



# ANALYSIS OF THE EFFECT OF DELIVERY EXPERIENCE, SPECIAL BENEFITS, EASE OF USE, REVIEWS, FOOD HYGIENE, TIME SAVING, FOOD RIDER, ON GO-FOOD CUSTOMER SATISFACTION, AND INTENTION TO REUSE APP ON GO-FOOD APPLICATION CUSTOMERS IN SURABAYA

<sup>1</sup>Donny Tiendey, <sup>2</sup>Amelia, <sup>3</sup>Ronald

<sup>123</sup>Master of Management

<sup>123</sup>Pelita Harapan University, Surabaya Campus,  
<sup>123</sup>Surabaya, Indonesia

**Abstract :** The rapid development of E-commerce-based technology, especially food delivery, has brought changes to people's lifestyles. Food delivery applications through E-commerce have become a trend in the market, this is influenced by the Covid-19 pandemic, causing people to prefer ordering food online than before, due to increasing concerns about health safety and hygiene. Using a food delivery application allows customers to choose from a menu, order from a restaurant and have food delivered to their door.

This research is a causal research using quantitative methods and processed with the help of a statistical program, namely SPSS version 22.0. Data collection was carried out by distributing questionnaires to 135 respondents with predetermined characteristics of the respondents. Aimed at analyzing Delivery experience, Special benefits, Ease of use, Reviews, Food Hygiene, Time Saving, towards Customer Satisfaction and Intention to reuse apps, Go-Food customers in Surabaya.

In this study there were 8 hypotheses including five hypotheses accepted and three hypotheses rejected. The accepted hypothesis is that Delivery Experience has a significant effect on Customer Satisfaction, Ease of Use has a significant effect on Customer Satisfaction, Food Hygiene has a significant effect on Customer Satisfaction, Food Rider has a significant effect on Customer Satisfaction. Customer Satisfaction has a significant effect on Intention to reuse. The hypotheses were rejected including Special Benefits did not have a significant effect on Customer Satisfaction, Reviews did not have a significant effect on Customer Satisfaction, and Time Saving did not have a significant effect on Customer Satisfaction.

**Keywords:** *Delivery experience, Special benefits, Ease of use, Reviews, Food Hygiene, Time Saving, Customer Satisfaction and Intention to reuse apps*

## I. INTRODUCTION

The increase in the culinary business can increase rapidly cannot be separated from the development of food delivery, in the midst of a pandemic, one of the platforms that most supports the success of MSMEs to survive is the food delivery application. The two most popular are GoFood and Grab Food. In research conducted by the CLSA survey agency, the majority or 35 percent of people prefer Go Food and 20 percent choose Grab Food. CLSA analyst Jonathan Mardjuki in his research note said the survey with the theme of online food delivery was chosen because this sector is one of the most profitable businesses amid the pandemic. As a result, more people chose Go-Food at 35 percent and 20 percent for Grab-Food, while 43 percent of respondents used both apps. (www.Merdeka.com downloaded on March 17, 2022)

Transportation is crucial in Indonesia, especially the congestion that hits the capital and big cities in Indonesia, this is the starting point for the emergence of an online platform-based ojek application, namely Gojek began operating in Indonesia (especially DKI Jakarta) in 2010. At that time, the emergence of Gojek caused various reactions, both pro and con. Over time, people began to feel helped by Gojek's presence to penetrate the congestion of Jakarta. The enthusiasm and trust of the public until now is proven by more than 70 million downloads, both on the Google App Store and the Apple App Store. Gojek started providing its first service in 2010, namely ordering motorcycle taxis through call centers. In 2015, Gojek grew rapidly after launching an application with services: GoRide, GoSend, and GoMart. Since then, Gojek's speed has accelerated and continues to increase, becoming a leading technology group serving millions of users in Southeast Asia.

This is supported by an official statement from Go-Food where food delivery services from the Gojek E-commerce application are getting higher. Since the Covid-19 pandemic, Go-Food recorded a significant increase in the period from the first quarter of Covid-19 to the third quarter of 20 percent. This increase can be achieved because of changes in customer behavior during the pandemic, people are prohibited from dine in. This causes consumers to prefer to order food through the Go-Food application system from home instead of buying food and drinks outside. This is also due to discounts and free shipping which greatly facilitates consumers to buy food and drinks. Coupled with a lot of information about eating and drinking from food reviewers around us. Starting from online ojek services, Gojek now has approximately 20 application services, here is a list of 5 Gojek services that are the mainstay of the community. (www.republika.co.id downloaded on March 17, 2022).

Based on the explanation above, this study will discuss the factors that influence the intention to reuse apps for the Go-Food application. To see what factors affect the Intention to reuse apps. In this study, it will be examined whether delivery experience, special benefits, Ease of use, Reviews, Food Hygiene, Time saving, Food rider, Go-food customer satisfaction, and intention to reuse app. has an influence on the Intention to reuse apps of the Go-Food application.

