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Consumer Perceived Value & Location-Based Service Mobile Application

ANALYZING THE EFFECT OF PERCEIVED VALUE DIMENSIONS ON COMMITMENT AND BEHAVIORAL INTENTION AND PRIVACY CONCERNS ON BEHAVIORAL INTENTION

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Abstract

Purpose: The popularization of smartphones has brought about fundamental changes in Location-Based Services (LBS). In this article, the direct effects of various value dimensions are analyzed: monetary, convenience, emotional, social, conditional and epistemic value. The importance of perceived value in customers on customer decision making is well known. Yet, few studied assess the direct effect of perceived value dimension on commitment and behavioral intention, specifically in using mobile LBS application. Fundamentally, in this digital era, the spreading of LBS has raised privacy concerns due to the potential misuse of user's information. Thus, privacy concern was added to the model.

Method: A quantitative method using survey targeted to the end users of GO-JEK were conducted to examine whether perceived value dimensions and privacy concern have effect on commitment and behavioral intention.

Main findings: Conditional value and convenience value mostly influenced behavioral intention, followed by epistemic value. The effect of monetary value and privacy concern were not significant. Emotional value had the highest influence on commitment, followed by conditional value, while social value was found no significant.

Implications: The primary implication in this study is the value-based approach gives a good foundation for segmenting and planning marketing strategies as effective marketing strategies requires good knowledge about the needs and value perceptions of each customer segment. Adding privacy concern to the model gave insights on whether customers consider privacy when using LBS application.

Key words: consumer behavior, consumer loyalty, consumer perceived value, location-based application

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1 Introduction

Location-based services (LBS) have gained attention as companies are facing new opportunities in offering more customized services. The ability to identify customer's location at a certain time is one of the most promising applications of LBS. Positioning techniques assist the service providers offer entirely new services or add value to the current ones by taking the context usage into account (Barnes, 2003; Harter, 2000).

According to Duri et al., 2001, Location-based Services or LBS are, "Services in which the location of a person or an object is used to shape or focus the application or service. The other applications for location-based information are related to advertising, roadside assistance, fleet management, people tracking, road pricing and location-based products (Barnes, 2003). Junglas and Watson (2008) defined LBS as any service that takes into account the geographic location of an entity. The term of entity can be either humans or other objects. Location-based services (LBS) can also be described as services that depend on and are enhanced by the positional information of the mobile device (Hirsch, Kemp & Ilka, 2006; Dhar & Varshney, 2011). Sadoun and Al-Bayari (2007) explained that LBS consist of three components: (1) the mobile positioning system, (2) the mobile telephony network to deliver services to the users, and (3) the LBS application.

With the growing popularity of smartphones, more attention is being paid to the LBS industry. LBS can also be defined as network-based services that integrate a mobile device's location or position with other information in order to provide added value to the user (Barnes 2003; Xu & Gupta 2009). Smartphones with built-in GPS are able to provide users with novel experiences through a variety of LBS applications. There are many benefits of installing LBS applications on smartphones, both for customers and companies. For instance, LBS-based target advertising can be performed by connecting to 'searching' or 'call connecting' functions, and commercial functions such as automatic payments are also enabled (Ryu, 2010).

Previously, due to the technological limitations of phone features, LBS were confined to relatively simple services such as tracking the location of employees and goods; searching for specific places; identifying one's current location; and checking weather or traffic conditions. With the advanced development of technology, companies have been innovating by combining LBS and mobile applications. Mobile applications were initially developed for

general functional purposes, for instance emailing, calendars and weather information. Due to public demands and the development of mobile technologies, more functions were created such as, mobile games, banking, order-tracking, GPS and location-based services. One of the reason people choose what they are using is perceived value. Fundamentally, the popularity and massive growth of smartphone usage has generated studies on the comprehensive adoption of new mobile applications.

Customers need to understand how the service brings value to their everyday life. Perceived value plays an integral role in persuading customers to use the services. This theory is relevant as examining customer perceived value is essential in assessing current services and for the development of further ones, since customer segments may have different motives to use services and thus perceive different value in them. The purpose of the study is to analyze the effect of perceived value dimensions (monetary, convenience, emotional, conditional and epistemic value) and privacy concern on attitudinal and behavioral components of loyalty: commitment and behavioral intentions to use LBS application. Privacy concern is added to the model as nowadays many customers are becoming aware of the extent to which they are sacrificing their privacy when engaging online. Privacy is a fast-growing concern, and customers are sensitive to companies that fail to protect and respect it.

This study applies the theory of consumption values (Sheth et al., 1991) to LBS applications as the theoretical basis for verifying the factors influencing customers' commitment and behavioral intention. The theory explains how five dimensions of value, which are functional, social, emotional, conditional, and epistemic values, influence behavior. Functional value is analyzed to understand customers' perception of the LBS application, the price, and quality. Social value concerns the degree of usefulness for consumers, as influenced by peer opinion. Emotional value is about customers' emotions toward the LBS applications. Conditional value is the measure of utility based on a certain situation or circumstance experienced by the customers. Epistemic value examines customer's natural urge to desire knowledge and seek for novelty. In short, the theory is designed to increase understanding of consumer choice behavior and assist practitioners, policy makers, and academic researchers in determining what motivates specific choices. Additionally, Pura (2005) mentioned about mediation effect happened between emotional value and behavioral intention through

commitment, though the research did not suggested mediations happened to other perceived value dimensions.

By mean of a survey, the model is tested, with the results giving both theoretical implications and practical implications on the usefulness in using the theory of consumption values under today's rapid technological development. It is essential to know whether this theory is still relevant or not nowadays as the applications of LBS have grown fast. Moreover, practical implications were obtained on how to increase awareness of using LBS in a way that gives a realistic picture of how LBS applications create value for customers. Adding privacy concern provides an understanding on how to address customers' uneasiness to share their data. Thus, the main research question is: How do perceived value dimensions and privacy concern influence commitment and behavioral intentions to use LBS application?

This study examines the LBS offered by Go-Jek, an application that provides various kinds of services to customers, from ordering motorcycle taxis to arranging a masseur for a house-massage. However, this paper will only focus on the taxi services provided by the applications.

Case of Go-Jek

In earlier mobile phones with fewer functions, also known as feature phones, LBS were confined to simple location-tracking services. Smartphones, however, have completely changed LBS with their powerful operating systems and various applications. LBS applications with a wide variety of business models have emerged, and LBS and ridesharing application have been combined. For instance, Go-Jek, a motorcycle taxi phone service in Indonesia, is an application to order a ride that allow users to select and store pre-defined locations such as home and work. In addition to regular rides, Go-Jek offers various on-demand services under the brand. Go- Food (food orders and deliveries), Go-Send (logistics), Go-Pay (mobile payments) and Go-Life (lifestyle services, such as massage and hair styling) are a few product lines under Go-Jek company. As a market leader in Indonesia, Go-Jek processes more than 100 million transactions for its 20-25 million monthly users (Potkin, 2018).

Go-Jek has become one of remarkable phenomenon in Indonesia for its one-stop application that makes customer's life easier. It allows people to order a service through the application. Once people do it, the system will find the nearest driver, who is also equipped

with an android phone, to minimize the waiting or delivery time through a geolocation algorithm. The driver's picture, name and contact detail will be shown to ease customers for communicating with the driver. Chat feature is also available for customers to contact the driver more easily.

2 Theoretical Framework

There is a lack of knowledge on the factors that predict whether people will use an application with LBS. This study aims to explain the role of the LBS, theory of consumption values, and privacy concern respectively and develop the hypotheses.

2.1 Customer Perceived Value

Technology is only an enabler of new and innovative LBS. Customers' evaluation of the usage experience is not based on the technology but mainly on how valuable they perceive the location-based information to be in certain context (Lehrer, Constantiou & Hess, 2011). This is relevant especially in the location-based application, where the personal, social, psychological and physical context should be taken into account while the service is being used (Carroll, Howard, Peck & Murphy, 2002a; Tamminen, Oulasvirta, Toiskallio & Kankainen, 2004).

Customer value is acquired from a person's experience and interaction with a product or service. It becomes a fundamental issue in marketing research since it is linked to overall business performance. Customer value perception provides a relevant background for assessing mobile services and the value of the contents from a customer's point of view, since customers may perceive the value of an offering differently based on needs, preferences, personal value and financial resources (Ravald & Grönroos, 1996). Value perception may also vary based on the usage situation (Anckar & D'Incau, 2002).

