, perceived value, and relationship quality on sustainable intention within the online transportation industry.*

Method — *Data were collected from 310 respondents, aged 17 years old and over, who had used its services at least twice in the past month and are domiciled in Jabodetabek. The data were analyzed using PLS-SEM.*

Result — *The results of this research showed that perceived value has a positive effect on relationship quality. Customer experience positively affects perceived value, and customer experience also positively affects sustainable intention. Additionally, perceived value has a positive influence on sustainable intention, but customer experience does not affect relationship quality. Similarly, relationship quality has no effect on sustainable intention. Furthermore, relationship quality has not been proven to mediate either the relationship between perceived value and sustainable intention or the relationship between customer experience and sustainable intention.*

Contribution — *The academic contribution of this study lies in its emphasis on a specific and novel research focus. Unlike previous studies that have taken a broad approach to investigating social media commerce, this research introduces a distinctive perspective by narrowing its scope exclusively to the online transportation application.*

Keywords: *customer experience, perceived value, relationship quality, online transportation*

INTRODUCTION

Currently, the development of online transportation in Indonesia is increasing rapidly. People's dependence on online transportation is very high, with as many as 21.7 million Indonesians using online transportation. This is because online transportation can streamline work and help in meeting daily needs (Sihotang & Sarah, 2021). The development of online transportation has led to the emergence of several new companies operating in the online transportation sector, including Gojek, Grab, Maxim, InDriver, Blue Bird, and others. Due to this competition, online application companies employ various methods to entice internet users to use their online services or applications, ultimately aiming to encourage customers to form sustainable intentions (Rahardja et al., 2021).

Companies must understand what factors influence customer decisions in their consumption process. When the company is able to maintain a high sustainable intention, the company gains benefits such as a decrease in capital for finding new customers because less capital is needed to maintain existing customers (Chiu & Cho, 2019). Additionally, companies also need to ascertain how customers value the goods or services offered by the company, as each customer has a different assessment based on their own personality (Zeithaml et al., 2017). To generate high perceived value, companies that provide online applications must offer attractive web design, customer service that is ready at any time to help buyers when experiencing problems while using the application, guaranteed security and fulfillment so that customers will feel happy and satisfied. This will result in an extraordinary customer experience (Rita et al., 2019).

Customer experience is one of the important components related to sustainable intention because it encompasses all behavioral, sensory, and emotional customer reactions following the consumption of goods or services from the company (Lemon & Verhoef, 2016). This forms the basis for customers to determine their overall inclination towards repurchasing a good or service offered by the company (Calza et al., 2023). Consequently, companies must ensure they provide a variety of customer experiences to enhance the sustainable intention of their customers (Siebert et al., 2020).

Relationship quality is used as a measure of the level of feasibility that can be established between customers and companies. This result represents the overall assessment of the strength of the relationship between customers and companies. Therefore, a higher level of relationship quality from the buyer's perspective leads to better relationship outcomes for the company. This aspect is crucial when designing a company's marketing program (Kwiatek et al., 2020).

Previous research has confirmed the positive effects of customer experience and perceived value (Bruhn et al., 2014; Itani et al., 2019). Customer experience has a positive effect on relationship quality (Rajaobelina, 2018; Wibowo et al., 2021). Similarly, customer experience has a positive impact on sustainable intention (Chen et al., 2013; Calza et al., 2023). Additionally, perceived value positively affects both relationship quality and sustainable intention (El-Adly, 2019; Lăzăroiu et al., 2020). Moreover, relationship quality has a positive influence on sustainable intention (Rafiq et al., 2013) and also plays a role as a mediator (Masri et al., 2020; Rahardja et al., 2021).

This research introduces a novel perspective distinct from prior studies, such as the work by Rahardja et al. (2021), by deviating from the broader approach to social media commerce examination. In contrast, this study uniquely delves into the specific realm of the Gojek online transportation application. This focus is underscored by the empirical validation of Gojek's prominence through the Indef survey, which indicates that a substantial 82% of respondents prefer Gojek's services despite having access to other alternatives. By concentrating on this widely favored platform, this research bridges the gap between theoretical analysis and practical user preferences, offering a fresh insight into the dynamics of online transportation services in the context of a favored application.

