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Customer Loyalty And Customer Satisfaction On The Online Food Delivery Platform In Indonesia: The Moderating Role Of Customer Trust

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Abstract

Along with the development of digital technology, the culinary industry is experiencing developments in its business model. One of the business lines that have emerged along with technological developments is the online food delivery platform (OFDP) service. The development of OFDP is also increasing due to the conditions of the Covid-19 pandemic that is currently taking place in any part of the world. The purpose of this study is to determine the role of service quality, customer satisfaction and customer trust in customer loyalty and to find out whether the customer trust factor has a moderating effect on the relationship between service quality, customer satisfaction, and customer loyalty in the context of the OFDP industry. By using data taken from 205 respondents who use the online food delivery platform apps in Indonesia, the results show that all independent variables have a significant effect on customer loyalty and customer trust has a significant moderating effect between service quality and customer satisfaction. It can be concluded that it is necessary to make a management strategy to increase customer's trust again so that customer satisfaction with the quality of services provided will increase and then will make customer loyal to related service provider (OFDP)

Keywords: Online food delivery platform, Service quality, Customer Satisfaction, Customer trust, Customer Loyalty

1. Introduction

In the midst of economic conditions during the Covid-19 pandemic, a good management system is needed in order to create efficiency on the marketing side by using a good digital platform. Studies on work in the field of digital platforms show that the conditions of interaction between workers in complex digital platforms, algorithmic workforce management, and mechanisms for coping with worker problems and strategies for overcoming them (Malin & Chandler, 2017; Gol et al., 2019; Chen et al., 2019; Chen et al. al., 2020). The culinary industry is one of the industries that already started to use digital platforms in their business model.

The culinary industry has experienced many developments in terms of marketing to business models over the last few years along with the development of internet technology in the world. GrubHub, Doordash, and Ubereats are 3 online food delivery platforms that most widely used in the United States with total users reaching 111 million users (Businessofapps.com, 2020). In Indonesia, there are online food delivery platform (OFDP) service providers such as Gojek with Go-Food, Grab with Grabfood and most recently Shopee with Shopeefood. During the Covid-19 pandemic, the use of OFDP services increased along with the limited mobility of the community (moneykompas.com, 2021). One of the pioneers of the Online food delivery platform in Indonesia is Gojek through the Go-Food service and one of the largest startup companies in

Southeast Asia. Gojek itself already has more than 500 thousand merchant partners, of which 96 percent are SMEs (Small and Medium Enterprises) (Kominfo.go.id, 2020).

In times of digital transformation and during a pandemic like today, every online food delivery service provider must be able to have a mature strategy in keeping customers using the application. When restaurants start providing services online, now customers can compare offers from various online platforms as well as direct access to comment on the products they receive. OFDP service providers must be able to develop strategies in order to maintain service quality, maintain customer satisfaction, increasing customer trust in them, which in turn keeps customers loyal to them.

There have been many studies on the effect of service quality, customer satisfaction, and customer trust on customer loyalty in the context of offline and online companies from various industries (Lewis, 1993; Alamgir & Shamsuddoha, 2003; Akbar & Noor, 2009; Choi & Kong, 2010; Chang et al. 2013; Currás-Pérez et al., 2013; Tjiptono & Chandra, 2016; Hwang & Kim, 2018; Mubarak & Petraite, 2020; Claudia et al., 2020), as well as research on the online food delivery industry platform (Li et al., 2020; Panse et al., 2019; Chen et al., 2020; Horta et al., 2020; Yusra & Agus, 2020). However, there hasn't been comprehensive study on how customer trust in their choice of online delivery platform can affect the relationship between customer satisfaction and service quality on customer loyalty especially during the pandemic situation.

Therefore, this study will focus on how service quality, satisfaction, trust, and loyalty are in the OFDP context, as well as whether the customer trust factor can have a significant influence on the relationship between service quality, customer satisfaction and customer loyalty in the context of a food delivery service platform. online in order to find out how to increase sales and so that customers can survive and routinely use the online food delivery platform application.

