Research Article

An Empirical Study on Service Quality and Perceived Value and Purchase Intention in Jiangsu's Digital Economy, China

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ARTICLE INFO	ABSTRACT
	This empirical study investigates the relationships among service quality, perceived value, and purchase intention within the context of Jiangsu's digital economy in China. The introduction outlines the significance of these constructs in enhancing consumer behavior and driving economic growth in the digital landscape. The literature review encompasses four key areas: the relationship between e-service quality and purchase intention, the empirical evidence linking service quality and perceived value, the correlation between perceived value and purchase intention, and the mediating role of perceived value in the relationship between service quality and purchase intention. A research framework is proposed, accompanied by hypotheses that guide the empirical analysis. The findings section presents a comprehensive analysis, including descriptive statistics, exploratory factor analysis (EFA), validation factor analysis, relevance analysis, path analysis, and intermediary analysis. Results indicate that e-service quality positively influences perceived value, which in turn significantly affects purchase intention. Furthermore, perceived value mediates the relationship between service quality and purchase intention, highlighting its critical role in consumer decision-making. The study concludes with implications for practitioners and policymakers, emphasizing the need for enhancing service quality and perceived value to foster higher purchase intentions in Jiangsu's digital economy. **Keywords:** Service Quality, Perceived value, Purchase intention.

1. Introduction

Digital technology has had a profound impact on China's service sector. Advances in digital technology have redefined the landscape of the traditional service industry, introducing innovative platforms and tools that improve service delivery and accessibility (Zhang & Wang, 2021). The convergence of digital technologies and services has given rise to new business models, such as online marketplaces, mobile payment systems and digital entertainment platforms, which have dramatically changed the way consumers consume and

value services.

In addition, the changing perceived value of services in China is another important aspect worth studying. The concept of perceived value has evolved to include not only tangible aspects of service quality, but also intangible elements such as user experience and emotional satisfaction (Chen and Liu, 2021). With the development of digital technology, consumers now tend to value services that offer personalised experiences, convenience and time-saving.

In China, the change of service perceived value is a complex and multidimensional phenomenon, which is influenced by a variety of factors. With the development of the economy and the diversification of consumer needs, the perceived value of services is no longer limited to the actual utility of the service, but includes more psychological and social dimensions. (Guan, 2023).

According to the definition of consumer behaviour, theoretical foundations and the results of model research, with the development of the Internet and mobile communication technology, consumers' purchasing behaviours and preferences have changed significantly, which directly affects the formation and changes in the perceived value of services. Research has shown that consumers' perceived value of services is influenced by information access channels, social influences and personal psychological factors (Zheng, 2020). Research on the impact of AI services on customer behaviour, including changes in the perceived value of services, has found that the introduction of AI services has changed the way services are delivered and the customer's interactive experience, which in turn affects the customer's perceived value of services. For example, the reliability and responsiveness of AI services may be enhanced, but at the same time it may lead to a decrease in customers' perceptions of service safety and empathy. This suggests that changes in the perceived value of services in an intelligent service environment are influenced not only by technological factors, but also by customers' psychological expectations and social interactions (Du, 2022)

Jian et al. (2015) analysed the evolution of value co-creation in depth and pointed out that value co-creation under the perspective of service ecosystems has received extensive attention. The study argues that with the development of the network economy, the creation of service-perceived value is no longer limited to binary interactions between firms and customers, but involves dynamic network interactions involving multiple socio-economic players. The service ecosystem perspective emphasises the importance of service exchange and resource integration in value co-creation, suggesting that changes in perceived service value are not determined solely by a single service provider, but are the result of the joint action of all participants in the entire service ecosystem. This perspective provides new insights into understanding changes in the perceived value of services in China.

2.Literature Review

2.1Empirical review on the relationship between E-service quality and purchase intention

Recent empirical studies have demonstrated a positive relationship between e-service quality and purchase intention. For example, a study by Zhang and colleagues (2020) found that e-service quality significantly affects purchase intention by influencing customer satisfaction and trust. Similarly, a study by Li and Zhang (2021) found that online customer service quality significantly influences purchase intention through the mediation of service satisfaction and trust.