The first research gap in this study is the influence of the Ease of Use variable on Customer Satisfaction based on previous research conducted by Anugrah, F. T. (2020) stated that there is a significant relationship to Ease of Use for Customer Satisfaction because consumers who have felt the ease of using the Go-Food delivery application feel more helped compared to transactions with offline methods or conventional. This is inversely proportional to research conducted by Cheolho Yoon (2010) that there are indications of an insignificant relationship between Ease of Use and Customer Satisfaction from the results of the study shows design, speed, security, information content, and customer support service have a significant influence on online banking customer satisfaction in China, but Ease of Use has no significant effect on customer satisfaction.

The second research gap is a study conducted by Alalwan, A. A. (2020) which states that there is a significant relationship between the variables of Food Hygiene and Customer Satisfaction, this is because customers feel It is safe when receiving food and cutlery in a sealer/zipper bag, considering the covid pandemic that is still happening. In another study, it was found that there is an insignificant relationship between Food Hygiene and Customer Satisfaction, this happens because people, especially in the South India region, are the main factors that affect is the taste of the food and the price of the restaurant.

## II. THEORETICAL FRAMEWORK

### 2.1.1. Intention to re-use apps.

Schaupp (2017) states Intention to Reuse is a behavioral intention to reuse defined as the extent to which a user intends to reuse.

Rajasa (2018) argues that Intention to Reuse is the intention to reuse a product or service with the personal judgment of the consumers who use the service.

Choi and Sun (2016) state that intention to reuse relates to the probability of a final purchase (or use), which leads to direct economic benefits for the company. Intention to reuse refers to the possibility that a customer would prefer to use the services of a particular product again.

### 2.1.2. 2.1.2 Customer Satisfaction.

According to Kotler and Keller (2009: p.143) customer satisfaction is the quality of service is any form of activity carried out by the company to meet consumer expectations. Service in this case is defined as a service or service delivered by the service owner in the form of convenience, speed, relationship, ability, and hospitality shown through attitude and nature in providing services for customer satisfaction.

According to Irawan (2011) customer satisfaction is a feeling of satisfaction obtained by customers because they get value from suppliers, manufacturers, or service providers.

H2: Go-Food customer satisfaction has a significant effect on Intention to reuse apps

### 2.1.3. Food Rider.

(Fan, Xu, Dong, & Wei, 2017) stated that Food rider/delivery as the times progress, has increased, the increase is in line with the increase in the amount of consumption from users.

Mawarsari (2011), that Food rider contains the meaning of being a form of service that provides convenience in the form of a service to deliver orders ordered by customers to a place according to their wishes.

According to Kotler (2018) Food rider is any action or activity that can be offered by a party to another party, which is essentially intangible and does not result in any ownership.

H1: Food Rider has a significant effect on Go-Food customer satisfaction

### 2.1.4. Time Saving

Time saving is an attitude of shopping or buying goods or services from an online catalog that is seen as a time saving, because it obtains what is sought in a short time (Alreck & Settle, 2008).

Cho, (2004) says Time saving is defined as "spending less time making purchases, visiting different retail stores, and exploring alternatives" at the time of shopping online.

According to Rodríguez & Fernandez (2016) is a reduction in the time in accessing a system of a major value-added nature that the service provider demonstrates for its consumers who have a practical approach, who are attracted by short and easy distribution channels due to their convenience and flexible functioning.

H6: Time Saving has a significant effect on Go-Food customer satisfaction

### 2.1.5 Food hygiene

According to Brownell (2016) the notion of Food Hygiene is a way for humans to maintain and maintain their health.

According to Gosh (2014) the meaning of Food Hygiene is a science in the field of health that includes all the factors that encourage the realization of a healthy life, both individuals and society

Sihite (2011) The word Food Hygiene comes from the Greek word "hugicine" which means healthy and clean, and if we translate it more broadly then it can be concluded that we can be healthy because we clean.

Purnawijayanti (2009) Food Hygiene is a science related to health problems and various efforts to maintain or improve health.

H7: Food Hygiene has a significant effect on Go-Food customer satisfaction

#### 2.1.6 Reviews

Reviews according to Anthony J. Nitko (in Sarkadi, 2019), which is a process taken to obtain information used in order to make certain decisions about students, curriculum, programs, education policies, methods, as well as other educational instruments by an official body, institution, organization or institution that carries out a particular activity.

Sugihartono (2018) explained that Review is an activity of interpreting the results of measurements to find out whether or not certain phenomena, aspects, symptoms, and programs are good or low.

In the opinion of Sukardi and Tumardi (Suryani, 2018), assessment is a process of considering symptoms, phenomena, objects, and people using certain standard results in the form of value data (words or numbers) which is qualitative.

H4: Reviews have a significant effect on Go-Food customer satisfaction

#### 2.1.7 Ease of use

According to Davis (in Hendra and Iskandar, 2016) Ease of use is defined as a measure by which a person believes that an application or software can be easily understood and used.

Widjana (in Ahmad and Pambudi, 2015) stated that Ease of use means the belief of individuals that using technology systems will not be troublesome or require great effort when used (free of effort).

