

Customer Satisfaction Influenced by Service Quality, Corporate Image, Perceived Value, and Trust and Their Implications on the Behavioral Intention of Transjawa Toll Road Users

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ABSTRACT

During the last half decade, developments in infrastructure across Java Island have improved connectivity and widened market reach. Road users now have the option of using either toll or non-toll routes, which can potentially decrease reliance on toll roads. This research examines the effects of service quality, brand image, perceived value, trust, and customer satisfaction on the behavioral intentions of users of the Transjawa Toll Road. Employing the PLS-SEM approach, eight hypotheses were evaluated using data collected from 235 respondents who regularly use the Jakarta–Cikampek Toll Road. The study reveals that service quality plays a crucial and positive role in shaping corporate image, customer trust, and perceived value. A strong corporate image contributes positively to customer satisfaction, while perceived value significantly influences both trust and satisfaction levels. Additionally, customer satisfaction positively affects behavioral intentions, whereas trust does not show a meaningful impact on satisfaction. From a managerial standpoint, these findings highlight the need to enhance service quality, cultivate a strong corporate image, build trust, and improve perceived value to boost both customer satisfaction and behavioral intentions. The scope of this study is confined to a single toll road and relies on a quantitative method. Future studies are encouraged to involve broader locations and additional factors affecting toll road user behavior. Overall, these results offer strategic guidance for toll road operators in improving service performance and user satisfaction.

Keywords: Service Quality, Corporate Image, Trust, Perceived Value, Customer Satisfaction, Behavioral Intention.

INTRODUCTION

Looking at the competition in the marketing world in companies, customer satisfaction is seen as a core construct to measure the strategy and consequences of consumer behavior (Mittal et al., 2023). Previous research has shown that increasing customer satisfaction is a benchmark for overall company performance (Guenther & Guenther, 2021). Furthermore, research in hospitality shows that consumers who are satisfied with their experience show a reasonable attitude to transact and give good recommendations (Majeed et al., 2022). Meanwhile, in the toll road business, according to Irawan & Alversia (2024), the perception of customer satisfaction and loyalty is formed by service quality through the components of assurance, responsiveness, and empathy.

Toll companies offer toll road services as part of the national highway system and network. One of the toll companies in Indonesia is PT JTT, which is a subsidiary of PT Jasa Marga (Persero) Tbk. Based on the Annual Report for the 2023 Fiscal Year, PT JTT manages 4 operating segments and 9 toll road subsidiaries along Trans

Java (Report, 2023). In the last five years, large-scale infrastructure improvements on the island of Java have improved accessibility and mobility and facilitated market expansion in the region (Salim & Faoziyah, 2022). This can give consumers the option to travel by road to a destination via toll and non-toll roads, such as national roads and train lines. This option has the potential to reduce the number of toll road users. Based on data from the Central Statistics Agency (2020) related to the Number of Vehicles Crossing Toll Roads by Branch at the Transaction Gate in 2020, as many as 138,365,987 vehicles crossed the Jakarta-Cikampek Toll Road, down 12% or 19,447,048 vehicles from 2019 as many as 157,813,035 vehicles (Tuncer et al., 2021).

A positive perception of service quality is a reflection of customers for the benefits they feel, so that customers can intend to continue using and recommending the services that have been built (Liesa et al., 2023). Service quality can also be evaluated based on the achievement of the Minimum Service Standard (MSA) indicators on toll roads, which include road conditions, average speed, ease of access, movement, security, assistance units, environment, and rest area facilities applied in transaction services, traffic, maintenance, rest areas, and information. (Dina & Amin, 2023). Meanwhile, Eboli & Mazzulla (2009) show that service quality produces customer satisfaction and dissatisfaction, which are identified through the Customer Satisfaction Index and then used to determine a strategy to improve service quality. Shah et al. (2022) mentioned that customers will return to buy products or services if they feel satisfied with the service and tend to become loyal customers. Then Ferreira et al. (2022) said that in building a sustainable business, entrepreneurs need to pay attention to a positive view of service quality in order to obtain customer satisfaction and customer retention. Song et al. (2019) show another factor, namely corporate image, that is inseparable from the role of service quality. It is important to have a positive corporate image to achieve a high level of customer satisfaction (Khoo, 2022; Chien & Chi, 2019). Trust and customer satisfaction can be formed by service quality support (Yum & Kim, 2024; Fauzi & Beik, 2022; Uzir et al., 2021).