Irawan, R., Selfi, S., Oktaviani, R.D. and Suminar, R. (2020) developed a model to reflect the relationship between e-service quality and purchase intention. It shows that E-service quality has a positive effect on purchase intention. Price has a positive effect on purchase intentions. The quality and price of e-services p

ositively affects both intent to buy.This study shows that e-service quality and price partially or simultaneously had a significant positive effect on purchase intention during the Covid period.

2.2 Review of empirical evidence on the relationship between service quality and perceived value

Recent studies have delved into the subtle relationship between service quality and perceived value. For example, Cobanoglu (2020), explored the impact of service quality, perceived value and customer satisfaction on behavioural intentions in the restaurant industry. It was found that both service quality and perceived value have a significant impact on customer satisfaction, which in turn affects behavioural intentions (Cobanoglu, 2020).

Several studies have established a direct link between service quality and perceived value. For instance, Mansouri and Ebrahimi Mansouri & Ebrahimi (2013) demonstrated that overall service quality in the restaurant industry significantly affects perceived value and customer satisfaction. Their findings suggest that enhancing service quality should be a management priority to improve customer experiences and perceived value.

Cigdem Altin Gumussoy and Berkehan Koseoglu developed a model aimed at explaining the impact of service quality, perceived value and perceived price fairness on customer loyalty and satisfaction. It was found that service quality has a positive and significant effect on all dimensions of perceived value. This finding is consistent with the findings of Banki et al. In that study, service quality predicted a higher percentage of perceived value.

2.3 Empirical review on the relationship between perceived value and purchase intention

Luo, Li, Sun and colleagues (2021) explored the influence of consumers' perceived value on purchase intention of energy-saving products. Based on consumer value theory and appraisal-emotional response-coping theory, the study found that perceived value significantly affects consumer satisfaction, which in turn affects purchase intention. The study also highlights the moderating effects of green experience, gender and income, thus providing a nuanced understanding of how different consumer characteristics influence the perceived value-purchase intention relationship (Luo et al., 2021).

Jaya (2024) emphasizes that emotional, price, social, logical, and functional values collectively contribute to the overall perceived value, which directly affects consumers' intentions to purchase in the film market (Woldemichael, 2024). This aligns with the findings of (Kim et al., 2023), who found that perceived value positively impacts purchase intention for COVID-19 medicines, indicating that consumers' assessments of product benefits drive their desire to buy (Maemunah et al., 2023).

2.4 Empirical review on perceived value mediates the relationship between Service quality and purchase intention

The empirical review on the mediating role of perceived value between service quality and purchase intention covers recent research exploring these concepts in the context of consumer behaviour. This review will summarise some of the findings, focusing on the mediating role of perceived value between service quality and consumers' likelihood to purchase.

A study by Sajid Hussain and Merani (2020) investigated the effects of perceived service quality, website quality and reputation on purchase intentions, with particular emphasis on the mediating and moderati

ng role of trust and perceived risk in online shopping. The study analysed the relationship using an online survey and SmartPLS structural equation modelling (PLS-SEM). The findings suggest that trust plays an i mportant mediating role between perceived service quality, website quality and reputation and online shop ping intention. In addition, it was found that perceived risk moderated the relationship between trust in o nline shopping and purchase intention, suggesting that the relationship between the two becomes stronger when perceived risk is higher (Hussain & Merani, 2020).

Another study by Chiu et al. (2014) defined perceived risk as a trade-off between costs and benefits, i. e., the consumer's overall assessment of the utility of a product or service based on what they get versus what they pay. The study found that perceived risk has a significant impact on online purchase intentions and can negatively affect them (Chiu et al., 2014).

In a study by Agag and El-Masry (2017), perceived service quality was identified as one of the most c ritical factors of trust in online shopping. The study found that most online sales platforms earn customer trust and build long-term relationships by providing high-quality services. Perceived service quality also affe cts the acceptance of online shopping and is significantly related to trust (Agag & El-Masry, 2017).

A study by Hsu et al. (2018) presented a conceptual model of website quality reflecting four dimensions of website quality: design, fulfilment/reliability, security, privacy and trust, and customer service. The study c oncluded that all website quality dimensions had a significant effect on purchase intention (Hsu et al., 201 8).

