Market Orientation's Effect on Customer Value, Trust, Satisfaction, and EWOM when using the MRT

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Abstract:
The purpose of this study is to ascertain how market orientation affects customer value, trust, contentment, and word-of-mouth when using mass transit. MRT users comprised the study's demographic. Passengers who had taken the MRT more than twice were given a sample of 224 individuals by purposeful sampling. With the usage of smartPLS software, structural equation modeling, or SEM, is the analytical technique employed. According to the study's findings, market orientation significantly affects customer value, trust, contentment, and word-of-mouth when utilizing the MRT, both directly and indirectly. Effective marketing tactics and market orientation can enhance customer value perception, trust, and user pleasure. Relevant stakeholders and business practitioners can better grasp how maximizing market orientation fosters positive interactions with MRT users thanks to the research's findings. These findings' practical applications can aid in the creation of more potent marketing campaigns and enhance the general MRT user experience.

Keywords: Market Orientation, Customer Value, Trust, Customer Satisfaction, Ewom

1. Introduction

Mass Rapid Transit (MRT) has solved the challenges associated with urban transportation, particularly in Jakarta. MRT provides comfort, precision, speed, and time efficiency as a public transit option. The corporate world has changed as a result of the rapid growth of information technology, particularly in the public transportation sector. With mass transit becoming the primary option for getting around Jakarta, the introduction of Mass Rapid Transit (MRT) not only heralds a new era in transportation modes but also a completely new environment that is crucial to altering how people move about the city. In addition to being a mode of transportation, Mass Rapid Transit (MRT) fosters positive consumer and service provider interactions.

The government is attempting to implement the usage of the MRT following community needs, as the use of the MRT as new transportation has elicited both favorable and negative responses in the community. Identifying, comprehending, and satisfying client wants is the endeavor of a corporation that is market-oriented. Harmancioglu et al.,(2010) stated that market orientation is a company's effort to understand customers and encourage knowledge progress. Meanwhile, Song & Parry (2009) claimed that the variables of market volatility, competitive intensity, technical volatility, and innovation strategies all positively correlate with market orientation. Increased interest in goods and services is not the only result of high customer satisfaction. A further viewpoint stated by Sin et al., (2000) A complete attempt to collect market data covering both present and future client needs is known as "market orientation" within a firm.

In addition to being seen as a practical and efficient urban transportation option, using the MRT is thought to be a strategy that will raise consumer satisfaction (Narver et al., 2004). MRT development will take into account technical factors such as transit speed, comfort, safety, and user needs while maintaining a strong focus on the market. Customers will view the company's attempt to satisfy their needs as a result of its market orientation. Mahmoud et al., (2018) state that Customer value is the worth that a business's goods and services add when customers use them or think they satisfy their needs and wants. Therefore, utilizing the MRT can yield greater consumer value if new technologies, improved operational efficiency, and services that are more adaptable to changing customer needs are implemented.

MRT works to earn the trust of its clients in addition to delivering services that live up to expectations. Trust is a decision to accept vulnerability based on positive expectations of another person's intentions or actions (Rousseau et al., 1998). In addition to travel speed, MRT takes user comfort and safety into account when providing mass transit. This is an endeavor to enhance people's travel experiences rather than merely innovating transportation. In addition to affecting trust, market orientation may also affect client satisfaction. Customer satisfaction is the total amount of satisfaction or the customers' ultimate evaluation based on their use of the goods or services (Han et al., 2018).

Establishing Electronic Word of Mouth (e-WOM) is crucial in the age of digital innovation and online communication. Focusing on consumer needs might result in goods or services that fall short of expectations yet spark favorable discussions on a variety of digital platforms. e-WOM is the sharing of information via electronic media between parties and the operation of different information through referrals to other individuals about purchases (Sukaris et al., 2019)

Based on this justification, the study attempts to ascertain how market orientation affects customer satisfaction and confidence as well as customers' inclination to advocate products or services through electronic word-of-mouth (EWOM) channels. Market orientation and e-WOM are becoming more and more intertwined in online communication and digital innovation. Consumers who are pleased with a good or service have a fantastic opportunity to use electronic word-of-mouth (e-WOM) on a variety of digital channels to share their positive experiences.