The purpose of this study is to investigate the direct and indirect relationships among customer experience variables, perceived value, and relationship quality on sustainable intention within the online transportation industry with Gojek as the unit of analysis. This investigation aims to provide the company with insights to enhance its customers' sustainable intention, thereby establishing a competitive advantage within the online market.

METHOD

This study employs a quantitative approach, utilizing a total of 31 statements encompassing perceived value with 12 statements (Shobeiri et al., 2013), customer experience variables with 10 statements (Chen & Lin, 2015), Relationship quality with 6 statements (Oliveira et al., 2017), and sustainable intention with 3 statements (Chen & Lin, 2015).

The study population comprises users of the Gojek application within the Jabodetabek area, an area with an unknown population size. Therefore, a non-probability sampling method with a purposive sampling approach is employed to gather relevant data, targeting individuals who meet specific criteria to provide necessary information. The inclusion criteria encompass individuals over the age of 17 who use the Gojek application and reside in Jabodetabek. This

selection is motivated by the fact that 59.13% of Jabodetabek residents use the Gojek application daily (Sihotang & Sarah, 2021). Respondents should have used the application at least twice in the last month, and during interviews, they will be screened to ensure their ability to recall their recent experiences with the Gojek application.

For Structural Equation Modeling (SEM) analysis, it's recommended to have a sample size of at least 5 to 10 times the number of questionnaire items. Thus, the study aims to gather responses from 310 participants (31 items × 10). Data collection is conducted through online surveys using Google Forms. The Likert scale, ranging from 1 to 4, is employed to measure responses ("Strongly Disagree," "Disagree," "Agree," and "Strongly Agree").

A pre-test was administered to 30 respondents to assess the validity and reliability through confirmatory factor analysis. The primary data, obtained from 310 respondents, was then subjected to Structural Equation Modeling. This methodology assesses both the inner and outer models. The outer model evaluation includes tests for discriminant validity, convergent validity, reliability, and adjusted R-squared values. Meanwhile, the inner model is assessed using criteria such as p-values, t-statistics, and original sample characteristics.

Hypothesis development

Customer experience and perceived value

Customer experience has the potential to generate perceived value, fostering an engaging mindset, attracting customers, and leaving a lasting positive impression that translates into tangible revenue and intangible company reputation (Rahardja et al., 2021). In essence, a satisfying customer experience cultivates a customer base that will likely continue using the application in the future. Positive interactions between customers and the company directly contribute to favorable customer perceptions, significantly influencing purchase intentions and fostering customer recognition. Based on the aforementioned description, the following hypothesis can be derived:

H1: Customer experience affects perceived value

Customer experience and relationship quality

When a buyer's prolonged impression of a company's product results in satisfaction and trust through their experience, it fosters an emotional

connection between the customer and the service provider, signifying a measure of relationship quality. Service providers thus prioritize nurturing high-quality relationships with customers, ensuring their satisfaction with the products offered, which in turn cultivates a robust rapport between customers and service providers (Wibowo et al., 2021). Based on the provided explanation, the following hypothesis can be deduced:

H2: Customer experience affects relationship quality

Customer experience and sustainable intention

The inclination to repurchase a company's product stems from the satisfaction derived from the customer experience during product usage. As satisfaction with the shopping experience is fulfilled, the intention to make subsequent purchases emerges. This leads customers to ponder why they should seek alternatives when a trusted option is readily available (Calza et al., 2023). Building upon the provided explanation, the following hypothesis can be inferred:

H3: Customer experience affects sustainable intention

Perceived value and relationship quality

When customers perceive that they are obtaining the values they desire, a sense of satisfaction typically accompanies their reception. Furthermore, this belief is reinforced through their personal experience. Consequently, this can enhance the quality of the relationship between the provider of goods or services and the customer, as the customer perceives a compatibility with the provider (El-Adly, 2019). Building on the provided explanation, the following hypothesis can be drawn:

H4: Perceived value affects relationship quality

Perceived value and sustainable intention

When customers perceive that their needs are being met, they are more likely to have the desire to return, seeking to sustain the same valuable experience that aligns with their preferences. In essence, the satisfaction experienced by buyers following the use of a company's product or service influences their inclination to repurchase products from that same company and drives their intention for future purchases (Chen & Lin, 2019). Based on the explanation provided, the following hypothesis can be formulated:

H5: Perceived value affects sustainable intention

Relationship quality and sustainable intention

When customers and providers of goods or services maintain a strong relationship, their sustainable intentions tend to be positive. As humans, despite striving for objectivity, a subtle subjective element remains. Consequently, providers can consistently foster quality relationships throughout the progression from pre-transaction to post-transaction stages (Rahardja et al., 2021). Building on this explanation, the following hypothesis can be drawn:

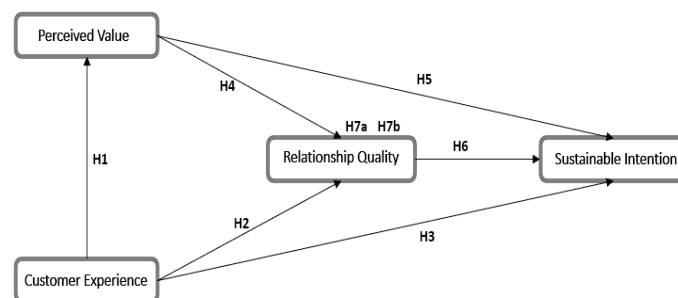H6: Relationship quality affects sustainable intention

Mediating role of relationship quality

Relationship quality emerges when customers have positive experiences with a company. Customers feel content and connected to the offerings, leading them to retain the memory of the company for as long as their needs persist. Similarly, customers who find alignment between their desires and the company's offerings perceive the relationship as a harmonious fit, reducing any sense of burden and making it congruent with their needs and wants. Upon achieving this, customers tend to sustain their loyalty as long as mutual benefits are derived from the relationship for both parties (Masri et al., 2020). Thus, based on the aforementioned description, the hypotheses can be drawn:

H7a: Relationship quality mediates the relationship between customer experience and sustainable intention

H7b: Relationship quality mediates the relationship between perceived value and sustainable intention

Figure 1. Research model

Source: Authors' compilation (2023)

RESULT AND DISCUSSION

Pre-test results

Based on the pre-test conducted with 30 respondents, it was determined that the 31 statements from the four variables in this study met the Kaiser-Meyer-Olkin (KMO) requirement with values ranging from 0.742 to 0.865, all exceeding the threshold of 0.5, and the Measure of Sampling Adequacy (MSA) exhibited values between 0.695 and 0.928, also exceeding the 0.5 threshold. As a result, the indicators used in this study were deemed valid and suitable for further analysis. Additionally, the results of the reliability test indicated that all indicators demonstrated Cronbach's alpha values above 0.6, signifying their reliability.

Demographics of respondents

Based on the questionnaire responses collected from 310 participants, male respondents constituted 55.4%, while female respondents made up 44.6% of the sample. The age distribution was as follows: 17-25 years (27.4%), 26-35 years (41.4%), 36-45 years (24.8%), and 46-55 years (6.1%).

In terms of monthly expenses, 4.8% had expenses below IDR 1,000,000, 15% had expenses between IDR 1,000,001 - IDR 2,000,000, 15.9% had expenses between IDR 2,000,001 - IDR 3,000,000, 21.7% had expenses between IDR 3,000,001 - IDR 4,000,000, and 42.7% had expenses exceeding IDR 4,000,001. Regarding the frequency of using the Gojek application in a month, 25.2% used it 1-5 times, 21.3% used it 6-10 times, 25.5% used it 11-19 times, and 28% used it more than 20 times.

Outer model testing

The convergent validity test in this study yielded results where 20 indicators exhibited factor loading values (0.747 - 0.866) > 0.7 and AVE values (0.624 - 0.717) > 0.5. However, 11 other indicators—namely, PV1, PV2, PV3, PV4, PV5, CE7, CE8, CE9, CE10, RQ1, and RQ2—did not meet the minimum requirements and were consequently removed. Additionally, the results of the internal consistency reliability test indicate that all variables in this study—namely, PV, CE, RQ, and SI—attained favorable composite reliability values (0.884 - 0.931) > 0.7.

