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Determinants of Purchase Intent in The Freight Forwarding Sector in Jakarta

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Abstract: The increasing competition in the freight forwarding industry requires companies to improve Logistics Service Quality to build Customer Trust and encourage customers to use freight forwarding services. This study aims to analyze the effect of the dimensions of *Logistics Service Quality* on *Purchase Intention* through *Customer Trust* in the freight forwarding sector in Jakarta. A quantitative approach was employed by distributing questionnaires to 240 respondents selected through purposive sampling. The data were analyzed using the Partial Least Squares Structural Equation Modeling method with SmartPLS 4 software. The results show that only the *Reliability* dimension has a positive and significant effect on *Customer Trust*, while *Efficiency*, *Fulfillment*, *Responsiveness*, *Security*, and *Return* do not significantly affect *Customer Trust*. Furthermore, *Customer Trust* has a positive and significant effect on *Purchase Intention* and significantly mediates only the relationship between *Reliability* and *Purchase Intention*. The study concludes that service reliability is the most important factor in strengthening Customer Trust and increasing customers' intention to use freight forwarding services.

Keyword: Logistics Service Quality, Customer Trust, Purchase Intention, Freight Forwarder, PLS-SEM.

INTRODUCTION

The development of international trade and export-import activities has increased the need for logistics services that can ensure the fast, accurate, safe, and efficient distribution of goods. In these activities, *freight forwarder* companies play an important role as service providers that coordinate various logistics activities, ranging from document processing, transportation, and warehousing to the delivery of goods through various modes of transport. This condition has intensified competition among *freight forwarder* companies, so companies are required to deliver service quality that meets customer expectations while creating a competitive advantage.

Competition in the *freight forwarder* industry in Jakarta is reflected in the large number of companies operating in the sector. However, the large number of service providers has not been accompanied by an improvement in operational performance. Company data on *freight forwarder* operations show that the number of *export by sea shipments* declined from 678 shipments in 2023 to 590 shipments in 2024 and fell again to 435 shipments in 2025. This decline indicates challenges in retaining customers amid increasingly competitive industry conditions. In addition, various service problems are still found, such as delivery delays, loss of or damage to goods, delays in information delivery, slow complaint handling, and discrepancies between the service delivered and the company's commitments. These problems have the potential to reduce customer trust and weaken customers' intention to reuse *freight forwarder* services.

According to Mentzer et al. (1999), *Logistics Service Quality* is customers' perception of a logistics service provider's ability to deliver services that meet or exceed customer expectations. Good logistics service quality is reflected not only in on-time delivery, but also in service reliability, the security of goods, speed in responding to customer needs, the ability to fulfill orders, and the effective handling of returns. In this study, *Logistics Service Quality* is measured through six dimensions, namely *efficiency*, *reliability*, *security*, *responsiveness*, *return*, and *fulfillment*, which are considered appropriate to the characteristics of services at *freight forwarder* companies. As global supply chains become more complex, the concept of Logistics Service Quality continues to evolve and focuses not only on on-time delivery, but also on a company's ability to meet customer needs consistently through reliable, safe, and responsive service (Rosário & Casaca, 2023; Sann et al., 2024; Thai, 2013).

This study is grounded in Relationship Marketing Theory, which explains that a company's success is determined not only by its ability to acquire new customers, but also by its ability to build and maintain long-term relationships with customers through value creation and good service quality. In the context of freight forwarder companies, such long-term relationships can be built by providing logistics services that meet customer expectations, thereby creating trust and sustaining the business relationship (Kotler et al., 2021).