2. Theoretical Overview and Hypothesis Development

Market Orientation

Market orientation is a highly beneficial method that aids in understanding target consumer wants and competing capabilities (Slater & Narver, 1995). According to a different opinion, market orientation also indicates how much a business provides satisfaction by using consumers' needs as an organizing element within the business. (Baker & Sinkula, 2009). Deshpandé et al., (2012) state A mindset that puts the interests of the consumer first without discounting other interests is known as market orientation. There are five dimensions of market orientation, namely: Consumer orientation, Competitor orientation, Supplier-dealer orientation, Environmental orientation, and inter-functional coordination (Taleghani et al., 2013)

Companies that implement good market orientation can learn more about the needs and desires of their customers. Businesses that are effectively oriented toward the market can also provide value for their clients. Zeithaml et al,. (2020) state that customer value can be measured through an overall assessment of the benefits and drawbacks felt by customers regarding a product. The marketing of a company has a direct impact on customer value (Brennan & Henneberg, 2008).

Customer value assessment is the method by which consumers assess the advantages and drawbacks of utilizing a good or service (Peak, 2015). According to Slater and Narver, maintaining and developing critical competencies that add value for customers requires an organizational culture that is focused on the market. Market orientation increases the value of customers (Slater & Narver, 1994). Research by Bhimanprommachak (2022) demonstrates that market orientation can influence consumer value through a variety of elements, without any hard data regarding its influence through trust. Market orientation is known for its ability to quickly identify and respond to customer requirements. Customer value is greatly impacted by market orientation, although trust is not the primary means of establishing a connection.

Market orientation not only creates a better understanding of consumer needs but also helps build trust by showing that the company is willing to meet consumer expectations. When customers trust a vendor after knowing about their qualities, they become more receptive to their goodness (Pavlou, 2003). Moorman et al., (1993) define trust as a person's readiness to rely on the other participants in a transaction. Market orientation can be used to discover and meet customer needs, which can impact trust through customer satisfaction. According to Susilowati (2020), there is an influence of market orientation on trust. However, there is no direct evidence linking market orientation with trust through customer satisfaction.

Market orientation influences client attitudes, evaluations, and emotional reactions following transactions in addition to producing goods that cater to market desires, all of which eventually lead to increased customer satisfaction. Market orientation is crucial to ensuring that the offered goods and services meet customer expectations and preferences, as this will lead to customer satisfaction. Customer satisfaction is the state in which a customer is content with a good or service when their expectations are consistently met (Liu et al., 2017). Meanwhile, according to Minarti & Segoro (2014) The mindset, evaluation, and

emotional reaction that customers display following the purchase transaction is known as customer satisfaction. Indirectly, market orientation raises consumer satisfaction by guaranteeing that the products and services are high-quality and always relevant.

Positive feedback from satisfied customers might result from a well-defined market strategy. Electronic Word of Mouth (e-WOM) is a term used to describe a platform on the internet that facilitates the sharing of good or negative feedback between present and potential clients (Duan et al., 2008). According to Litvin et al. (2008), electronic word-of-mouth (e-WOM) is seen as a trustworthy and unbiased source of information. It is believed to impact customer expectations, preferences, and attitudes as well as purchasing decisions and post-usage evaluations. Enhancing client satisfaction and fortifying a company's online reputation can be achieved through market orientation combined with electronic word-of-mouth (e-WOM). good client experiences can lead to good recommendations for businesses that comprehend and satisfy customer needs. Customer satisfaction was positively impacted by e-WOM (Zahara, 2022). The following is the theory put out based on the previous description.