According to Jogiyanto (2013) Ease of use is defined as a measure by which one believes that a computer can be easily understood and used. While the perception of convenience is defined as the extent to which one believes that using technology will be free from an undertaking so that if one believes that the information system easy to use then he will use it and vice versa.

H3: Ease of Use has a significant effect on Go-Food customer satisfaction

#### 2.1.8 Special Benefits

Mowen and Minor (2012), Special benefits are defined as the attitude shown by consumers towards the benefits of goods and services after obtaining and using them.

According to Laksana (2019) "Special benefits are a communication from sellers and buyers that comes from the right information that aims to change the attitude and behavior of buyers, which were not get to know so that you become a buyer and keep the product in mind".

Based on (Fatihudin & Firmansyah, 2019) "Special benefits are measurements or indicators of the extent to which customers or users of company products or services feel helped by products or services that accepted".

According to Tjiptono (2015) Special benefits are elements of the marketing mix that focus on informing, persuading, and reminding consumers of the company's brand and products.

H2: Special Benefits have a significant effect on Go-Food customer satisfaction

#### 2.1.9 Delivery Experience

Mawarsari stated (2010), that Delivery experience (delivery service) contains the meaning that it is a form of service that provides convenience in the form of a service to deliver orders that ordered by customers to a place according to their wishes.

Understanding Delivery Experience delivery of goods according to Moenir in Yudha (2011: 17) service is an activity carried out by a person or group of people on the basis of material factors through the system, certain procedures and methods in order to strive to fulfill the interests of others in accordance with their rights.

According to Tjiptono in Yudha (2011: 17) Delivery Experience is an activity, benefit or satisfaction offered for sale. In general, freight forwarding services are all efforts that are organized or carried out alone or jointly in an organization to provide services in a effective and efficient.

H1: Delivery Experience has a significant effect on Go-Food customer satisfaction.

### III. RESEARCH METHODOLOGY

The data obtained in the study are primary data and secondary data. The primary data source of this study was respondents who had filled out a questionnaire that was shared with sample characteristics that matched the research criteria. In the process of filling out the questionnaire, respondents will fill out the questionnaire online. The criteria for the questionnaire chosen by the researcher must be filled in correctly, appropriate and complete, and filled in according to the instructions. After the researcher selects the data, the corresponding data will be further processed. The respondents selected in this study were those who had used the Go-Food application in Surabaya. Meanwhile, secondary data sources from this study were obtained through the Go-Food application, journals, websites and a number of literature studies.

In this study, the sampling technique used was non-probability sampling using questionnaires as the main tool for data collection. The use of this technique is used because the actual number of populations is unknown, in other words individuals do not have the same probability of being sampled. This study used snowball sampling techniques from various non-probability sampling techniques. This technique starts by distributing a small number of questionnaires to Go-Food customers in Surabaya according to the research criteria, then one respondent forwards them to other respondents so that increase the number of samples. The area used for the questionnaire survey is Surabaya. The characteristics in this study are:

1. Men and Women.
2. Resides in Surabaya.
3. Aged 18-60 years of early adulthood (Kotler and Armstrong, 2009).
4. Have a mobile device connected to the internet connection.
5. Independently download the Go-Food application on mobile phones at least in the last one year.
6. Have used the Go-Food app to shop for food and drinks twice over the past three months.
7. Have made purchases through applications similar to the Go-Food application before.
8. Have shopped at offline restaurants to shop for food and drinks before.
9. Still using the Go-Food application until now.

Hair et al. (1995) state that the appropriate sample size is 100-200 samples. Hair suggests the minimum sample size is as many as five observations for each parameter to be observed. In general, researchers do not use samples below 50 samples (Hair et al., 2007). In this study there were a total of 27 indicators so that the number of samples used was 27 indicators x five = 135. With a minimum number of 135, the number of samples used in this study was 135 people who had downloaded, used, made transactions, and still used Go-Food application in Surabaya.