Qureshi et al. (2009) found direct and indirect relationships between perceived website quality, perceiv ed reputation, perceived order fulfilment ability, trust and repurchase intention. The study suggests that tr ust is a strong mediating determinant that requires further research (Qureshi et al., 2009).

These empirical findings emphasise the complex interplay between service quality, perceived value, trus t, perceived risk and purchase intention. They emphasise the importance of perceived value as a mediator of the relationship between service quality and purchase intention, and that high perceived value, often de monstrated through trust, can significantly influence consumers' decision-making processes. Firms can use t hese insights to improve service quality and reputation, manage perceived risk, and ultimately create an en vironment that encourages consumer purchase intentions.

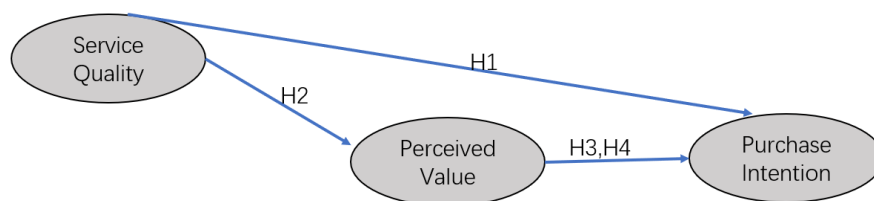### 3.Research framework and hypotheses

Figure1: Research framowrk

Research Hypotheses

H1: Service quality (SQ) has positive effect on purchase intention (PI)

H2: Service quality (SQ) has positive effect on perceived value (PV)

H3: Perceived value (PV) has positive effect on purchase intention (PI)

H4: Perceived value mediats the relationship between Service quality (SQ) and purchase intention (PI)

4.Findings

4.1 Descriptive statistics

Table 1: Descriptive Statistics

	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness	Kurtosis
SQ	1.000	5.000	3.438	0.969	0.939	-0.346	-0.694
PV	1.375	5.000	3.595	0.865	0.748	-0.394	-0.865
PI	1.000	5.000	3.362	0.941	0.885	-0.352	-0.587

Descriptive statistics can provide a comprehensive description of the data, including statistical indicators such as centralised trend, discrete trend distribution of the data. In this study, the values of the variables SQ, PVHE PI were obtained by calculating the mean values of the six items of SQ, the items of PV and the four items of PI respectively. The descriptive statistics shows that the minimum value of SQ is 1, the maximum value is 5, the mean is 3.438, the standard deviation is 0.699, the variance is 0.939, the skewness is -0.346, and the kurtosis is -0.694. The minimum value of PV is 1.375, the maximum value is 5, the mean is 3.595, the standard deviation is 0.865, the variance is 0.748, the skewness is -0.394 The kurtosis is -0.865. The minimum value of PI is 1, the maximum value is 5, the mean is 3.362, the standard deviation is 0.941, the variance is 0.885, the skewness is -0.352, and the kurtosis is -0.587. There are no outliers.

4.2 Exploratory factor analysis (EFA)

Table 2: Reliability and Exploratory Factor Analysis

	1	2	3	Cronbach's α
Q1_1	0.111	0.796	0.101	
Q1_2	0.135	0.826	0.123	
Q1_3	0.139	0.832	0.089	0.921
Q1_4	0.131	0.862	0.112	
Q1_5	0.153	0.838	0.063	
Q1_6	0.128	0.828	0.120	
Q2_1	0.805	0.123	0.096	
Q2_2	0.814	0.105	0.141	
Q2_3	0.793	0.137	0.109	
Q2_4	0.795	0.138	0.064	
Q2_5	0.762	0.119	0.077	0.927
Q2_6	0.818	0.108	0.080	
Q2_7	0.806	0.084	0.158	
Q2_8	0.797	0.152	0.093	

Q3_1	0.128	0.139	0.848	
Q3_2	0.142	0.120	0.883	0.878
Q3_3	0.159	0.078	0.868	
Q3_4	0.097	0.139	0.745	
Total	5.284	4.315	2.963	
% of Variance	29.355	23.974	16.460	
Cumulative %	29.355	53.330	69.790	

KMO=0.916,Bartlett=6811.867,df=153,Sig.=0.000

Reliability analysis is used to test the reliability of the data also known as the degree of consistency. In this study, a reliability coefficient method is used for testing, and the results show that the SQ reliability is 0.921, the PV reliability is 0.927, and the PI reliability is 0.878. The reliability coefficients of the three variables are above 0.8, which indicates that the sample data reliability is good.