H1: Market orientation Influences Customer Value
H2: Market Orientation Influences Trust
H3: Market Orientation influences Customer Satisfaction
H4: Market orientation Influences e-WOM
H5: Market Orientation influences Customer Value through Trust
H6: Market Orientation influences Trust through Customer Satisfaction
H7: Market Orientation influences Customer Satisfaction through e-WOM

Customer Value
Zeithaml (1983) Customer value is the total rating that users give a product based on how much they think it's worth and what kind of contributions they think it makes. Customer value is a relative and interactive preference experience (Holbrook, 2006). When the perceived benefits of a transaction outweigh the cost of ownership, customer value is generated (Christopher, 2012). There are four things regarding the characteristics of customer value namely: individualization of customer value, the interaction of customer value, the dynamic of customer value, and diversity of the factors affecting value (Ji, 2012).

Customers who trust a brand of services tend to rely on it because they think it is trustworthy and moral (Zhang & Bloemer, 2008). Or, to put it another way, trust is the consumer's faith in the goods and services offered by the brand (Martínez-Navalón et al., 2021). Customer value and trust are intertwined; customer trust can be formed by the great experience that customer value offers. Past studies provide support for this stating that customer value has a positive effect on trust (Miraza et al., 2022). Based on this description, the hypothesis proposed is as follows:

H8: Customer value has a positive effect on trust

Trust
The notion that someone else is a strong, tough, and honest individual and that their acts are the best and will benefit the one who trusts them, is the foundation of trust (Peppers & Rogers, 2004). Trust is the ability to make decisions with confidence in a variety of circumstances (Hobbs & Goddard, 2015). Other opinions say that the degree of faith one party has in another, that the other party will act in a way that is expected of them, is known as trust (Anderson & Weitz, 1989; Eid, 2011). Trust is built on three dimensions, namely ability, benevolence, and integrity (Mayer et al., 1995).

According to Tsai et al., (2010), customer satisfaction is a thorough evaluation of the effectiveness or caliber of a good or service. Ostrom & Iacobucci (1993) state that a variety of characteristics, including cost, quality, service effectiveness, and staff attitude, are taken into account when measuring customer satisfaction. According to Fornell et al., (1994), measuring a product's ability to meet or surpass consumer expectations is done by looking at customer satisfaction.

Customer satisfaction is positively impacted by a high degree of trust in the supplier of a service or good. This is consistent with the study by Diza et al., (2016), who discovered that the customer satisfaction variable is positively and significantly impacted by trust. Sahangamu et al., (2015) demonstrate that trust has

a noteworthy and beneficial impact on customer satisfaction. The following is the theory put out based on the previous description. Based on this description, the hypothesis proposed is as follows:

H9: Trust has a significant effect on Customer Satisfaction

Customer Satisfaction
According to Zhou et al., (2018), customer contentment is a favorable emotional state brought about by favorable customer reviews regarding their interactions with a business. A customer's overall evaluation of an offering's performance is known as customer satisfaction (Gustafsson et al., 2005). Customer satisfaction is a stage at which users characterize the degree of emotional response and fulfillment offered by the service (Ngoc Duy Phuong & Thi Dai g, 2018).

According to Ostrom & Iacobucci (1993), customer satisfaction is a measure based on several factors, such as price, product, service efficiency, and the attitude of service personnel. Customer satisfaction is how to measure a product so that it can meet or exceed customer expectations (Fornell et al., 1994). According to Zeithaml (2006), there are four indicators of customer satisfaction, namely: a) Fulfillment, b) Pleasure, c) Relief, d) Ambivalence

Repurchase intention and e-WOM are regarded as two crucial aspects of e-loyalty (Liao et al., 2014). By utilizing new platforms like weblogs, forums, conversations, social networking sites, and online evaluations, e-WOM has further raised the value of product advertising (Gruen et al., 2006). Customer satisfaction positively affects e-WOM (Thiono & Sahetapy, 2022).