Another determinant of customer satisfaction is the value received for the sacrifices made in the form of time, cost, and convenience in the retail and service sectors (Slack et al., 2020). Wulandary et al. (2022) studied toll roads, stating that perceived value contributes to the formation of customer satisfaction for the services used. Wu (2014) shows perceived value plays a key role in enhancing customer satisfaction, which in turn fosters stronger behavioral intentions within the service sector. Behavioral intentions are influenced by an interplay between service quality and the level of customer satisfaction, highlighting the importance of delivering high-quality services to encourage positive customer actions (Wulansari et al., 2024; Karsana & Murhadi, 2021). Therefore, it is temporarily concluded that the driving factor for behavioral intention is customer satisfaction and service quality involvement.

The toll road business in Indonesia shows a different pattern of growth and problems when compared to countries with more mature toll systems. The development of Indonesia's toll network in the last five years has increased rapidly, but the speed of increase in the length of operation, the effectiveness of financing, and the readiness of institutions have not been proportional to the scale of development in China, which since the beginning of 2000 has been able to add thousands of kilometers of toll roads every year (Chung, 2012). The Transjava Toll Study has a strong influence on travel habits and transportation fleet needs, as well as revealing variations in tariffs and toll user preferences in Indonesia (Andani et al., 2020). In addition, the issue of land tenure and the limitations of the financing model create long-term income uncertainty. This is different from countries that have better toll systems and have been standardized, so that they can accelerate and unify network development (Fauzan et al., 2023).

Previous studies have shown that customer satisfaction is influenced by important factors of service quality and corporate image, which ultimately affect behavioral intention (Chien & Chi, 2019); (Tuncer et al., 2021); (Uslu, 2020). However, studies on these variables have not been widely found in the toll road service sector. The researcher incorporated perceived value and trust as additional variables to better understand their role in enhancing customer satisfaction. The addition of these two variables is because the researcher is of the view that perceived value describes how far consumers value the profits obtained are commensurate with the expenses made. Meanwhile, trust is an important foundation for consumers to feel calm and satisfied when using toll road services. Then the researcher will conduct a study on the objects of toll road users managed by PT Jasamarga Transjava Tol, where these objects are still rarely researched. This study aims to examine the relationships among service quality, corporate image, perceived value, trust, customer satisfaction, and the behavioral intentions of Transjava toll road users.

RESEARCH METHODS

This study uses an exploratory approach accompanied by quantitative analysis and variable measurement that adopts previous research from Chien & Chi (2019). According to Hair et al. (2012), PLS-SEM is suitable for exploratory research that focuses on predictive aspects and theoretical development, because this method can

handle small sample sizes, is resistant to violations of normality assumptions, and can estimate complex models that are still in the development stage.

This research will measure 6 (six) variables, namely service quality, corporate image, customer satisfaction, trust, perceived value, and behavioral intention. These six variables were measured using their respective indicators. The service quality variable was measured using 16 (sixteen) statements referring to Chien & Chi (2019). Corporate image is measured based on Chien & Chi's (2019) research, which contains 7 (seven) statements. Customer satisfaction refers to Chien & Chi (2019), has 8 (eight) statements. Trust refers to Uzir et al. (2021), consisting of 4 (four) statements. Furthermore, the perceived value is measured by 3 three indicators (Rao et al., 2025). Behavioral intention, which refers to the research of Chien & Chi (2019), was measured using 9 (nine) statements. The total number of research variable statements is 47 (forty-seven) statements.

In the first part of the questionnaire, the researcher will take personal data by providing 11 (eleven) statements of customer characteristics such as name/initials, gender, age, status, place of residence, occupation, last education, average expenses, toll roads used, vehicle ownership, and frequency of use of toll roads. To validate and test the reliability of the instrument through factor analysis, the researcher will apply a pre-test by distributing a questionnaire to 54 (fifty-four) respondents to obtain a default sample size (Perneger et al., 2015). Variable operational details as well as the full questionnaire are available in Appendices 2 and 3. In this study, data were obtained from a poll conducted through the distribution of questionnaires in Indonesian online Google Forms and tested using SPSS 20. The researcher took non-probability samples using the purposive sampling research method in the PT Jasamarga Transjawa Tol area, namely the Jakarta-Cikampek Toll Road, with a population of 138,365,987 toll road users per year. The criteria for respondents selected as a sample are toll road users aged 17 years and above, having used the toll road at least 5 (five) times in the last 3 (three) months.

