FACTORS AFFECTING SATISFACTION AND REUSE INTENTION OF CUSTOMERS USING ONLINE MOTORBIKE SERVICE

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ABSTRACT

The paper objective was to identify and measure factors impacting on satisfaction and reuse intention of customers using online motorbike service. The research model proposed five factors affecting customer satisfaction such as perceived service quality, perceived value, transaction convenience, perceived ease of use and perceived usefulness as well as two factors affecting reuse intention such as satisfaction and habit. The study analyzed data of 269 suitable questionnaires collected from customers aged 18 and older who have used online motorbike service in HCM city. The results indicated that all the five factors affected customers' satisfaction and that reuse intention was impacted by satisfaction and habit. The research also proposed managerial implications for enhancing online motorbike service quality.

Keywords: Motorbike service; Online booking; Reuse intention; Satisfaction.

1. Introduction

Nowadays, with development of technology, Internet and smartphone devices, the integration of technology applications into passenger transportation services in Vietnam is no longer something new. Thanks to development of tracking technology, especially the Global Positioning System (GPS), transportation services using online booking applications are becoming more and more popular. Several companies such as Grab, Uber, Mai Linh and even Go-Jek from Indonesia are offering customers various ride-hailing transport services. These services provide customers with more choices of between either a car or a motorbike based on the purpose and the price. A BMG survey of GrabBike Service Analysis (Nguyen et al., 2016) showed that 77% of respondents chose a motorbike as the key means of transport because of its convenience, flexibility and cost savings. In Vietnam, motorbikes are also considered the most common means of transportation. Thanks to its cheaper price and convenience, online motorbikes are making a big different from traditional ones and preferred by most users.

Competition in online motorbike market among GrabBike, Uber, Mai Linh and other Vietnamese brands has recently become a hot topic and received much attention of the media and public. However, most previous studies on online transportation service merely focused on technology adoption (Nguyen et al., 2015) or on taxi service without paying much attention to motorbike service (Khairani & Hati, 2016; Isradila & Indrawati, 2017). Therefore, this study aimed to identify and measure the factors affecting satisfaction and reuse intention of customers using online

motorbike service in Vietnam. Then, the study proposed some managerial implications for companies to enhance online motorbike service quality to meet their customers' demand.

2. Literature review

2.1. Concepts

Global Positioning System (GPS) is a satellite navigational system, predominantly designed for navigation. GPS uses these "man-made stars" or satellites as reference points to calculate geographical positions, accurate to a matter of meters. A GPS can help us to determine exactly where we are at any given moment (Uddin et al., 2013).

Online transportation service is defined as a company that provides customers with a unique service as its core business. These companies use two means for their services: cars for transportation and mobile applications to reserve the trip. Strict competitiveness in this industry made online transportation providers feel the need of maintaining both their service quality and e-service quality. Using this service, customers are easy to switch from one company to their competitors without paying any switching cost on the internet (Barutcu, 2010). According to Jenita (2012), it is defined as a transportation service that all transactions are done through an online base, using smartphones, related applications and Internet.

Satisfaction is the customer's evaluation of a product or service in terms of whether that product or service has met their needs and expectations (Zeithaml & Bitner, 2003). According to Kotler & Keller (2006), customer satisfaction is defined as a person's feeling of pleasure or disappointment in comparison between products' perceived performance to their expectations.

Reuse intention is defined as the individual's judgement about buying again a designated service from the same company, taking into account his or her current situation

and likely circumstances (Hellier et al., 2003).

2.2. Factors impacting on customer satisfaction

Perceived service quality

Perceived service quality is viewed as the degree and direction of discrepancy between consumers' perceptions and expectations (Parasuraman et al, 1988). In other words, perceived service quality is consumer evaluation of service efficiency that they received and compared with their expectation (Jiang & Wang, 2006). Previous studies indicated that service quality of provider is a factor that can influence customer satisfaction through their perception of actual experiences after using these services (Sureshchandar et al., 2002). Murray & Howat (2002) proved that perceived service quality had a positive impact on customer satisfaction in sport and leisure centers. Then, Malik (2012) confirmed the positive relationship between perceived service quality and customer satisfaction in service industries in Pakistan. Thus, hypothesis H1 is suggested as follows:

H1(+): Perceived service quality positively impacts on customer satisfaction.