Customers who are happy with the value they receive from a product or service are more likely to actively share their positive experiences online. Additionally, customer satisfaction levels have a direct impact on electronic word-of-mouth (e-WOM), which spreads throughout the online community and helps boost a product or service's reputation. e-WOM benefits from additional studies on customer satisfaction (Parnataria & Abror, 2019). Good customer service builds a solid basis for positive word-of-mouth marketing of products and services on digital media. It also boosts customer satisfaction. Based on this description, the hypothesis proposed is as follows:

H10: Customer Satisfaction has a positive effect on e-WOM

e-WOM
Godes & Mayzlin (2004) characterize electronic word-of-mouth (e-WOM) as the quantity of product-related remarks that are posted online. e-WOM is the term for the debate and information sharing among network users regarding goods and services via network media. (Sun et al., 2006) (Severi et al., 2014) identify e-WOM as a means of customer expression and a powerful instrument for decision-making. Customers of e-wom have access to a wealth of information that is available online for an extended period (Mauri & Minazzi, 2013). Users can submit their opinions and experiences with MRT use through e-WOM, opening up a channel of communication that incorporates different user viewpoints.

Growing user trust in the dependability, comfort, and quality of services can be significantly aided by the data and endorsements gathered through electronic word-of-mouth (e-WOM). Hennig-Thurau et al., (2004) state that their research represents e-WOM through eight dimensions: platform assistance, negative emotion venting, caring for others, positive self-enhancement, social advantages, financial incentives, supporting the business, and advice seeking. The framework below describes the link between the variables used in this study
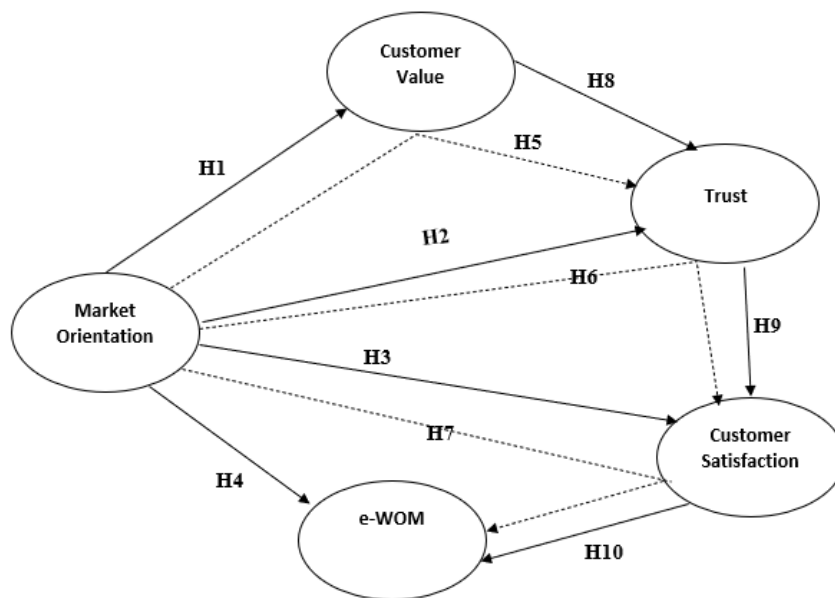
Figure 1. Thinking Framework

3. Method

MRT users made up the study's population. The sampling approach employed was purposeful sampling, meaning that respondents who used the MRT were included. Surveys are distributed over social media platforms like Instagram, LINE, and WhatsApp using Google Forms. 224 people from the cities of DKI Jakarta, Bekasi, Depok, Bogor, Tanggerang, and other cities participated in this study. Researchers employed structural equation modeling (SEM) for data analysis. Following that, scientists employed a quantitative technique known as Partial Least Square (PLS). PLS is an interactive variable structure-based estimate technique. On the other hand, PLS has the potential benefit of being able to explain the correlation between variables.