Table 1. Outer loading value and internal consistency reliability

Variables	Indicator	Outer Loading	AVE	Composite Reliability
Perceived Value (PV)	PV6	0,788	0,660	0,931
	PV7	0,790		
	PV8	0,845		
	PV9	0,844		
	PV10	0,832		
	PV11	0,747		
	PV12	0,836		
Customer Experience (CE)	CE1	0,774	0,624	0,909
	CE2	0,812		
	CE3	0,789		
	CE4	0,778		
	CE5	0,802		
	CE6	0,782		
Relationship Quality (RQ)	RQ3	0,840	0,701	0,904
	RQ4	0,866		
	RQ5	0,866		
	RQ6	0,774		
Sustainable Intention (SI)	S1	0,854	0,717	0,884
	S2	0,837		
	S3	0,850		

Source: processed data (2023)

The results of data processing output for discriminant validity are presented in Tables 2, 3, and 4. In the Fornell-Larcker measurement, two variables, namely CE and PV, do not meet the criteria. Additionally, seven cross-loading values do not meet the standards: CE1, CE2, PV9, PV10, PV11, PV12, and RQ3. Furthermore, HTMT analysis in this study reveals discrepancies in the relationships between the variables CE and SI (1.001), PV and RQ (1.102), PV and SI (0.974), and RQ and SI (0.960).

Table 2. Fornell – Larcker criterion

	Customer Experience	Perceived Value	Relationship Quality	Sustainable Intention
CE	0,790			
PV	0,736	0,812		
RQ	0,696	0,977	0,837	
SI	0,861	0,841	0,798	0,847

Source: processed data (2023)

Table 3. Cross loading

	Customer Experience	Perceived Value	Relationship Quality	Sustainable Intention
CE1	0,774	0,646	0,625	0,837
CE2	0,812	0,644	0,614	0,850
CE3	0,789	0,564	0,525	0,595
CE4	0,778	0,579	0,530	0,558

CE5	0,802	0,497	0,476	0,556
CE6	0,782	0,514	0,482	0,580
PV10	0,546	0,832	0,866	0,687
PV11	0,574	0,747	0,774	0,695
PV12	0,611	0,836	0,782	0,854
PV6	0,664	0,788	0,707	0,645
PV7	0,585	0,790	0,706	0,586
PV8	0,603	0,845	0,840	0,653
PV9	0,608	0,844	0,866	0,641
RQ3	0,603	0,845	0,840	0,653
RQ4	0,608	0,844	0,866	0,641
RQ5	0,546	0,832	0,866	0,687
RQ6	0,574	0,747	0,774	0,695
SI1	0,611	0,836	0,782	0,854
SI2	0,774	0,646	0,625	0,837
SI3	0,812	0,644	0,614	0,850

Source: processed data (2023)

Table 4. HTMT

	Customer Experience	Perceived Value	Relationship Quality	Sustainable Intention
CE				
PV	0,811			
RQ	0,789	1,102		
SI	1,001	0,974	0,960	

Source: processed data (2023)

The Goodness of Fit Index (GoF Index) value is obtained from the reflective measurement model, specifically through the root of the geometric product of the average communality with the average R Square. According to Cohen (2013), the interpretation of the GoF index value falls into the categories of 0 - 0.1 (low GoF), 0.25 - 0.36 (medium GoF), and above 0.36 (high GoF). Based on the calculated GoF results mentioned above, a value of 0.773 was attained. As a result, it can be concluded that the model exhibits a high level of GoF. This indicates that a larger GoF value implies that the empirical data effectively explains the measurement model and that it more appropriately describes the research sample.

Table 5. Table GoF Index

Average Communalities Index	Average R Square	GoF Index
0,768	0,778	0,773

Source: processed data (2023)

