
VARIABLES THAT AFFECT CUSTOMER SATISFACTION OF ONLINE FOOD DELIVERY SERVICE USERS

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ABSTRACT

KEYWORDS

Model Development,
Online Food Delivery
Service, E-Servqual,
SEM-PLS

Improving the quality of service is the most important thing for service companies, as is the case with PT. Gojek Indonesia as one of the online-based service provider companies, customer satisfaction is very important to know the level of satisfaction and quality of service to customers. The development of electronic service quality in online-based service providers was carried out by distributing questionnaires to 385 respondents to determine the effect of electronic service quality on the satisfaction of consumers who use it, as well as finding proposals for improvements in electronic services based on the right dimensions of e-servqual. In improving the quality of online-based food delivery services, the development of an E-Service Quality (E-Servqual) model was carried out which was built using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method in the form of 10 dimensions of electronic service quality, namely ease of use, website design, customization, responsiveness, assurance assurance, reliability, tangible, empathy, price, and customer value. The results of the study found that the dimensions that accommodate the quality of electronic services for online food delivery services are variables of customer value, reliability, assurance, empathy, website design, tangible, responsiveness, and price, but there is 1 variable that does not have a significant effect on satisfaction consumers i.e. variable prices. While the results of simultaneous testing, all variables formed in the final model have a significant effect on consumer satisfaction, so that the development of the e-servqual model in services online-based food delivery services are declared optimal.

INTRODUCTION

The food delivery industry is currently very popular in Indonesia. Food is a daily necessity and everyone has different ways of getting the food they want (Prasetyo et al., 2021). At this time, one of the ways a person gets the desired food is to make a delivery purchase of food. Delivery is mostly done by busy people until they don't have time to prepare food (Aprilia Dwi Putri, 2017).

In an effort to meet the need for food delivery services, it is currently facilitated by the development of information technology that provides online food delivery services such as e-commerce (Ilham, 2018). With the existence of services in the form of e-commerce that can be precisely enjoyed by customers, all services desired by customers can be immediately followed up. So that a company will be able to provide the best service for customers (Irmawati, Dewi Irmawati, 2011).

Servicequality is the most important thing for service companies, because service quality describes the company's ability to meet customer expectations based on customer satisfaction (Indrayani 2021). Such is the case with PT. Gojek Indonesia as one of the online-based service provider companies, customer satisfaction is very important to know the level of satisfaction and quality of service to customers (Adnyana and Suprapti 2018) .

In a data found in several restaurants providing fast food and beverages in the Bandung city area, the turnover and total orders obtained by some of these restaurants for 7 consecutive days through Gofood orders were lower compared to the turnover and total

orders obtained through Grabfood orders (food delivery service providers on the Grab application) (Pradnyaswari & Aksari, 2020). The following is a table of data on the total orders of W restaurants as fast food providers (Chetan Panse, Sharma, & Dorji, 2019):

Table 1
Restaurant W 7-Day Order Data

Date	Order Online	
	Gofood	Grabfood
10/02/20	13 orders	16 orders
11/02/20	11 orders	15 orders
12/02/20	12 orders	17 orders
13/02/20	12 orders	16 orders
14/02/20	15 orders	18 orders
15/02/20	18 orders	20 orders
16/02/20	17 orders	21 orderss

The data table above is the total order of restaurant Was a fast food provider restaurant with a relatively expensive food menu price range at a price range of around Rp.85,000 to Rp.200,000, - per portion. Data on the turnover of restaurant X as a fast food drink provider restaurant will be presented in the following table:

Tabel 2
Data omzet 7 hari restoran X

Tanggal	Omzet	
	Gofood	Grabfood
24/12/19	Rp.7.980.000	Rp.11.004.000
25/12/19	Rp.8.103.000	Rp.12.030.000
26/12/19	Rp.7.242.000	Rp.9.211.000
27/12/19	Rp.9.821.000	Rp.9.872.000
28/12/19	Rp.10.826.000	Rp.12.063.000
29/12/19	Rp.10.253.000	Rp.10.748.000
30/12/19	Rp.10.113.000	Rp.10.537.000
Total	Rp.64.338.000	Rp.75.465.000

