

ANALYSIS E-WOM, USER TRUST, PERCEIVED VALUE, AND USER
SATISFACTION IN SHAPING REPURCHASE INTENTION FOR GROUND
TRANSPORT SERVICES IN ONLINE TRAVEL AGENT

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ABSTRACT

The rapid growth of online travel agents (OTAs) in Indonesia has intensified competition, particularly in ground transportation services such as trains, buses, car rentals, and airport transfers. This study aims to analyze the roles of electronic word of mouth (eWOM), user trust, perceived value, and user satisfaction in shaping repurchase intention toward ground transportation services on OTA platforms, specifically Traveloka and Tiket.com. A quantitative research design was employed using survey data collected from 266 users in Jakarta who had previously used ground transportation services via OTAs. Data were analyzed using Structural Equation Modeling (SEM) with AMOS.

The results indicate that perceived value and user satisfaction have a positive and significant effect on repurchase intention. Perceived value and user trust also significantly influence user satisfaction, highlighting the importance of value perception and trust formation in digital service experiences. However, the findings reveal that not all hypothesized relationships are significant, indicating that certain factors, such as eWOM, do not directly influence repurchase intention in the context of ground transportation services. These results suggest that ground transportation services possess distinct characteristics compared to other OTA categories, making operational reliability and experiential value more critical determinants of repeat usage.

This study contributes to the literature on consumer behavior in digital tourism services by extending the application of the Theory of Planned Behavior to the ground transportation context. Practically, the findings provide insights for OTA providers to prioritize service reliability, value creation, and customer satisfaction strategies to enhance customer retention.

KEYWORDS: *electronic word of mouth, user trust, perceived value, user satisfaction, repurchase intention, online travel agent, ground transportation*

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1. Introduction

The rapid digitalization of the tourism industry has accelerated the growth of online travel agents (OTAs) as primary platforms for booking travel-related services. OTAs function as digital intermediaries that integrate various travel services such as transportation, accommodation, and payment systems into a single platform, enabling users to compare prices, access information transparently, and complete transactions in real time (Leon et al., 2025). Globally, the increasing adoption of OTAs is driven by convenience, accessibility, and the availability of user-generated reviews that support consumer decision-making (Hapsari et al., 2020).

In Indonesia, the OTA market has experienced rapid growth, positioning the country as the largest OTA market in Southeast Asia (Databooks Katadata, 2024). Major platforms such as Traveloka and Tiket.com have expanded their service offerings beyond flights and hotels

to include ground transportation services, such as trains, buses, car rentals, and airport transfers. This expansion reflects shifts in consumer behavior toward on-demand digital services and integrated travel ecosystems (Bambang Winarko & Husna, 2020). The increasing demand for ground transportation services highlights the importance of understanding consumer behavior in this category, particularly factors that drive repurchase intention (Qibtiyah et al., 2021).

Ground transportation services differ from other OTA service categories because they are highly experience-based and operationally sensitive. Factors such as punctuality, service reliability, vehicle condition, and partner performance strongly influence users' evaluations and post-purchase perceptions. These characteristics often result in diverse electronic word of mouth (eWOM), which may shape users' trust, perceived value, and satisfaction (Ayuwandani et al., 2025). Repurchase intention is critical for OTA sustainability, as repeat customers represent a valuable asset and indicate long-term service credibility (Sari & Padmantyo, 2023).

In digital service contexts, eWOM functions as a form of social influence, while user trust and perceived value shape users' attitudes toward the platform, and satisfaction reflects the evaluation of prior experiences (Choi & Suh, 2022). Previous studies have shown that eWOM, trust, perceived value, and user satisfaction play significant roles in influencing repurchase intention across various digital platforms (Yuvita et al., 2023).

However, most existing studies focus on e-commerce, hotel booking, or airline ticketing services, with limited attention given to ground transportation services within OTAs. The unique operational characteristics of this service category suggest that the relationships among eWOM, user trust, perceived value, satisfaction, and repurchase intention may differ from those found in other digital service contexts. Therefore, this study aims to examine the structural relationships among electronic word of mouth, user trust, perceived value, and user satisfaction in shaping repurchase intention toward ground transportation services on OTA platforms in Indonesia. By integrating insights from consumer behavior theory and empirical evidence, this research contributes to the literature on digital tourism services and provides practical implications for OTA providers in enhancing customer retention strategies.