Perceived value

Perceived value is consumers' overall assessment of the product or service utility based on perceptions of what is received and what is given (Zeithaml, 1988). Besides, it is defined as consumers' cognitive trade-off between perceived benefits of the applications and the payment for them (Dodds et al., 1991). With the growing competition of the market and changes in customer perceptions of products and services, previous researchers have determined that perceived value and customer satisfaction are correlated with each other (Patterson et al., 1997). The research of Khairani & Hati (2016) in the field of online transportation service also confirmed that perceived value positively influences customer satisfaction. Thus, hypothesis H2 is suggested as follows:

H2(+): Perceived value positively impacts on customer satisfaction.

Transaction convenience

Transaction convenience is defined as the customer's perception of the time and effort to make a transaction (Berry, 2002). It is a component of service convenience, it affects consumers when they decide to purchase a service and must complete a transaction for that service. The study of Khazaei et al. (2014) in the banking sector has also demonstrated that convenient services which include transaction convenience also have a positive influence on customer satisfaction. Besides, Nuryakin (2016) argues that transaction convenience has a positive impact on customer satisfaction in online shopping. In motorbike service, more flexible payments through card or cash offer customers with more choices and help them to save time. Thus, hypothesis H3 is suggested as follows:

H3(+): Transaction convenience positively impacts on customer satisfaction.

Perceived ease of use

Perceived ease of use is defined as the degree to which a person believes that the use of a particular system would be free of effort (Davis, 1989). In other words, it is the degree to which using a technology will provide benefits to consumers in doing certain activities (Venkatesh, 2003). Perceived ease of use was also found to have a positive effect on customer satisfaction (Pappas et al., 2014). Thus, hypothesis H4 is suggested as follows:

H4(+): Perceived ease of use positively impacts on customer satisfaction.

Perceived usefulness

Perceived usefulness is the degree to which a person believes that the use of a particular system would enhance his or her job performance (Davis, 1989; Venkatesh, 2003).

It is argued that perceived usefulness has a positive influence on customer satisfaction in applying online technology in purchase and transportation service (Pappas et al., 2014; Isradila & Indrawati, 2017). Thus, hypothesis H5 is suggested as follows:

H5(+): Perceived usefulness positively impacts on customer satisfaction.

2.3. Factors impacting on reuse intention Satisfaction

There are several studies on the relationship between customer satisfaction and intention. Some previous studies have found that satisfaction is a direct antecedent of behavioral intention (Cronin et al., 2000; Petrick, Backman et al., 2002; Dodds, 1991). Studies of online shopping services also show that satisfaction has a positive influence on customer repurchase intention (Hellier et al., 2003; Pappas et al., 2014; Suhaily & Soelasih, 2017). In addition, customer satisfaction has also shown a positive influence on reuse intention in the field of airline service (Saha & Theingi, 2009; Yeoh & Chan, 2011). Therefore, hypothesis H6 is suggested as follows:

H6(+): Customer satisfaction positively impacts on reuse intention of customers.

Habit

According to Limayem et al. (2007), habit is the extent to which people tend to perform behaviors automatically through learning. Habit is equivalent to automatic. If a person's behavior is repeated many times, it becomes habitual and automatically reminds them whenever they intend. In studies of Isradila & Indrawati (2017) and Ngo & Le (2017), habit is the factor directly influencing customer reuse intetion. Thus, hypothesis H7 is suggested as follows:

H7(+): Habit positively impacts on reuse intention of customers.