The table above is data on the turnover of restaurant X as a fast food drink provider restaurant with a relatively expensive price range of the beverage menu offered, which is around Rp.28,000 to Rp.34,000 per cup. In these tables, it can be seen that sales based on the number of cups of drinks and total food orders in these restaurants are more placed orders using the service Grabfood is compared to Gofood services, so the turnover obtained by restaurants has also experienced a considerable difference (Suhartanto, Helmi Ali, Tan, Sjahroeddin, & Kusdiby, 2019).

According to (Felicia, 2016) the dimensions of the e-service quality model are seen from two perspectives, namely the company perspective in the form of ease of use (ease of use for customers to use the website), website design (website which is well designed and visually appealing), reliability (consistency of performance and web reliability), system availability (correct technical function of the website), privacy (security and protection of

customer information), responsiveness (handling problems and effective returns via the internet), empathy (individual care and attention given to customers through electronic channels) and perspectives from customers in the form of experiences about the company through previous customers), as well as trust (customer trust by providing fast and information-rich service) (Suhartanto et al., 2019).

In previous research according to (Berlianto, 2017) that the five dimensions of electronic service quality, namely ease of use, e-escape, responsiveness, customization and assurance used did not have a positive effect on satisfaction, while electronic satisfaction affects electronic trust, then electronic trust has no perception of behavioral loyalty. In a study conducted by (Setiawan & Septiani, 2018) on customers who use Grab transportation modes in South Tangerang, it shows that the quality of electronic services partially affects consumer satisfaction, and trust electronics partially have a significant effect on customer satisfaction, the quality of electronic services and electronic trust simultaneously have a significant effect on customer satisfaction (Saad, 2020). Meanwhile, research according to (Hanifa, Trianto, and Hendrich 2019) shows that price, service quality and customer value simultaneously affect Gojek's customer satisfaction, then customer price and value partially affect the Gojek customer satisfaction.

Gofood services on the Gojek application have spread throughout Indonesia. One of the keys to success that supports customer satisfaction in this company is the existence of a good quality of electronic service (Oh, 1999). The purpose of this study is to optimally analyze and develop an e-servqual model on online food delivery services. This study aims to determine the effect of electronic service quality on the satisfaction of consumers who use it, as well as find proposals for improvements in electronic services based on the right dimensions of e-servqual. The limitation used in this study is that data collection carried out on restaurant customers who use Gofood services is only collected at a few restaurants in the city of Bandung.

METHOD RESEARCH

In the implementation of this research, several stages were carried out starting from the beginning of the implementation to the end of the research implementation, the steps of the research were as follows:

1. Preliminary survey, researchers monitor the latest developments or field facts that occur in the service system and consumer satisfaction with the electronic services provided.
2. Identification of problems based on the results of the survey, researchers look for the negative impact of the situation that is occurring directly in the service system. Researchers identified the service system and consumer satisfaction that was the object of the study as part of the scope of the course of food delivery services in the service system and the extent of its effect on consumers.
3. The purpose of the study, from the existing subject matter, is expected that researchers can analyze and develop an e-servqual model on online food delivery services optimally.
4. Study of literature, to determine and find the right method to apply to the existing problem. In this study using the SEM-PLS analysis method, because it can provide absolute results.
5. Determination of samples, based on the methods and studies of the literature that have been decided, then samples or variables that correspond to the available literature can be determined.

