

The Influence Analysis of Rational Perceived Value and Trust on Customer's Loyalty Through Customer's Satisfaction Among Gen Z in South Jakarta

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Abstract

Introduction/Main Objectives: The current research aims to explain the correlation between independent variable of rational perceived value and trust. Then, they are being correlated with customer's satisfaction as mediator variable and customer's loyalty as dependent variable.

Background Problems: Online food delivery is the popular service as platform to order food and beverage. These applications give an ease on customer to buy food and beverage. GoFood is the most frequent online food delivery that is being used in Indonesia. South Jakarta is the metropolitan city that is being the lifestyle compass of the young folks, especially gen z that is influenced by globalization. Gen Z is the most familiar generation with online food delivery as digital native. It's important to learn the influence of value and providing future claims of prior research which stated that trust doesn't have an effect on customer's loyalty.

Research Methods: Samples that are successfully being drawn are 100 respondents with purposive snowball sampling method in South Jakarta. Data analysis method that is being used in this research is Spearman's Rank and mediation analysis with bootstrapping technique of PROCESS with SPSS 25 application.

Finding/Results: The result of this study is being supported with primary data using questionnaire. The result can be elaborated this way: (1) rational perceived value correlates with customer's satisfaction; (2) trust correlates with customer's satisfaction; (3) rational perceived value correlates with customer's loyalty; (4) trust influences customer's loyalty; (5) customer's satisfaction influences customer's loyalty; (6) rational perceived value influences customer's loyalty through customer's satisfaction; (7) trust influences customer's loyalty through customer's satisfaction.

Conclusion: Rational perceived value and trust have a strong position in marketing world, especially in yielding customer's satisfaction and customer's loyalty. The model proposed in this study is enough to explain the influence of rational perceived value and trust towards customer's loyalty, either directly or indirectly through customer's satisfaction.

Keywords: rational perceived value; trust; customer's satisfaction; customer's loyalty



Introduction

Digital transformation has reshaped food and beverage consumption, particularly through online food delivery (OFD) services (Kristin et al., 2022). In Indonesia, OFD is widely adopted, with Gen Z as the primary user group (Az-zahra et al., 2021; Santika, 2023). Among available platforms, GoFood leads the market, surpassing Grabfood and Shopeefood (Santika, 2023). South Jakarta, designated as a creative economy hub and lifestyle center for youth, serves as the research location, reflecting strong OFD engagement among Gen Z (Kemenparekraf, 2018; "Fenomena Culture Jaksel," 2025).

This study employs the Theory of Planned Behavior (TPB) as the overarching framework (Ajzen, 1991). TPB constructs are operationalized as follows: rational perceived value represents perceived behavioral control, trust represents subjective norm, customer satisfaction represents attitude, and customer loyalty represents behavior. Rational perceived value was selected due to price sensitivity observed in preliminary surveys. Trust is examined to address conflicting findings regarding its effect on loyalty (Maghembe & Magasi, 2024). Satisfaction is positioned as a mediating variable, with loyalty as the outcome. This research addresses theoretical, empirical, and population gaps.

Literature Review and Hypothesis Development

The Theory of Planned Behavior (TPB) explains behavior through attitude, subjective norm, and perceived behavioral control (Ajzen, 1991). In this study:

Rational Perceived Value (perceived behavioral control) refers to customers' utility assessment based on price and value compatibility (Susanti et al., 2020).

Trust (subjective norm) is the expectation that a party will fulfill obligations, measured through tangibles and assurance (Kirana & Basiya, 2024; Wahyuti & Poniman, 2017).

Customer Satisfaction (attitude) reflects post-purchase evaluation relative to expectations, with indicators: emotion, evaluation, and expectation compatibility (Risal & Aqsa, 2021; Suryawan & Yugopuspito, 2022).

Customer Loyalty (intention and behavior) includes attitudinal and behavioral dimensions, such as repurchase and positive word-of-mouth (Lee et al., 2022; Risal & Aqsa, 2021).