2.4. Research Model

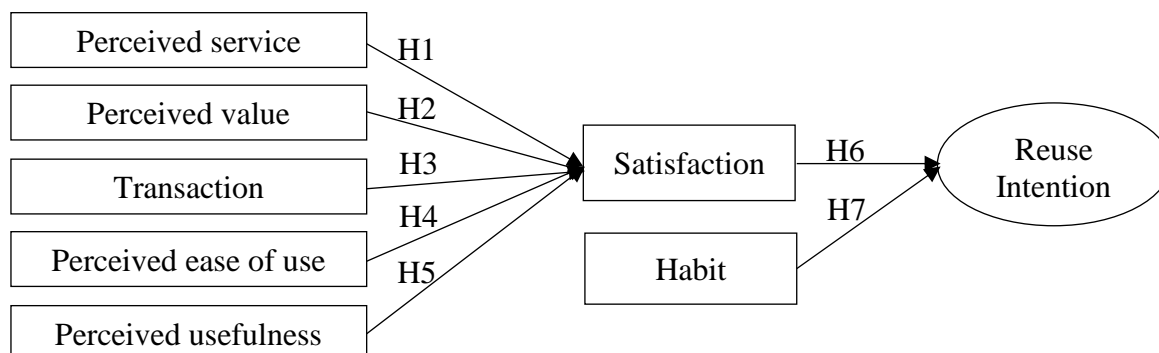Based on above hypotheses, the research model is proposed in Figure 1.

Figure 1. Research model

3. Research methodology

The research process consisted of two main steps: preliminary research and formal research. *Preliminary research* was conducted using qualitative research to correct and supplement the variables suitable to online motorbike service in the Vietnamese context. In this step, the face-to-face discussion was conducted by interviewing 10 people who have used online motorbike service in Ho Chi Minh City. Based on the characteristics and regulations of online motorbike service in Vietnam, the interviewees suggested to add twelve variables in the final questionnaire (Table 1). As a result, the number of variables increased from 26 to 38. In the *formal study*, convenient sampling survey using closed questionnaire was used to collect the data. Revised measurement scales consisted of 38 variables of eight factors (Table 1). The minimum sample size was planned 190 (= 38x5). Then, 269 suitable questionnaires were collected from customers aged 18 and older who have used online motorbike from GrabBike, Uber Moto, Mai Linh Bike in Ho Chi Minh City. Techniques used for data analysis were descriptive statistics, Cronbach's Alpha reliability test, Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) in testing the reliability and validity of the measurement scale, and Structural Equation Modeling (SEM) in testing hypotheses of the research model.

Table 1

Final measurement scale

Code	Measurement scale	Sources
Perceived service quality		
PC01	Online motorbike service makes me feel safe (*)	Morton et al. (2016)
PC02	Online motorbike service goes quickly.	
PC03	The time of picking up and dropping off passengers of online motorbike service is on schedule.	
PC04	Online motorbike service is available when I have a need.	
PC05	The driver compliances with the traffic laws (do not cross the red lights, take the right lane, wear a helmet).	*Qualitative research*

Code	Measurement scale	Sources
PC06	The attitude and communication of driver with me is enthusiastic and polite. (*)	
PC07	Transportation (motorbike) and support (helmet, jacket) facilities are fully equipped.	
Perceived value		
PV08	The price of online motorbike service is suitable.	Dodds et al. (1991)
PV09	The value of online motorbike service is commensurate with the amount of money I spend. (*)	
PV10	The price of online motorbike service fits my affordability.	
PV11	The quality of online motorbike service is commensurate with the amount of money I spend.	*Qualitative research*
Transaction convenience		
TC12	The payment method of online motorbike service is simple.	Pham (2015)
TC13	The payment method of online motorbike service is quick.	
TC14	The payment method of online motorbike service is convenient (credit card, digital wallet or cash...).	
TC15	I have not encountered any difficulties in interacting with this service. (*)	*Qualitative research*
Perceived ease of use		
PE16	I am easy to book online motorbike service.	Pappas et al. (2014)
PE17	Online booking application helps me find a motorbike quickly.	
PE18	The online booking application tells me the amount payable in advance.	
PE19	I can change the schedule or pick-up/drop-off place easily. (*)	
PE20	It's easy for me to learn how to book online motorbike service	*Qualitative research*
PE21	The interface of online booking application is simple and easy to use.	
Perceived usefulness		
PU22	Online motorbike service makes my traveling more convenient.	Pappas et al. (2014)
PU23	Online motorbike service makes my traveling faster.	
PU24	Online motorbike service gives me more options when moving. (*)	
PU25	Motorbike driver's information shown on application clearly helps me feel safe and confident.	*Qualitative research*
PU26	Online booking application helps me save time.	
Habit		
HT27	I usually use online motorbike service when needed.	Agag & El-