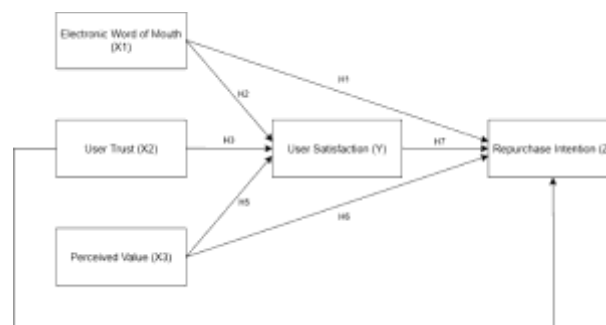


Figure 1. Research Model

Source : Processed by Researches (2025)

2. Methods

Future research is encouraged to extend the current research model by incorporating additional variables that better capture the operational and experiential characteristics of ground transportation services within online travel agents (OTAs). Considering that not all hypothesized relationships in this study were found to be significant, particularly the direct effect of electronic word of mouth (eWOM) on repurchase intention, future studies may explore alternative pathways and moderating mechanisms. Variables such as service quality and operational reliability, including punctuality, vehicle condition, and partner performance, may be introduced as key antecedents of perceived value and user satisfaction, as these factors are highly salient in ground transportation services. In

addition, perceived risk may be examined as a moderating variable that potentially weakens or strengthens the influence of user trust and perceived value on repurchase intention. Future models may also test more complex mediation structures, such as the sequential effects of eWOM on user trust, perceived value, and user satisfaction, which ultimately shape repurchase intention. Furthermore, incorporating outcome variables such as customer loyalty, habit, or switching costs could provide a deeper understanding of long-term customer retention on OTA platforms. Comparative studies across different OTA service categories or geographical contexts are also recommended to validate the generalizability of the proposed model and to identify context-specific behavioral patterns in digital transportation services.

3. Results and Discussion

Table 1.
Characteristics of Responden

Based on Gender			
No	Gender	Total	Percentage
1	Male	136	51.1%
2	Female	130	48.9%
Total		266	100.0%
Based on Age			
No	Age	Total	Percentage
1	21-25 Years	69	25.9%
2	26-30 Years	112	42.1%
3	31-35 Years	59	22.2%
4	36-40 Years	19	7.1%
5	>41 Years	7	2.6%
Total		266	100.0%
Based on Domicile			
No	Domicile	Total	Percentage
1	Central Jakarta	80	30.1%
2	East Jakarta	75	28.2%
3	South Jakarta	45	16.9%
4	West Jakarta	35	13.2%
5	North Jakarta	31	11.7%
Total		266	100.0%
Based on Marital Status			
No	Marital Status	Total	Percentage
1	Unmarried	129	48.5%
2	Married	130	48.9%
3	Divorce	5	1.9%
4	Spouse Dies	2	0.8%
Total		266	100.0%
Based on Last Education			
No	Last Education	Total	Percentage
1	Senior high school/equivalent	44	16.5%
2	Diploma	42	15.8%
3	S1	163	61.3%
4	S2	17	6.4%
Total		266	100.0%
Based on Employment Status			
No	Employment Status	Total	Percentage
1	Karyawan Swasta	118	44.4%

2	Pegawai Negeri	65	24.4%
3	Wirausaha	47	17.7%
4	Pelajar/Mahasiswa	36	13.5%
Total		266	100.0%
Based on Monthly Income			
No	Monthly Income	Jumlah	Persentase
1	<Rp 1.000.000	26	9.8%
2	Rp 1.000.000 s.d. Rp 5.000.000	98	36.8%
3	Rp 5.000.000 s.d. Rp 10.000.000	93	35.0%
4	>Rp 10.000.000	49	18.4%
Total		264	100.0%

The respondents consisted of 266 users of online travel agent platforms who had previously used ground transportation services. The sample was relatively balanced by gender (51.1% male and 48.9% female), dominated by individuals aged 26–30 years (42.1%), mostly holding a bachelor's degree (61.3%), employed in the private sector (44.4%), residing primarily in Central and East Jakarta (58.3%), and having monthly incomes between IDR 1,000,000 and IDR 10,000,000 (71.8%).