One theory that explains this relationship is the Commitment-Trust Theory proposed by Morgan and Hunt (1994). This theory states that trust is the main factor in building long-term relationships between companies and customers. Customers with a high level of trust in a company are more confident in its ability to fulfill its service commitments and are therefore more likely to use the company's services again. In line with this, *Purchase Intention* is defined as customers' tendency or desire to reuse a product or service after evaluating their experience (Kotler et al., 2021). Purchase Intention is an indicator that reflects customers' tendency to reuse a service based on the service experience they have received. In the logistics industry, customers' intention to reuse freight forwarder services is influenced by their perception of the service quality provided and their level of trust in the service provider. The better the service quality perceived by customers, the greater the likelihood that trust will be formed, which ultimately encourages higher Purchase Intention (Lin et al., 2023; Liu et al., 2025; Prassida et al., 2024). Therefore, improving *Logistics Service Quality* is expected to build *Customer Trust*, which in turn increases *Purchase Intention*.

The relationship among Logistics Service Quality, Customer Trust, and Purchase Intention has attracted attention in various studies in the fields of logistics and services marketing. Based on Commitment-Trust Theory, service quality that meets customer expectations will increase trust in the company, which in turn encourages customers to reuse the services offered (Morgan & Hunt, 1994). The study by Lin et al. (2023) also showed that logistics service quality plays a role in increasing reuse intention through the formation of customer trust. In addition, Ngo et al. (2025) found that Customer Trust acts as a mediating variable in the relationship between Logistics Service Quality and Repurchase Intention.

Therefore, Customer Trust is regarded as an important element that explains how logistics service quality can increase customers' Purchase Intention.

Several previous studies have shown that *Logistics Service Quality* influences customer behavior, but the results remain inconsistent. Lin et al. (2023) found that logistics service quality has a positive effect on *reuse intention*, whereas Do et al. (2023) showed that this relationship is influenced by other factors, such as *price fairness*. The study by Ngo et al. (2025) demonstrated that *Customer Trust* can mediate the relationship between *Logistics Service Quality* and *Repurchase Intention*, but it was conducted in the context of *e-commerce*. In addition, Sofah et al. (2026) showed that *service quality*, *price*, and *reputation* play a role in shaping *customer loyalty* through *customer satisfaction* at *freight forwarding* companies. These findings reinforce the importance of service quality and mediation mechanisms in explaining customer responses in the *freight forwarding* sector. The study by Olfebri (2024) on an international *cargo* company also showed the importance of customer-related factors in determining the sustainability of relationships with logistics service companies. That study supports the notion that service characteristics in the *cargo* sector are related to customer responses. Nevertheless, these studies have not specifically examined the six dimensions of *Logistics Service Quality* in relation to *Purchase Intention* through *Customer Trust* in the *freight forwarder* sector. To date, research examining the effect of the six dimensions of *Logistics Service Quality* on *Purchase Intention* through *Customer Trust* in the *freight forwarder* sector in Indonesia remains relatively limited. Therefore, this study offers novelty by examining the six dimensions of *Logistics Service Quality* in the context of *freight forwarder* companies in Jakarta and by positioning *Customer Trust* as a mediating variable in increasing *Purchase Intention*. The research framework used is presented in Figure 1.