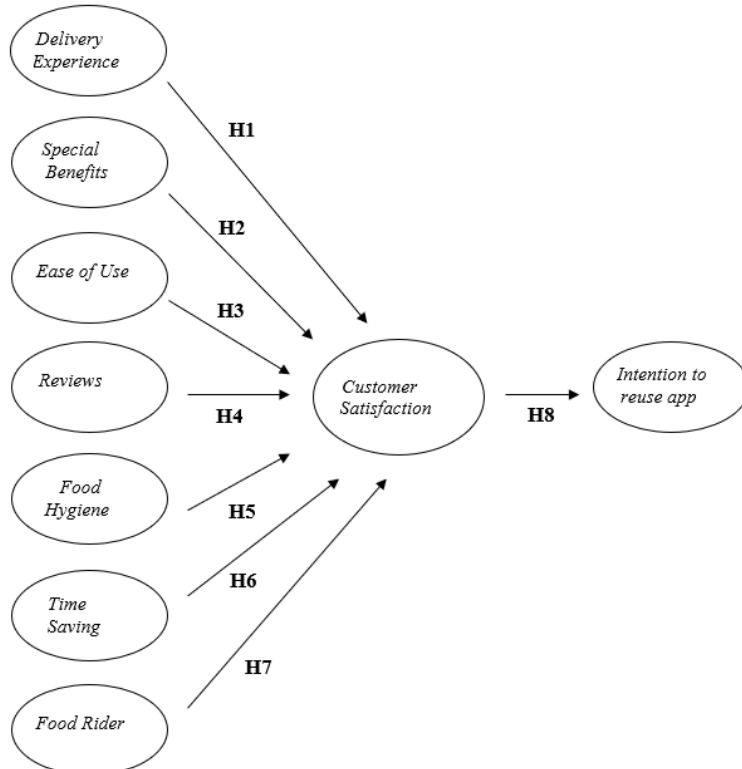


Figure 1. Research Model  
Source: Authors (2022)

IV. FINDING AND DISCUSSION

4.1 Characteristics of Respondents

customers who have a mobile device connected to an internet connection, independently downloaded the Go-Food application on a mobile phone in the past year, have made purchases through the Go-Food application on a mobile phone in the last six months, have made purchases through applications similar to the Go-Food application before, have shopped at offline stores to shop for daily necessities before, have used and made purchases from the Go-Food application at least two times in the last six months, still using the Go-Food application to this day and residing in Surabaya are mostly male.

4.2 Validity Test

Table 4.22 Intention to reuse apps Variable Validity Test Results

Variable	Item Code	Rhitung	Rtabel	Criterion
Intention to reuse	IR1	0.462	0.169	Valid
	IR2	0.517	0.169	Valid
	IR3	0.481	0.169	Valid

Source: Data processed, 2022.

Table 4.23 Customer Satisfaction Variable Validity Test Results

Variable	Item Code	Rhitung	Rtabel	Criterion
Customer Satisfaction	CS1	0.750	0.169	Valid
	CS2	0.685	0.169	Valid
	CS3	0.722	0.169	Valid

Source: Data processed, 2022.

Table 4.24 Food Rider Variable Validity Test Results

Variable	Item Code	Rhitung	Rtabel	Criterion
Food Rider	FR1	0.681	0.169	Valid
	FR2	0.708	0.169	Valid
	FR3	0.724	0.169	Valid

Source: Data processed, 2022.

**Table 4.25 Time Saving Variable Validity Test Results**

Variable	Item Code	Rhitung	Rtabel	Criterion
Time Saving	TS1	0.584	0.169	Valid
	TS2	0.558	0.169	Valid
	TS3	0.594	0.169	Valid

Source: Data processed, 2022.

**Table 4.26 Food Hygiene Variable Validity Test Results**

Variable	Item Code	Rhitung	Rtabel	Criterion
Food Hygiene	TS1	0.671	0.169	Valid
	TS2	0.678	0.169	Valid
	TS3	0.660	0.169	Valid

Source: Data processed, 2022.

**Table 4.27 Variable Validity Test Results Reviews**

Variable	Item Code	Rhitung	Rtabel	Criterion
Reviews	R1	0.541	0.169	Valid
	R2	0.497	0.169	Valid
	R3	0.501	0.169	Valid

Source: Data processed, 2022.

**Table 4.28 Ease of Use Variable Validity Test Results**

Variable	Item Code	Rhitung	Rtabel	Criterion
Ease of Use	EU1	0.713	0.169	Valid
	EU2	0.669	0.169	Valid
	EU3	0.648	0.169	Valid

Source: Data processed, 2022.

**Table 4.29 Special Benefits Variable Validity Test Results**

Variable	Item Code	Rhitung	Rtabel	Criterion
Special Benefits	SB1	0.533	0.169	Valid
	SB2	0.522	0.169	Valid
	SB3	0.561	0.169	Valid

Source: Data processed, 2022.

**Table 4.30 Delivery Experience Variable Validity Test Results**

Variable	Item Code	Rhitung	Rtabel	Criterion
Delivery Experience	DE1	0.539	0.169	Valid
	DE2	0.629	0.169	Valid
	DE3	0.576	0.169	Valid

Source: Data processed, 2022.

From the table above, it can be seen that all the values of the calculated r for validity testing are above the table r number, which is 0.138. Therefore, it can be concluded that all indicators for each variable can be said to be valid in explaining the variables used in this study.

#### 4.3 Reliability Test

**Table 4. 6 Reliability Test**

No	Variable	Cronbach's Alpha Based on Standardized Items	Critical Number	N of Items	Note
1	Intention to reuse apps	0.674	0.6		Reliable
2	Customer Satisfaction	0.849	0.6		Reliable
3	Food Rider	0.841	0.6		Reliable
4	Time Saving	0.751	0.6		Reliable

5	Food Hygiene	0.817	0.6	Reliable
6	Reviews	0.698	0.6	Reliable
7	Ease of use	0.826	0.6	Reliable
8	Special Benefits	0.719	0.6	Reliable
9	Delivery Experience	0.753	0.6	Reliable

Source: Data processed, 2022

Based on the results of the table above, all variables have a *Cronbach Alpha* greater than 0.60. So it can be concluded that all variables in this study are reliable.