Validity and Reliability Test

Based on Table 2, all measurement items exhibit strong factor loadings ranging from 0.779 to 0.863, exceeding the recommended threshold of 0.70, which indicates good indicator reliability. The Average Variance Extracted (AVE) values for all constructs range from 0.674 to 0.691, confirming adequate convergent validity as they surpass the minimum criterion of 0.50. Furthermore, the Cronbach's alpha coefficients for repurchase intention (0.884), user satisfaction (0.883), perceived value (0.879), user trust (0.887), and electronic word of mouth (0.888) all exceed the acceptable threshold of 0.70, demonstrating strong internal consistency reliability. Overall, the results presented in Table 2 confirm that the measurement model meets the validity and reliability requirements and is appropriate for subsequent structural model analysis.

Table 2.
Validity and Reliability Test Results

Variable	Item	Factor Loading	Average Variance Extracted	Cronbach's Alpha
Repurchase Intention	RI1	0.844	0.684	0.884
	RI3	0.842		
	RI4	0.842		
	RI2	0.822		
	RI5	0.786		
User Satisfaction	US4	0.860	0.681	0.883
	US2	0.855		
	US3	0.824		
	US5	0.808		
	US1	0.779		
Perceived Value	PV1	0.842	0.674	0.879
	PV4	0.827		
	PV3	0.822		
	PV2	0.822		
	PV5	0.793		
User Trust	UT5	0.847	0.689	0.887
	UT1	0.842		

Variable	Item	Factor Loading	Average Variance Extracted	Cronbach's Alpha
Electronic Word Of Mouth	UT2	0.841	0.691	0.888
	UT4	0.812		
	UT3	0.810		
	EWOM2	0.863		
	EWOM5	0.845		
	EWOM3	0.825		
	EWOM4	0.817		
	EWOM1	0.806		

Confirmatory Factor Analysis Test

Figure 2 and Table 3 below shows that the Confirmatory Factor Analysis test. The results of this test indicate that all indices have met the criteria and the research can be said to be fit.

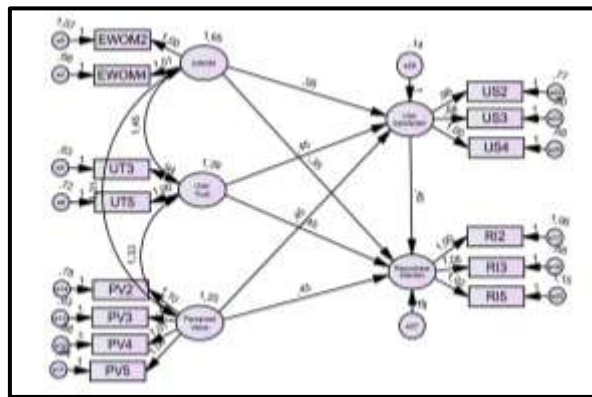


Figure 2.
Fitted Model

Table 3.
Confirmatory Factor Analysis Test Results

Indeks	Cut of Value	Result	Model Evaluation
P	≥ 0.05	0.05	Fitted
CMIN/DF	≤ 2.00	1.28	Fitted
GFI	≥ 0.95	0.95	Fitted
RMSR	≤ 0.05	0.05	Fitted
RMSEA	≤ 0.08	0.03	Fitted
AGFI	≥ 0.90	0.93	Fitted
TLI	≥ 0.90	0.99	Fitted
CFI	≥ 0.90	0.99	Fitted

Hypothesis Test

Table 4 below shows that electronic word of mouth does not significantly affect user satisfaction or repurchase intention, while user trust and perceived value have significant positive effects on both user satisfaction and repurchase intention. Moreover, user satisfaction shows the strongest influence on repurchase intention.