Hypotheses:

H1: Rational perceived value positively influences customer satisfaction.

H2: Trust positively influences customer satisfaction.

H3: Rational perceived value positively influences customer loyalty.

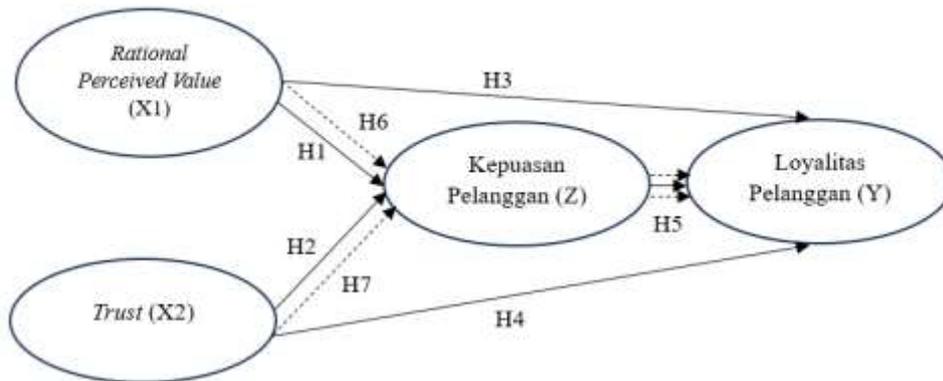
H4: Trust positively influences customer loyalty.

H5: Customer satisfaction positively influences customer loyalty.

H6: Rational perceived value influences customer loyalty through customer satisfaction.

H7: Trust influences customer loyalty through customer satisfaction.

Figure 1. Conceptual Framework



Source: Author’s Work, 2026

Research Methods

This study employs a quantitative approach with deductive reasoning, involving two independent variables (rational perceived value and trust), one mediator (customer satisfaction), and one dependent variable (customer loyalty). The population comprises Gen Z GoFood users in South Jakarta. Data were collected using purposive snowball sampling, targeting respondents aged 15–28 years, residing in South Jakarta, and having used GoFood. Questionnaires were distributed to several universities and high schools in South Jakarta, including the University of Indonesia, UPN Veteran, SMK Al-Hidayah Lestari, and SMAN 70 Jakarta. The sample size of 100 respondents was determined using the Lemeshow formula with a 10% accuracy level.

Instrument validity was tested using Pearson's correlation, with items considered valid if r-calculated exceeded r-table at $\alpha = 0.05$. Reliability was assessed using Cronbach's Alpha, with a threshold of > 0.6 indicating reliability. Data analysis employed Spearman's rank correlation for direct hypothesis testing due to non-normal data distribution, which helps avoid Type I and Type II errors. Mediation analysis was conducted using Hayes' PROCESS macro with the bootstrap method, suitable for non-normal data and small sample sizes. Operational definitions and indicators for each variable are presented in Table 1.

Table 1. Operational Definition of Used Variables

Variable	Indicators	Items
Rational Perceived Value	Price Affordability	1. The food and beverage price is affordable
		2. The food and beverage price in GoFood is competitive
	Compatibility of Price to Service Received	3. Excellent service, customers are willing to pay high prices when ordering on GoFood
		4. Food and beverage prices on GoFood are commensurate with the service received
Trust	Tangibles	5. Customers trust GoFood's service
		6. The GoFood app works well
		7. Customers trust the quality of GoFood's food