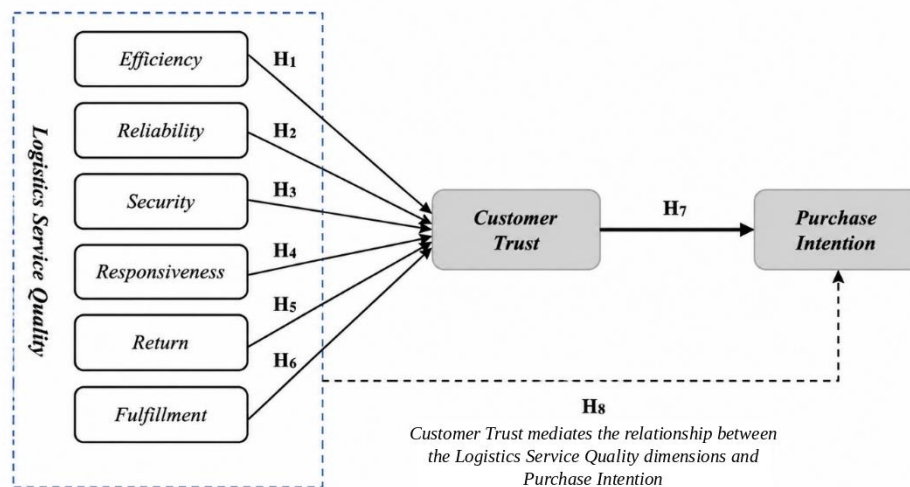


Figure 1. Research framework

Based on the above explanation, this study aims to analyze the effect of *efficiency*, *reliability*, *security*, *responsiveness*, *return*, and *fulfillment* on *Customer Trust*, to analyze the effect of *Customer Trust* on *Purchase Intention*, and to analyze the role of *Customer Trust* in mediating the effect of *Logistics Service Quality* on *Purchase Intention* in the *freight forwarder* sector in Jakarta. The results are expected to contribute to the development of services marketing theory, particularly regarding the relationship among *Logistics Service Quality*, *Customer Trust*, and *Purchase Intention*, and to provide input for *freight forwarder* companies in formulating strategies to improve service quality in order to strengthen customer trust and enhance the sustainability of business relationships.

METHOD

This study uses a quantitative approach with an *explanatory research* design to analyze the relationship between the six dimensions of *Logistics Service Quality* and *Purchase Intention* through *Customer Trust* in the *freight forwarder* sector in Jakarta. The study was conducted on users of *freight forwarder* services who had used international shipping services and were involved in selecting or using service providers.

The study population comprised all users of *freight forwarder* services in Jakarta. The sample was determined using *purposive sampling* with the criteria that respondents were at least 23 years old, had used *freight forwarder* services at least once in the past two years, and were involved in decisions on the use of such services. Based on these criteria, 240 respondents were obtained as the research sample.

Primary data were collected by distributing questionnaires using a six-point Likert scale, ranging from 1 (Strongly Disagree) to 6 (Strongly Agree). The *Logistics Service Quality* variable was measured through six dimensions, namely *Efficiency*, *Reliability*, *Security*, *Responsiveness*, *Return*, and *Fulfillment*. The *Customer Trust* and *Purchase Intention* variables were measured using indicators adapted from previous studies in accordance with the research context.

Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The analysis stages included evaluation of the measurement model (outer model) through tests of convergent validity, discriminant validity, and construct reliability using Outer Loading, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha values. Subsequently, the structural model (inner model) was evaluated through tests of the coefficient of determination (R^2), effect size (f^2), multicollinearity using the Variance Inflation Factor (VIF), and hypothesis testing using bootstrapping at a 5% significance level. In addition, mediation testing was conducted to analyze the role of Customer Trust in mediating the relationship between each dimension of Logistics Service Quality and Purchase Intention.

RESULTS AND DISCUSSION

Model evaluation was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with SmartPLS 4 software. The evaluation consisted of testing the measurement model (outer model) and the structural model (inner model). The measurement model is used to test construct validity and reliability, whereas the structural model is used to test relationships among variables and the model's ability to explain endogenous variables.

Construct Validity and Reliability

Table 1. Results of validity and reliability tests

Variable	AVE	Composite Reliability	Cronbach's Alpha	Remarks
<i>Efficiency</i>	0.807	0.926	0.905	Valid and Reliable
<i>Reliability</i>	0.653	0.904	0.866	Valid and Reliable
<i>Security</i>	0.772	0.931	0.901	Valid and Reliable
<i>Responsiveness</i>	0.642	0.900	0.860	Valid and Reliable
<i>Return</i>	0.708	0.923	0.896	Valid and Reliable
<i>Fulfillment</i>	0.692	0.918	0.888	Valid and Reliable
<i>Customer Trust</i>	0.717	0.927	0.901	Valid and Reliable
<i>Purchase Intention</i>	0.759	0.940	0.920	Valid and Reliable

Source: Data processed using SmartPLS 4

Based on Table 1, all constructs have AVE values above 0.50, thus meeting the criterion for convergent validity. In addition, all variables have Composite Reliability and Cronbach's

Alpha values greater than 0.70, indicating that all constructs have good reliability. Accordingly, the indicators of each variable are able to measure the intended constructs consistently and are suitable for use in structural model testing.