Code	Measurement scale	Sources
HT28	I only choose online motorbike service when needed.	Masry (2016)
HT29	The use of online motorbike service has become familiar to me.	
Satisfaction		
CS30	Online motorbike service meets my travel needs. (*)	Pappas et al. (2014)
CS31	Online motorbike service meets my expectation.	
CS32	I feel comfortable using online motorbike service. (*)	
CS33	The switchboard of online motorbike service often supports and resolves my troubles fast and exactly.	*Qualitative research*
CS34	I would advise my friends/relatives/colleagues to use online motorbike service.	
Reuse intention		
RI35	I will continue to use online motorbike service in the next time.	Pappas et al. (2014)
RI36	I will prioritize to use online motorbike service in when choosing vehicles in the city	
RI37	I will use online motorbike service more frequently in the future.	
RI38	I consider myself a loyal customer of online motorbike service.	*Qualitative research*

Note: Variables (*) were removed in Cronbach's Alpha reliability analysis and Exploratory Factor Analysis.

4. Results and discussions

4.1. Descriptive statistics

The information on survey samples is presented in Table 2.

Table 2

Summary of sample description

Sample information	Frequency	Percent	Sample information	Frequency	Percent
1. Company			*2. Career*		
GrabBike	186	45.5%	Employee	70	26.0%
Uber Moto	156	38.1%	Student	8	3.0%
Mai Linh Bike	67	16.4%	Housewife	34	12.6%
Total	*409*	*100%*	Freelancer	68	25.3%
3. Time for using service			Unskilled labor	41	15.2%
Under 3 months	38	14.1%	Others	48	17.8%
From 3 to 6 months	60	22.3%	*Total*	*269*	*100%*

Sample information	Frequency	Percent	Sample information	Frequency	Percent
From 6 to 9 months	59	21.9%	**4. *Income***		
From 9 to 12 months	55	20.4%	Under 5 mil. VND	55	20.4%
Over 12 months	57	21.2%	From 5 to 10 mil VND	78	29.0%
Total	*269*	*100%*	From 11 to 20 mil VND	71	26.4%
5. *Gender*			Over 20 mil VND	65	24.2%
Male	115	42.8%	*Total*	*269*	*100%*
Female	154	57.2%			
Total	*269*	*100%*			
6. *Age*					
18 - 29 years old	109	40.5%			
30 - 39 years old	88	32.7%			
40 - 49 years old	72	26.8%			
Total	*269*	*100%*			

4.2. Cronbach's Alpha and Exploratory Factor Analysis (EFA)

Cronbach's Alpha reliability analysis measured the internal consistency of the constructed items to assess the reliability of each factor in measurement scales. The results of the Cronbach's Alpha reliability test showed that 35 variables were retained and 3 variables were eliminated (Table 1) as PC06, PV09 and CS32 because their corrected item-total correlation was less than 0.3. The reliabilities of the measurement scales after deleting all three variables have Cronbach's Alpha coefficients of 0.816 to 0.913, which were greater than 0.8 (Table 3). Therefore, the measurement scales are reliable.

EFA was used to test the validity of measurement scales by using Principal Axis Factoring and Promax rotations. Five variables were eliminated as PE19, PU24, TC15, CS30 and PC01 (Table 1) because their factor loading coefficients were less than 0.5. The KMO (0.838 > 0.5) and Bartlett's test ($p < 0.05$) were satisfactory to confirm the appropriateness to use factor analysis. Total variance extracted of 69.3 % (> 50%) was satisfactory for retention based on total variance criterion (Table 3). The variables on the same factor had a high factor loading coefficients (> 0.5) so that the measurement scales were convergent. In addition, eight factors were extracted in accordance with the original eight concepts and they all were discriminated. Thus, the measurement scales were valid. Cronbach's Alpha reliability test and the final EFA are presented in Table 3. As a result, 30 variables of eight factors will be used for CFA in the next step.