According to Hair & Brunsveld (2019), in determining the sample of quantitative research using the PLS-SEM or multivariate analysis, it can be calculated based on the number of items of the variables in the questionnaire. In general, the ratio of sample to parameter is used as many as five to ten respondents per questionnaire item. In this study, the number of questionnaire statements was 47. Therefore, the minimum recommended sample size is 235 respondents (47 items x 5). From the results of the calculation, the author plans to distribute questionnaires to 235 respondents to produce measurable data. This research is planned from November 2024 to August 2025. Before the actual survey, the researcher will conduct a pre-test by distributing a questionnaire containing 47 (forty-seven) statements to 54 (fifty-four) respondents. Then the statements that were successfully collected were tested for validity and reliability using SPSS 20. Validity testing involves how well an instrument measures what it should be. In the context of a research questionnaire, accuracy measures whether each item in a statement actually reflects its constructs or variables. CFA is one of the most commonly used ways to test validity. This study uses CFA for validity test by measuring the KMO and MSA values of Anti-image Matrices (Doll & Torkzadeh, 1994).

In addition, primary survey data were gathered and analyzed using the PLS-SEM method. The validity and reliability of the instruments were examined through factor analysis with the support of SmartPLS 4.0 software. Construct validity was determined using the AVE and CR metrics, with AVE values greater than 0.50 and CR values exceeding 0.70 indicating that the constructs are both valid and reliable. In addition, reliability was further examined using Cronbach's Alpha, with values greater than 0.70 reflecting a satisfactory level of internal consistency (Hair et al., 2019).

RESULTS AND DISCUSSION

In this study, the author distributed questionnaires to 235 respondents. The majority of respondents were male, totaling 128 individuals (54%). Most respondents were aged between 36 and 44 years, accounting for 95 people (40%). Regarding marital status, 175 respondents (74%) were married. The largest group of respondents resided in West Java, with 80 individuals (34%). In terms of occupation, most respondents worked as private-sector employees, totaling 109 people (46%). Additionally, the highest level S1, held by 120 respondents (51%). When viewed from the amount of costs incurred by respondents using toll roads, most of them spent between IDR 500,000 – IDR 1,000,000. And 100% of respondents used the Jakarta-Cikampek Toll Road in the last 3 months. The majority of respondents, namely 126 people or 54%, used private vehicles when crossing toll roads. Then the majority of respondents as many as 185 people (79%) used toll roads with a frequency of 5-10 times.

Table 1. Validity and Reliability Test (Pre-Test)

N	Variabel	Number of Statements	SME > 0.5	CA > 0.7	Information
1	Service Quality	16	0,858	0,954	Valid and Reliable
2	Corporate Image	7	0,865	0,902	Valid and Reliable
3	Perceived Value	3	0,734	0,875	Valid and Reliable

4	Trust	4	0,753	0,918	Valid and Reliable
5	Customer Satisfaction	8	0,898	0,925	Valid and Reliable
6	Behavioral Intention	9	0,791	0,927	Valid and Reliable

Source : Results of Researcher Analysis, 2025

From the pre-test validity test using Confirmatory Factor Analysis, all items in the six variables were declared valid because they had an KMO and MSA value of > 0.5 and a Cronbach's Alpha value of > 0.7 (Appendix 5). Overall, out of a total of 47 statement items tested, all items were declared valid because they met the criteria for a value above 0.500. All instrument items in this study can be used for the next stage of analysis.

Table 2. Cronbach's Alpha Reliability Test

Variabel	Cronbach's Alpha	Criterion Value	Information
Service Quality	0.911	0.700	Reliabel
Corporate Image	0.856	0.700	Reliabel
Customer Satisfaction	0.866	0.700	Reliabel
Trust	0.822	0.700	Reliabel
Perceived Value	0.734	0.700	Reliabel
Behavioral Intention	0.866	0.700	Reliabel

Source: Researcher Analysis Results, 2025

Based on the reliability analysis carried out, each variable in this study showed an alpha number that exceeded the minimum number of 0.700, so that all of them could be declared reliable. The Service Quality variable shows a Cronbach's Alpha value of 0.911, the Corporate Image variable has a value of 0.856, Customer Service records a number of 0.866, the Trust variable shows reliability of 0.822, the Perceived Value variable has a value of 0.734, and the Behavioral Intention variable reaches 0.866. Overall, all constructs or variables in this study met the reliability requirements with Cronbach's Alpha values exceeding 0.700. This indicates that the measurement tools used in this study have consistency and are reliable to assess each of the variables studied.