Coefficient of Determination (R^2)

Table 2. R^2 values

Endogenous Variable	R^2	Category
<i>Customer Trust</i>	0.722	Strong
<i>Purchase Intention</i>	0.434	Moderate

Source: Data processed using SmartPLS 4

The R^2 value of 0.722 indicates that 72.2% of the variance in *Customer Trust* can be explained by the six dimensions of Logistics Service Quality. On the other hand, the R^2 value of 0.434 indicates that 43.4% of the variance in *Purchase Intention* can be explained by *Customer Trust* and the other variables in the research model.

Effect Size

Table 3. Effect size values

Relationship Between Variables	f^2	Category
<i>Efficiency</i> → <i>Customer Trust</i>	0.000	No effect
<i>Fulfillment</i> → <i>Customer Trust</i>	0.003	Very small
<i>Reliability</i> → <i>Customer Trust</i>	0.218	Moderate
<i>Responsiveness</i> → <i>Customer Trust</i>	0.097	Small
<i>Return</i> → <i>Customer Trust</i>	0.006	Very small
<i>Security</i> → <i>Customer Trust</i>	0.076	Small
<i>Customer Trust</i> → <i>Purchase Intention</i>	0.767	Large

Source: Data processed using SmartPLS 4

The effect size test results show that, of the six dimensions of *Logistics Service Quality*, only the *Reliability* dimension has a moderate effect on *Customer Trust* ($f^2 = 0.218$), while the other dimensions have small effects or contribute little at all. In contrast, *Customer Trust* has a very large effect on *Purchase Intention* ($f^2 = 0.767$), making this variable the most dominant factor in the research model.

Predictive Relevance (Q^2)

Table 4. Q^2 values

Variable	Q^2 Predict
<i>Customer Trust</i>	0.612
<i>Purchase Intention</i>	0.490

Source: Data processed using SmartPLS 4

Because all Q^2 values are greater than zero, the research model has good predictive ability for the endogenous variables.

Multicollinearity Test Results

Multicollinearity testing was conducted using the Variance Inflation Factor (VIF) to ensure that there is no high correlation among the exogenous variables. According to Hair et al. (2022), a model is considered free from multicollinearity when the VIF value is < 5 .

Table 5. VIF values

Relationship Between Variables	VIF
<i>Efficiency</i> → <i>Customer Trust</i>	1.734
<i>Fulfillment</i> → <i>Customer Trust</i>	3.368
<i>Reliability</i> → <i>Customer Trust</i>	2.205
<i>Responsiveness</i> → <i>Customer Trust</i>	2.697
<i>Return</i> → <i>Customer Trust</i>	1.600
<i>Security</i> → <i>Customer Trust</i>	3.190
<i>Customer Trust</i> → <i>Purchase Intention</i>	1.000

Source: Data processed using SmartPLS 4

Based on Table 5, all relationships among variables have Variance Inflation Factor (VIF) values below the maximum threshold of 5.00. The highest VIF is observed for *Fulfillment* with *Customer Trust*, at 3.368, while the lowest value is recorded for the relationship between *Customer Trust* and *Purchase Intention*, at 1.000.

The VIF values for the relationships of *Efficiency* to *Customer Trust* (1.734), *Reliability* to *Customer Trust* (2.205), *Responsiveness* to *Customer Trust* (2.697), *Return* to *Customer Trust* (1.600), and *Security* to *Customer Trust* (3.190) are also below the recommended threshold. Therefore, none of the exogenous variables in this study shows signs of multicollinearity.