An extensive framework on consumption-related values, which incorporates literature from several fields are offered by the theory of consumption values (Sheth et al., 1991). The question 'why we buy what we buy' is a fundamental issue in consumer behavior, marketing and economics literature. Theories of consumption values and concepts such as utility, value creation, and customer loyalty are all well-established concepts in the marketing literature, and also depict the factors influencing purchase decisions and the future use of products and services. These theories have been applied in electronic marketing contexts. For example: consumer decisions to use or not use the Internet for purchasing (Andrews et al., 2007), and consumer decisions about using mobile content services (e.g. Pihlström & Brush, 2008; Pura, 2005). Previous studies have revealed consumer perceived value as an important

antecedent of the purchasing intention or the use of a service (Parasuraman & Grewal, 2000; Sheth et al., 1991; Sweeney & Soutar, 2001; Zeithaml, 1988). Other findings propose that mobile service use is not technology driven, but value-driven instead (Constantious, 2009; Pura, 2005). This is especially relevant in the mobile services, where the personal, social, psychological and physical context that the service is being used in should be taken into account (Carroll et al., 2002a; Tamminen et al., 2004).

The importance of the theory of consumption values lies in postulating that customers balance value assessments for making informed, intrinsically and extrinsically motivated consumption decisions (Kim et al., 2007). Many scholars agree that there are two motives for acquiring products and services: functional needs, and non- functional needs, associated with social, emotional, and epistemic values; these concepts may also be applied in the domain of IT (Turel et al., 2010).

Previous researchers (Kim et al., 2007; Turel et al., 2007) mentioned that the users of information and communication technology (ICT) are not only using the technology, but also using it to use the service . In order to understand the behaviors of ICT users, studies can not only consider the technology utilities, but also take other factors into account, such as emotional, psychological, or social factors (Wang, et al., 2013). Moreover, both the marketing and the Information Systems (IS) disciplines have empirically shown that perceived value is multi-dimensional and can be measured by a variety of instruments (Pura, 2005; Sweeney & Soutar, 2001). Several empirical studies have applied the perceived value concept to investigate the adoption and usage of mobile technologies, such as mobile internet (Kim et al., 2007), location-based services (Pura, 2005), or mobile data services (Kim & Han, 2009; Yang & Jolly, 2009), Those studies discovered the significant influences of perceived value on customers' adoption or usage behaviors. Therefore, this study utilized the multi-dimensional value approach to analyze the effects on commitment and behavioral intention.

Pura (2005) did a similar research in analyzing the effect of five value dimensions towards attitudinal and behavioral components of loyalty: commitment and behavioral intentions. The study examined the LBS offered by a directory service provider that allows people to find the nearest service location by ordering the information via a text message. The results indicated that commitment and three value dimensions: conditional, convenience and monetary value had a significant, positive relationship with behavioral intentions.

Conditional value had the strongest influence on behavioral intentions, followed closely by commitment. Then, convenience value and monetary value had a minor effect on behavioral intentions, compared to other constructs. Furthermore, the other value dimensions had an indirect effect via commitment. Thus, commitment was influenced strongly by conditional value and almost as strongly by emotional value. On the contrary, the positive effects of social value on commitment and the negative effect of epistemic value on behavioral intentions were not significant. However, Pura had not included privacy concern as one of the predictor for behavioral intention. Thus, the current study add privacy concern to examine whether it has impact on behavioral intention.

These findings are explained further in the next section and used as references for hypotheses for this study .

2.1.1 Value Dimensions

Sheth et al. (1991) identified five value dimensions, which are functional, social, emotional, epistemic and conditional value. Since no measurement items were reported to validate this perceived value model in the mobile applications context, other researchers' work has been used as support to define these dimensions in detail, primarily adapted from Pura (2005) who used the same dimensions for electronic self-service context.

Social value is described as the social approval or an enriched social self-concept that emerges from using the service (Sweeney & Soutar, 2001). Social value has been proposed to be positively related to commitment to a relationship with the company (Hennig-Thurau et al., 2002; Wang et al., 2004). However, Pura (2005) found that social value did not have a significant impact on commitment for the reason people might use the services privately while on the move and there might not be any social contacts there when travelling in unfamiliar places. Furthermore, earlier research also supports that in electronic environments, family, friends and peers do not pose as much social pressure for starting to use self-services as they do in traditional services (Fitzgerald, 2002). It is interesting to see how social value will play out in LBS applications context. However, in GO-JEK's case there is a probability that social environment play roles since there is a famous word in Indonesia,

“Gojekin aja”, which means “Just order ‘gojek’ to do it”. For example, in a meeting when an individual wants to send a small package in a short period of time, his/her colleague recommends using GO-JEK to deliver it. Therefore, it is expected that a significant relationship will happen between social value and commitment towards LBS mobile applications.

H1. Social value has a positive impact on commitment to GO-JEK

Emotional value is attained when a product or service aroused feelings or affective states (Sheth et al., 1991; Sweeney & Soutar, 2001). A fun or enjoyable experience when using the service for instance has a relationship to emotional value (Holbrook, 1994). Entertainment and fun seeking have been reported as customers’ motives to use mobile services (Leung & Wei, 2000). Pura (2005) revealed that emotional value has the strongest influence on commitment and has an indirect effect on behavioral intentions through commitment as well. Furthermore, emotional value helps to strengthen the emotional connection with target customers, which is important to gain loyal customers (Butz & Goodstein, 1996). Hence, the author expected a positive relationship between emotional value and commitment towards using LBS mobile applications.

H2. Emotional value has a positive effect on commitment to GO-JEK

Conditional value can be described as situations that impact the choice. Such circumstances might be regular, once in a lifetime events, or emergency situations (Sheth et al., 1991). Holbrook (1994) proposed that conditional value depends on the context in which the value judgment happens and exists only within a specific situation. Context can be specified as under certain conditions depending on time, location, the social and technological environment, or mental state of the user (Pihlström & Brush, 2008). It is to be expected that conditional value will be extremely important in LBS since they are used firstly in a specific context or situation. In turn, context is expected to intensify the need to use a certain service in a specific situation and thus influence the intention to use the service. For example, if a person is stuck in the traffic, he or she can use the mobile LBS ride-hailing application to order for a motorcycle rider to pick them up where they are and get them where they want to go. For that reason, conditional value is expected to positively influence both commitment and behavioral intentions.

- H3. Conditional value has a positive effect on commitment to GO-JEK
- H4. Conditional value has a positive effect on behavioral intentions to use GO-JEK

Functional value is obtained from effective task accomplishment. It often relates to monetary value or supremacy compared with the alternatives (Sheth et al., 1991). Wang et al. (2004) defined functional value as "utility derived from the perceived quality and expected performance of the product or service". In a literature about consumer behavior, efficient task fulfillment is also referred to as the output/input ratio, convenience, availability or ease of use (Holbrook, 1994). Moreover, convenience is an important factor in using mobile technology in addition to task fulfillment (Anckar & D'Incau, 2002; Carol et al., 2002a, b). For those reasons, in this study functional value aspects are portrayed by two value dimensions, monetary value and convenience value. According to research done by Wang et al., (2004), functional value has a direct effect on behavior. Pura (2005) found that monetary and convenience value have a positive influence on behavioral intention when using mobile LBS. Therefore, it is expected that monetary value and convenience value affect behavioral intentions positively.

- H5. Monetary value has a positive effect on behavioral intentions to use GO-JEK
- H6. Convenience value has a positive effect on behavioral intentions to use GO-JEK

Pura (2005) explained that epistemic value of using LBS relates to experienced curiosity, novelty, or obtained knowledge. Pihlström and Brush (2008) described epistemic value as novelty value and the benefit gained from learning new ways of doing things. In an LBS application context, it also inevitably involves the curiosity for a new content and knowledge gained through testing new services. Novelty is often presented as a reason for trying new services. However, some previous studies' results showed that novelty aspects may negatively influence overall perceived value and also indirectly behavioral intentions (Donthu & Garcia, 1999; Duman & Mattila, 2005). Research done by Pura (2005) showed that epistemic value had no significant effect on behavioral intentions to use mobile service LBS. Customers who are motivated by epistemic value commonly return to their regular consumption patterns after contented with the change (Sheth et al., 1991). Customers may not use the service again, nor feel committed to the service provider and the application in

general since the novelty value disappears. Thus, epistemic value is expected to have a negative influence on behavioral intentions in LBS application use.