4. Result and Discussion

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Respondent Description

Table I. Demographic Data

Characteristics	Frequency	Percentage %
Gender		
Men	98	43,8%
Women	126	56,3%
Age		
17 – 25 Years Old	164	73,2%
26 – 35 Years Old	47	21%
36 – 45 Years Old	11	4,9%
46 – 55 Years Old	2	0,9%
Occupation		

Entrepreneur	5	2,2%
Students	115	51,3%
Private Employee	78	34,8%
Civil Employee	9	4%
Housewife	7	3,1%
Other	10	4,1%
Domicile		
DKI Jakarta	155	69,2%
Bekasi	22	9,8%
Depok	15	6,7%
Bogor	14	6,3%
Tangerang	6	2,7%
Other	12	4,8%
Education		
Junior High School	3	3,5%
Senior High School / Vocational School	75	33,5%
D3 / D4	17	7,6%
S1	118	52,7%
S2	6	2,7%
How often do you use the MRT?		
< 5 times	131	58,5%
5-10 times	50	22,3%
11-15 times	12	5,4%
> 15 times	31	13,8%
Where do you get information about the MRT?		
Website	61	27,2%
Social Media	170	75,9%
Friend/Family	103	46%

Sources: Authors, 2023

Respondents in this journal have characteristics that reflect variations in society. As many as 56.3% of respondents were women, while 43.8% were men. The majority of respondents were aged 17-25 years (73.2%), with a small portion in the 26-55 year age group. Respondents' occupations also varied, with the majority of them being students (51.3%) and private employees (34.8%). DKI Jakarta was the main place of domicile for most respondents (69.2%), followed by Bekasi, Depok, Bogor, and Tangerang. Respondents' education also varied, with the majority having a bachelor's degree (52.7%). When discussing MRT use, most respondents used this service less than 5 times (58.5%), while 22.3% used the MRT 5-10 times. In terms of sources of information about the MRT, social media was the main channel with 75.9%, followed by friends/family (46%) and the official website (27.2%). These demographic results create a rich and varied picture of MRT users, enabling a deeper understanding of their preferences and behavior regarding this service.
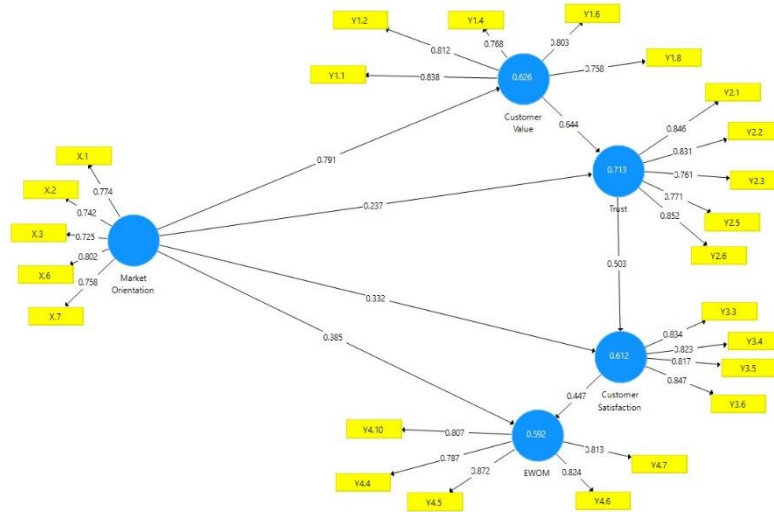
Model Structure

Figure 2. Modeling structure
Sources: Authors, 2023

In this model, market orientation is the dependent variable, while customer value, trust, customer satisfaction, and EWOM are the independent variables. Convergent validity was tested during modeling by considering the values of external loading conditions, and the results showed that all indicators in the variables, as shown in Figure 2, had values above 0.05, indicating that they were all reliable and used in this study.