6. Preparation of questionnaires, as a tool for collecting data on the object under study in accordance with a predetermined sample.
7. Data collection, after knowing the subject matter that occurred, the researcher held a questionnaire to users of the online food delivery service application needed in order to find solutions to existing problems.
8. Data processing, problem-solving processes or data analysis are carried out in accordance with the provisions of the service system that occurs, the series of processes are implied in the sub-Chapter Data Processing and Analysis Methods.
9. Descriptive analysis, describing or describing the data that has been collected as it is without intending to make generally accepted or generalized conclusions that include an analysis of the characteristics of respondents consisting of gender, age, occupation, monthly income and frequency of use of services.
10. Instrument tests, carried out to find out whether the composed instruments are really a good result or not.
 - a. Data validity testing, used to find out whether the data that has been collected is valid or not. If it is invalid, then some invalid data needs to be selected.
 - b. Data reliability testing, used to find out whether the data that has been collected is reliable or not. If not, then some unreliable data needs to be selected.
11. Sem-PLS processing with smartpls program, used to create Structural Equation Modeling Partial Least Square using SmartPLS software.
12. Evaluation of the Outer Model, used to determine the validity and reliability of indicators that measure latent constructs.
13. Evaluation of the Inner Model, carried out to test the relationship between the latent constructs.
14. Goodness of Fit, after the results are obtained, a comparison is made. If the results of goodness of fit are appropriate, then this study is worth moving to the next stage. And if not, then a modification of the model is carried out.
15. Test the hypothesis, in order to find out whether the hypothesis proposed in this study is appropriate or not.
16. Analysis and Discussion, after conducting data analysis in the context of solving problems, the results of data analysis are obtained and further discussion of the results of the data analysis is carried out to gain an understanding of the results of data analysis.
17. Conclusions and Suggestions, after the understanding of the results of data analysis is reached, then the researcher makes a final conclusion or decision making related to the acceptance of the analysis results and positive research results that can be used as advice by researchers as material for consideration by companies providing online food delivery services to make policies.

RESULT AND DISCUSSION

The results of the data collection will be tested for validity and reliability tests. Validity testing is used to find out all feasible statements and can be used for further analysis. Reliability testing is used to measure the extent to which questionnaires can be used, trusted, and relied upon in research. The validity test in this study is Pearson's correlation product moment which is analyzed using the SPSS program.

Table 3 Validity test results

Variable	Question Items	r count	r table	Status
Ease of use (X1)	X1.1	0.394**	0.0999	Valid
	X1.2	0.740**	0.0999	Valid
	X1.3	0.799**	0.0999	Valid
	X1.4	0.835**	0.0999	Valid
Website Design (X2)	X2.1	0,923**	0,0999	Valid
	X2.2	0,933**	0,0999	Valid
	X2.3	0,892**	0,0999	Valid
Custom (X3)	X3.1	0,787**	0,0999	Valid
	X3.2	0,857**	0,0999	Valid
	X3.3	0,778**	0,0999	Valid
Responsive (X4)	X4.1	0,867**	0,0999	Valid
	X4.2	0,920**	0,0999	Valid
	X4.3	0,890**	0,0999	Valid
Assurance (X5)	X5.1	0,799**	0,0999	Valid
	X5.2	0,829**	0,0999	Valid
	X5.3	0,721**	0,0999	Valid
	X5.4	0,830**	0,0999	Valid
Tangible (X6)	X6.1	0,840**	0,0999	Valid
	X6.2	0,833**	0,0999	Valid
	X6.3	0,781**	0,0999	Valid
Reliability (X7)	X7.1	0,855**	0,0999	Valid
	X7.2	0,885**	0,0999	Valid
	X7.3	0,868**	0,0999	Valid
Emphaty (X8)	X8.1	0,778**	0,0999	Valid
	X8.2	0,869**	0,0999	Valid
	X8.3	0,757**	0,0999	Valid
Price (X9)	X9.1	0,812**	0,0999	Valid
	X9.2	0,644**	0,0999	Valid
	X9.3	0,583**	0,0999	Valid
	X9.4	0,787**	0,0999	Valid
Customer Value (X10)	X10.1	0,675**	0,0999	Valid
	X10.2	0,817**	0,0999	Valid
	X10.3	0,760**	0,0999	Valid
	X10.4	0,718**	0,0999	Valid
Consumer Satisfaction (Y)	Y1	0,794**	0,0999	Valid
	Y2	0,750**	0,0999	Valid
	Y3	0,815**	0,0999	Valid