Calculation of the coefficient of determination (Adjusted R Square) indicates that the Perceived Value variable has a value of 0.541. This implies that the Customer Experience variable accounts for 54.1% of the explanation for the Perceived Value variable, while the remaining 45.9% is attributed to factors not encompassed in this study. The Relationship Quality variable, on the other hand, holds a value of 0.955, signifying that the Customer Experience and Perceived Value variables collectively account for 95.5% of the variation in the Relationship Quality variable, with 0.5% stemming from unexplored factors. Lastly, the Sustainable Intention variable yields a value of 0.836. This indicates that the combined influence of the Customer Experience, Perceived Value, and Relationship Quality variables elucidates 83.6% of the variance in the Sustainable Intention variable, with the remaining 16.4% attributed to aspects beyond the scope of the research model.
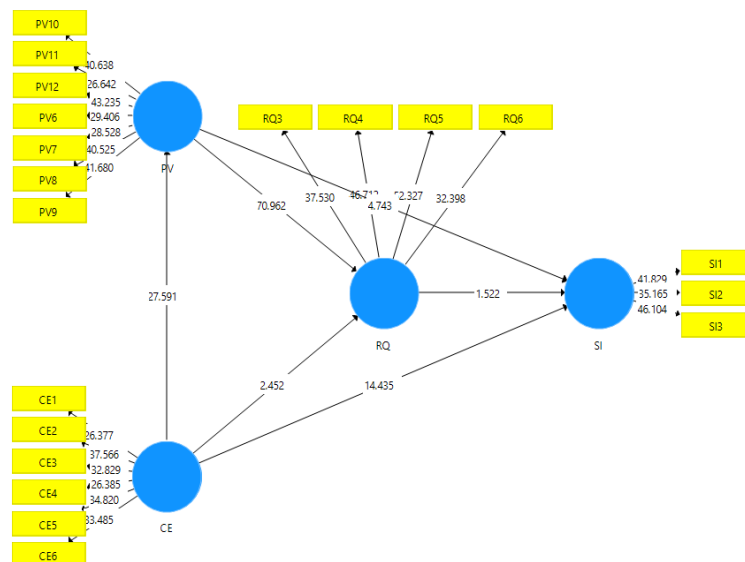
Table 6. Coefficient of Determination

Variables	R Square Adjusted
Perceived Value	0,541
Relationship Quality	0,955
Sustainable Intention	0,836

Source: processed data (2023)

Inner model testing (hypothesis test)

Figure 1. Bootstrapping result

Source: processed data (2023)

Based on the results of the calculation through bootstrapping, the results are shown in the table below:

Table 7. Direct effect

	Hypothesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Decision
Customer Experience → Perceived Value	H1	0.736	27.591	0.000	Accepted
Customer Experience → Relationship Quality	H2	-0.051	2.452	0.007	Rejected
Customer Experience → Sustainable Intention	H3	0.535	14.435	0.000	Accepted
Perceived Value → Relationship Quality	H4	1.014	70.962	0.000	Accepted
Perceived Value → Sustainable Intention	H5	0.641	4.743	0.000	Accepted
Relationship Quality → Sustainable Intention	H6	-0.204	1,522	0.064	Rejected

Source: processed data (2023)

Based on the results of the data analysis, the testing of H1, which examines the effect of Customer Experience on Perceived Value, yielded a T statistic of 27.591 (> 1.65) with a p-value of 0.000 (< 0.05). The positive original sample value supports the conclusion that there is indeed a positive impact of Customer Experience on Perceived Value, leading to the acceptance of H1. In the case of testing H2, which explores the influence of Customer Experience on Relationship Quality, a T statistic of 2.452 (> 1.65) was accompanied by a p-value of 0.007 (< 0.05) and a negative original sample value. This suggests a negative influence of Customer Experience on Relationship Quality, resulting in the rejection of H2. The examination of H3, concerning the effect of Customer Experience on Sustainable Intention, yielded a T statistic of 14.435 (> 1.65) with a p-value of 0.000 (< 0.05) and a positive original sample value. Hence, it can be concluded that Customer Experience positively affects Sustainable Intention, leading to the acceptance of H3.

The analysis of H4, which assesses the impact of Perceived Value on Relationship Quality, yielded a T statistic of 70.962 (> 1.65) with a p-value of 0.000 (< 0.05) and a positive original sample value. This suggests a negative influence of Perceived Value on Relationship Quality, resulting in the acceptance of H4. Similarly, testing H5, which examines the effect of Perceived Value on Sustainable Intention, resulted in a T statistic of 4.743 (> 1.65) with a p-value of 0.000 (< 0.05) and a positive original sample value. This supports the conclusion that Perceived Value positively affects Sustainable Intention, leading to the acceptance of H5. Lastly, the analysis of H6, studying the effect of Relationship

Quality on Sustainable Intention, revealed a T statistic of 1.522 (< 1.65) with a p-value of 0.064 (> 0.05) and a negative original sample value. In other words, a negative influence between Relationship Quality and Sustainable Intention was indicated, leading to the rejection of H6.

The mediation analysis aims to measure the intervening variable, namely Relationship Quality, and its significance in relation to the Perceived Value, Customer Experience, and Sustainable Intention variables. The outcomes of the calculation through bootstrapping are presented in Table 8 below.