Table 3

Cronbach's Alpha and the final EFA

	Perceived ease of use	Perceived usefulness	Reuse intention	Perceived quality	Perceived value	Transaction convenience	Habit	Satisfaction
PC02				0.771				
PC03				0.721				
PC04				0.761				
PC05				0.696				
PC07				0.693				
PV08					0.831			
PV10					0.940			
PV11					0.866			
TC12						0.831		
TC13						0.921		
TC14						0.849		
PE16	0.733							
PE17	0.793							
PE18	0.822							
PE20	0.888							
PE21	0.879							
PU22		0.806						
PU23		0.865						
PU25		0.757						
PU26		0.917						
HT27							0.814	
HT28							0.774	
HT29							0.816	
CS31								0.831
CS33								0.728
CS34								0.788
IR35			0.860					
IR36			0.836					
IR37			0.794					
IR38			0.825					
Cronbach's Alpha	0.885	0.859	0.898	0.821	0.913	0.816	0.844	0.879
Eigenvalue	7.855	3.253	2.862	2.758	2.376	1.642	1.417	1.003
Total variance extracted: 69.3%								

4.3. Confirmatory Factor Analysis (CFA)

The CFA were used to confirm the factor structure extracted in the EFA. The CFA was performed using the Maximum Likelihood Estimate (MLE) method, which is a very commonly used method (Hair et al., 2014). The results of CFA are presented in Table 4 and Figure 2.

Table 4

Goodness-of-Fit Indices – CFA measurement model

Criteria	CMIN/DF	GFI	TLI	CFI	RMSEA
Threshold	< 3	> 0.9 (> 0.8 permissible)	> 0.9	> 0.9	< 0.08
Actual value	1.767	0.861	0.937	0.945	0.053

The Goodness of Fit Indices (GFI) were less than 0.9, however, according to Nguyen et al. (2011), if a model has TLI and CFI values from 0.9 to 1, CMIN / df less than 3, and RMSEA smaller or equal 0.08, it is still permissible. Therefore, it is concluded that the GFI for proposed model indicated the overall model fits.

Testing Validity and Reliability in the CFA

It is absolutely necessary to establish convergent and discriminant validity, as well as reliability, when doing a CFA. There are a few measures that are useful for establishing validity and reliability (Hair et al. 2014) as Composite Reliability (CR) and Average Variance Extracted (AVE).

In the CFA, CR values were $0.747 \div 0.914$ higher than 0.5, so all measurement scales achieve reliability. Because AVE values were $0.528 \div 0.783$ greater than 0.5 and all variables have a standardized regression weight of 0.665 to 0.933 which was greater than 0.5 and statistically significant (p <0.05), the scales get convergent validity. The scales also get discriminant validity because of square root of AVE greater than inter-construct correlations. Thus, it is concluded that the CFA measurement model achieves reliability and validity.
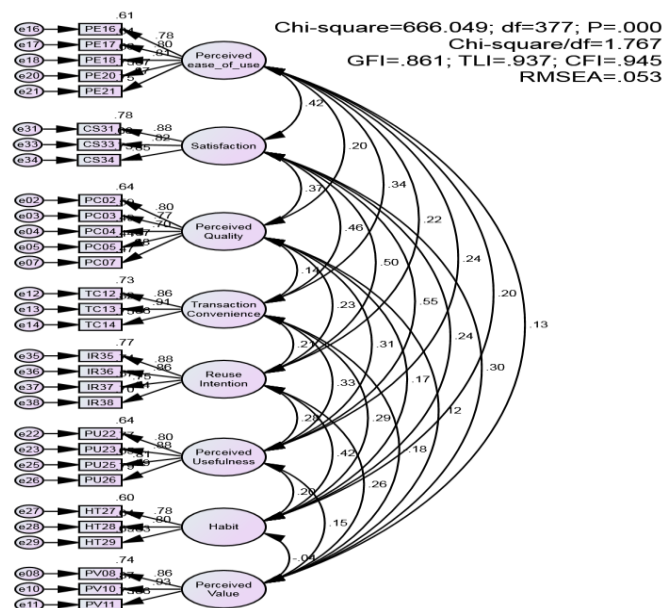