This process includes assessing discriminant validity using the Fornell-Larcker criterion, testing the reliability of the construct variables, and analyzing the R^2 values to determine explanatory power. At this stage, convergent validity is also examined, which evaluates the adequacy of reflective indicators as measurement tools. Indicators with outer loading values above 0.5 are considered valid (Appendix 8.1 Confirmatory Factor Analysis Results). In testing validity and consistency, one way that can be done is to design an outer model or measurement model. An indicator is regarded as valid when it meets the required factor loading threshold of greater than 0.60 (based on the original sample value) and demonstrates an acceptable significance level as indicated by its p-value. The Service Quality construct, which consists of 16 indicators, was entirely confirmed as valid. The Corporate Image construct, represented by 7 indicators, was also verified as valid. Customer Satisfaction was measured using 8 valid indicators, while the Trust construct comprised 4 indicators that all met the validity requirements. In addition, the Perceived Value variable, which included 3 indicators, was also declared valid, and the Behavioral Intention construct, measured by 9 indicators, fully met the validity standards. These findings indicate that all measurement items used in this study are appropriate for representing their respective constructs. Based on this information, the model explanation is as follows:

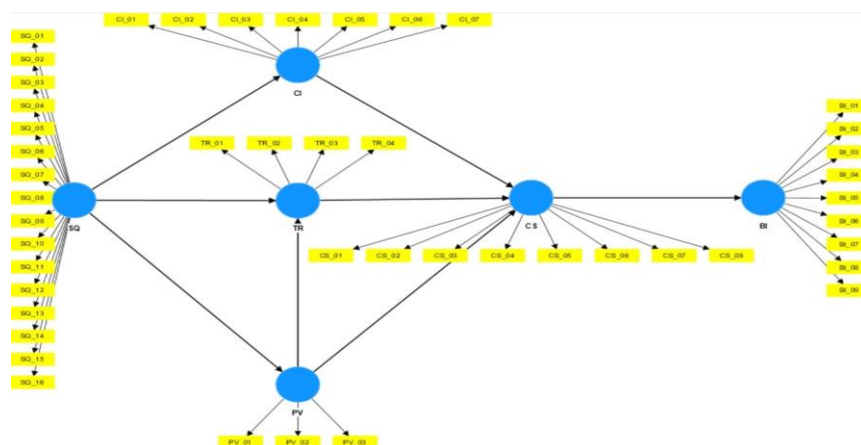


Figure 2 Inner Display of PLS SEM Model

Source: Researcher Analysis Results, 2025

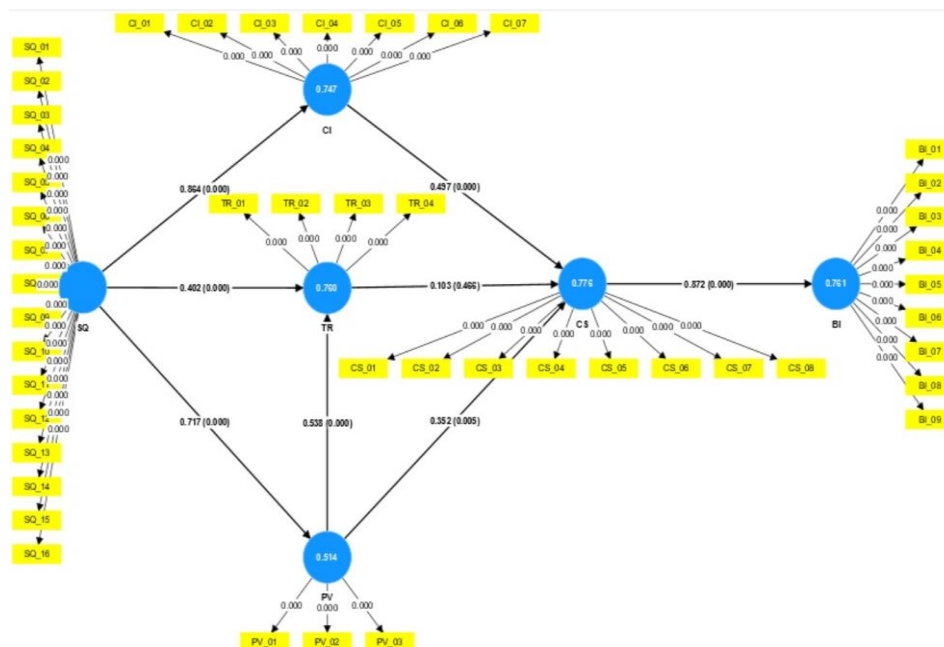


Figure 3. Outer Display Model PLS-SEM

Source: Researcher Analysis Results, 2025

Since all these values are above the minimum acceptable limit, it can be concluded that each construct demonstrates adequate discriminant validity. This finding confirms that each construct is empirically distinct and capable of differentiating itself from the others, indicating that the indicators used accurately represent their respective concepts without overlapping across variables. Therefore, the measurement instruments employed in this study can be regarded as valid and appropriate for application in the structural (inner) model analysis.