#### 4.4 Simple Regression Analysis

A coefficient that has a positive sign indicates that the change is unidirectional between an independent variable to a dependent variable. In the regression calculations in table 4.36, it shows that all independent variables have a regression coefficient marked positive. The regression coefficient of Customer satisfaction (CS) is 0.771 and has a positive sign. This states that when Customer satisfaction (CS) increases or decreases by one unit, the Intention to reuse apps (IR) will increase or decrease by 0.771 units. This shows the influence of the significance of unidirectional Customer satisfaction (CS) on the Intention to reuse apps (IR).

**Table 4.36**  
**Simple Regression Test Results (CS\*IR)**

Variable	Standardized Coefficients
Customer satisfaction	0.775

#### 4.5 Multiple Regression Analysis

**Table 4. 37 Multiple Regression Test Results (DE, SB, EU, R , TS, FR\*CS)**

Variable	Standardized Coefficients
Delivery Experience	0.184
Special Benefits	0.043
Ease of use	0.186
Reviews	0.056
Food Hygiene	0.205
Time saving	0.075
Food rider	0.236

Source: Data processed, 2022.

- 1.The regression coefficient of Delivery Experience (DE) is 0.184 and has a positive sign. This states that when the Delivery Experience (DE) increases or decreases by one unit, the Customer Satisfaction (CS) will experience an increase or decrease of 0.184 units. This shows the influence of the significance of the unidirectional Delivery Experience (DE) on Customer Satisfaction (CS).
- 2.The regression coefficient of Special Benefits (SB) is 0.043 and has a positive sign. This states that when Special Benefits (SB) increases or decreases by one unit, Customer Satisfaction (CS) will increase or decrease by 0.043 units. This shows the influence of the significance of Unidirectional Special Benefits (SB) on Customer Satisfaction (CS).
- 3.The regression coefficient of the Ease of use (EU) is 0.186 and has a positive sign. This states that when the Ease of use (EU) increases or decreases by one unit, the Ease of use (EU) will increase or decrease by 0.186 units. This shows the influence of the significance of the Ease of use (EU) in the same direction on Customer Satisfaction (CS).
- 4.The regression coefficient of Reviews (R) is 0.056 and is positively marked. This states that when Reviews (R) increases or decreases by one unit, then Customer Satisfaction (CS) will experience an increase or decrease of 0.056 units. This shows the influence of the significance of Reviews (R) in the same direction on Customer Satisfaction (CS)
- 5.The regression coefficient of Food Hygiene (FH) is 0.205 and has a positive sign. This states that when Food Hygiene (FH) increases or decreases by one unit, then Customer Satisfaction (CS) will experience an increase or decrease of 0.205 units. This shows the influence of the significance of Food Hygiene (FH) in the same direction on Customer Satisfaction (CS)
- 6.Time Saving (TS) regression coefficient of 0.075 and positively marked. This states that when Time Saving (TS) increases or decreases by one unit, then Customer Satisfaction (CS) will experience an increase or decrease of 0.075 units. This shows the influence of the significance of unidirectional Time Saving (TS) on Customer Satisfaction (CS)
- 7.The regression coefficient of Food Rider (FR) is 0.236 and is positively marked. This states that when the Food Rider (FR) experiences an increase or decrease by one unit, the Customer Satisfaction (CS) will experience an increase or decrease of 0.236 units. This shows the influence of the significance of the Food Rider (FR) in the same direction on Customer Satisfaction (CS)

#### 4.6 T-test

**TABLE 4. 41 T TEST RESULTS**

Variable	Sig.	Standard	Information
DE*CS	0.023	0.05	HypothesisAccepted
SB*CS	0.623	0.05	Ditolak hypothesis
EU*CS	0.024	0.05	Diterima hypothesis
R*CS	0.489	0.05	Ditolak hypothesis

FH*CS	0.014	0.05	Diterima hypothesis
TS*CS	0.361	0.05	Ditolak hypothesis
FR*CS	0.005	0.05	Hypothesis Accepted
CS*IR	0.023	0.05	Hypothesis Accepted

Source: Data processed, 2022.

Based on the results of the data processing that has been carried out, the results were obtained in the form of five accepted hypotheses and three rejected hypotheses. Where the hypotheses accepted include that there is a significant relationship between Customer Satisfaction and Intention to reuse apps, Delivery Experience to Customer Satisfaction, there is a significant relationship between Ease of Use and Customer Satisfaction, there is a significant relationship between Food Hygiene and Customer Satisfaction and there is a significant relationship between Food Rieder and Customer Satisfaction. There is a significant relationship between behavioral intention and use behavior. On the other hand, there are insignificant relationships including Special Benefits to Customer Satisfaction, Reviews to Customer Satisfaction, and Time Saving to Customer Satisfaction.