Based on these results, it can be concluded that the structural model used meets the assumption of no multicollinearity, so the relationships among variables can be interpreted properly and the analysis can proceed to the hypothesis testing stage.

Hypothesis Testing Results

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS 4 with a significance level of 5%. A hypothesis is accepted if it has a T Statistics value > 1.96 and a P Values < 0.05.

Table 6. Hypothesis testing results

Relationship Between Variables	Original Sample(β)	T Statistics	P Values	Decision
<i>Efficiency</i> → <i>Customer Trust</i>	-0.008	0.079	0.079	Rejected
<i>Reliability</i> → <i>Customer Trust</i>	0.366	2.671	0.008	Accepted
<i>Security</i> → <i>Customer Trust</i>	0.260	1.542	0.123	Rejected
<i>Responsiveness</i> → <i>Customer Trust</i>	0.269	1.746	0.081	Rejected
<i>Return</i> → <i>Customer Trust</i>	0.052	0.436	0.663	Rejected
<i>Fulfillment</i> → <i>Customer Trust</i>	0.054	0.319	0.750	Rejected
<i>Customer Trust</i> → <i>Purchase Intention</i>	0.659	6.645	0.000	Accepted

Source: Data processed using SmartPLS 4

Based on Table 6, only two relationships among variables were found to be significant, namely *Reliability* → *Customer Trust* and *Customer Trust* → *Purchase Intention*. Meanwhile, the relationships of *Efficiency*, *Security*, *Responsiveness*, *Return*, and *Fulfillment* with *Customer Trust* do not show a significant effect. This finding indicates that customer trust in freight forwarder companies is influenced more by service reliability than by the other dimensions of service quality.

Mediation Testing Results

Table 7. Customer Trust mediation test

Mediation Relationship	Result
<i>Efficiency</i> → <i>CT</i> → <i>PI</i>	Not significant
<i>Fulfillment</i> → <i>CT</i> → <i>PI</i>	Not significant
<i>Reliability</i> → <i>CT</i> → <i>PI</i>	Significant
<i>Responsiveness</i> → <i>CT</i> → <i>PI</i>	Not significant
<i>Return</i> → <i>CT</i> → <i>PI</i>	Not significant
<i>Security</i> → <i>CT</i> → <i>PI</i>	Not significant

Source: Data processed using SmartPLS 4

Based on the indirect effect test results, only the *Reliability* → *Customer Trust* → *Purchase Intention* relationship shows a positive and significant effect. This result shows that *Customer Trust* acts as a mediating variable in the relationship between *Reliability* and *Purchase Intention*. In contrast, the mediation relationships for the *Efficiency*, *Security*, *Responsiveness*, *Return*, and *Fulfillment* dimensions are not significant, so *Customer Trust* is unable to mediate these relationships.

Discussion

The results show that, of the six dimensions of *Logistics Service Quality* tested, only the *Reliability* dimension has a positive and significant effect on *Customer Trust*, whereas *Efficiency*, *Fulfillment*, *Responsiveness*, *Return*, and *Security* do not show a significant effect. This finding indicates that *freight forwarder* customers in Jakarta place greater emphasis on a company's ability to provide consistent service, fulfill commitments, and maintain on-time delivery than on the other dimensions of service quality. Accordingly, service reliability is the main factor in building customer trust in *freight forwarding* companies. These results are in line with (Bhat & Darzi, 2020; Jang et al., 2013; Sunyoto et al., 2025), which state that *reliability* is one of the main factors shaping *Customer Trust*. This finding also supports the *Commitment-Trust Theory* proposed by Morgan and Hunt (1994), which explains that customer trust is formed when a company is able to fulfill its commitments and deliver services consistently.