Table 2. Evaluation of Measurement Models

Variable	Indicator	Item	Loading factor	Reliability	AVE
Market Orientation	1. Consumer orientation	X1.1	0.774	0.873	0.579
	2. Competitor orientation	X1.2	0.742		
	3. Supplier-dealer Orientation	X1.3	0.725		
	4. Environment orientation	X1.6	0.802		
	5. Interfunctional coordination	X1.7	0.758		
	(Taleghani et al., 2013)				
Customer Value	1. Individuation of customer value	Y1.1	0.838	0.896	0.634
	2. Interaction of customer value	Y1.2	0.812		
	3. Dynamic of customer value	Y1.4	0.768		
	4. Diversity of the factors affecting value	Y1.6	0.803		
	(Ji, 2012)	Y1.8	0.758		
Trust	1. Ability	Y2.1	0.846	0.907	0.661
	2. Benevolence	Y2.2	0.831		
	3. Integrity	Y2.3	0.761		
	(Mayer et al., 1995)	Y2.5	0.771		
		Y2.6	0.852		
Customer Satisfaction	1. Fulfillment	Y3.3	0.834	0.899	0.690
	2. Pleasure	Y3.4	0.823		

	3. Relief	Y3.5	0.817		
	4. Ambivalence	Y3.6	0.847		
	(Zeithaml, 2006)				
E-WOM	1. Platform Assistance	Y4.4	0.787	0.912	0.674
	2. Venting negative feelings	Y4.5	0.872		
	3. Concern for others	Y4.6	0.824		
	4. Positive self-enhancement	Y4.7	0.813		
	5. Social benefit	Y4.10	0.807		
	6. Economic incentives				
	7. Helping the company				
	8. Advice seeking				
	(Hennig-Thurau et al., 2004)				

Sources: Authors, 2023

To determine whether each variable yields the anticipated results, the first stage in this analysis is to test the data's quality and reliability. Factor loadings and composite reliability are two metrics that PLS-SEM utilizes to evaluate the reliability and validity of data. All values above 0.700 in Table 2's convergent validity for each loading factor show that all of the study's variables satisfy the reliability and validity criteria. Values above 0.7, as shown in the table, imply strong consistency between constructs. Composite reliability (CR) was also used. The variable's AVE value spans from 0.579 to 0.690, whereas the value is shown as a number between 0.873 and 0.912.

Table 3. Discriminant Validity – Fornell Lacker

Variable	Customer Satisfaction	Customer Value	EWOM	Market Orientation	Trust
Customer Satisfaction	0,830				
Customer Value	0,779	0,796			
EWOM	0,720	0,791	0,821		
Market Orientation	0,707	0,791	0,701	0,761	
Trust	0,751	0,832	0,766	0,747	0,813

Sources: Authors, 2023

Customer satisfaction (0.830), customer value (0.796), E-WOM (0.821), market orientation (0.761), and trust (0.813) are the largest indicators for each variable found in Table 3. This demonstrates that the largest contribution to the related latent component is made by each indicator statement. Therefore, for discriminant validity to be deemed legitimate, these conditions must be satisfied.

Table 4. Data R-Square

	R Square	R Square Adjusted
Customer Satisfaction	0,612	0,609
Customer Value	0,626	0,624
EWOM	0,592	0,588
Trust	0,713	0,710

Sources: Authors, 2023

R square will then be used to evaluate the structural model. The revised R square values for trust (0.713), E-WOM (0.592), customer value (0.626), and customer happiness (0.612) are shown in Table 4. Thus, the market orientation variable influences the following variables in that order: 61.2%, 62.6%, 59.2%, and 71.3% for customer happiness, customer value, E-WOM, and trust, respectively.

Table 5. Data F-Square

Variable	F-Square
Market Orientation (X1) -> Customer Value (Y1)	1.672
Market Orientation (X1) -> Trust (Y2)	0.073
Market Orientation (X1) -> Customer Satisfaction (Y3)	0.126
Market Orientation (X1) -> E-WOM (Y4)	0.182
Customer Value (Y1) -> Trust (Y2)	0.133
Trust (Y2) -> Customer Satisfaction (Y3)	0.289
Customer Satisfaction (Y3) -> E-WOM (Y4)	0.245

Sources: Authors, 2023

The degree of correlation between the independent and dependent variables is determined using the F-square test. The parameters used for measurement are $f2 > 0.02$ for small size, $f2 > 0.15$ for medium size, $f2 > 0.35$ for large size, and $f2$ 0.02 for no effect. Table 7 indicates that the developed model has a small influence size on the market orientation variable on trust and a large influence size on the market orientation variables on customer value, customer satisfaction, and E-WOM. It also has a small influence size on the customer value variable on trust, the customer satisfaction variable on E-WOM, and the market orientation variable on trust.