		8. Customers trust the hygiene of GoFood's food
	Assurance	9. Customers trust GoFood's data security
Customer's Satisfaction	Emotion	10. Customers are satisfied with their decision to purchase food and beverages from GoFood
		11. Customers are happy when purchasing food and beverages from GoFood
	Evaluation	12. Customers feel that purchasing food and drinks on GoFood is the right thing to do
		13. Customers do not regret their decision to purchase food and drinks on GoFood
	Compatibility to One's Expectations	14. GoFood meets my desires
		15. GoFood meets my needs
Customer's Loyalty	Attitudinal Loyalty	16. Customers plan to purchase food and drinks on GoFood again
		17. Customers make the GoFood app their first choice when purchasing food and drinks online
		18. Customers purchase food and drinks on GoFood because they like the online app's brand
	Behavioral Loyalty	19. Customers recommend purchasing food and drinks on GoFood
		20. Customers purchase food and drinks on GoFood because they like the brand of this online app

Source: Author's Work, 2026; Arisandi et al., 2021; Arli et al., 2024; Lee et al., 2022; Purba et al., 2025; Rahmayani, 2023; Rismanita, 2018; Suryawan & Yugopuspito, 2022; Susanti et al., 2020; Triyuni et al., 2021; Wahyuti & Poniman, 2017

Result

The value of median, mean, and mode will determine the normality of the data. These values can help us to determine the normality of the data distribution (von Hippel, 2005). Graph visualization is also featured to help the interpretation of the data. The first variable that will be discussed is rational perceived value. The table shows that the mean of the rational perceived value is 3.56, and the median is 3.5. This means that when rounded up, it equals 4, indicating agreement (1 is huge disagreement and 5 is huge agreement). Almost all respondents were rational in choosing GoFood based on price and service. The standard deviation of the mean is 0.7, which is smaller than the mean because it does not reach the first quartile. Furthermore, when viewed from the mode (3.5000), median (3.5000), and mean (3.5575), the distribution curve is positively skewed. Therefore, it is not a normally distributed data.

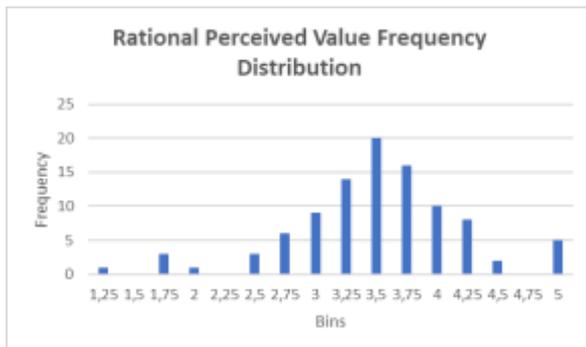
Figure 2 Rational Perceived Value Frequency Distribution Graph



Source: Author's Work, 2026

The second variable is trust, the mean of this variable is 4, indicating agreement. This means that almost all respondents trust GoFood's services, as evident from the mode. The standard deviation is quite large, at 0.75, suggesting an abnormal distribution curve. Furthermore, the mean (4.0133), median (4.0000), and mode (4.0000) indicate a slight right-skewing, or positive, distribution curve.

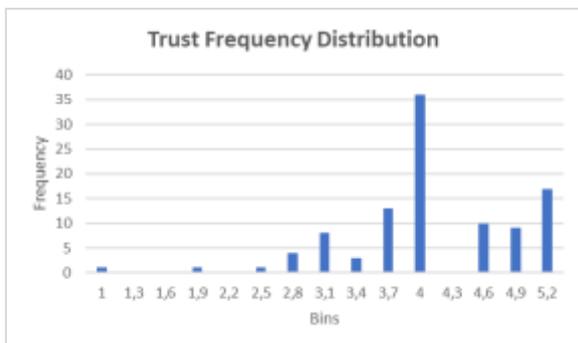
Figure 3. Trust Frequency Distribution Graph



Source: Author's Work, 2026

The Third variable is customer's satisfaction, The mean of the customer satisfaction variable was 3.8617. This indicates that almost all respondents expressed satisfaction with GoFood's service. Furthermore, the mean (3.8617), median (4.0000), and mode (4.0000) show a negative skewed curve. The standard deviation is also quite large (0.8023), indicating that the distribution curve is non-normal.