In contrast, the *Efficiency*, *Fulfillment*, *Responsiveness*, *Return*, and *Security* dimensions do not significantly affect *Customer Trust*. This result suggests that customers tend to regard service efficiency, service fulfillment, responsiveness, the *return* process, and security as basic standards that *freight forwarder* companies are expected to meet, so their presence is not yet able to serve as a differentiating factor in building customer trust. This finding is supported by (Handoyo, 2024; Lin et al., 2023; Mkama & Kimario, 2026; Ngo et al., 2025; Sann et al., 2024; Yang et al., 2024; Yoganandan & Vasan, 2024), which explain that some dimensions of *Logistics Service Quality* do not always have a direct effect on *Customer Trust* because customers are more oriented toward the final outcome of the service than toward the service process itself.

Furthermore, the results show that *Customer Trust* has a positive and significant effect on *Purchase Intention*, with a path coefficient of 0.659, a *t-statistic* of 6.645, and a *p-value* of 0.000. This result indicates that the higher customers' trust in a *freight forwarder* company, the greater their tendency to reuse the services offered. Trust that has been built can reduce customers' perceived risk while strengthening their confidence that the company can deliver services that meet expectations. This finding is in line with the study by Lin et al. (2023), which states that customer trust plays an important role in increasing the intention to reuse a service. These results also reinforce *Commitment-Trust Theory*, which explains that trust is the main

foundation for building long-term relationships between companies and customers, thereby encouraging the formation of *Purchase Intention*.

The mediation test shows that *Customer Trust* significantly mediates only the relationship between *Reliability* and *Purchase Intention*, whereas the indirect relationships of *Efficiency*, *Fulfillment*, *Responsiveness*, *Return*, and *Security* with *Purchase Intention* are not significant. This finding shows that service reliability is the only *Logistics Service Quality* dimension that can increase the intention to use services through the formation of customer trust. This result is in line with studies emphasizing that service consistency, punctuality, and the ability to fulfill commitments are the main indicators of logistics service quality that can build customer trust and encourage the reuse of *freight forwarding* services (Güngör & Acer, 2021; Jusufbašić & Stević, 2023; Mentzer et al., 2001).

CONCLUSION

This study aims to analyze the effect of the dimensions of *Logistics Service Quality*, consisting of *Efficiency*, *Reliability*, *Fulfillment*, *Responsiveness*, *Return*, and *Security*, on *Customer Trust*, and to analyze the effect of *Customer Trust* on *Purchase Intention* at *freight forwarder* companies in Jakarta. In addition, this study examines the role of *Customer Trust* as a mediating variable in the relationship between the dimensions of *Logistics Service Quality* and *Purchase Intention*. The results show that, of the six dimensions of *Logistics Service Quality* tested, only the *Reliability* dimension has a positive and significant effect on *Customer Trust*. In contrast, the *Efficiency*, *Fulfillment*, *Responsiveness*, *Return*, and *Security* dimensions do not show a significant effect on *Customer Trust*. This finding shows that customers prioritize service reliability, such as on-time delivery, service consistency, the company's ability to fulfill commitments, and minimal operational errors, in building trust in *freight forwarder* companies.

This study also demonstrates that *Customer Trust* has a positive and significant effect on *Purchase Intention*. The higher customers' trust in the company, the greater their intention to reuse *freight forwarder* services. The mediation test results show that *Customer Trust* mediates only the relationship between the *Reliability* dimension and *Purchase Intention*, whereas the mediation relationships for the *Efficiency*, *Fulfillment*, *Responsiveness*, *Return*, and *Security* dimensions are not significant. Accordingly, service reliability is the main factor that can build customer trust while also increasing *Purchase Intention*.

Overall, the results of this study contribute to the development of research on *Logistics Service Quality* in the *freight forwarding* industry by showing that not all dimensions of service quality have the same influence in building *Customer Trust*. From a practical standpoint, *freight forwarder* companies need to prioritize improving the *Reliability* aspect through service consistency, on-time delivery, information accuracy, and the ability to fulfill commitments to customers. In addition, companies still need to continuously evaluate and improve the other dimensions of service quality in order to improve overall service quality, strengthen *Customer Trust*, and increase *Purchase Intention* amid an increasingly competitive logistics industry.

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