H7. Epistemic value has a negative effect on behavioral intentions to use LBS application

2. 2 The Impact of Perceived Value on Commitment and Behavioral Intention

Yang and Peterson (2004) argued that perceived value not only affects consumption choice decision as its original view, but may also influence many other behavioral outcomes such as customer satisfaction, behavioral usage intentions, and loyalty. Customers' value perceptions have been found to increase individuals' readiness to buy and decrease their search intentions for alternatives (De Ruyter & Bloemer, 1999; Grewal et al., 2003; Hellier et al., 2003). In earlier research, behavioral intentions have been used by several researchers to predict loyal behavior (Ajzen & Fishbein, 1980; Duman & Mattila, 2005; Gremler & Gwinner, 2000; Mathwick et al., 2001; Odin et al., 2001; Sweeney et al., 1999; Van Riel et al., 2004).

Furthermore, several researchers have confirmed that commitment and behavioral intentions are both loyalty-related concepts, yet by definition these variables have different constructs (Beatty et al., 1988; Pritchard et al., 1999). Loyalty is defined as the combination of brand attitude and behavior which measure to what degree an individual like and buys a brand repeatedly (Day, 1969; Pritchard & Howard, 1997). These loyalty indicators generally describe what proportion of buyer's behavior are based on or attributed to loyal attitude. Commitment is different from this combined definition as it is usually considered in purely affective terms that measure consumer's attitude of attachment to a brand. Commitment can be referred as a psychological force that links the customer to the organization with which the customer does business (Fullerton, 2005). Morgan & Hunt (1994) supported this difference and described commitment as an enduring desire to continue an attachment or relationship. Johnson et al. (2001) reported that affective commitment had a larger effect on loyalty than satisfaction in four of the five industries studied in that investigation. Additionally, early views on loyalty focused only on repeat purchase behavior, however the definitions of customer loyalty include both the attitudinal and behavioral component (Morgan & Hunt, 1994; Oliver, 1999).

Behavioral intention is influenced by repeated episodes of positive affect toward the brand, and by definition suggests a brand-specific commitment to re-purchase (Oliver, 1999). It is a loyalty state that contains what appears to be the deeply held commitment to buy. Therefore, commitment and behavioral intentions should be measured as individual constructs. Previous research supports the importance of commitment in relationship marketing and how it is necessary to understand the reasons behind the behavior (Dwyer et al., 1987; Gundlach et al., 1995; Morgan & Hunt, 1994; Roos et al., 2005).

Behavioral intentions, as an affirmed likelihood to engage in a certain behavior, are important indicators of customers' future behaviors. According to the Theory of Planned Behavior (TPB), behavioral intentions trigger future behaviors (Ajzen & Fishbein, 1980). Favorable behavioral intentions lead to customer loyalty, which is defined as ''a deeply held commitment to repurchase or patronize a preferred product or service in the future'' (Oliver, 1997). Behavioral intentions can be viewed as signals that show whether a customer will continue to utilize a company's services or switch to a different provider (Zeithaml et al., 1996).

In service marketing, commitment has been found to be the most important factor of loyal customer behavior (Gundlach et al., 1995; Harrison-Walker, 2001; Johnson et al., 2001; Wetzels et al., 1998). Moreover, committed customers tend to be more tolerant to service failures (Mattila, 2004). It is important to measure commitment to the LBS application in order to estimate if a customer is completely loyal or only use the same mobile LBS application out of habit, convenience or constraints. Commitment is especially important in the LBS application context, where usage decisions are made in a certain situational context and people may not use the application frequently, but can still be regarded as loyal to one application if they are committed to use the same application next time the need appears.

Previous research suggested that commitment is one of the main drivers of loyalty beside perceived value (Fullerton, 2005; Hennig-Thurau et al., 2002; Odekerken-Schroder, 1999; Pagani, 2004; Wang et al., 2004). It is expected that the importance of commitment in driving loyal behavior is even higher in the location-based context. Research conducted by Pura (2005) found that commitment positively influence behavioral intentions in the LBS context. Therefore, it is expected that commitment has positive effect on individual's

intention to use mobile LBS application.

H8. Commitment has a positive effect on behavioral intentions to use LBS application

2.3 Privacy Concern

Privacy becomes consumers' concern as the consequence of using the LBS technology. This phenomenon is the so-called 'location-aware future' (Wilson, 2012). Consumers acknowledge that their location can be observed through cameras, mobile phones and other electronic devices. As stated by Kinsley (2010) and supported by Anderson (2010), LBS are classified as anticipatory technology. LBS, specifically mobile LBS application need users' consensus to allow the application to see their locations and utilize the information to provide services to consumers. Hence, without the agreement from the consumers, LBS will not work (Theodorakopoulos et al., 2014). Furthermore, to use the full potential of LBS, customers have to comply with the use of marketing and are willing, as well as comfortable, to provide their personal information such as customers' location through their smartphones.

It is well known that privacy concerns make people to be more cautious about disclosing their information (Culnan, 1993; Culnan & Bies, 2003; Dinev & Hart, 2006; Li et al., 2011; Metzger, 2004). For instance, a study by Malhotra, Kim & Argawal (2004) found that the internet users concern about the collection of their personal information and for what purposes this information will be used. Researchers found that customers who care greatly about their privacy are less likely to response positively compared to consumers with less privacy concerns. Consumers who have higher level of privacy concern are more hesitant towards LBS and are less open-minded to the potential advantage of this service (Han & Maclaurin, 2002; Ward, Bridges, & Chitty, 2005; Xu, et al., 2011). In conclusion, the hypothesis is:

H9. Privacy concern has insignificant effect on behavioral intention to use GO-JEK

The research model illustrating the hypothesized relationships is shown in Figure 1.