## V. DISCUSSION

Based on the results of the discussion and interpretation of the results of research calculations that have been described earlier, this section will discuss the results of the research with the aim of explaining the research problem without leaving the context described in the previous chapter.

Based on the general description of respondents, it is known that most of the ages of 135 respondents to Go-Food application customers in Surabaya are 80.7% or 109 respondents aged 18-35 years. From this data, the Go-Food application can increase several variables that use age as the target market. One example of a variable that can be improved is Customer Satisfaction, this variable can be increased by the way Go-Food collaborates with food tenants to provide bonuses in the form of food vouchers directly that can be redeemed through the Go-Food application, this increases customer satisfaction and keeps consumers loyal using the Go-Food application,

The linear relationship of independent variables with dependent variables is quite strong. Based on the results of the R analysis between Delivery Experience, Special Benefits, Ease of Use, Review, Food Hygiene, Time Saving, Food Rider, and Customer Satisfaction on Intention to reuse apps. Having a value of 0.911, it is said that there is a high correlation between these variables. Meanwhile, the results of the R analysis between behavioral intention and use behavior have a value of 0.775, this shows that there is a high correlation between these variables.

The output result of the coefficient of determination in model I obtained the number R<sup>2</sup> of 0.821 or 82.1%. It states that the percentage of contribution of the effect of Delivery Experience, Special Benefits, Ease of Use, Review, Food Hygiene, Time Saving, and Food Rider on the Customer Satisfaction bound variable is 82.1%. This means that 82.1% of variables are free to explain, while the remaining 17.9% are influenced by other variables that are not included in this research model.

The output result of the coefficient of determination in the II model obtained the R<sup>2</sup> number of 0.598 or 59.8%. It states that the percentage of contribution of Customer Satisfaction effect to the bound variable Intention to reuse apps is 59.8%. This means that 59.8% of variables are free to explain, while the remaining 40.2% are influenced by other variables that are not included in this research model.

In this study there are 8 hypotheses. Of the 8 hypotheses studied, five hypotheses were accepted and three hypotheses were rejected. The first hypothesis is that Delivery Experience has a significant effect on Customer satisfaction. This hypothesis is supported by a T test where the significance has a value of 0.023 (above 0.05) which indicates that this hypothesis is accepted. According to Tjiptono in Yudha (2011: 17) Delivery Experience is an activity, benefit or satisfaction offered for sale. In general, freight forwarding services are all efforts that are organized or carried out alone or jointly in an organization to provide services effectively and efficiently. The results of this study indicate that the ease of Go-Food that allows users to order food at any time, easy to find delivery addresses on the map, and the existence of free delivery for certain Go-Food orders

The second hypothesis is that Special Benefits have a significant effect on Customer Satisfaction. This hypothesis is supported by a T test where the significance has a value of 0.623 (above 0.05) which indicates that this hypothesis is rejected. There is a variety of literature that agrees that Special Benefits have a positive influence on Customer Satisfaction. But there is still empirical evidence exploring this relationship. According to Laksana (2019) Special benefits are a communication from sellers and buyers that comes from the right information that aims to change the attitude and behavior of buyers. From this research, the results were obtained that Special Benefits did not have a significant effect on Customer Satisfaction. As we understand that consumers use the services of Go-Food by looking for certain benefits such as promos and cashback, because other food delivery service providers also apply more or less the same thing to attract customer interest and satisfaction by using certain promos and benefit programs, such as the Grab-Food and Shopee-Food applications. Although partially Special Benefits did not have a significant effect on Customer Satisfaction, when tested together (Test F) Delivery Experience (DE), Special Benefits (SB), Ease of Use, Review (EU), Food Hygiene (FH), Time Saving (TS), and Food Rider (FH), it affected Customer Satisfaction (CS) with a significance value of  $\leq 0.05$ , which was 0.000 and was found to be significant.

The third hypothesis is that Ease of use has a significant effect on Customer Satisfaction. This hypothesis is supported by a T test where the significance has a value of 0.024 (below 0.05) which indicates that this hypothesis is accepted. According to Davis (in Hendra and Iskandar, 2016) Ease of use is defined as a measure by which a person believes that an application or software can be easily understood and used. From the results of research that has been carried out, users feel that the process of placing orders through Go-Food is easy, users are also facilitated by the existence of filter features such as food prices, types of dishes, estimated delivery times and various choices of payment methods (for example cash on delivery, credit cards) providing convenience for users.