Table 6. Multicollinearity Results – Inner VIF Value

	Customer Satisfaction	Customer Value	EWOM	Market Orientation	Trust
Customer Satisfaction			2,001		
Customer Value					2,672
EWOM					
Market Orientation	2,259	1,000	2,001		2,672
Trust	2,259				

Sources: Authors, 2023

This study's VIF score was less than 5.0, indicating that multicollinearity is not an issue and that more research can be done. According to Table 6, market orientation is a predictor of customer satisfaction, customer value, EWOM, and trust (VIF = 2.259, 1.000, 2.0001, and 2,672), and customer satisfaction is a predictor of EWOM (VIF = 2.001), customer value is a predictor of trust (VIF = 2.672), and so on. Last but not least, trust has the lowest predictive power of customer happiness (VIF = 2.259).

Table 7. Path Coefficient

	Original Sample (O)	Sample Mean (M)	T Statistics (|O/STDEV|)	P Values	Result
Customer Satisfaction -> EWOM	0,447	0,448	6,617	0,000	Accepted
Customer Value -> Trust	0,644	0,647	10,898	0,000	Accepted
Market Orientation -> Customer Satisfaction	0,332	0,326	4,779	0,000	Accepted
Market Orientation -> Customer Value	0,791	0,787	19,765	0,000	Accepted
Market Orientation -> EWOM	0,385	0,386	5,526	0,000	Accepted
Market Orientation -> Trust	0,237	0,232	4,209	0,000	Accepted
Trust -> Customer Satisfaction	0,503	0,505	7,994	0,000	Accepted

Customer Value -> Trust -> Customer Satisfaction	0,324	0,327	6,068	0,000	Accepted
Market Orientation -> Customer Value -> Trust -> Customer Satisfaction	0,256	0,257	6,131	0,000	Accepted
Market Orientation -> Trust -> Customer Satisfaction	0,119	0,117	3,877	0,000	Accepted
Market Orientation -> Customer Satisfaction -> EWOM	0,148	0,145	4,163	0,000	Accepted
Customer Value -> Trust -> Customer Satisfaction -> EWOM	0,145	0,148	3,832	0,000	Accepted
Market Orientation -> Customer Value -> Trust -> Customer Satisfaction -> EWOM	0,115	0,116	3,926	0,000	Accepted
Trust -> Customer Satisfaction -> EWOM	0,225	0,228	4,358	0,000	Accepted
Market Orientation -> Trust -> Customer Satisfaction -> EWOM	0,053	0,053	3,178	0,002	Accepted
Market Orientation -> Customer Value -> Trust	0,510	0,509	9,644	0,000	Accepted

Sources: Authors, 2023

Smart-PLS is used to assess research hypotheses and determine which ones to accept or reject. If the path coefficient t value is more than 1.96 and the p value is less than 0.05 then the hypothesis can be accepted. The fact that the calculated t-value is > 1.96 and the p-value is 0.05 in Table 7 shows that all hypotheses are accepted. Customer satisfaction -> EWOM hypothesis (t = 6.617 and p = 0.000), customer value -> trust (t = 10.898 and p = 0.000), market orientation-> customer satisfaction (t = 4.779 and p = 0.000) as well as market orientation -> customer value (t = 19, 765 and p = 0.000), market orientation -> EWOM (t = 5.526 and p = 0.000), market orientation-> trust (t = 4.209 and p = 0.000), and trust -> customer satisfaction (t = 7.994 and p = 0.000).