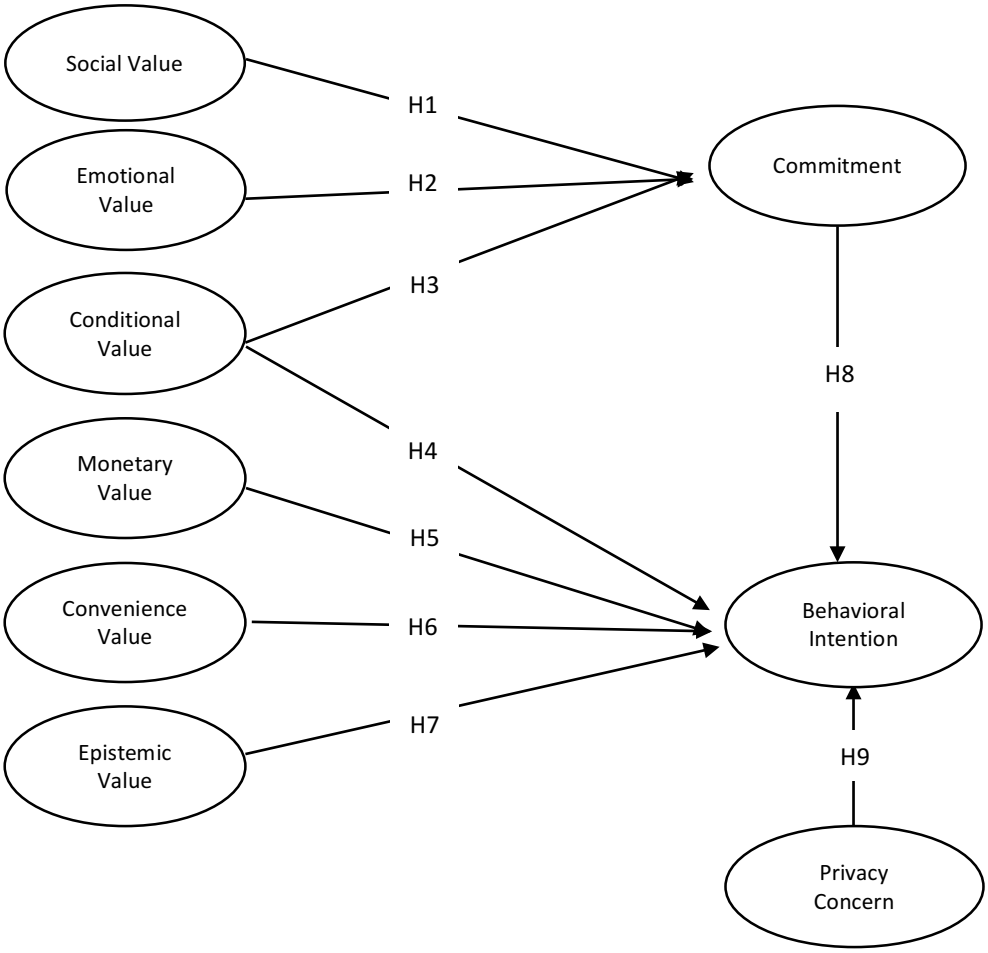

Figure 1. *Theoretical Framework*

3 Methodology

3.1 Pre-test

A pre-test was conducted to examine whether the constructs of consumer perceived value are relevant for the context of location-based service application, which in this case is GO-JEK. Interviews were held with 7 participants whose age ranged from 18 to 26-year-old who have experience in using the LBS applications. There were 4 females and 3 males who took part in the test. A question list was used to initiate and guide the interview using an open-ended questioning technique (see Appendix C). The topics in the interview consisted of participants' understanding regarding the LBS application, the five value dimensions used by previous literature: social, emotional, functional, conditional and epistemic value and the role of privacy concern. Moreover, non-directive prompts and probing questions were used to assist in initiating and focusing interview. The instrument thus was refined with regard to content, wording accuracy, and relevance. This procedure helped to make the final survey instrument more valid and clearer.

From the results, it can be concluded that respondents were aware of GO-JEK existence and most of the individuals' reasons to choose GO-JEK when ordering a motorcycle taxi. Participants were also aware that they shared personal information with GO-JEK.

3.2 Quantitative Method

In order to examine how perceived value of customers and privacy concern impact commitment and behavioral intentions to use mobile LBS, a questionnaire was conducted among the customers. The objective of the survey was to discover whether customers perceived values have influence on commitment and behavioral intentions and the role of privacy concern on behavioral intentions. Customer perceived values were measured using items from previous literature (Pura, 2005; Chen & Dubinsky, 2003; Dodds & Monroe, 1991; Soutar & Sweeney, 2003; Sweeney & Soutar, 2001; Sweeney et al., 1999) which were adapted according to the results of the pre-test. Commitment and behavioral intentions were measured with items related to the use of the app in general. The measures were adapted and modified from previously established commitment and behavioral intentions measures. Constructs for privacy concerns were adapted and modified from previous studies (Smith,

Milberg & Burke, 1996; Dinev & Hart, 2006). See Table 1 for the complete measurement items.

3.2.1 Procedure

The data were collected with online survey targeted the end users of mobile LBS application. The survey consisted of 40 questions regarding topics related to consumer perceived value and loyalty in LBS application context. These topics are created to test the hypotheses stated in the theoretical framework and were measured on a five-point Likert scale to see how people rate certain topics. Score 1 is for 'totally disagree' and 5 is for 'totally agree'. Demographic questions and background questions were also included to filter who has filled the survey to prevent the lack of controllability over who filled in the survey (Granello & Wheaton, 2004; Lefever, Dal, & Matthiasdottir, 2007). The topics were picked based on their relation to the research topic, their theoretical background and the tested/proved usability and reliability.

As can be seen in Appendix A (in English) and Appendix B (in Indonesian), the survey started by explaining the reason for conducting this research and presented some basic information such as duration, the company case, and privacy assurance. Then, on the first question there was an informed consent stating that the participant was voluntarily taking part in this research. Followed by the demographic questions: gender, age, domicile and completed education level. After this introductory part, the real survey began by introducing Go-Jek as the case study. Questions about the frequency of end-users using Go-Ride service in a week was included. Then, the survey was divided to 9 parts, based on each construct as explained in the theoretical frameworks. Lastly, at the end of the survey, the participant was thanked for his/her time. The results were analyzed by the researcher and stated in the result section of this thesis.

3.2.2 Participants

Earlier research advised targeting surveys only to those respondents who have experience of using the application (Pura, 2005). Thus, Indonesian end-users of the mobile LBS applications were targeted to fill in the survey. The questionnaire was shared through instant messaging and social media platforms (WhatsApp and Facebook in particular). Since

Go-Jek is originally from Indonesia and the vast majority of Indonesians are familiar with it, the survey was in Bahasa Indonesia.

There were 517 responses collected, with 407 of them were selected to continue after data cleaning procedure (145 males and 262 females). The majority of the participants were from Jakarta (39,8%) and West Java (32,7%). Moreover, 53,8 percent of participants had obtained a Bachelor degree and 24,1 percent had got a Master degree or PhD.

Lastly, the frequency of respondents using Go-Jek per week was considered. The frequency analysis was conducted to analyze participants' responses on the question "How often do you use GO-JEK in a week?". Accordingly, 34.2 percent of the respondent specified using GO-JEK for less than two days, 24.6 percent used it 2 to 3 days, 22.9 percent used GO-JEK 4 to 5 days and 18.4 percent used it every day.

3.2.3 Measures

The data were collected with an online questionnaire targeted to Indonesian end users of the mobile LBS application. 250 respondents were targeted to fill in the survey. Earlier research advised targeting surveys only to those respondents who have experience of using the application (Pura, 2005). This was considered especially important in service areas like LBS application where non-users usually have no practical perception of the application. Hence, the precondition for participating in the survey was that the respondent has had experience of using the mobile LBS application. Background questions were asked to ensure that the customers actually had used at least one search word listed in the survey.

The dependent variables were measure on five-point Likert scale. Accordingly, participants were given choices to answer ranging from strongly disagree to strongly agree (1. Strongly disagree; 2. Disagree; 3. Neutral; 4. Agree; 5. Strongly agree).

To measure the constructs of the concept model, several questions had been adapted from earlier research as shown in Table 1 and the complete questionnaire can be found in Appendix A (in English) and B (in Bahasa Indonesia).

Table 1. *Measurement Items*

Constructs	Items and their sources	Label	Cronbach's Alpha	Factor Loading
Monetary Value	(Adapted and modified from Chen & Dubinsky 2003; Dodds & Monroe 1991; Sweeney & Soutar 2001)		**.78**	
	1. The price that GO-JEK offers is acceptable	MV1		.78
	2. GO-JEK's services are good value for money	MV2		.71
	3. The services by GO-JEK are better value for money than I would pay for the same service via other applications	MV3		.68
	4. The affordable price is what attracted me to use GO-JEK regularly	MV4		.67
Convenience Value	(Adapted and modified from Anderson & Srinivasan, 2003; Mathwick et al. 2001)		**.84**	
	5. I save time and money when I order via Go-Jek	CNV1		.64
	6. I value the ease of using Go-Jek application	CNV2		.47
	7. I value the option of using Go-Jek application instantly via mobile device	CNV3		.53
	8. I value the convenience of using Go-Jek	CNV4		.53
	9. Using Go-Jek application makes my life easier	CNV5		.63
	10. Using Go-Jek application is an efficient way to manage my time	CNV6		.70
Social Value	(Adapted and modified from Soutar & Sweeney 2003; Sweeney & Soutar 2001)		**.81**	
	11. I feel social pressure from my family to use Go-Jek	SV1		.86
	12. I feel social pressure from my friends to use Go-Jek	SV2		.83
	13. I look for social approval when I use Go-Jek	SV3		.80
	14. A good impression from my social environment is what I am aiming for when using Go-Jek	SV4		.55
Emotional Value	(Adapted and modified from Soutar & Sweeney 2003; Sweeney & Soutar 2001)		**.86**	
	15. Using Go-Jek gives me pleasure	EMV1		.55
	16. Using Go-Jek makes me feel good	EMV2		.76
	17. Using Go-Jek makes me feel relaxed	EMV3		.81
	18. I do not feel anxious when using Go-Jek	EMV4		.73
Conditional Value	(Created for this study)		**.83**	
	19. I value the service that Go-Jek offers	CND1		.75