Referring to the results of the resulting validity test is produced that the entire instrument on the entire variables X and Y consisting of several statement items produces a calculated value of $r > r$ of the table. So, it can be concluded that all instruments in this study are declared valid. Reliability test in this study using Cronbach's Alpha technique. This test

can be said to be reliable if Cronbach's Alpha is worth more than 0.60. The following is a table of reliability test results obtained:

Tabel 4. Reliability Test Results

Variable	Cronbach's Alpha	Minimum Value	Status
Ease of use	0,660	0,60	Reliable
Website Design	0,896	0,60	Reliable
Customization	0,734	0,60	Reliable
Responsiveness	0,871	0,60	Reliable
Assurance	0,802	0,60	Reliable
Tangible	0,733	0,60	Reliable
Reliability	0,838	0,60	Reliable
Emphaty	0,701	0,60	Reliable
Price	0,626	0,60	Reliable
Customer Value	0,707	0,60	Reliable
Customer Satisfaction	0,687	0,60	Reliable

It can be seen in the table that the value of Cronbach's Alpha of all variables has a value greater than 0.60, so it can be concluded that all variable instruments in the questionnaire used in this study were declared reliable as measuring instruments. Overall, the SEM-PLS model formed in the structural and measurement model in this study is as follows:

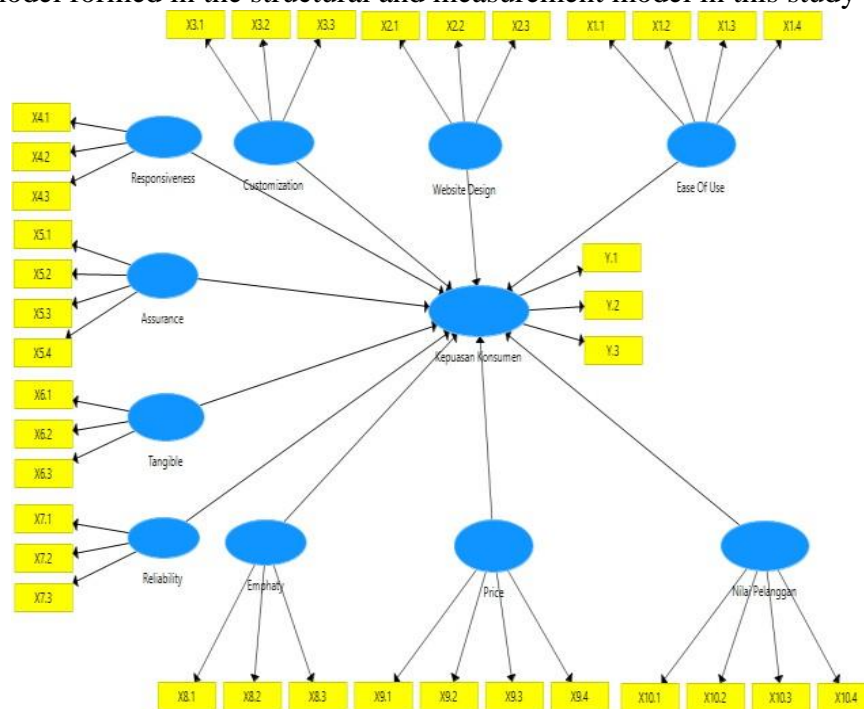


Figure 2. Early SEM-PLS models

The evaluation of the measurement model consists of three stages of testing, namely Convergent Validity, Discriminant Validity, and Composite Reliability. Here are the results of the Goodness of Fit measurement model test:

1. Convergent Validity Test

Validity testing for reflective indicators can be carried out using the correlation between the indicator's score and its constructive score. Measurements with reflective indicators show that there is a change in an indicator in a construct if other indicators in the same construct change. The following is the output of the calculation results using SmartPLS software:

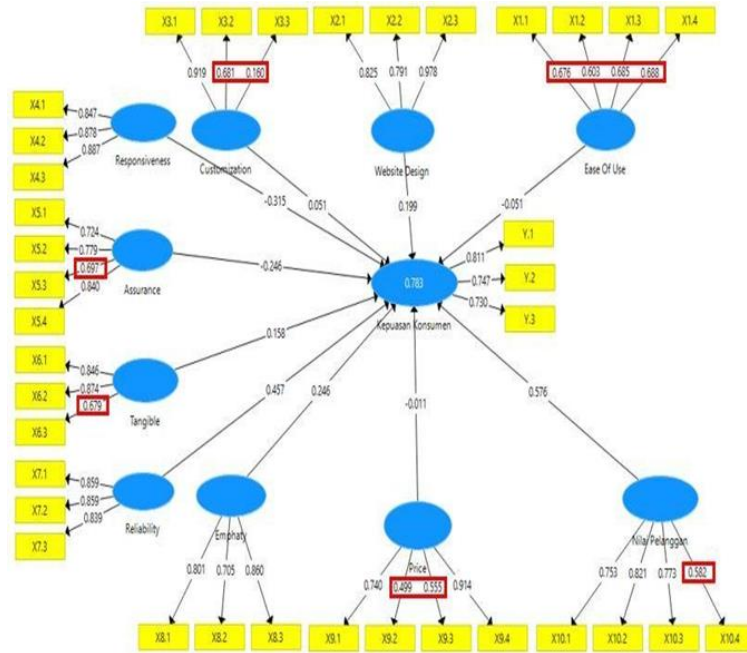


Figure 3. Initial SEM-PLS model loading factor output

Based on the output in the table and figure, it can be seen that the value of the outer loading or loading factor indicator against the latent variable does not all have a value greater than 0.7. So that indicators whose value is less than 0.7 need to be eliminated in order to meet convergent validity.

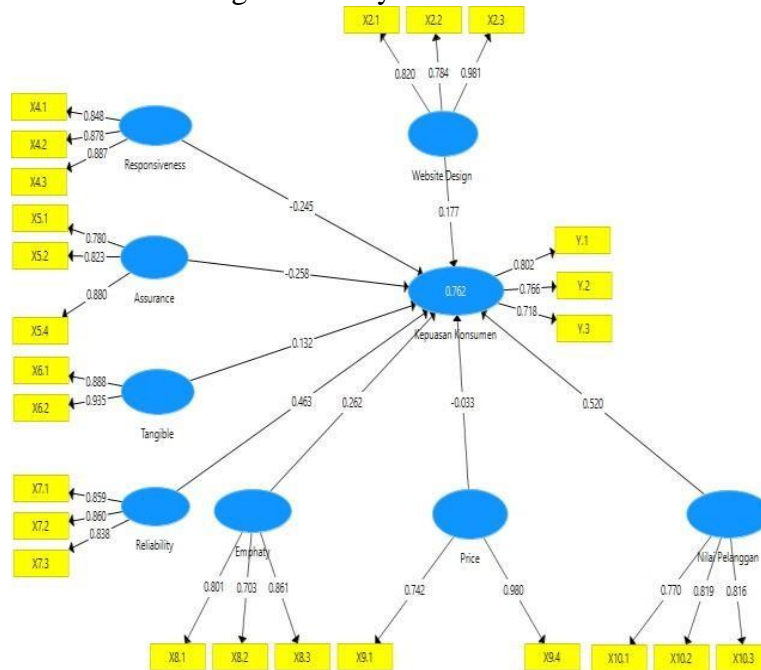


Figure 4. Final SEM-PLS model loading factor output

In the output of the table and figure, it can be seen that the outer loading value or loading factor of the latent variable with the indicator entirely having a value greater than 0.7. So that the indicators used in this study have met the requirements of convergent validity.