Factor analysis utilises dimensionality reduction techniques to observe the internal structure of the variables. In this study, Principal Component Analysis was adopted and the rotation method was Kaiser Regularised Variance Maximisation. Factors with eigenvalues greater than 1 were extracted. After 5 iterations to reach convergence, the result of the component matrix shows that the KMO value is 0.916, the Bartlett value is 6811.867, the degree of freedom is 153, and the significance is 0.000. 18 items were extracted from the SQ, PV, PI, and 3 components, and the factor loadings are all greater than 0.5, and the total variance explained is 69.79%, which is more than 60%, and comprehensively, the structural validity of this study is good. study has good structural validity.
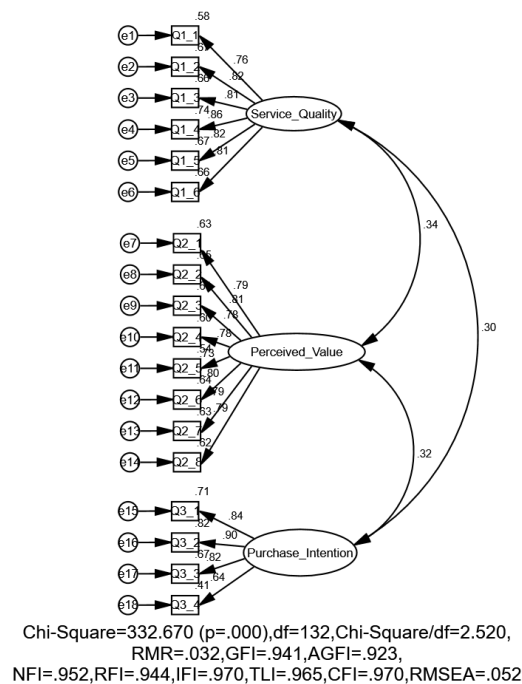
4.3 Validation factor analysis

Chi-Square=332.670 (p=.000),df=132,Chi-Square/df=2.520,
RMR=.032,GFI=.941,AGFI=.923,
NFI=.952,RFI=.944,IFI=.970,TLI=.965,CFI=.970,RMSEA=.052

Figure2: Measurement Mode 1

Table 3: Confirmatory factor analysis

	Estimate	S.E.	C.R.	P	AVE	CR
Q1_1	0.760	0.523				
Q1_2	0.817	0.412	20.443	***		
Q1_3	0.815	0.450	20.390	***	0.662	0.921
Q1_4	0.859	0.345	21.674	***		
Q1_5	0.816	0.470	20.426	***		
Q1_6	0.811	0.448	20.271	***		
Q2_1	0.792	0.416				
Q2_2	0.808	0.392	21.448	***		
Q2_3	0.782	0.441	20.573	***		
Q2_4	0.776	0.453	20.346	***	0.615	0.928
Q2_5	0.734	0.472	18.951	***		
Q2_6	0.801	0.419	21.204	***		
Q2_7	0.794	0.408	20.950	***		
Q2_8	0.787	0.452	20.739	***		
Q3_1	0.843	0.357				
Q3_2	0.905	0.233	26.047	***	0.652	0.881
Q3_3	0.821	0.380	23.234	***		
Q3_4	0.637	0.681	16.390	***		

x^2=332.67,df=132,x^2/df=2.52,rmr=0.032,gfi=0.941,agfi=0.923,nfi=0.952,rfi=0.944,ifi=0.970,tli=0.965,cfi=0.970,pmsea=0.052

Validation factor analysis was used to test the degree of aggregation of the data. Generally, in order to obtain a high degree of aggregation validity, the average variance extracted (AVE) value is required to be above 0.5, while the combined reliability (CR) value of the data should be greater than 0.7.The results of the validation factor analysis in the present study showed that the goodness-of-fit $X2$=332.67,DF=132,$X2$/DF=2.52,RMR=0.032,GFI=0.941,AGFI=0.923,NFI=0.952,RFI=0.944,IFI=0.970,TLI=0.965,CFI=0.970,PMSEA=0.052.Overall, the fit is good.The AVEs for SQ,PV and PI are 0.662,0.615 and 0.652 which are above 0.5 respectively. The CR values of SQ, PV and PI were 0.921, 0.928 and 0.881 respectively, all above 0.8. Therefore, this study was judged to have good discriminant validity.