Table 8. Indirect effect

	Hypothesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Decision
Customer Experience → Relationship Quality → Sustainable Intention	H7a	0,010	1,309	0,095	Rejected
Perceived Value → Relationship Quality → Sustainable Intention	H7b	-0,206	1,528	0,063	Rejected

Source: processed data (2023)

Hypothesis H7a assesses the mediating effect of RQ between the CE relationship and SI. The T statistic results for this test show a value of 1.309 (< 1.65) with a p-value of 0.095 (> 0.05). To further test the mediating effect of RQ on the CE and SI relationship variables, we first evaluate the relationship between CE and RQ variables, yielding a value of (β P1 = -0.051; p < 0.05). Second, we assess the relationship between the RQ variable and SI, resulting in a value of (β P2 = -0.204; p > 0.05). Lastly, we examine the relationship between CE variables and SI, revealing a value of (β P3 = 0.535; p < 0.05). These findings indicate that RQ does not significantly mediate the relationship between CE and SI, leading to the rejection of H7a. Based on this, we can conclude that RQ mediation falls into the 'direct-only' category, signifying no mediation. Consequently, H7a is rejected.

Moving on to Hypothesis H7b, which explores the mediating effect of RQ between the PV and SI relationship. The T statistic outcomes for this hypothesis yield a value of 1.528 (< 1.65) with a p-value of 0.063 (> 0.05). To further investigate the mediating effect of RQ on the relationship between PV and SI, we initially analyze the relationship between PV and RQ variables, revealing a value of (β P1 = 1.014; p < 0.05). Subsequently, we evaluate the relationship between RQ variables and SI, resulting in a value of (β P2 = -0.204; p > 0.05). Finally, we assess the relationship between PV and SI variables, which yields a value of (β P3 = 0.641; p < 0.05). These findings indicate that RQ does not significantly mediate the

relationship between PV and SI, leading to the rejection of H7b. As with the previous hypothesis, the conclusion drawn is that the mediation of RQ falls into the 'direct-only' category. Thus, H7b is also rejected.

Discussion

Relationship between customer experience and perceived value

Customer experience refers to the sensory, emotional, and cognitive impacts of customer interactions and observations. Through customer experience, perceived value can be generated, fostering a captivating mindset that attracts customers and leaves a positive impression, thereby generating tangible revenue and intangible reputation for the company (Rahardja et al., 2021). Positive experiences encountered directly by customers during product interactions yield positive customer perceptions, favoring the company. This positive perceived value significantly influences purchase intentions and garners customer recognition. To cultivate customer retention and loyalty, companies must provide exceptional experiences that either meet or surpass customer expectations (Itani et al., 2019).

The findings of this study reveal a positive effect of customer experience on perceived value, consistent with prior research (Gaberamos & Pasaribu, 2022; Itani et al., 2019; Rahardja et al., 2021), demonstrating the positive influence of customer experience on perceived value.

Relationship between customer experience and relationship quality

Customer experience does not influence consumer attitudes in achieving relationship quality with a product. This implies that elements such as attraction, trustworthiness, positive transactional perceptions, transactional behavior, and favorable product recommendations do not exhibit a significant impact. Users may engage in transactions due to trial and error, external recommendations, or specific unmet needs that differentiate the product (Saputra, 2021). This suggests that while Gojek application users might have a positive customer experience, it may not significantly affect the quality of the relationship between customers and service providers.

The findings of this study reveal that customer experience has no impact on relationship quality, aligning with prior research (Saputra, 2021), which similarly demonstrates the absence of influence between customer experience and relationship quality.

Relationship between customer experience and sustainable intention

Sustainable Intention refers to the customer's intention to continue using the product or service used, this is an indication of consumer satisfaction or dissatisfaction. A good customer experience can influence customer satisfaction and increase the likelihood of customers to repeatedly visit and use a product or service in the future (Calza et al., 2023). Theoretically, customer experience focuses on interactive experiences, emotional reactions, and customer interest in a product or service. Good experiences felt by customers can provide satisfaction and increase customer trust so that customers will feel more attached to the service and influence sustainable purchase intentions (Rahardja et al., 2021).

The findings of this study reveal that customer experience has a positive effect on sustainable intention, consistent with research by (Calza et al., 2023; Chen et al., 2013; Rahardja et al., 2021) which shows that customer experience has a positive influence on sustainable intention.