Table 3. Discriminant Validity Fornell Larcker

Variable	Discriminant Validity (Fornell Larcker > 0.6)	Information
Behavioral Intention	0.695	Valid
Corporate Image	0.733	Valid
Customer Satisfaction	0.722	Valid
Perceived Value	0.808	Valid
Service Quality	0.655	Valid
Trust	0.808	Valid

Source: Researcher Analysis Results, 2025

Furthermore, an evaluation of the reliability of the research variable constructs was conducted using internal consistency analysis. This reliability assessment aims to determine whether all indicators used to represent each research variable are appropriate and consistently form their respective latent constructs.

Table 4. Reliability Test of Research Variable Constructs

Variable	Cronbach's Alpha > 0.7	Composite Reliability > 0.7	Information
Behavioral Intention	0.866	0.868	Reliabel
Corporate Image	0.856	0.856	Reliabel
Customer Satisfaction	0.866	0.871	Reliabel
Perceived Value	0.734	0.737	Reliabel
Service Quality	0.911	0.912	Reliabel
Trust	0.822	0.823	Reliabel

Source: Researcher Analysis Results, 2025

The analysis revealed that all constructs in this research met these reliability criteria. Behavioral Intention recorded a Cronbach's Alpha of 0.866 and a Composite Reliability of 0.868, while Corporate Image achieved values of 0.856 for both indicators. Customer Satisfaction obtained values of 0.866 and 0.871, Perceived Value reached 0.734 and 0.737, Service Quality attained 0.911 and 0.912, and Trust achieved 0.822 and 0.823. Since all values exceed the established minimum thresholds, it can be concluded that the research instruments used are reliable. These results suggest that the indicators reliably and accurately capture their intended constructs, making the data suitable for further analysis in the structural model assessment. Additionally, when examining the relationships among constructs, both the significance of the paths and the R^2 values of the model should be carefully considered.

Table 5. R-Square Determination Test

Variable	R-Square	R-Square Adjusted	Information
Behavioral Intention	0.761	0.759	Strong
Corporate Image	0.747	0.744	Strong
Customer Satisfaction	0.776	0.769	Strong
Perceived Value	0.514	0.509	Moderate
Trust	0.760	0.755	Strong

Source : Results of Researcher Analysis, 2025

According to Hair et al. (2013), R^2 values range from 0 to 1, with higher values indicating stronger explanatory power. These values are generally interpreted as weak, moderate, or strong. In this study, R^2 analysis was used to assess how much of the variance in each endogenous construct could be explained by its exogenous predictors. The results show that Behavioral Intention is largely accounted for by the model, while a smaller portion is influenced by factors outside the study. Similarly, Corporate Image, Customer Satisfaction, and Trust all demonstrated strong predictive capability, whereas Perceived Value was found to be at a moderate level. Overall, the findings indicate that the research model has substantial explanatory power for the endogenous variables and is appropriate for supporting further stages of analysis.

Table 6. Uji Average Variance Extracted (AVE)

Variable	Average Variance Extracted ≥ 0.5	Discriminant Validity Fornell Larcker > 0.6
Behavioral Intention	0.484	0.695
Corporate Image	0.537	0.733
Customer Satisfaction	0.522	0.722
Perceived Value	0.652	0.808
Service Quality	0.429	0.655
Trust	0.653	0.808

Source: Results of Researcher Analysis, 2025

In addition to testing the hypotheses, the GoF Index was assessed to evaluate the overall suitability of the PLS model. The GoF acts as a global measure of model validity and is determined using the geometric mean of the AVE and the R^2 values of the endogenous constructs. Thresholds for model fit are generally classified as small, medium, or large. In this study, the AVE values for the constructs indicated that the model demonstrated adequate convergent validity, and the overall geometric mean suggested a good model fit. Furthermore, the R^2 values for the endogenous constructs showed that the structural model possessed strong explanatory power. These results collectively indicate that the research model is robust, valid, and suitable for further analysis. Therefore, the GoF value is calculated using the formula:

$$\text{GoF} = \sqrt{\text{AVE} \times R^2}$$

The result was 0.616 or 61.6% according to the test standard. This indicates that the entire form of having a GoF and indeed has a strong bond between Corporate Image, Customer Satisfaction, and Behavioral Intention. More information on the hypothesis testing can be seen in the table below.