2. Literature review

Customer Loyalty

Customer loyalty is a measure of customer behavior that makes repetitive purchases of a product or service (Valipour, Noraei, & Kavosh, 2018). According to Husnain & Akhtar (2015), there are four main keys in managing relationships between customers, namely trust, commitment, communication, and conflict control. Maintaining customer loyalty and is part of a way to maintain customer satisfaction through experiences that customers get (Leinkumar, 2017). According to Magatef & Tomalieh (2015), the digital era is the best time to implement customer loyalty through loyalty programs that help retain customers through today's social media to build trust (Mas-Machuca et al., 2021) and online loyalty (Ranabhat, 2018). If the company's performance is high, the customer will feel satisfied and eventually become loyal and will then recommend the company to other potential buyers (Kasiri et al., 2017).

Service Quality to Customer Satisfaction

The purpose of measuring the level of service quality is to meet the needs and desires of customers, as well as the accuracy of its delivery to match customer expectations (Tjiptono & Chandra, 2016). By evaluating perceptions, customer expectations of services can be used for the advancement of services in the future (Khadka & Maharjan, 2017). Kumar et al. (2013) stated that there is a significant relationship between service quality and customer satisfaction. In today's digital era, it is easier for customers to interact digitally with companies, because digital media is an interactive platform that makes it easier for customers to interact, and also helps companies focus on a customer-centric approach (Kazmi, 2018). According to (Sobihah, 2015), e-service quality has supporting factors such as web-design, privacy, security, and customer service and then after all these factors are adequate, service quality will have a major impact on customer satisfaction and loyalty (Chang et al. 2013; Rasheed & Abadi, 2014). Based on the theory above, a hypothesis can be drawn:

H1: Service Quality has a significant and positive effect on Customer Satisfaction on the Online Food Delivery Platform

Customer Satisfaction to Customer Loyalty

Customer satisfaction is a crucial factor that can affect sales (Nguyen, 2020). There is a main component in customer satisfaction, namely the emotional component of customers as seen from their expectations of perceived perception, and a component of company image (Huete, 1998). If customer expectations are met, customers will be satisfied with the products and services offered, and make it possible to make repeat purchases (Claudia et al., 2020). Bowen & Chen (2015) stated that Customer Satisfaction has a close

relationship with customer loyalty and also makes it possible to grow customer loyalty (Hwang & Kim, 2018). Based on the research above, a hypothesis can be drawn:

H2: Customer Satisfaction has a significant and positive effect on Customer Loyalty on the Online Food Delivery Platform

Customer Trust to Customer Loyalty

Costumer trust, which can be interpreted as a factor of costumer confidence in a company, also affects whether costumers are willing to accept what is offered by the organization (Keh & Xie, 2009). Costumers tend to expect that service providers can be relied upon in fulfilling their promises (Kunz & Kantsperger, 2010). The development of companies engaged in the digital sector is greatly influenced by increased costumer confidence in the development of technology 4.0 (Mubarak & Petraite, 2020). The trust factor is also closely related to how to increase customer loyalty in a company (Currás-Pérez, et al., 2013). Customer confidence will have an effect on positive reviews of the digital company (Gao, 2010; Tran & Strutton, 2019) and from this trust, a positive relationship is created between costumers and the company so that in the end costumers will be committed and loyal to the company (Nadeem et al., 2020). From the previous research, the hypothesis could be stated as follows:

H3: Customer Trust has a significant and positive effect on Customer Loyalty on the Online Food Delivery Platform

Moderating role of Customer Trust

Trust is important for online platform customer and they are will only participate if the system is reliable (Chang & Wong, 2010). Zhou et al. (2018) stated that customer trust moderates the effect of customer satisfaction with continued use of electronic finance. At a high level of trust, satisfaction has a small effect on loyalty, but at a low level of trust, satisfaction has a big influence on loyalty (Anderson & Swaminathan, 2011). Customers who have confidence in the services offered will have a greater effect on e-service value on e-satisfaction (Chen, 2009). Suhartanto et al., (2018), and Al-Dweeri et al. (2018) stated that costumer trust can strengthen the effect of the value of e-service on e-satisfaction. With the existence of these previous studies, the hypothesis is as follows:

H4: Customer Trust moderates the effect of Service Quality on Customer Satisfaction on the Online Food Delivery Platform