Indirect influence between customer value -> trust -> customer satisfaction (t = 6.068 and p = 0.000), market orientation-> customer value-> trust-> customer satisfaction (t = 6.131 and p = 0.000), market orientation-> trust -> customer satisfaction (t = 3.877 and p = 0.000), market orientation -> customer satisfaction -> EWOM (t= 4.163 and p = 0.000), customer value -> customer satisfaction -> EWOM (t= 3.832 and p = 0.000), market orientation -> customer value -> trust -> customer satisfaction -> EWOM (t= 3.926 and p= 0.000), trust -> customer satisfaction -> EWOM (t= 4.358 and p = 0.000) market orientation -> trust -> customer satisfaction-> EWOM (t= 3.178 and p= 0.000) and market orientation -> customer value -> trust (t= 9.644 and p = 0.000)

5. Discussion

Results indicate that every hypothesis is validated. This suggests that market orientation affects customer value, trust, satisfaction, and e-WOM. Thus, a thorough grasp of market demands and strategies with a strong market orientation aids in the success of defining customer wants, providing customer value, establishing trust, raising customer happiness, and boosting e-WOM activities. Accordingly, businesses that integrate market orientation into their strategy stand a greater possibility of gaining a competitive edge through stronger, longer-lasting client relationships. Market orientation, according to Jaworski (1990), entails an awareness of client wants and the organization's process of adapting to satisfy them. Market orientation is applied in MRT by modifying services, facilities, and schedules based on input from users.

Businesses can better understand and satisfy customer wants and foster the reciprocal trust that is necessary for long-term partnerships by focusing on the market. Cooperation for the benefit of one another produces trust ((Francis Farrelly & Quester, 2015). In a market-oriented approach, trust plays a vital role in establishing and preserving mutually advantageous partnerships in which we collaborate to comprehend and address market demands.

Customers' opinions of the value of using MRT transit may rise when there is a strong market orientation in place for the services provided. As an organizing element within the business, market orientation measures how much a company provides satisfaction by meeting the needs of customers (Baker & Sinkula, 2009). This focus on the market is crucial for MRT service providers.

In addition, market orientation and the degree of customer trust in the MRT are positively correlated, according to the research findings. High customer intelligence can help reach a thorough grasp of client wants (Ngo, 2023). Good market orientation, therefore, can establish a strong basis for long-term relationships by increasing consumer faith in the caliber and dependability of MRT services. Thus, to increase their consumers' trust, MRT service providers should concentrate on creating market-oriented tactics.

The significance of market orientation is further demonstrated by how it affects electronic word-of-mouth (EWOM) and consumer satisfaction. e-WOM is defined by Severi et al., (2014) as a means of customer expression and a powerful instrument for decision-making. It was discovered that patrons with high satisfaction levels were inclined to spread good word-of-mouth about the MRT to others. Market orientation is therefore a key component that MRT service providers should take into account to raise customer satisfaction levels, which can raise positive EWOM. As a result, this study offers crucial insight into the significance of market orientation to MRT use. These results can serve as the foundation for creating more successful marketing plans and enhancing customer support in the context of public transportation, particularly the MRT.

6. Conclusion And Recommendations

According to the research findings, creating greater value for consumers is encouraged when there is a strong emphasis on using market orientation to understand the wants and preferences of the client. The degree of consumer trust in an MRT service is positively impacted when the service provider can offer adequate value. Increased customer satisfaction and the e-WOM phenomena are two more indicators of the significance of market orientation. Customer satisfaction rises when consumers believe the service is valuable and trustworthy, which presents chances to generate favorable feedback through electronic word-of-mouth (e-WOM) in the current digital age. Thus, the study's findings highlight the benefits of a market-oriented strategy for enhancing customer satisfaction and business performance. It also creates favorable conditions for the spread of good news via electronic word-of-mouth (e-WOM) channels, which are becoming more and more significant in the current digital age.

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