2. Discriminant Validity or Discriminant Validity Test

In reflective indicators, it is necessary to test the validity of discriminants, where an indicator is said to meet the validity of discriminants if the cross-loading value of the indicator against the variable is greater than other variables, and can also be seen based on the value of the AVE (Average Variance Extracted) which must have a value of > 0.5 .

Table 5. Cross loading and AVE output

	Score	AVE
X2.1	0,820	
X2.2	0,784	0,750
X2.3	0,981	
X4.1	0,848	
X4.2	0,878	0,758
X4.3	0,887	
X5.1	0,780	
X5.2	0,823	0,687
X5.4	0,880	
X6.1	0,888	
X6.2	0,935	0,831
X7.1	0,859	
X7.2	0,860	0,726
X7.3	0,838	
X8.1	0,801	
X8.2	0,703	0,626
X8.3	0,861	
X9.1	0,742	
X9.4	0,980	0,755
X10.1	0,770	
X10.2	0,819	0,644
X10.3	0,816	
Y1	0,802	
Y2	0,766	0,581
Y3	0,718	

It can be seen that the cross-loading value of all indicators that make up each variable in this study has met the validity of the discriminant. And it is also proven in the AVE value obtained in each variable, where the values are greater than 0.5. So, it can be concluded that the indicators and variables used in this study have met the requirements for discriminant validity.

3. Composite Reliability or Composite Reliability Test

Composite reliability is expressed as good if it has a $>$ value of 0.7, and also has a cronbach's alpha value > 0.7 .

Table 6. Latent variable reliability test results

Variabel	Cronbach's Alpha	Composite Reliability	Status
Website Design (X2)	0,883	0,899	Reliable
Responsiveness (X4)	0,841	0,904	Reliable
Assurance (X5)	0,783	0,868	Reliable
Tangible (X6)	0,800	0,908	Reliable
Reliability (X7)	0,812	0,888	Reliable
Emphaty (X8)	0,711	0,833	Reliable
Price (X9)	0,744	0,858	Reliable
Customer Value (X10)	0,724	0,844	Reliable
Customer Satisfaction (Y)	0,702	0,806	Reliable

All latent variables measured in this study have values of cronbach's alpha and composite reliability greater than 0.7. So that all the latent variables are declared reliable. Tests on inner models or structural models are carried out to test the relationship between latent constructs. There are several stages of testing for structural models, namely measuring the value of the R-Square (R2) and Q-square (Q2) test results, here are the results of the Goodness of Fit structural model test:

1. R-Square Testing (R2)

The R-square value on the endogenous construct is used to measure how much influence a particular independent latent variable has on the dependent latent variable. From the processed R2 data using SmartPLS software, it was obtained:

Table 7. The calculation output of the value of R2

	R Square	R Square Adjusted
Kepuasan Konsumen	0,762	0,757

The R-square value of 0.67 is included in the strong category, so the Rvalue 2 obtained in this study is also included in the strong category with an R value of 2 greater than 0.67, which is 0.762 or 76.2%, which means that the ability of independent variables can explain almost all the information needed to predict the variation in the consumer satisfaction variable of 76.2% while the other 23.8% is explained by other variables not discussed in this study.

2. Q-Square Testing (Q2)

This test is carried out to determine the predictability with the Blinfoling procedure. Here's the Q2 test output using SmartPLS software:

Table 8. Output calculation of the value of Q2

	SSO	SSE	Q2 (=1-SSE/SSO)
Satisfaction User	1.155,000	679,379	0,412

If Q- square value obtained 0.35 then it is included in the large category. The Q2 value obtained in this study was 0.412, the value is certainly greater than 0.35.