H5: Customer Trust moderates the influence of Customer Satisfaction on Customer Loyalty on the Online Food Delivery Platform
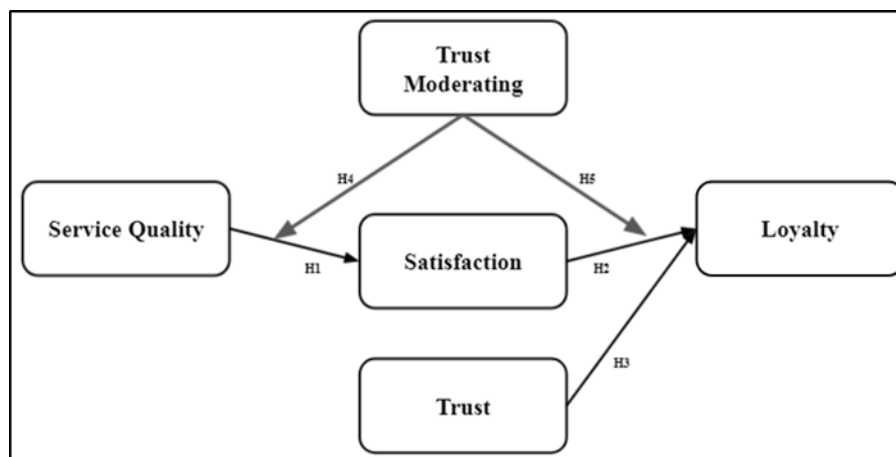
Hypothesis model

3. Research Methodology

This research will use descriptive research because it aims to determine the existence of a variable, either one or many variables, and is interrelated or not related (Sekaran & Bougie, 2016). In this study, the research variables chosen were Service Quality, Customer Satisfaction, Customer Loyalty, and Customer Trust by focusing on Online Food Delivery Platforms such as Go-Food, Grabfood, and Shopee Food. The subjects taken in this study were users of the online food delivery platform application at least 4 times in the past month. The

locations that will be observed by this research are respondents in the territory of Indonesia, where the online food delivery platform service is already operating.

In this study, the data collection method used was a survey method using a questionnaire. The questionnaire in this study will be divided into Screening Questions, Profiling Questions and Questions about the research variables. Then in determining the number of research samples, we use the Rule of thumb, which according to Hair et al. (2017), the number of research samples must be 10 times more than the number of variable indicators, so that the minimum total sample required is 200 respondents because this study contains 20 indicators. Furthermore, the researcher used an interval scale with a 5-point Likert instrument scale consisting of 5 choice points.

This study uses the PLS-SEM analysis technique because this method can be used for further research (extension), complex structural models, and does not require the assumption of normally distributed data (Hair et al., 2017).

4. Results and Findings

From the data obtained, it can be seen that the respondents of this study were mostly male, namely as many as 112 respondents or 54.6%. Furthermore, based on the age group, the most respondents were aged between 18-24 years, namely 100 respondents or as much as 48.8% of the total respondents. Then, as many as 192 respondents or 93.7% of the total respondents live in the Greater Jakarta area (Jakarta, Bogor, Depok, Tangerang, South Tangerang, and Bekasi). Finally, the OFDP service that is most often used is respondents who choose Go-Food and Grabfood simultaneously, namely as many as 104 respondents or 50.73% of the total respondents.

|	Respondent Profile	Frequency	Percentage
Gender	Male	112	54,6%
	Female	93	45,4%
Age	18 – 24	20	48,8%
	25 – 34	100	41,5%
	>34	85	9,8%
Domicile	Greater Jakarta	192	93,7%
	Outside Greater Jakarta	13	6,3%
OFDP apps & services used the most	Go-Food	31	15.12%
	Grabfood	55	26.83%
	Shopee-food	1	0.49%
	Go-Food & Grabfood	104	50.73%
	Go-Food & Shopee-food	0	0.00%
	Grabfood & Shopee-food	2	0.98%
	Go-Food & Grabfood & Shopee-food	12	5.85%

Respondent Profile

After getting a profile description from the respondent, the next step is to conduct a statistical description analysis by calculating the average value given by the respondent on each research indicator or questionnaire question. In the SQ (Service Quality) indicator, the average value of the respondents' answers is 4,158 which indicating that the quality of service provided by the OFDP chosen by each respondent according to the respondents is of high quality. Then on the SAT (Customer Satisfaction) indicator, the average value of the respondents' answers is 4.2184 which indicating that the respondents are satisfied with the services provided by their chosen OFDP. Next is the LOY (Customer Loyalty) indicator, the average value of the respondents' answers is 4.2118 which indicating that the respondents are loyal to the OFDP of their choice. Lastly, on the TR (Customer Trust) indicator, the average value of the respondents' answers is 4.2664 which indicating that the respondent level of trust at their OFDP choice ar high.