Figure 4. Customer's Satisfaction Frequency Distribution Graph



Source: Author's Work, 2026

The fourth variable is customer's loyalty, the mean of the customer loyalty variable is 3.59, indicating that most respondents answered in the affirmative. This means that respondents agree that they are loyal to GoFood. Furthermore, when viewed from the mean, median, and mode, the curve skews negatively or to the left because the mean (3.5950) < median (3.5000) < mode (4.0000). This indicates that the distribution curve is not normally distributed.

Figure 5. Customer's Loyalty Frequency Distribution



Source: Author's Work, 2026

The next explanation is about the result of direct inferential statistics test. For the relationship between rational perceived value and customer's satisfaction is proven from the SPSS analysis, it can be seen that the correlation test analysis has a significance value smaller than 0.05. Then r_{table} is 0.165 and r is 0.576, because $r > r_{table}$, H_1 is accepted and H_0 is rejected. So these values indicate that there is a correlation between the two variables. A positive value indicates that there is a correlation between rational perceived value (X_1) and customer satisfaction (Z). The meaning of this correlation relationship is that the higher the rational perceived value, the higher the customer satisfaction.

For the relationship between trust and customer's satisfaction is also met. From the SPSS analysis that has been conducted, it is known that the trust variable can influence customer satisfaction. It is known that the correlation test analysis has a significance value of less than 0.05. Then, r_{table} is 0.165 and r_{hitung} is 0.609, because $r > r_{table}$, H_2 is accepted and H_0 is rejected. The effect of trust on customer satisfaction is positive. The meaning of this correlation relationship is that the higher the trust, the higher the customer satisfaction.

The next explanation is the relationship between rational perceived value and customer loyalty. Rational perceived value has a positive influence on customer loyalty, this is because the resulting p-value is < 0.05 with a positive r value. Then it is known that the correlation test analysis has a significance value smaller than 0.05. Then r_{table} is 0.165 and r_{hitung} is 0.486, because $r > r_{table}$ H_3 is accepted and H_0 is rejected. The meaning of this correlation relationship is that the higher the rational perceived value, the higher the customer loyalty. For the relationship between trust and customer loyalty is proven from the SPSS analysis, it can be seen that the correlation test analysis has a significance value smaller than 0.05. Then r_{table} is 0.165 and r is 0.494, because $r > r_{table}$, H_4 is accepted and H_0 is rejected. The correlation relationship shown is positive. Trust influences customer loyalty because the higher the trust, the higher the loyalty. And then the direct relationship between customer satisfaction and customer loyalty is also met. From the SPSS analysis, it can be seen that the customer satisfaction variable has a significance value smaller than 0.05. Then r_{table} is 0.165 and r is 0.709, because $r > r_{table}$, H_5 is accepted and H_0 is rejected. Customer satisfaction has a positive effect on customer loyalty. The meaning of this relationship is that the higher the customer satisfaction, the higher the customer loyalty.

Table 2. Spearman's Correlation Analysis

Influence	<i>r</i>	Sig.	Explanation
$X_1 \rightarrow Z$	0.576	0.000	Significant
$X_2 \rightarrow Z$	0.609	0.000	Significant
$X_1 \rightarrow Y$	0.486	0.000	Significant
$X_2 \rightarrow Y$	0.494	0.000	Significant
$Z \rightarrow Y$	0.709	0.000	Significant

Source: Author's Work, 2026

The next explanation is about the indirect influence of the variables, rational perceived value has a positive effect on customer loyalty through customer satisfaction because the LLCI and ULCI bootstrap interval values do not contain the value 0 and the p-value < 0 (Preacher and Hayes, 2004). This indicates that the upper and lower values of the confidence interval are not too far from the estimated point (Preacher and Hayes, 2004). The next indirect relationship with bootstrapping test results indicate that trust has a positive effect on customer loyalty through customer satisfaction. This is because there is no zero value between LLCI and LLUC (Preacher and Hayes, 2004). This indicates that the upper and lower values of the confidence interval are not too far from the estimated point (Preacher and Hayes, 2004).