	20. I value the help from Go-Jek to get what I need in a certain situation	CND2		.80
	21. I value the independence of place and time offered by using Go-Jek	CND3		.72
	22. Go-Jek eases my daily activity	CND4		.55
Epistemic Value	(Adapted from Donthu & Garcia, 1999)		**.83**	
	23. I use Go-Jek to experiment with new ways of doing things	EPV1		.68
	24. I use Go-Jek to test out the new application	EPV2		.76
	25. I use Go-Jek out of curiosity	EPV3		.86
	26. I use Go-Jek to satisfies my inquisitiveness	EPV4		.87
Commitment	(Adapted and modified from Fullerton (2003), Garbarino & Johnson (1999) and Zeithaml et al. (1996))		**.90**	
	27. I feel loyal to use Go-Jek	CM1		.81
	28. Go-Jek has a great deal of personal meaning for me	CM2		.72
	29. I am a loyal user of Go-Jek	CM3		.82
	30. I consider Go-Jek as my first choice to order this type of service	CM4		.81
Behavioral Intention	(Adapted from Gremler & Gwinner (2000), Taylor & Baker (1994) and Zeithaml et al. (1996))		**.70**	
	31. I intend to continue using Go-Jek's services in the future	BI1		.67
	32. I will use similar applications like Go-Jek more frequently in the future	BI2		.77
	33. There is a probability that I will order other services or product by Go-Jek in the future	BI3		.76
	34. I can recommend Go-Jek to others	BI4		.48
Privacy Concern	(Adapted and modified from Smith et al., (1996); DInev & Hart (2006))		**.86**	
	35. It bothers me to disclose my personal information to Go-Jek	PC1		.65
	36. I am concerned that other people may monitor my current location continuously	PC2		.79
	37. Go-Jek is collecting too much information about me	PC3		.77
	38. I am concerned that the information I submit to GO-JEK could be misused	PC4		.81
	39. Go-Jek may divulge my personal information to unauthorized parties without my consent	PC5		.75
	40. My personal information could be mis-used when transacting with Go-Jek	PC6		.79

3.2.4 Reliability Analysis

Cronbach's Alpha score was used to check the reliability of the constructs. As shown in Table 2, all constructs (Monetary Value, Convenience Value, Social Value, Emotional Value, Conditional Value, Epistemic Value, Commitment, Behavioral Intention and Privacy Concern) were reliable since the Cronbach's Alpha scores were at least .70.

3.2.5 Factor Analysis

To know whether all items created measured the right construct, factor analysis was conducted (Table 2). In order to see the correlation among the factors and the relationship among the items in the constructs, orthogonal rotation (Varimax) method was used to rotate the factors one another. It was proposed that a construct should have at least three items with > 0,4 factor loading score (Field, 2013).

From the results shown above, most of the items were fitted with each construct, except two items in Commitment construct which supposedly are in Behavioral Intention construct. This could be due to similar meaning behind each statement. However, based on Cronbach Alpha analysis, it was concluded that the two constructs were still acceptable to be considered as behavioral analysis constructs.

4 Results

4.1 Descriptive Statistics

Mean and standard deviation for each variable were measured for this study. According to the collected data, social value had the highest score with M=3.63, SD=.77, while conditional value had the lowest score with M=1.89, SD=.49. The analysis results can be found in table 2.

Table 2. *Descriptive Statistics*

Variables	N	Mean	Std. Deviation
Social Value	407	3.63	.77
Emotional Value	407	2.39	.57
Conditional Value	407	1.89	.49
Monetary Value	407	2.26	.60
Convenience Value	407	1.86	.51
Epistemic Value	407	2.80	.80
Commitment	407	2.51	.79
Behavioral Intention	407	2.18	.52
Privacy Concern	406	2.69	.76

4.2 Correlations Analysis

In this section, linear relationships between different variables are revealed. Furthermore, the score of the correlation coefficients gave the insights about the strength and direction of these relationships. Table 4 displays the whole result.

Pearson's correlation analysis was performed. The most significant correlation was between conditional value and convenience value ($r=.62$, $p<.01$). Privacy concern and commitment had the lowest relation correlation score ($r=-.15$, $p<.01$).

Table 4. *Correlation Analysis*

	Social Value	Emotional Value	Conditional Value	Monetary Value	Convenience Value	Epistemic Value	Privacy Concern	Commitment	Behavioral Intention
Social Value	1								
Emotional Value	**.18****	1							
Conditional Value	-.08	**.47****	1						
Monetary Value	**.11***	**.35****	**.40****	1					
Convenience Value	**-.10***	**.50****	**.62****	**.49****	1				
Epistemic Value	**.20****	**.21****	**.13****	**.15****	.08	1			
Privacy Concern	.07	**-.18****	.03	-.04	-.06	**.17****	1		
Commitment	**.13***	**.57****	**.40****	**.43****	**.46****	**.16****	**-.15****	1	
Behavioral Intention	.00	**.40****	**.47****	**.33****	**.47****	**.24****	**-.02**	**.50****	1

**. Correlation is significant at the .01 level (2-tailed)

*. Correlation is significant at the .05 level (2-tailed)

4.3 Regression Analysis

This section discusses the result of regression analysis that was conducted in this study. Hierarchical analysis was done to examine the influence of perceived value dimensions and privacy concern on commitment and behavioral intention. In this study, two models were analyzed. The first model tested the influence of perceived value dimensions and privacy concern on commitment. On the second model, the study added commitment as predictor and tested for their influence towards behavioral intention.

Perceived value dimensions and privacy concern were able to explained around 40 percent of the variance on commitment in using GO-JEK application (Adj. R^2=.396,

F(4,405)=38.991, p<.001). In this model, it could be inferred that commitment was strongly influenced by the emotional value (ß=.366, p<.001), whereas epistemic value had insignificant effect on commitment with beta score of=.044, p=.281 (see Table 5).

Furthermore, perceived value dimensions and privacy concern, with the addition of commitment as predictor, were tested towards behavioral intention and could described 37 percent of behavioral intention. The regression analysis of the modified model revealed that commitment (ß=.314, p<.001) had significant influence on behavioral intention. Amongst all predictors, emotional value had the most insignificant effect on behavioral intention with beta coefficient score .009, p=.865, in which the detail can be found in Table 6.

Table 5. *Regression Analysis on Commitment*

	ß	**Sig.**	**df (reg,res)**	**F**	**Adj. R^2**
Model 1		.000	(7,405)	38.991	.396
Social Value	.057	.174			
Emotional Value	.366	.000			
Conditional Value	.059	.259			
Monetary Value	.189	.000			
Convenience Value	.147	.008			
Epistemic Value	.044	.281			
Privacy Concern	-.081	.046			

Table 6. *Regression analysis on Behavioral Intention*

	ß	**Sig.**	**df (reg,res)**	**F**	**Adj. R^2**
Model 2		.000	(8,405)	30.199	.366
Social Value	-.039	.367			
Emotional Value	.009	.865			
Conditional Value	.211	.000			
Monetary Value	.016	.735			
Convenience Value	.161	.005			
Epistemic Value	.153	.000			
Privacy Concern	.012	.767			
Commitment	.314	.000			

4.4 Hypotheses Overview

From the interpreted analysis results in the previous sections, Table 8 shows whether all formulated hypotheses in this research were supported or not. Overall, there were 4 supported hypotheses and 5 were not.

Table 8. *Hypotheses Overview*

	Hypotheses	Result
H1	Social value has a positive impact on commitment to use the LBS applications	Not supported
H2	Emotional value has a positive effect on commitment to use the LBS applications	Supported
H3	Conditional value has a positive effect on commitment in using the LBS application	Not Supported
H4	Conditional value has a positive effect on behavioral intention to use LBS application	Supported
H5	Monetary value has a positive effect on behavioral intentions in using the LBS application	Not supported
H6	Convenience value has a positive effect on behavioral intentions in using the LBS application	Supported
H7	Epistemic value has a negative effect on behavioral intentions to use LBS application	Not Supported
H8	Commitment has a positive effect on behavioral intentions to use LBS application	Supported
H9	Privacy concern has negative effect on behavioral intention to use LBS mobile application	Not supported

4.5 Additional Analysis

Additional analysis was conducted to know whether the current model can be modified and/or changed. In order to discover whether there are indirect effects of perceived value on behavioral intention through commitment, this study performed the PROCESS tool by Hayes as the mediation analysis. This SPSS add-on analyzed the data to find if a mediating effect is present, and if it is significant. A mediation is significant when the following criteria is met: the relationship between independent and mediating variable is significant, the relationship between the mediating variable and dependent variable is significant, the relationship between the independent variable through the mediating variable to the dependent variable is both significant and stronger than the relationship between the independent and dependent variable if the mediating variable would not be present (Hayes, 2013).

Although the dialog box in PROCESS only has one spot for an independent variable, there is another dialog box where other independent variables can be included as covariates. Adding other variables using this dialog box makes no difference in terms of how the two variables are treated in the regression equation.