Table 7. Path Coefficients Results of Path Coefficients

ccc	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Influence
Corporate Image -> Customer Satisfaction	0.497	0.499	0.081	6.124	0.000	Significant Positives

Customer Satisfaction -> Behavioral Intention	0.872	0.874	0.026	34.174	0.000	Significant Positives
Perceived Value -> Customer Satisfaction	0.352	0.353	0.126	2.791	0.005	Significant Positives
Perceived Value -> Trust	0.538	0.534	0.078	6.885	0.000	Significant Positives
Service Quality -> Corporate Image	0.864	0.867	0.027	31.875	0.000	Significant Positives
Service Quality -> Perceived Value	0.717	0.721	0.050	14.353	0.000	Significant Positives
Service Quality -> Trust	0.402	0.406	0.077	5.188	0.000	Significant Positives
Trust -> Customer Satisfaction	0.103	0.101	0.142	0.729	0.466	Insignificant

Source: Researcher Analysis Results, 2025

According to Nguyen (2023), a hypothesis is considered supported if the p-value is below 0.05. The path analysis in this study shows that most relationships among the variables are positive and statistically significant. Corporate Image significantly enhances Customer Satisfaction, while Customer Satisfaction strongly influences Behavioral Intention. Perceived Value positively affects both Customer Satisfaction and Trust, and Service Quality has a significant positive impact on Corporate Image, Perceived Value, and Trust.

Table 8. Hypothesis Test Research Model

Hipotesis	Hubungan	T Statistic (n > 1.96)	P Values (n < 0.05)	Conclusion
H1	Service Quality has a significant positive effect on Corporate Image	31.875	0.000	The data support the hypothesis
H2	Corporate Image has a positive effect on Customer Satisfaction	6.124	0.000	The data support the hypothesis
H3	Service Quality has a positive effect on Trust	5.188	0.000	The data support the hypothesis
H4	Trust has a positive effect on Customer Satisfaction	0.729	0.466	The data does not support the hypothesis
H5	Service Quality has a positive effect on Perceived Value	14.323	0.000	The data support the hypothesis
H6	Perceived Value has a positive effect on Trust	6.885	0.000	The data support the hypothesis
H7	Perceived Value has a positive effect on Customer Satisfaction	2.791	0.005	The data support the hypothesis
H8	Customer Satisfaction has a positive effect on Behavioral Intention	34.174	0.000	The data support the hypothesis

Source: Researcher Analysis Results, 2025

The hypothesis testing results show that seven out of eight hypotheses were supported. Service Quality (SQ) positively affects Corporate Image (CI), Trust (T), and Perceived Value (PV). CI significantly enhances Customer Satisfaction (CS), and PV positively influences both T and CS. CS, in turn, strongly drives Behavioral Intention (BI). However, the effect of T on CS was not significant. These findings highlight the key roles of SQ, CI, PV, and CS in shaping BI, while the non-significant impact of T suggests directions for future research.

PT Jasamarga Transjawa Toll, established in 2017, is one of Indonesia's Toll Road Business Entities (BUJT) responsible for managing sections of the Trans-Java Toll Road network, including the Jakarta–Cikampek Toll Road. The company operates under official government authorization in accordance with relevant laws and regulations governing road and toll operations. In the context of the toll road service sector, the results of the first hypothesis (H1) indicate a significant positive relationship between service quality and corporate image, particularly among the predominantly male users of the Jakarta–Cikampek Toll Road. This finding implies that enhancing the quality of services provided by PT Jasamarga Transjawa Toll contributes directly to strengthening its corporate image. These results align with previous research highlighting the important role of service quality in shaping corporate reputation and increasing user satisfaction. Service quality serves as a key determinant in how a company is perceived, where superior service performance fosters a more favorable image in the minds of consumers, ultimately supporting higher levels of satisfaction and loyalty. In this study, the highest indicator of service quality was reflected in item CI_04, stating “The toll road services provided by BUJT can enhance the company’s image at the international level,” which achieved an outer loading value of 0.795. Furthermore, the variable examined was confirmed as valid, as all indicators exceeded the convergent validity threshold with outer loading values greater than 0.5.