Table 4.
Hypothesis Test Results

Hypothesis	Independent Variable		Dependent Variable	C.R. (t-Value)	P	Standardized regression weight	Result
H1	Electronic Word of Mouth	→	Repurchase Intention	-2.564	***	-0.418	Rejected
H2	Electronic Word of Mouth	→	User Satisfaction	0.783	0.434	0.086	Rejected
H3	User Trust	→	User Satisfaction	8.748	***	0.447	Accepted
H4	User Trust	→	Repurchase Intention	8.748	***	0.492	Accepted
H5	Perceived Value	→	User Satisfaction	8.748	***	0.415	Accepted
H6	Perceived Value	→	Repurchase Intention	8.748	***	0.457	Accepted
H7	User Satisfaction	→	Repurchase Intention	8.748	***	0.501	Accepted

The Relationship between Electronic Word of Mouth and Repurchase Intention (H1)

The results indicate that electronic word of mouth (eWOM) has a negative and significant effect on repurchase intention (CR = -2.564; $p < 0.05$; SRW = -0.418), leading to the rejection of H1. This finding suggests that excessive, irrelevant, or low-credibility online reviews may reduce users' confidence in making repeat purchases. Consistent with Wang et al. (2024), this result highlights that eWOM effectiveness depends more on information quality and credibility rather than volume. Thus, eWOM does not always encourage repurchase intention, particularly when users perceive the information as unreliable or inconsistent with their actual service experience.

The Relationship between Electronic Word of Mouth and User Satisfaction (H2)

The findings show that eWOM does not significantly affect user satisfaction (CR = 0.783; $p > 0.05$; SRW = 0.086), resulting in the rejection of H2. This suggests that online reviews alone are insufficient to directly enhance post-usage satisfaction in ground transportation services. Prior studies (Liu et al., 2024; Hua et al., 2024) support this result by emphasizing that satisfaction is primarily shaped by direct service experience rather than pre-consumption information such as eWOM.

The Relationship between User Trust and User Satisfaction (H3)

User trust has a positive and significant effect on user satisfaction (CR = 8.748; $p < 0.05$; SRW = 0.447), supporting H3. This finding aligns with previous studies (Al-Ansi et al., 2021; Cuong & Khoi, 2022), which emphasize that trust reduces perceived risk and increases users' sense of security, leading to more positive service evaluations in digital platforms.

The Relationship between User Trust and Repurchase Intention (H4)

The results confirm that user trust positively and significantly influences repurchase intention (CR = 8.748; $p < 0.05$; SRW = 0.492), thus H4 is accepted. This finding is consistent with Hsu et al. (2021) and Pappas et al. (2022), who argue that trust strengthens users' willingness to continue using the same platform by reducing uncertainty and fostering long-term commitment.

The Relationship between Perceived Value and User Satisfaction (H5)

Perceived value is found to have a positive and significant effect on user satisfaction ($CR = 8.748$; $p < 0.05$; $SRW = 0.415$), supporting H5. This result supports prior research (Konuk, 2021; Zhao et al., 2022), indicating that users who perceive higher benefits relative to costs tend to evaluate their service experience more positively, leading to higher satisfaction levels.

The Relationship between Perceived Value and Repurchase Intention (H6)

The findings show that perceived value significantly influences repurchase intention ($CR = 8.748$; $p < 0.05$; $SRW = 0.457$), confirming H6. This result suggests that users who perceive strong functional and emotional value are more likely to repurchase services, consistent with previous findings in digital service and e-commerce contexts (Zhang et al., 2022; Chen & Lin, 2023).

The Relationship between User Satisfaction and Repurchase Intention (H7)

User satisfaction has the strongest positive effect on repurchase intention ($CR = 8.748$; $p < 0.05$; $SRW = 0.501$), supporting H7. This finding reinforces prior studies (Pappas et al., 2021; Alnawas & Aburub, 2022), confirming that satisfaction derived from positive service experiences is a key determinant of users' intention to repurchase and maintain long-term relationships with digital platforms.

4. Conclusions

This study investigates the factors influencing repurchase intention toward ground transportation services on online travel agent (OTA) platforms in Indonesia by examining the roles of electronic word of mouth (eWOM), user trust, perceived value, and user satisfaction. The findings reveal that eWOM does not consistently encourage repeat purchases and, in certain cases, may even have a negative effect on repurchase intention, highlighting the importance of information quality and credibility rather than review volume. In contrast, user trust and perceived value are found to have significant positive effects on both user satisfaction and repurchase intention, underscoring their critical roles in shaping positive post-usage evaluations and behavioral intentions. Furthermore, user satisfaction emerges as the strongest determinant of repurchase intention, confirming that positive service experiences are essential for fostering repeat usage in digital transportation services. Overall, the results suggest that operational reliability, value creation, and trust-building strategies are more influential than eWOM in driving repurchase intention in the context of OTA-based ground transportation services.

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