Figure 2. CFA measurement model
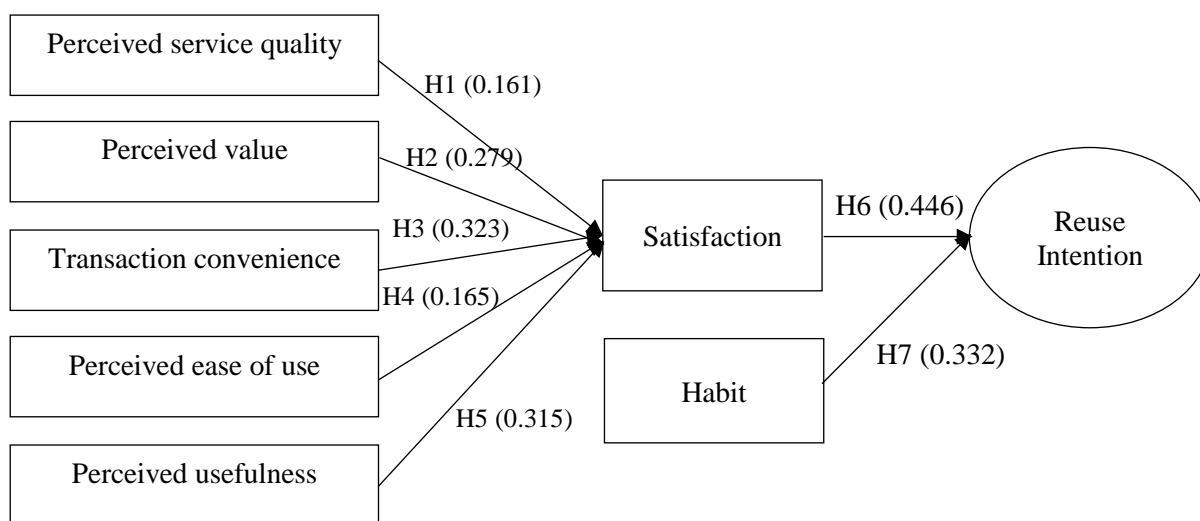
4.4. Structural Equation Modeling (SEM)

The results of SEM are presented in Table 5 and Figure 3. The Goodness of Fit Indices for proposed model indicated the overall model fits.

Table 5

Goodness-of-Fit Indices – SEM structural model

Criteria	CMIN/DF	GFI	TLI	CFI	RMSEA
Threshold	< 3	> 0.9 (> 0.8 permissible)	> 0.9	> 0.9	< 0.08
Actual value	1.805	0.855	0.934	0.941	0.055

Figure 3. Research model and hypothesis testing results

Hypothesis testing

Table 6

The results of hypothesis testing

Relationship	Standardized Regression Weights	P	Comment
Perceived service quality → Satisfaction	0.161	0.024	Support H1
Perceived value → Satisfaction	0.279	0.001	Support H2
Transaction convenience → Satisfaction	0.323	0.002	Support H3
Perceived ease of use → Satisfaction	0.165	0.033	Support H4
Perceived usefulness → Satisfaction	0.315	0.002	Support H5
Satisfaction → Reuse intention	0.446	0.002	Support H6
Habit → Reuse intention	0.332	0.001	Support H7

Model testing by Bootstrap method

To ensure that the results from SEM can be generalized to the whole population, the Bootstrap technique is used with N = 1000. All relationships are statistically significant. Consequently, it is concluded that the SEM structure model is reliable and can be generalized.

4.5. Discussion

The results showed that all seven hypotheses were supported. Here are the discussion for each hypothesis:

Transaction convenience ($\beta = 0.323$) is the most positive factor influencing customer satisfaction (H3). The online motorbike service now provides customers with convenient, safe and fast payment methods. Besides paying by cash, customers can pay by card or electronic wallet. Although these payment methods are becoming popular and compatible with the cash replacement strategy implemented by many countries, it's not easy for Vietnamese to use such methods instead of cash payment at the moment. However, this service will be popular for customers in Vietnam in the near future.