The results of the second hypothesis testing indicate that corporate image has a significant and positive effect on customer satisfaction among users of the Jakarta–Cikampek Toll Road, most of whom reside in West Java. This finding supports earlier studies which suggest that a favorable corporate image contributes to higher levels of customer satisfaction. A strong and positive image enables customers to develop constructive perceptions of the company’s products, services, and overall values. Moreover, corporate image functions as a psychological and emotional driver that reinforces customers’ actual experiences. Consequently, the more positive the image held by the company, the greater the potential for achieving customer satisfaction. In this study, the highest corporate image indicator was reflected in item CI_07, “This toll road operator is my preferred choice,” which obtained an outer loading value of 0.741.

Furthermore, the results of the study (H3) saw that the relationship between service quality significantly affected trust in customers of the Jakarta–Cikampek Toll Road who were mostly 36–44 years old and married. According to Yu et al. (2014), service quality has a significant and positive influence on sustainable trust. These findings are consistent with the results reported by Uzir et al. (2021), Monfort et al. (2025), Etrata et al. (2025), and Prasetyo et al. (2025). Service quality serves as the primary foundation in building user trust. The quality of service, as reflected through the reliability of road infrastructure, the responsiveness and accuracy of officers in providing assistance, the clarity of information services, and the availability of adequate supporting facilities, contributes to users’ confidence in the reliability of toll road operators. When the service quality delivered is consistent and in line with user expectations, their level of trust will continue to grow. Enhancing the quality of services perceived by customers will therefore strengthen their trust in the company. This is supported by respondents’ statement SQ_08, “BUJT made improvements to the services provided,” which obtained an outer loading value of 0.708.

Moreover, this study (H4) also examined the relationship between trust and customer satisfaction among users of the Jakarta–Cikampek Toll Road, where most respondents were employees of private companies. The study by Fauzi and Beik (2022) found that trust has a positive and significant effect on customer satisfaction, indicating that higher levels of customer trust in a company will lead to greater satisfaction with the products and services offered. Similar evidence is also supported by the research findings of Do et al. (2025), Uzir et al. (2021), Monfort et al. (2025), Kim and Yum (2024), and Etrata et al. (2025).

Nevertheless, contrasting findings were reported by Ashiq and Hussain (2024) in their study on online shopping, which revealed that trust does not have a significant effect on customer satisfaction. Similar results were also identified in the studies conducted by Malau and Sitanggang (2024) as well as Maulana and Nuraeni (2022). In the context of research on users of the Jakarta–Cikampek Toll Road, this study likewise finds no strong empirical evidence indicating that trust has a direct influence on customer satisfaction. This is because other predominant factors, such as first-hand experience with service quality or perception of the value received, can play a greater role in determining customer satisfaction. Although trust is an important factor, customer satisfaction can be more influenced by other aspects. This can be seen in the lowest Trust respondent statement TR_01 “I feel comfortable using toll road services” with an outer loading value of 0.753. The statement with the lowest score on the Trust variable illustrates that there is still an opinion that toll road users feel uncomfortable when using the Jakarta–Cikampek Toll Road.

In this study (H5), the relationship between service quality and perceived value is shown to be significantly positive among users of the Jakarta–Cikampek Toll Road, where the majority of respondents are private vehicle users. This result is consistent with the findings of Ge et al. (2021), which indicate that service quality has a significant influence on perceived value. Other researchers Suttikun & Meeprom (2021); Verdecia et al. (2024); Liu (2024); (Tuncer et al., 2021); Uzir et al. (2021) also show the same thing. Service quality has a positive influence on perceived value. Service quality is indicated by the ability of toll road operators to deliver safe, comfortable, and

reliable road services through well-maintained infrastructure, smooth traffic conditions, and sufficient supporting facilities. When the level of service provided is high, users tend to perceive that the benefits they receive exceed the costs they pay, thereby increasing their perceived value. This is reflected in respondents' statement PV_02, "Compared to the costs I incur, the quality of the toll road services I received was satisfactory," which shows an outer loading value of 0.827.

The results of the study also saw the attachment (H6) between perceived value and trust positively and significantly from users of the Jakarta-Cikampek Toll Road. According to research by Yum & Kim (2024), it is revealed that perceived value can positively affect trust. In line with this research, Uzir et al. (2021) also expressed; Kim et al. (2017); (Mizukoshi, 2025); Monfort et al. (2025); Basrowi et al. (2023). The link between perceived value and trust is strongly interconnected within the framework of consumer behavior and service marketing. Perceived value is represented through users' evaluations of how well the benefits they receive such as smooth travel, safety, and comfort of facilities align with the toll fees they have to pay. When customers judge what they receive beyond the sacrifices made, their level of trust in toll managers increases. The highest trust as seen in the respondent's statement TR_03 "BUJT provides toll road services according to commitment" with an outer loading value of 0.833.