By using the SmartPLS ver. 3, the image below is a framework for the Measurement Model (Outer Loading) and Structural Model (Inner Loading). From the calculation of the Partial Least Square (PLS) Algorithm, the

first thing to observe is the result of the validity and reliability tests. The validity test is a stage to see how accurate the research instrument used is. Then the reliability test has a function to find out how reliable the data provided by the respondent. In the SmartPLS software, the results of the validity and reliability tests can be seen in the "construct reliability and validity" option, where the variable is said to be reliable if the Composite Reliability value is more than 0.70. Average Extracted Variance (AVE) value is more than 0.50, and Factor Loading is more than 0.6 (Hair et al., 2014). The table below is the result of the validity and reliability test of our research data using the SmartPLS ver.3 software.
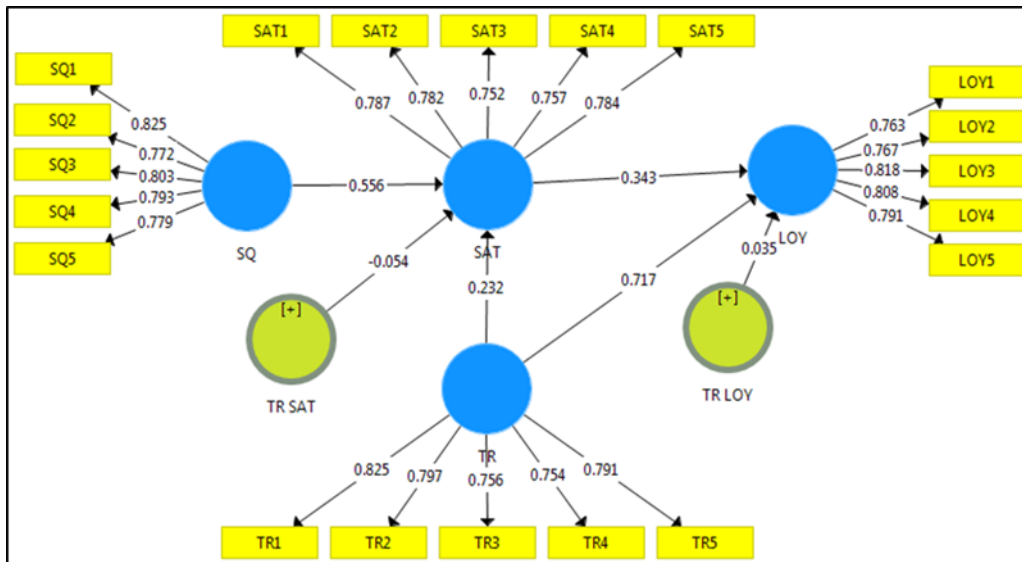
Measurement Model (PLS Algorithm)
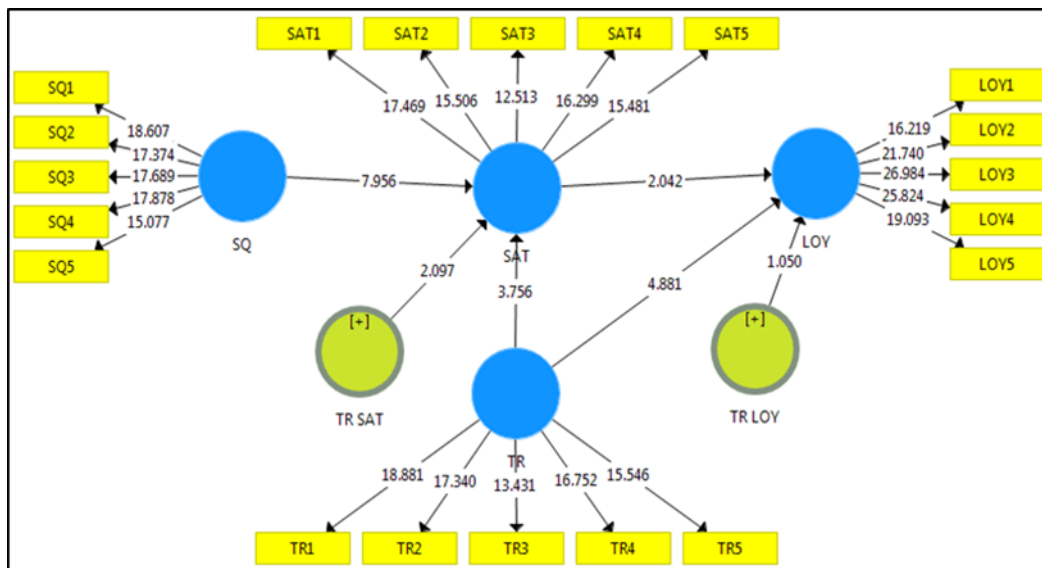
Structural Model (Bootstrapping)