4.4 Relevance analysis

Table 4: Correlations

	Mean	S.D.	SQ	PV	PI
SQ	3.438	0.969	1		
PV	3.595	0.865	.314**	1	
PI	3.362	0.941	.277**	.295**	1

**$P<0.05$

Correlation analysis is used to test the correlation between two variables and thus measure the closeness of correlation between two variable factors. Pearson correlation analysis was used in this study. The results of the study showed that there is a significant positive correlation between SQ and PV with a correlation coefficient of 0.314.The correlation between SQ and PI is significant and there is a positive correlation between the two with a correlation coefficient of 0.277.There is a significant positive correlation between P

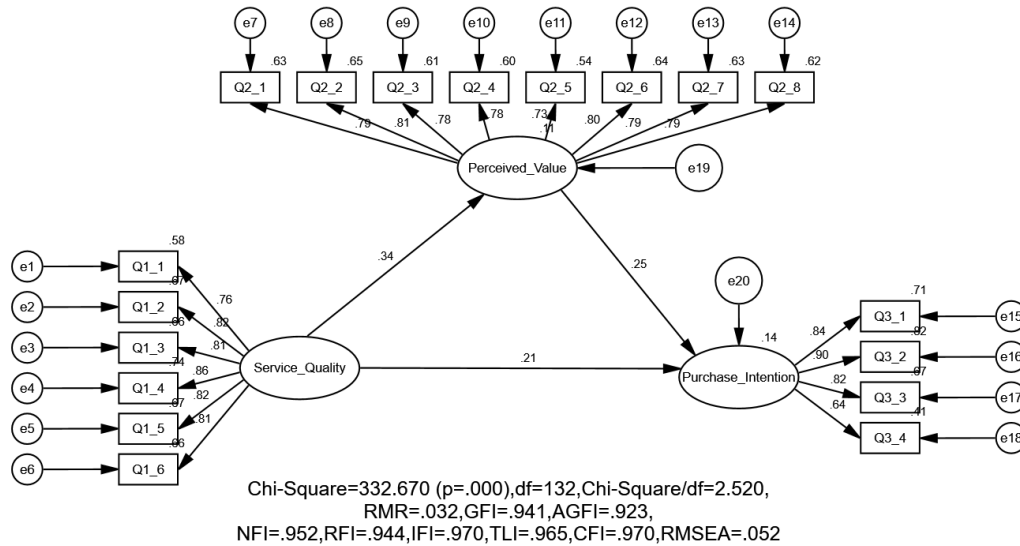V and PI with a correlation coefficient of 0.295.

4.5 Path analysis

Chi-Square=332.670 (p=.000),df=132,Chi-Square/df=2.520,
RMR=.032,GFI=.941,AGFI=.923,
NFI=.952,RFI=.944,IFI=.970,TLI=.965,CFI=.970,RMSEA=.052

Figure3: Measurement Mode 2

Table 5: Path Analysis Results

Hypothesis	Path			Standardised Estimate	S.E.	C.R.	P	Results
H1	PV	<---	SQ	0.338	0.045	7.386	***	Supported
H2	PI	<---	SQ	0.211	0.052	4.496	***	Supported
H3	PI	<---	PV	0.250	0.052	5.313	***	Supported

x²=332.67,df=132,x²/df=2.52,rmr=0.032,gfi=0.941,agfi=0.923,nfi=0.952,rfi=0.944,ifi=0.970,tli=0.965,cfi=0.970,pmsea=0.052

***p<0.005

Path analysis reveals the path of influence between variables. According to the results of the above table, the model fit indicators X2=332.67,DF=132,X2/DF=2.52,RMR=0.032,GFI=0.941,AGFI=0.923,NFI=0.952,RFI=0.944,IFI=0.970,TLI=0.965,CFI=0.970, PMSEA=0.052, the model fit is good.The effect of SQ on PV is significant with a standardised path coefficient of 0.338 (p<0.005). Hypothesis H1 is supported. the positive effect of SQ on PI is significant with a standardised path coefficient of 0.211 (p<0.005). Hypothesis H2 is supported. the positive effect of PV on PI is significant with a standardised path coefficient of 0.250 (p<0.005). Hypothesis H3 is supported.