The fourth hypothesis is that Reviews have a significant effect on Customer Satisfaction. This hypothesis is supported by a T test where the significance has a value of 0.489 (above 0.05) which indicates that this hypothesis is rejected. There is a variety of literature that agrees that Reviews have a positive influence on Customer Satisfaction. But there is still empirical evidence exploring this relationship. Sugihartono (2018) explained that Reviews is an activity of interpreting the results of measurements to find out whether or not the bad or high or low of certain phenomena, aspects, symptoms, and programs. So Reviews should be one of the variables that can determine the value of Customer Satisfaction. From the research that has been done, the results are obtained that the Reviews of Go-Food have no significant effect as we know that the reviews feature is used to make it easier for consumers to assess the quality of food and service from restaurants. Because the user assessment feature on food or drinks that have been ordered has the same function that has been given by other applications such as Grab Food and Shopee-Food. This causes Reviews to have no significant effect on Customer Satisfaction. Although partial reviews did not have a significant effect on Customer Satisfaction, when tested together (Test F) Delivery Experience

(DE), Special Benefits (SB), Ease of Use, Review (EU), Food Hygiene (FH), Time Saving (TS), and Food Rider (FH), it affected Customer Satisfaction (CS) with a significance value of  $\leq 0.05$  which was 0.000 and was declared significant.

The fifth hypothesis is that Food Hygiene has a significant effect on Customer Satisfaction. This hypothesis is supported by a T test where the significance has a value of 0.014 (below 0.05) which indicates that this hypothesis is accepted. Purnawijayanti (2009) Food Hygiene is a science related to health problems and various efforts to maintain or improve health. From the results of the research that has been carried out Foodstuffs in all restaurants registered with Go-Food are guaranteed cleanliness, restaurants registered with Go-Food strictly follow safety guidelines in packaging, contactless delivery of Go-Food is implemented to ensure a decrease in the spread of the virus.

The sixth hypothesis is that Time Saving has a significant effect on Customer Satisfaction. This hypothesis is supported by a T test where the significance has a value of 0.361 (above 0.05) which indicates that this hypothesis is rejected. There is a variety of literature that agrees that Time Saving has a positive influence on Customer Satisfaction. But there is still empirical evidence exploring this relationship. (Alreck & Settle, 2008) states that Time saving is an attitude of shopping or buying goods or services from an online catalog that is seen as a time saving, because it obtains what is sought in a short time. From the research that has been done, the results are obtained that Time Saving does not have a significant effect on Customer Satisfaction because the Go-Food application has the same food delivery service foundation as competitors such as Grab-Food and Shopee-Food. Go-Food provides practicality time savings, delivery estimation and time savings for users who tend to be the same. This is why Time Saving does not have a significant effect on Customer Satisfaction. Although partial Time Saving does not have a significant effect on Customer Satisfaction, when tested together (Test F) Delivery Experience (DE), Special Benefits (SB), Ease of Use, Review (EU), Food Hygiene (FH), Time Saving (TS), and Food Rider (FH), it affects Customer Satisfaction (CS) with a significance value of  $\leq 0.05$  which is 0.000 and is declared significant.

The seventh hypothesis is that Food Rider has a significant effect on Customer Satisfaction. This hypothesis is supported by a T test where the significance has a value of 0.257 (below 0.05) indicating that this hypothesis is accepted. Food rider according to Kasmir (2017) is the act of sending goods from a person or an organization to provide satisfaction to customers, fellow employees, and also leaders. From the results of research that has been done, Go-Food riders can be relied on in delivering the food ordered, Go-Food riders are polite in serving customers, Go-Food riders have a professional attitude in serving customers

The eighth hypothesis is that Customer Satisfaction has a significant effect on the intention to reuse apps. This hypothesis is supported by a T test where the significance has a value of 0.000 (below 0.05) indicating that this hypothesis is accepted. Customer Satisfaction. According to Kotler and Keller (2009: p.143) customer satisfaction is the quality of service is any form of activity carried out by the company to meet consumer expectations. Service in this case is defined as a service or service delivered by the service owner in the form of convenience, speed, relationship, ability, and hospitality shown through attitude and nature in providing services for customer satisfaction. From the results of research that has been done, users are very satisfied with the overall experience of using Go-Food, users are satisfied with the convenience provided by the food delivery process, and overall, I am happy with this Go-Food.