From the results of the validity and reliability tests, it can be seen that the value of the factor loading varies from 0.753 to 0.825, which means that the respondent's data can be accepted because all research items have a value above the minimum threshold (> 0.6). Then, the Composite Reliability number of each variable is also above the minimum requirement (> 0.7). This figure shows that each variable has a fairly high level of reliability. Finally, the value of AVE where all research variables have a value above the minimum threshold (> 0.5). From the AVE numbers generated by each research variable, each indicator of each variable is considered valid. Based on these three assessments, the research data can be accepted for testing of our research model.

Research Variable & Research Items	Factor Loading (>0.6)	Composite Reliability (>0,7)	AVE Var Extracted (>0,5)
Service Quality		0.895	0.631
SQ1	0.825		
SQ2	0.772		
SQ3	0.803		
SQ4	0.793		
SQ5	0.779		
Customer Satisfaction		0.881	0.597
SAT1	0.785		
SAT2	0.783		
SAT3	0.753		
SAT4	0.755		
SAT5	0.786		
Customer Trust		0.889	0.616
TR1	0.825		
TR2	0.797		
TR3	0.756		
TR4	0.754		
TR5	0.791		
Customer Loyalty		0.892	0.623
LOY1	0.762		
LOY2	0.766		
LOY3	0.820		
LOY4	0.806		
LOY5	0.792		

Validity & Reliability Test

Then, to examine the relationship between research variables and to test the hypotheses in our research model, we used the bootstrapping method. The bootstrapping method is a statistical method in which the research sample is processed in such a way or is re-sampled 1000 to 5000 times (Hair et al., 2014). In this study, we performed a bootstrap of 5000. Hypothesis testing analysis was carried out by looking at the p-value of each relationship between the variables listed in the hypothesis.

Hypothesis	Original Sample	Sample Mean	Std. Deviation	T – Statistics	P – Value	Conclusion
H1	0.556	0.557	0.069	8.022	0.000	Accepted
H2	0.343	0.337	0.165	2.071	0.038	Accepted
H3	0.636	0.632	0.129	4.936	0.000	Accepted

Hypothesis test H1-H3 at 0.05 significance level

From the table above, it can be seen that in H1 the p-value is 0.0000 and the T-statistic is 8,022 (> 1.96). Therefore, the hypothesis (H1) is "Accepted", which means that there is a significant and positive influence between Service Quality and Satisfaction on OFDP service users. Then for H2, because the p-value that is owned is 0.038 (<0.05) and T-statistics 2.071 (> 1.96), the hypothesis is "Accepted", which means that there is a significant influence between Customer Satisfaction and Customer Loyalty on OFDP service users. Furthermore, for H3, because the p-value is 0.000 (<0.05) and the T-statistic has a value of 4,936 (> 1.96), the hypothesis can be "Accepted" and which means that there is a significant and positive influence between Customer Trust and Loyalty on OFDP service users

Next is the moderating factor of the Customer Trust variable on the relationship between service quality and customer satisfaction with OFDP service users (H1) and the moderating factor of the Customer Trust variable on the significance of the relationship between customer satisfaction and customer loyalty to OFDP service users.