Discussion

This study examined seven hypotheses regarding factors influencing customer loyalty among Gen Z GoFood users in South Jakarta, with all hypotheses supported.

Direct Effects

Rational perceived value positively influences customer satisfaction

Rational perceived value positively influences customer satisfaction was supported, indicating that price affordability and value compatibility enhance satisfaction. Rational customers who perceive fair value alignment experience greater satisfaction, consistent with Susanti et al. (2020) and Andianto & Firdausy (2020). In online food delivery contexts, competitive pricing and service-value congruence remain critical satisfaction drivers.

Trust positively influences customer satisfaction

Trust positively influences customer satisfaction was confirmed, demonstrating that data security, application performance, and service reliability foster satisfaction. This aligns with Kirana & Basiya (2024) and Vioentina (2023), emphasizing that tangible indicators (app functionality, food hygiene) and assurance (data security) are essential for satisfaction in digital platforms.

Rational perceived value positively influences customer loyalty

Rational perceived value positively influences customer loyalty was supported, showing that perceived value reduces brand switching intention. This finding complements contradictory evidence (Farahdibaj, 2023; Maghembe & Magasi, 2024) by reinforcing that price and value compatibility directly influence loyalty, consistent with Andianto & Firdausy (2020) and Gálvez-Ruiz et al. (2023).

Trust positively influences customer loyalty

Trust positively influences customer loyalty was confirmed, as trustworthy platforms reduce perceived transaction risk, fostering loyalty. This supports Triyuni et al. (2021) and Farahdibaj (2023) while addressing Maghembe & Magasi's (2024) null findings. Tangibles and assurance build both attitudinal and behavioral loyalty.

Customer satisfaction positively influences customer loyalty

Customer satisfaction positively influences customer loyalty demonstrated the strongest correlation ($r = 0.709$), confirming satisfaction as a primary loyalty antecedent. Emotional fulfillment, positive evaluation, and expectation conformity drive repurchase intention and advocacy, consistent with Susanti et al. (2020), Risal & Aqsa (2021), and Andianto & Firdausy (2020).

Indirect Effects

Rational perceived value influences customer loyalty through customer satisfaction

Rational perceived value influences customer loyalty through customer satisfaction was supported through bootstrap mediation analysis. Rational value perceptions influence satisfaction, which subsequently shapes loyalty. This aligns with Febraska (2022), confirming that satisfaction mediates the value-loyalty relationship in online food delivery contexts.

Trust influences customer loyalty through customer satisfaction

Trust influences customer loyalty through customer satisfaction was confirmed, demonstrating that trust affects loyalty indirectly through satisfaction. Supporting Agustin et al. (2025) and Kirana & Basiya (2024), this pathway indicates that satisfaction is a necessary precondition customers must first feel satisfied, perceive GoFood as the right choice, and have needs met before loyalty develops.

These findings collectively emphasize that rational perceived value and trust operate both directly and indirectly through customer satisfaction to influence loyalty among Gen Z digital consumers.

Conclusion

Rational perceived value and trust each have a direct influence on customer satisfaction and customer loyalty. Similarly, customer satisfaction has a significant influence on customer loyalty. The indirect relationship between rational perceived value and trust on customer loyalty through customer satisfaction has also been shown to have a significant influence. The meaning of these proven hypotheses is that rational perceived value and trust each play an important role directly in the formation of customer satisfaction and customer loyalty. The mediation relationship indicates that customer loyalty is formed by rational perceived value and trust, indicated that customer satisfaction is formed first as a mediating variable. The direct and indirect relationships indicate that the model proposed in this study is quite good.

Acknowledgement

Thanks to Mr. Yunus Handoko, Mrs. Ike Kusdyah Rachmawati, Institut Teknologi dan Bisnis ASIA Malang that had helped the researcher to finish the research smoothly.

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