According to the results, the effects of social value on commitment (b=.06, p=.17) was found as insignificant. Since the criteria is the relationship between independent and mediating variable has to be significant, mediation is not met.

Figure 2 shows the results of mediation analysis of commitment on behavioral intention. Emotional value was found to have a significant influence on commitment (b=.511, p<.001) and commitment has a significant effect on behavioral intention (b=.205, p <.001). With a confidence interval of 95% (.07, .16) of indirect effect which do not cross zero, it can be assumed that emotional value has an indirect effect on behavioral intention through social value.

Figure 2. *PROCESS Analysis for Mediation of Commitment between Emotional Value and Behavioral Intention*

.023 CI [.065, .165]

Conditional value was found to not have significant effect on commitment (b=1, p=.26). Since the criteria of *"the relationship between independent and mediating variable is significant"* is not met, meaning no mediation was found. In this case, commitment did not act as mediator between conditional value and behavioral intention.

Moreover, Figure 3 shows that monetary value has a significant influence on commitment (b=.251, p<.001) and commitment showed significant effect on behavioral intention (b=.205, p<.001). Furthermore, with a confidence interval of 95% (.023, .087) of the indirect effect which did not cross zero, mediation is indicated. Therefore, mediation was occurred between monetary value and behavioral intention through commitment.

Figure 3. *PROCESS Analysis for Mediation of Commitment between Monetary Value and Behavioral Intention*

.016 CI [.023, .087]

Convenience value has an influence on commitment with b=.230 and p<.05, as well as commitment has significant effect on behavioral intention (b=.205, p<.001). Despite that both results indicated that there is a mediation, the relationship between convenience value to behavioral intention through commitment was weaker than the relationship between convenience value and behavioral intention without commitment as mediator. Hence, it can be assumed that mediation is not met. A more detailed insight into the mediation effect and can be seen in Figure 4.

Figure 4. *PROCESS Analysis for Mediation of Commitment between Convenience Value and Behavioral Intention*

.021 CI [.007, .090]

Epistemic value showed insignificant effect on commitment (b=.04, p=.28). Thus, it can be assumed that mediation through commitment is not occurring between epistemic value and behavioral intention as one of the criteria is not met.

Privacy concern had significant negative influence on commitment (b=-.09, p<.05) and commitment had significant influence on behavioral intention (b=.21, p<.001). However, with

confidence interval of 95% (-.04, -.001), the results indicated that there was no indirect effect between privacy concern through commitment. Therefore, mediation is not occurred.

5 Discussion

This study focused on discovering the influence of perceived value dimensions on commitment and behavioral intention among Indonesian who use GO-JEK application. Moreover, the effect of privacy concern towards behavioral intention was explored as the GO-JEK application is based on sharing data. It is important to underline that the scientific literature on perceived value dimensions which the hypotheses were built on, had mainly focused on mobile service context in comparison with location-based mobile application (Pura, 2005). In the context of current study, privacy concern was added as another predictor of behavioral intention as customers shared their personal information to GO-JEK and it is essential to know customers' perception on this matter.

An online questionnaire was distributed to users of GO-JEK. The next paragraph will present the discussion of this study's findings more comprehensively and also compare the results to existing literature. Furthermore, limitations regarding this study will be discussed as well as the recommendations for future related research. The chapter will be ended with an overall conclusion of the whole study.

The result in this study indicated that social value does not have a significant influence on commitment. This finding confirmed the previous study by Pura (2005) that stated social environment did not play a significant role in mobile service context. In GO-JEK case, the reason might be that GO-JEK is an application that offers service. Individuals use it when needs arise and not using it because of social environment. Moreover, social value did not have significant impact on behavioral intention. In addition, people might often use the application on the move in private. Earlier research also suggested that in electronic environment, family, friends and peers as much as social pressure to use self-services as they do in traditional services (Fitzgerald, 2002). Nysveen et al. (2005) suggested that social aspects influence the intention to use services more significantly in experiential than goal-directed mobile service. Hence, social value might be more important in mobile LBS that emphasize social interaction within group in a customer-to-customer context, e.g. location-based mobile gaming.

Commitment was strongly influenced by emotional value, which confirmed the previous study that suggested emotional value had the strongest influence on commitment (Pura, 2005). Emotional value relates to positive feelings and fun. However, in location-based service application, context emotion can also mean feeling safe when using the application and avoiding negative feeling. Thus, building commitment with communication that emphasizes the pleasant, safety, emotional aspects of using the application in a certain situation which could help customers to differentiates and remember GO-JEK next time when the need arises and stay loyal to use GO-JEK in the future.

Different results were obtained for conditional value, which surprisingly had no significant influence towards commitment but had significant impact towards behavioral intention. It was implied that individuals are not committed to use application for ordering services from GO-JEK in certain situations. Pura (2005) found that conditional value had significant influence for both commitment and behavioral intention. Contrasting results between this study and Pura's might be because of the different case study. While Pura (2005) took mobile service, this research chose ride-sharing application where customers do not commit to one application.

Monetary value refers to good value for money and an acceptable price. This stidy revealed that monetary value had significant impact on commitment. In general, GO-JEK application users were price sensitive, but price may not be one of the most relevant factors when customers assessed the value of application. It is a matter of price perception compared to other alternatives and customers who see the service provided by GO-JEK to be affordable and good value for money when they need the service may be willing to pay for the service in the right context. This reason is probably customers who use the location-based application evaluate the service by its usefulness and whether it is helpful in specific situation. For example, when a manager is in hurry to catch a meeting but got stuck in a traffic jam, ordering a motorcycle taxi through GO-JEK is the solution to reach the destination on time, even though it is far since the motorcycle-taxi rate is quite affordable.

Convenience value is a major attractor of self-service technologies in general depicting the ease of getting a motorcycle-taxi, compared to other alternatives, which was also

supported in this research. The time saved and convenience gained by ordering for a service with a mobile device could be essential and valuable to customers. The convenience lies in the ability to order the ride based on customers' chosen location. A means of transport can be ordered easily and instantly, and it may even be more efficient than using a public transport. As a result, the customers can order the ride without having to hail on the road.

Epistemic value had significant effect on behavioral intention. This might be because GO-JEK always updating their application and in general offers various services. Culture may also play role since Indonesian is continuously curious about technology. In addition, GO-JEK regularly releases innovations which may excite the curiosity of customers.

Privacy concern refers to users' worries in sharing personal information to location-based application. The results in this study indicates that there was strongly no significant influence of privacy concern on behavioral intention. This finding is contradicted with previous studies which suggested that consumers who have higher level of privacy concern are more hesitant towards LBS and are less open-minded to the potential advantage of this service (Culnan, 1993; Culnan & Bies, 2003; Dinev & Hart, 2006; Li et al., 2011; Metzger, 2004). This finding can be due to norms and behaviors regarding private and public matters are different across culture (Moore Jr., 1984). There is a probability that Indonesian differ substantially in how much they care about privacy. Culture and norms might affect how individuals see

According to additional analyses, the relationships between several perceived value dimensions and behavioral intention are mediated through commitment. Only emotional value, monetary value and convenience value have a mediation through commitment. There is lack of study that discuss about the role of commitment as a mediator between perceived value and behavioral intention. Pura (2005) found that emotional value had indirect effect on behavioral intention through commitment. Chen (2012) suggested that commitment acts as mediator between customer satisfaction and customer loyalty in e-service context. These findings c

6 Theoretical and Practical Implications

The results of this study which was conducted in order to contribute to the scientific knowledge regarding consumers' choice behavior, can work as a guidance for future research. Based on the research findings, it is indicated that theory of consumption values by Sheth et al. (1990) are still relevant in the location-based application context. Privacy concern was added to the model as online privacy is directly related to one's own physical security in today's digital world. Since no significant effects of monetary value and privacy concern on behavioral intention were found, it can be beneficial to continue the investigation of the role of privacy concern and monetary value among Indonesians in this fast-changing digital world.

The primary practical implication in this study is the value-based approach gives a good foundation for segmenting and planning marketing strategies as effective marketing strategies requires good knowledge about the needs and value perceptions of each customer segment. Moreover, communicating the benefits to potential customers helps to attract new customers who share similar value perceptions with the customers the company wishes to keep.

Differentiating the application from competitors is necessary If the company wants to gain a committed customer base who stays committed and spread positive information by word of mouth communication. The results give indication that social value has major influence on commitment. Hence, emphasizing a satisfying experience with the application helps to build commitment. In addition, conditional value also had a strong effect on commitment, indicating that individuals are committed to use their application for ordering service in certain situations.