Relationship between perceived value and relationship quality

Perceived value relates to the quality of service, comfort, and convenience of customers in using a product or service. Customer perceived value relates to the ability of service providers to continuously satisfy customer expectations. When customers feel that the perceived values match their expectations, they will generally feel satisfaction with what they receive, so that the customer's relationship with the service provider becomes closer. This value can later improve the quality of the relationship between the goods or service provider and the customer because the customer certainly feels that he is already compatible with the service provider (El-Adly, 2019).

The findings of this study reveal that perceived value has a positive effect on relationship quality, consistent with research (El-Adly, 2019; Lăzăroiu et al., 2020) which shows that customer perceived value has a positive effect on relationship quality.

Relationship between perceived value and sustainable intention

Perceived value relates to the consumer's overall assessment of the usefulness of a service based on the perception of what is received and what is provided by the service provider. If the company provides the best quality service, attractive promotions and always solves existing problems in the fastest possible way

without harming the buyer so that the buyer will feel happy with the services provided by the company. If the buyer is happy and satisfied, it is certain that in the future the buyer will use the same product, thereby increasing the sustainable intention (Yu & Lee, 2019).

The findings of this study reveal that perceived value has a positive effect on sustainable intention, consistent with research by (Rahardja et al., 2021; Yu & Lee, 2019) which shows that perceived value has an influence on sustainable intention.

Relationship between relationship quality and sustainable intention

Relationship quality is closely related to trust and satisfaction with the company, allowing the company to focus on marketing or promotional activities that are both enjoyable and informative. Relationship quality comprises satisfaction and trust, which can predict a customer's continued use of the product or service (Antwi, 2021). However, customer satisfaction and trust are believed to be separate entities. Many customers may be satisfied with the product they have used, but this does not necessarily mean that the customer will continue using the same product or service. While good relationship quality does not necessarily increase customer loyalty, customers do not hesitate to switch or move to competitors if competitors are able to demonstrate superiority (Masri et al., 2020).

The findings of this study reveal that relationship quality has no effect on sustainable intention, consistent with research by Antwi (2021) and Masri et al. (2020), which states that relationship quality does not significantly affect sustainable intention.

Mediating role of relationship quality

Through indirect hypothesis testing, it was found that relationship quality does not significantly mediate the relationship between customer experience and sustainable intention; thus, H7a is rejected. Hypothesis H7b examines the mediating effect of relationship quality between the perceived value relationship and sustainable intention. However, the results indicate that relationship quality does not significantly mediate the relationship between perceived value and sustainable intention, leading to the rejection of H7b.

These findings contradict the research conducted by Masri et al. (2020). Nevertheless, they are consistent with research by Pitaloka & Gumanti (2019) and Rahardja et al. (2021), which suggests that relationship quality does not fully

mediate the influence of perceived value on sustainable desire. Whether the relationship quality is good or bad, it does not guarantee that customers will continue to use the same product or service. Several factors can drive customers to explore other similar products, including promotions, pricing, quality, and others. While commitment, satisfaction, and trust are closely related to the quality of the relationship between the customer and the service provider, these factors do not necessarily ensure a positive customer experience or guarantee future product or service usage (Pitaloka & Gumanti, 2019).

CONCLUSION

This study aims to determine the effects of customer experience, perceived value, and relationship quality on sustainable intention of customers of online transportation industry. After testing the overall hypotheses, it can be concluded that perceived value has a significant and positive effect on both relationship quality and sustainable intention. Additionally, customer experience positively influences perceived value and sustainable intention but does not have a significant influence on relationship quality. Similarly, relationship quality does not impact sustainable intention.

Furthermore, relationship quality has not been shown to mediate either the relationship between perceived value and sustainable intention or the relationship between customer experience and sustainable intention. This research sheds light on the necessary efforts to consistently enhance the quality of online applications, enabling customers to experience daily life benefits. According to these findings, if a company aims to boost Sustainable Intention, it must prioritize the continuous improvement of service quality in online applications to ensure customer satisfaction and happiness. This, in turn, cultivates a positive and mutually beneficial relationship between customers and the company.

Future research is recommended to include additional variables that could represent their influence on sustainable desires. Moreover, this study solely focuses on Gojek application users; thus, for further research, diversifying the subjects or examining other online applications is advisable. Expanding the demographic range of respondents is also recommended for more comprehensive results.

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