Hypothesis	Original Sample	Sample Mean	Std. Deviation	T – Statistics	P – Value	Conclusion
H4	-0.054	-0.053	0.026	2.105	0.035	Accepted
H5	0.034	0.032	0.033	1.033	0.302	Rejected

Hypothesis test for moderating effect of Trust, at 0.05 significance level.

From the table above, it can be seen that Customer Trust has a different significance effect on the 2 hypotheses tested. On H4, the p-value is 0.035 (<0.05) and the T-Statistics is 2.105 (> 1.96) at a significance level of 0.05. Therefore, H4 is "Accepted" and it means that customer trust has a significant influence on the relationship between Service Quality and Customer Satisfaction on OFDP service users. Whereas at H5, the p-value is 0.302 (> 0.05) and the T-Statistic is 1.033 (<1.96) and H5 is "Rejected", which means that customer trust does not have a significant effect on the relationship between Customer Satisfaction and Customer Loyalty on OFDP service users.

Variables	R Square	R Square Adjusted
Service Quality to Customer Satisfaction	0.881	0.880
Customer Satisfaction and Trust to Customer loyalty	0.705	0.702

R square & R square adjusted

The last indicators seen are R square and R square adjusted. The aim is to find out how much the independent variable explains the dependent variable (Hair et al., 2017). The R square value in the table above shows that the Service Quality variable can explain the Customer Satisfaction variable by 88.1%. So there are other factors as much as 11.9% that cannot be explained by the independent variable. Then, the Customer Satisfaction and Customer Trust variables can explain the Customer Loyalty variable by 70.2%. So, there are 29.8% of unexplainable factors from the dependent variable.

5. Discussion

The results of this study state that service quality has a positive and significant effect on customer satisfaction, so that H1 in this study can be accepted. This shows that the service quality and customer satisfaction felt by OFDP users are strongly related. This is in accordance with previous research where service quality has a positive effect on customer satisfaction (Asyraf et al, 2019). He et al. (2019) stated that customer satisfaction is closely related to the efficiency of the service received by customers, which has an impact on the online food delivery platform.

Furthermore, the influence between customer satisfaction and customer loyalty is positive and significant, so that this research H2 can be accepted. This research is supported by previous research which has the same results (Yusra & Agus, 2020). In addition, previous research also states that service quality has a positive effect on customer satisfaction and customer loyalty, so that it becomes an important tool for improving customer performance which results in increased sales (Izogo et al., 2015).

From the results of this study also found that customer trust has a positive and significant effect on customer loyalty, so that this research H3 can be accepted. This is in accordance with previous research which states that customer trust has a significant effect on customer loyalty when using the Cargo application (Yildiz, 2017). This shows that customers who already have confidence in an online food delivery platform will be loyal and make repeat purchases using the platform.

This study also examines the moderator effect of customer trust on the relationship between service quality and customer satisfaction, as found in H4. This study shows that there is a positive and significant moderating effect of customer trust on the relationship between service quality and customer satisfaction, so that H4 is accepted. This is in accordance with the results of previous research, where satisfied customers will not have high perceived service quality if there is no trust in previous transactions (Jeon & Choi, 2017)

However, this study shows that there is no significant effect of moderation of customer trust on the relationship between customer satisfaction and customer loyalty, so this research H5 is rejected. So this is different from previous research which states that online trust positively moderates the effect of customer satisfaction on online customer retention (Al-Gharaibah, 2020). The introduction of new ways to order food through a food delivery platform is caused by changes in the lifestyle of customers who want the convenience of ordering food online (Pigatto et al., 2017)

6. Conclusion

The service quality factor has a very strong influence on customer satisfaction and costumer trust in OFDP service providers has a significant influence in strengthening the influence between these two variables. Especially during the Covid-19 pandemic like today, where customers have a low level of trust in service providers or culinary services. It is necessary to make a management strategy to increase costumer confidence

again so that costumer satisfaction with the quality of services provided will increase and then it will make costumers loyal to related OFDP service providers.

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