7 Limitations

Location-based service application with different aims, e.g. dating and location based gaming may produce different results, possibly increasing the influence of emotional and social value. Individuals who have experience in using other types of location-based application beside GO-JEK may have different perspectives on perceived values. Therefore, it is necessary to mention the limitation regarding the number of constructs. The component of perceived value included only a limited number of construct. There are several others constructs that may be applied in the future research. Therefore, researchers should also consider that the constructs can change depends on the context of the study. Second, this research was conducted only for Indonesian. Customers' value perceptions and their influence on commitment and behavior may differ in different cultures, and results indicated the weight of influence of different value dimensions should be interpreted carefully, at least with regard to Western or European markets where the culture is considered to be more individualistic. Thus, the results can be different for other nationalities or in other countries since the culture and norms are unalike.

The model, in general, can be applied to assess application in different markets, yet further research is needed to analyze differences between the influence of value dimensions in Asian, European and American markets. Therefore, further research is encouraged in all kinds of LBS application in order to be able to compare perceived value to different types of location-based application and generalize the results globally.

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Appendix A – Survey (in English)

Dear participant,

Welcome to this marketing research. This survey is conducted as part of a master thesis. Before you start to take part in the survey, please consider the following information carefully.

This marketing research is about **consumer perceived value and location-based service** with focus on **the effect of perceived value dimensions on commitment and behavioral intention and privacy concerns on behavioral intention.** It will take no more than 10 minutes to complete the survey.

Any information gathered from this study is going to be kept confidentially and will be used for academic research purposes only.
Your participation is voluntary and thus you have the right to withdraw from the study if you wish to do so. If you begin the study, you may leave the study at any point during the study. There are no known risks involved.
Please read the instructions before answering the survey and we would be glad if you do not leave your PC or device during the completion of the survey. This study will take no more than 10 minutes for you to complete the survey. In addition, two lucky participants would get a chance to win Go-Pay balance Rp 100.000 after completing the survey.

For questions, concerns, or complaints about the study you may contact me anytime via email: anisalevinawidhyana@student.utwente.nl

If you would like to participate in this study, please select "YES", otherwise select "NO"

Thank you.

Background Questions

1. How old are you?
   a. < 17 year-old
   b. 17-25-year-old
   c. 26-34 year old
   d. 35-40 year-old
   e. < 40 year-old

2. What is your sex?
   a. Male
   b. Female

3. Domicile
   a. Sumatera
   b. Jawa
   c. Kalimantan
   d. Sulawesi

4. Completed educational level
   a. Senior High School
   b. Bachelor
   c. Master/PhD

Knowledge about Location-based Service (LBS) and GO-JEK

GO-JEK is a motorcycle ride-hailing phone services established in 2010. Its application offers many services, such as GO-RIDE, GO-CAR, GO-FOOD, GO-MASSAGE, GO-SEND etc. It has become one of Indonesian phenomenon from its one-stop application that makes our life easier.
This research will be focusing on GO-JEK as an application and all the services it offers.

1. Have you ever used GO-JEK?
   a. Yes
   b. No (please stop the survey here)

2. How often do you use GO-JEK in a week?
   a. Every day
   b. 4 – 5 days
   c. 2 – 3 days
   d. < 2 days

Perceived Value

Monetary value

1. The price that GO-JEK offers is acceptable

1	2	3	4	5
O	O	O	O	O

2. GO-JEK's services offer good values for money

1	2	3	4	5
O	O	O	O	O

3. The services by GO-JEK are better values for money than I would pay for the same service by other company

1	2	3	4	5
O	O	O	O	O

4. The affordable price is what attracts me to use GO-JEK regularly

1	2	3	4	5
O	O	O	O	O

Convenience Value

5. I save time and money when I order via GO-JEK

1	2	3	4	5
O	O	O	O	O

6. I value the ease of using GO-JEK application

1	2	3	4	5
O	O	O	O	O

7. I value the option of using GO-JEK instantly via mobile device

1	2	3	4	5
O	O	O	O	O

8. I value the convenience of using GO-JEK

1	2	3	4	5
O	O	O	O	O

9. Using GO-JEK makes my life easier

1	2	3	4	5
O	O	O	O	O

10. Using GO-JEK is an efficient way to manage my time

1	2	3	4	5
O	O	O	O	O

Social Value

11. I feel social pressure from my family to use GO-JEK

1	2	3	4	5
O	O	O	O	O

12. I Feel social pressure from my friend to use GO-JEK

1	2	3	4	5
O	O	O	O	O

13. I look for social approval when I use GO-JEK

1	2	3	4	5
O	O	O	O	O

14. A good impression from my social environment is what I am aiming when using GO-JEK

1	2	3	4	5
O	O	O	O	O

Emotional Value

15. Using GO-JEK gives me pleasure

1	2	3	4	5
O	O	O	O	O

16. Using GO-JEK makes me feel good

1	2	3	4	5
O	O	O	O	O

17. Using GO-JEK makes me feel relaxed

1	2	3	4	5
O	O	O	O	O

18. I do not feel anxious when using GO-JEK

1	2	3	4	5
O	O	O	O	O

Conditional Value

19. I value the service that GO-JEK offers

1	2	3	4	5
O	O	O	O	O

20. I value the help from GO-JEK to get what I need in a certain situation

1	2	3	4	5
O	O	O	O	O

21. I value the independence of place and time offered by using GO-JEK

1	2	3	4	5
O	O	O	O	O

22. GO-JEK eases my daily activity

1	2	3	4	5
O	O	O	O	O

Epistemic Value

23. I use GO-JEK to experiment with new ways of doing things

1	2	3	4	5
O	O	O	O	O

24. I use GO-JEK to test new technology

1	2	3	4	5
O	O	O	O	O

25. I use GO-JEK out of curiosity

1	2	3	4	5
O	O	O	O	O

26. I use GO-JEK to satisfies my inquisitiveness

1	2	3	4	5
O	O	O	O	O

Commitment

27. I feel loyal to use GO-JEK

1	2	3	4	5
O	O	O	O	O

28. GO-JEK has a great deal of personal meaning for me

1	2	3	4	5
O	O	O	O	O

29. I am a loyal user of GO-JEK

1	2	3	4	5
O	O	O	O	O

30. I consider GO-JEK as my first choice to order this type of service

1	2	3	4	5
O	O	O	O	O

Behavioral Intention

31. I intend to continue using GO-JEK's service in the future

1	2	3	4	5
O	O	O	O	O

32. I will use similar service like GO-JEK more frequently in the future

1	2	3	4	5
O	O	O	O	O

33. There is a probability that I will order other services or product by GO-JEK in the future

1	2	3	4	5
O	O	O	O	O

34. I can recommend GO-JEK to others

1	2	3	4	5
O	O	O	O	O

Privacy Concern

35. It bothers me to disclosure my personal information to GO-JEK

1	2	3	4	5
O	O	O	O	O

36. I am concerned that other people may monitor my current location continuously

1	2	3	4	5
O	O	O	O	O

37. GO-JEk is collecting too much information about me

1	2	3	4	5

O	O	O	O	O

38. I am concerned that the information I submit on Go-Jek can be misused

1	2	3	4	5
O	O	O	O	O

39. Go-Jek may divulge my personal information to unauthorized parties without my consent

1	2	3	4	5
O	O	O	O	O

40. My personal information can be misused when transacting with Go-Jek

1	2	3	4	5
O	O	O	O	O

Appendix B – Survey (in Bahasa Indonesia)

Selamat pagi/siang/malam Bapak/Ibu.

Saya Anisa Levina Widhyana, mahasiswi master program Communication Studies di University of Twente, sedang melakukan penelitian sebagai bagian dari tesis jenjang master. Sebelum pengisian kuesioner, harap perhatikan informasi berikut.

Penilitan ini berjudul **"Efek dari dimensi-dimensi *perceived value* terhadap komitmen dan *kecenderungan perilaku,* dan efek *privacy concern* terhadap *kecenderungan perilaku*"**.