The research model that has been studied aims to find out the variables that make up the Intention to reuse apps. The most influential variable with significant and direct influence is Customer satisfaction. This is supported by the variables of customer satisfaction that have been achieved by Go-Food, such as the experience of using Go-Food, my users are satisfied with the convenience provided by the food delivery process and overall users, feel happy with this Go-Food. By maintaining customer satisfaction, the intensity of Go-Food application users will also increase. Customer Satisfaction itself is influenced by seven variables, namely Delivery Experience, Special Benefits, Ease of Use, Review, Food Hygiene, Time Saving, and Food Rider. The variable that has a big influence in influencing the Customer Satisfaction variable is Food Rider, according to Kasmir (2017) is the act of sending goods from a person or an organization to provide satisfaction to customers, fellow employees, and also leaders. With reliable riders and a friendly, professional attitude, consumers who use the Go-Food application are greatly helped considering the influence of the pandemic that has not ended, making many consumers choose to order food through Go-Food. This can be proven to significantly increase Customer Satisfaction. In addition to the Food Rider variable, there is a Food Hygiene variable which also has the second largest influence on Customer Satisfaction, this variable has a greater influence than the Delivery Experience that consumers prioritize safety, cleanliness in food packaging and participate in contactless delivery that makes consumers feel safe shopping in the pandemic era, compared to Delivery Experience, namely the ease of placing orders from anywhere and the existence of Free shipping promo feature for certain orders. The significant influence of Food Hygiene on Customer Satisfaction is felt very well by users on the packaging quality standards of Go-Food partners, especially in the era of a pandemic that has not ended where food and beverage hygiene is the main factor needed by the consumer. In the next stage, there is a Delivery Experience variable that affects Customer Satisfaction which has a higher variable than the Ease of Use this is because the Go-Food application feature that makes it easier for users to order food and drinks at any time and the existence of Go-Food support through free delivery promos for certain orders, is considered very helpful for consumers when compared to Ease of Use where food filters and payment methods will be felt after there is ease of access to order food and drinks through the Go-Food application. Another variable that also affects Customer Satisfaction is the Ease of Use this variable has a higher influence value compared to Time Saving from the output, we can see that the existence of filter features such as price, cooking jemies, time and payment method, has a greater influence on the use of Go-Food when compared to Time Saving, which helps food orders through Go-Food to avoid traffic jams and waiting times in the restaurant. In the fifth variable, there is Time saving which affects Customer Satisfaction more than Reviews. It is known that the main purpose of consumers using Go-Food is to shorten the time to order food, avoid waiting times in restaurants and traffic jams, compared to the Reviews variable which is useful for helping determine suitable restaurant choices and providing attractive ratings to make it easier for Go-Food users when choosing food and drinks. Reviews have a significant value when compared to Special benefits in influencing Customer Satisfaction. This happens because consumers are facilitated by the Reviews feature with an attractive arrangement and a rating feature to find out the value of the restaurant. When compared to the Special Benefits variable which provides benefits in the form of food discount promos and loyalty programs for Go-Food users, consumers tend to order food at their favorite restaurants with certain ratings and reviews. The last variable that affects Customer Satisfaction is Special Benefits, this is because consumers are interested in buying food and beverages through Go-Food because of special price offers, food delivery subscription package benefits to loyalty programs provided by Go-Food to loyal users.

The Customer Satisfaction variable is formed by several variables, namely Delivery Experience, Special Benefits, Ease of Use, Reviews, Food Hygiene, Time Saving and Food Rider. The variable that has the most influence on behavioral intention is the Food Rider variable where the value of the regression coefficient is 0.236. This shows that customers of the Go-Food application in Surabaya will use the Go-Food application because users feel comfortable if they get reliable riders and have a friendly, polite and professional attitude, making consumers who use the Go-Food application very helpful considering the influence of the pandemic that has not ended, making many consumers choose to order food through Go-Food. The second variable that has a strong influence on Customer Satisfaction is the Food



Hygiene variable where the value of the regression coefficient is 0.205. This states that customers of the Go-Food application in Surabaya use the Go-Food application that consumers prioritize safety, cleanliness in food packaging and participate in contactless delivery that makes consumers feel safe shopping in the pandemic era. The third variable that has a significant influence on Customer Loyalty is Delivery Experience with a regression value of 0.184. This is because the Go-Food application feature that makes it easier for users to order food and drinks at any time and the support of Go-Food through free delivery promos for certain orders, is considered very helpful for consumers. The fourth variable Ease of Use has a significant influence on Customer Satisfaction with a regression value of 0.186 where from the output we can see that the existence of filter features such as price, type of cuisine, time and payment method, has an impact on the ease of consumers using Go-Food. The fifth variable that affects Customer Satisfaction is Time Saving, with a regression of 0.075. It is known that the main purpose of consumers using Go-Food is to shorten the time to order food, avoid waiting times in restaurants and traffic jams. The sixth variable that has an effect is Reviews with a regression value of 0.056. This happens because consumers are facilitated by the Reviews feature with an attractive arrangement and a rating feature to find out the value of the restaurant. The last variable that has an influence on Customer Satisfaction is Special Benefits with a regression value of 0.043. This is because consumers are interested in buying food and beverages through Go-Food because of special price offers, benefits of food delivery subscription packages to loyalty programs provided by Go-Food to loyal users.

## VI. RESEARCH LIMITATION

- 1) By seeing that there are limitations in the object of research that only takes respondents, namely customers of the Go-Food application in Surabaya. It is hoped that in the next study, it can use the same model or modified to be applied to different objects to obtain results that can be generalized to the factors that influence intention to reuse apps.
- 2) Further research is expected to complement the variables that have existed in this study so that it can further refine the understanding of the factors that influence Intention to reuse apps, such as the addition of other variables that can affect Intention to reuse apps.
- 3) Further research can be developed by linking the factors that influence the intention to reuse apps based on income level, type of work, social class, age, and gender. Future research can also expand the scope of respondents to be studied, or conduct research in a different area from the current research so that further research conducted can further provide a broad picture of Intention to reuse apps.

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