4.6 Intermediary analysis

Table 6: Mediation Effect

Variables	Estimate	Bootstrapping Bias-corrected CI= 95 per cent			Decision
Indirect effect		low	high	p-value	
SQ→PV→PI	0.084	0.050	0.124	O.OO1	Accept

Note: CI = confidence interval, the process repeated 2000 times.

Mediation effect analysis can explain how SQ further affects PI by influencing PV. a significant indirect effect indicates that the mediation effect is established. In this study, the mediation effect test was conduct ed using Bootstrap method. The confidence interval was 95% and the sample was repeated 2000 times. Th e result shows that the indirect effect is 0.084 with p-value 0.001, which is statistically significant, so it c an be concluded that the mediating effect of PV between SQ and PI is significant.SQ can further affect PI by influencing PV.

5. Conclusion and Implications

This study reveals the mechanism of the relationship between service quality (SQ), perceived value (PV) an d purchase intention (PI) through empirical analysis, providing new theoretical support and practical inspir ation for the fields of service management and consumer behavior.

First, the validity of the measurement model was fully verified by EFA and CFA. The reliability (Cronbac h's α is above 0.8) and validity (AVE value is above 0.5, CR value is above 0.8) of SQ, PV and PI indicat e that the scales have high internal consistency and structural validity. The model fit indices (X^2/DF=2.52, CFI=0.970, RMSEA=0.052) further confirm the rationality of the theoretical model. This result is consisten t with the core ideas of the SERVQUAL model (Parasuraman et al., 1988) and the perceived value theory (Zeithaml, 1988), which state that service quality is a key dimension affecting consumers' value judgments, and perceived value is the core link between service experience and behavioral intention.

Second, the results of the correlation analysis and path analysis show that service quality has a significa nt positive impact on perceived value (β=0.338, p<0.005) and purchase intention (β=0.211, p<0.005), and that perceived value also directly promotes purchase intention (β=0.250, p<0.005). This finding further ver ifies the central position of service quality as a "driver" in consumer decision-making (Brady & Cronin, 20 01), and highlights the mediating role of perceived value. The mediating effect analysis shows that PV part ially mediates the relationship between SQ and PI (indirect effect = 0.084, 95% CI = [0.050, 0.124], p = 0.001), indicating that service quality not only directly affects purchase intention, but also indirectly enhan ces consumer purchase intention by increasing perceived value. This mechanism is consistent with the theo retical framework of the "value-behavior chain" (Holbrook, 1999), which states that consumers form value perceptions through their experiences of service quality, which in turn translate into actual behavioral inten tions.

From a practical perspective, this study provides a clear direction for companies to optimize their service strategies. For example, companies can directly enhance customers' perceived value and indirectly promote buying behavior by improving the dimensions of service reliability (e.g., reducing errors), responsiveness (e.g., quickly solving problems), and empathy (e.g., personalized care). In addition, the results suggest that relying solely on service quality itself may not be sufficient to maximize purchase intentions. It is also nec essary to focus on how to enhance consumers' overall experience through value delivery (e.g., cost-effective ness, emotional satisfaction).

However, this study still has some limitations. First, the characteristics of the sample (such as the lack of detailed demographic data) may limit the generalizability of the conclusions. Future studies need to include diverse samples (such as different cultural backgrounds or industries) to verify the robustness of the model. Second, the cross-sectional design makes it difficult to fully reveal the dynamic causal relationships between variables. Longitudinal studies or experimental designs can further explore the mechanism. In addition, moderating variables (such as customer satisfaction and brand loyalty) can be introduced in the future to reveal the boundary conditions of the SQ-PV-PI relationship in different contexts.

In short, this study not only verifies the theoretical link between service quality, perceived value and purchase intention through rigorous empirical analysis, but also reveals their underlying paths of action, providing an important reference for service marketing theory and practice. Future research can build on this foundation to expand multi-dimensional, cross-cultural comparative analysis to more fully understand the mechanisms of consumer behavior.

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