Semua informasi yang peneliti dapatkan dari survei ini akan terjamin kerahasiaannya dan hanya akan digunakan untuk kepentingan penelitian akademis.
Partisipasi Anda dalam survei ini bersifat sukarela. Oleh karena itu, Anda berhak untuk mundur dari penelitian ini kapan saja Anda inginkan.
Mohon baca dengan baik instruksi yang tertera sebelum Anda menjawab pertanyaan dan mohon tidak meninggalkan komputer atau gawai Anda selama pengisian. Survei ini akan memakan waktu tidak lebih dari 10 menit untuk diselesaikan.

Dua orang yang beruntung akan berkesempatan mendapatkan saldo Go-Pay masing-masing sebesar Rp 150.000,- setelah menyelesaikan survei ini.

Jika ada pertanyaan atau kritik terhadap penelitian ini, silakan mengubungi peneliti melalui email: anisalevinawidhyana@student.utwente.nl.

Terima kasih.

Jika Anda berkenan mengikuti survei ini, silakan pilih "YA"

- ○ Ya
- ○ Tidak

→

Screening Questions

Berapakah usia Anda saat ini?

- ◯ < 17 tahun
- ◯ 17 – 25 tahun
- ◯ 26 – 34 tahun
- ◯ 35 – 40 tahun
- ◯ > 40 tahun

Apakah jenis kelamin Anda?

- ◯ Pria
- ◯ Wanita

Dimana domisili Anda?

Apa jenjang pendidikan terakhir Anda?

- ◯ SD
- ◯ SMP
- ◯ SMA
- ◯ S1
- ◯ S2/S3

Berapakah pemasukan Anda per bulan?

- ◯ < Rp 1.000.000
- ◯ Rp 1.000.000 – Rp 3.000.000
- ◯ Rp 3.000.001 – Rp 5.000.000
- ◯ Rp 5.000.001 – Rp 7.000.000
- ◯ > Rp 7.000.000

→

Informasi tentang Aplikasi GO-JEK

Go-Jek adalah layanan pemanggil taksi-sepeda motor yang didirikan pada tahun 2010. Pada tahun 2015, GO-JEK meluncurkan aplikasi *mobile* dan sampai saat ini berbagai pelayanan telah ditawarkan, seperti GO-RIDE, GO-CAR, GO-FOOD, GO-SEND, dsb. GO-JEK telah menjadi salah satu fenomena di Indonesia berkat aplikasi *one-stop* yang membuat hidup menjadi lebih mudah.

Fokus utama penilitan ini adalah terhadap **aplikasi GO-JEK dan semua pelayanan yang tersedia di aplikasi tersebut secara keseluruhan.**

Apakah Anda pernah menggunakan GO-JEK?

- ○ Ya
- ○ Tidak

Berapa hari Anda menggunakan GO-JEK dalam waktu satu minggu?

- ○ Setiap hari
- ○ 4 -5 hari
- ○ 2-3 hari
- ○ < 2 hari

UNIVERSITY OF TWENTE.

PETUNJUK PENGISIAN

Isilah pernyataan dibawah ini yang sesuai pengalaman anda dengan memilih di kolom yang sesuai.

5 : Sangat Setuju (SS)
4 : Setuju (S)
3 : Netral (N)
2 : Tidak Setuju (TS)
1 : Sangat Tidak Setuju (STS)

Nilai Keuangan (*Monetary Value*)

	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
Harga yang ditawarkan oleh GO-JEK dapat saya terima	○	○	○	○	○
Pelayanan yang ditawarkan aplikasi GO-JEK memiliki nilai yang sesuai dengan uang yang dikeluarkan	○	○	○	○	○
Pelayanan yang ditawarkan GO-JEK memiliki nilai uang yang lebih baik dibandingkan dengan pelayanan yang ditawarkan aplikasi lain yang sejenis	○	○	○	○	○
Harga yang terjangkau adalah faktor yang membuat saya tertarik untuk menggunakan GO-JEK secara rutin	○	○	○	○	○

Nilai Kenyamanan (*Convenience Value*)

	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
Saya menghemat waktu dan uang ketika menggunakan GO-JEK	○	○	○	○	○
Saya menghargai kemudahan dalam menggunakan GO-JEK	○	○	○	○	○
Saya menghargai pilihan untuk menggunakan GO-JEK melalui perangkat seluler secara cepat	○	○	○	○	○
Saya menghargai kenyamanan dalam menggunakan GO-JEK	○	○	○	○	○
Menggunakan GO-JEK membuat hidup saya lebih mudah	○	○	○	○	○
Menggunakan GO-JEK adalah cara yang efisien untuk mengatur waktu saya	○	○	○	○	○

Nilai Sosial (*Social Value*)

	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
Saya merasakan tekanan sosial dari keluarga saya untuk meggunakan GO-JEK	○	○	○	○	○
Saya merasakan tekanan sosial dari teman-teman saya untuk menggunakan GO-JEK	○	○	○	○	○
Saya mencari persetujuan sosial ketika menggunakan GO-JEK	○	○	○	○	○
Kesan yang baik dari lingkungan sosial adalah yang saya cari ketika menggunakan GO-JEK	○	○	○	○	○

Nilai Emosional (*Emotional Value*)

	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
Menggunakan GO-JEK memberikan saya kesenangan	○	○	○	○	○
Menggunakan GO-JEK membuat saya merasa gembira	○	○	○	○	○
Saya merasa aman ketika meggunakan GO-JEK	○	○	○	○	○
Menggunakan GO-JEK membuat saya merasa tenang	○	○	○	○	○
Saya tidak merasa gelisah ketika menggunakan GO-JEK	○	○	○	○	○

Nilai Kondisional (*Conditional Value*)

	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
Saya menghargai pelayanan-pelayanan yang ditawarkan GO-JEK	○	○	○	○	○
Saya menghargai bantuan yang diberikan GO-JEK yang saya butuhkan dalam keadaan tertentu	○	○	○	○	○
Saya menghargai kebebasan waktu dan tempat yang didapatkan ketika menggunakan GO-JEK	○	○	○	○	○
GO-JEK memudahkan kehidupan sehari-hari saya dalam beraktivitas	○	○	○	○	○

Nilai Epistemik (*Epistemic Value*)

	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
Saya menggunakan GO-JEK untuk berkesperimen dengan cara baru dalam melakukan sesuatu	○	○	○	○	○
Saya menggunakan GO-JEK untuk menguji teknologi baru	○	○	○	○	○
Saya menggunakan GO-JEK karena rasa penasaran	○	○	○	○	○
Saya menggunakan GO-JEK untuk memuaskan rasa keingintahuan saya	○	○	○	○	○

Komitmen (*Commitment*)

	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
Saya merasa setia untuk menggunakan GO-JEK	○	○	○	○	○
GO-JEK memiliki nilai personal yang penting bagi saya	○	○	○	○	○
Saya adalah pengguna setia GO-JEK	○	○	○	○	○
Saya menganggap GO-JEK sebagai pilihan utama untuk memesan jenis layanan ini	○	○	○	○	○

Kecenderungan Perilaku (*Behavioral Intention*)

	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
Saya berencana untuk terus menggunakan pelayanan yang diberikan GO-JEK di masa depan	○	○	○	○	○
Saya akan menggunakan layanan yang mirip dengan GO-JEK di masa depan	○	○	○	○	○
Ada kemungkinan saya akan memesan produk atau jasa lain yang ditawarkan oleh GO-JEK di masa depan	○	○	○	○	○
Saya dapat merekomendasikan GO-JEK ke orang lain	○	○	○	○	○

Masalah Privasi (*Privacy Concerns*)

	Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju
Membagikan informasi pribadi saya ke GO-JEK mengganggu saya	○	○	○	○	○
Saya mengkhawatirkan orang lain dapat mengawasi posisi saya berada terus-menerus	○	○	○	○	○
GO-JEK terlalu banyak mengumpulkan informasi tentang saya	○	○	○	○	○
Saya mengkhawatirkan informasi yang saya bagikan ke GO-JEK dapat disalahgunakan	○	○	○	○	○
Ada kemungkinan GO-JEK akan membocorkan informasi pribadi saya ke pihak yang tidak berwenang tanpa persetujuan saya	○	○	○	○	○
Informasi pribadi milik saya dapat disalahgunakan ketika bertransaksi dengan GO-JEK	○	○	○	○	○

Appendix C – Pre-test

Questions list:

1. What do you know about location-based application?
2. How far do you know GO-JEK?
3. What is your consideration when you choose to order a motorcycle-taxi via GO-JEK?
4. Do you realize that you are sharing your personal information with GO-JEK? If yes, do you know what kind of data GO-JEK collected?