Perceived usefulness ($\beta = 0.315$) is the second most positive factor influencing customer satisfaction (H5). Customers only use a new service if they perceive the benefits brought about by such service. For online motorbike service, the benefits not only lie on the travel but also on other additional values such as clear driver and vehicle information, and time-saving booking.

Perceived value ($\beta = 0.279$) is the next positive factor affecting customer satisfaction (H2). Consumers are always looking for a more affordable and competitive price in choosing transportation services. And when the value of online motorbike service meets customers' expectations, their satisfaction will increase.

Perceived ease of use ($\beta = 0.165$) is also the positive factor affecting Customer satisfaction (H4). This shows that it is easy for

customers to learn the usage of online booking application.

Perceived service quality ($\beta = 0.161$) has an impact on customer Satisfaction (H1). The more serious the traffic jams in the city are, the more popular the online motorbike service becomes. Factors such as fast, on-time, legal and comfortable vehicle can contribute to customer perception of better service quality.

Testing results also show that reuse intention was impacted by *customer satisfaction* ($\beta = 0.446$) (H6) and *habit* ($\beta = 0.332$) (H7). The impact of Satisfaction are greater than Habits, which means the more customers are satisfied with the service, the more likely they will reuse it.

In comparison with previous studies on online transportation service by Khairani & Hati (2016) and Isradila & Indrawati (2017), this study focuses on online motorbike service instead of online taxi (four-wheeled vehicles). This study is different from previous research in terms of research object in the context that online motorbike services have gradually become more popular in Vietnam's big cities. The results of this study are similar to those of the two previous studies. However, this study adds a *transaction convenience* factor and tests whether it has the greatest impact on customer satisfaction. This factor also indirectly affects the reuse intention of customers using online motorbike service.

5. Conclusion

Online motorbike is becoming more and more popular in Vietnam besides online taxi. It offers a variety of transportation options for people to meet their travel needs and save their time and money. There are many factors that affect customer satisfaction and the reuse intention. The findings of this study show that five factors affecting the satisfaction of customers using online motorbike services in the descending order are transaction convenience, perceived usefulness, perceived value, perceived ease of use and perceived

service quality. The reuse intention is influenced by satisfaction and habits. The study then proposes some managerial implications to increase customer satisfaction and thereby increase the intention to reuse the online motorbike service:

Transaction convenience: Payment via card or electronic wallet is increasingly popular in many developed countries. However, based on the current situation in Vietnam, companies had better maintain cash payment and combine ATM card or Member card for this method. Besides, businesses must improve their network quality and security to make customer's online transactions safe, convenient and fast.

Perceived usefulness: Companies need to focus on information frequently searched by customers and displayed on the application to update and improve the booking application. If customers' thoughts and demands are met, companies can set accurate, timely targets and action plans to better serve the customers.

Perceived value: Special attention should be paid to the development of price strategy because it is a very important factor in this competitive service industry. Companies should also launch promotions, membership discounts or discount codes to increase satisfaction of loyal customers and encourage the experience of potential customers.

Perceived ease of use: Advantages and disadvantages of online booking for customers should also be taken into account to design a process suitable to majority of users including old customers not well versed in online technology. Therefore, simple and visual interface design will help customers easier in using online booking service.

Perceived service quality: Companies need to improve service quality of online motorbike by organizing training courses on communication and customer handling skills for drivers, supervising drivers' compliance with traffic laws and their use of company uniform while on duty, checking the safety of motorbikes, and quickly and satisfactorily receiving and handling customers' complaints. Besides, they also need to listen to customers' feedbacks about drivers' attitudes, behaviors and service quality to draw valuable lessons, overcome limitations and promote service benefits.

Although the study has achieved certain results, there are still some limitations. First, generalization of the results is not high due to convenient sampling method. Second, data collection process occurred before the official acquisition of Grab over Uber's operations in Southeast Asia. The merger of these two transportation services giants might have a significant impact on competitiveness of domestic transportation companies and, above all, on customer satisfaction and reuse intention when offers and discounts are cut off to self-determination of the service price. Therefore, further research is needed after this acquisition■

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