The results of this study (H7) indicate a significant positive relationship between perceived value and customer satisfaction among users of the Jakarta-Cikampek Toll Road. When users feel that the value they receive meets their expectations, they tend to develop stronger long-term loyalty and are more willing to engage in sustainability-related initiatives, which ultimately contributes to higher overall customer satisfaction (Hassan & Salem, 2022). Based on a study by Nguyen et al. (2020), it is stated that perceived value has a positive effect on customer satisfaction. The same thing was also expressed by other researchers, namely Mainardes & Peres (2023); Uzir et al. (2021); Wulandary et al. (2022); Slack et al. (2020). Perceived value is reflected in the user's assessment of the benefits of travel, such as time efficiency, comfort, and safety, compared to the cost of the fare incurred. When users value what they get more than the sacrifices given, their satisfaction level tends to increase. As seen in the respondent's statement CS_07 "The services provided on the toll road meet my expectations" with an outer loading value of 0.836.

Furthermore, the study also examined the relationship (H8) of customer satisfaction and positive and significant behavioral intention in customers of the Jakarta-Cikampek Toll Road. Increased customer satisfaction in turn affects behavioral intention (Ardhana et al., 2024). Increasing customer satisfaction also causes an increase in their intention to reuse (Wulansari et al., 2024). The same thing is also found in the results of Sevilmiş et al.'s (2022) research; Ferreira et al. (2022); Rahi et al. (2020); Khoo (2022); Khairial & Ridanasti (2023). Toll road user satisfaction is the main factor that forms behavioral intentions such as the intention to reuse, provide positive recommendations, and be loyal to toll services. In other words, the more satisfied users are, the more likely they are to behave positively towards the Jakarta - Cikampek Toll Road service. Behavioral Intention is highest as seen in the respondent's statement BI_01 "I will give a good recommendation to my colleagues who will go through the toll road" where the outer loading is 0.736 and the statement BI_02 "I will invite my colleagues to use the toll road" with an outer loading value of 0.741.

CONCLUSION

The study's results indicate that out of the eight proposed hypotheses, seven are supported by empirical evidence, while one does not receive sufficient support. Specifically, the first hypothesis shows that the service quality of PT Jasamarga Transjawa Tol, as the operator of the Jakarta-Cikampek Toll Road, has a significant positive effect on the corporate image. The second hypothesis confirms that corporate image significantly enhances customer satisfaction, and the third hypothesis demonstrates that service quality positively and significantly influences customer trust. Additionally, the fifth hypothesis reveals that service quality contributes positively and significantly to perceived value, while the sixth hypothesis indicates that perceived value has a significant positive impact on trust. The seventh hypothesis shows that perceived value also significantly improves customer satisfaction, and the eighth hypothesis confirms that customer satisfaction has a significant positive effect on the behavioral intentions of Jakarta-Cikampek Toll Road users. However, the fourth hypothesis finds insufficient evidence to suggest that trust significantly affects customer satisfaction. These findings provide a foundation for future research to explore other factors that may influence customer satisfaction, service quality, corporate image, perceived value, trust, and behavioral intentions, enabling the development of a more comprehensive research model. The main conclusion of this study highlights that the strongest relationship within the model is the effect of customer satisfaction on behavioral intentions, reflected by a coefficient value of 0.872. This underscores the dominant role of customer satisfaction in shaping the behavioral intentions of Jakarta-Cikampek Toll Road users.

The results indicate that improving customer satisfaction is the most critical factor in encouraging positive user behavior, surpassing the influence of other variables in the model.

LIMITATIONS OF RESEARCH AND ADVICE

This study has several limitations, as it only concentrates on the variables of service quality, corporate image, customer satisfaction, perceived value, trust, and behavioral intention, with the respondent group restricted to users of the Jakarta–Cikampek Toll Road. Therefore, the findings cannot be generalized to represent all toll road users across Indonesia. Furthermore, this research does not incorporate other external factors, such as government policies, overall economic conditions, or technological advancements, which may also influence the behavioral intentions of toll road users. Therefore, it is recommended for the next study to add other variables such as perceived risks, attitudes, moving costs, service innovation, or customer involvement so that the research model becomes more complete and expands the focus of the research to other toll roads in Indonesia to obtain more representative and generalizable results. In addition, in future research, it is also recommended to use a combined method approach that examines quantitative and qualitative data to gain a deeper understanding, as well as consider the use of multigroup analysis methods to achieve stronger and more accurate analysis results.

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