This shows that all independent variables have a good level of prediction of consumer satisfaction. The final SEM model was obtained after modifications based on the validity, reliability, and goodness of fit of the model processed in the study, which can be seen in the following figure:

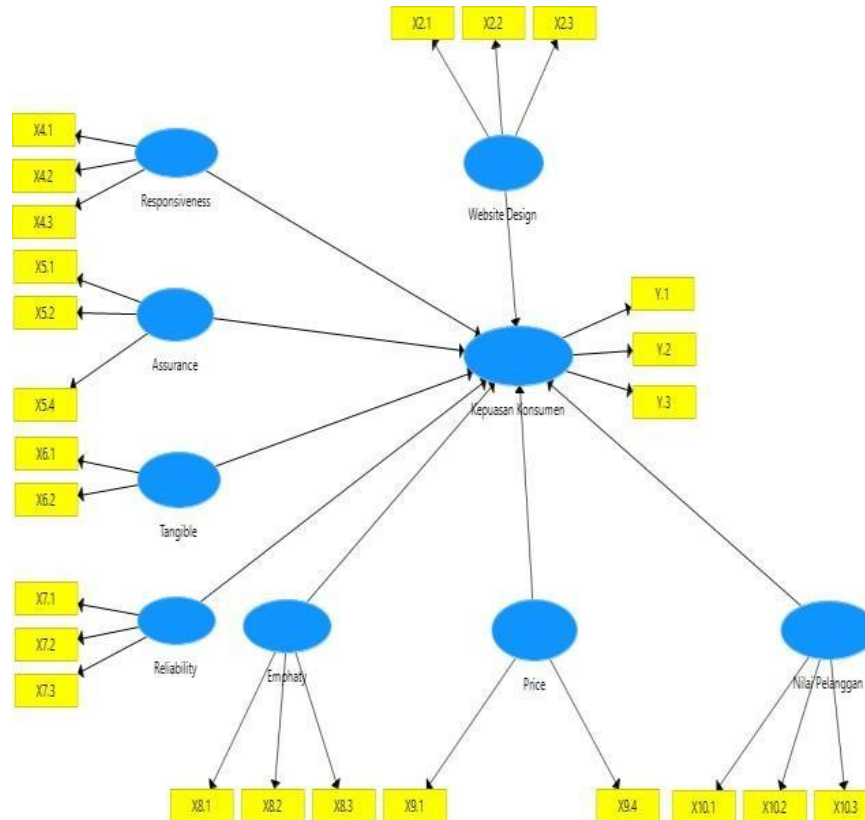


Figure 5. Final SEM-PLS model

After the SEM model is declared fit, then hypothesis testing can be carried out. The hypothesis test aims to determine whether the modified e-servqual model has a significant effect between independent variables and dependent variables partially or simultaneously.

3. T Test (Partial)

The T test is used to partially test the effect of independent variables on dependent variables. With the value of $df = 383$, the table T-value of 1.966 is obtained, then the path coefficient score indicated by the T-count value must be greater than 1.966. Partial hypothesis testing with the SEM-PLS method is carried out with a bootstrapping procedure with the help of SmartPLS software, and the following are the results of the calculation of the hypothesis test of research data, where a significant value can be seen of a T-count value greater than 1,966.

Table 9. Partial hypothesis testing

Influence	Inner Weight	T-table	T-count	Information	
H1.2	X2 □ Y	0,177	1,966	4,873	Significant
H1.4	X4 □ Y	0,245	1,966	2,878	Significant
H1.5	X5 □ Y	0,258	1,966	5,358	Significant
H1.6	X6 □ Y	0,132	1,966	2,969	Significant
H1.7	X7 □ Y	0,463	1,966	6,472	Significant
H1.8	X8 □ Y	0,262	1,966	5,186	Significant
H1.9	X9 □ Y	-0,033	1,966	0,815	Not Signifikan
H1.10	X10 □ Y	0,520	1,966	9,693	Significant

4. F Test (Simultaneous)

The F test is used to determine whether the modeling developed has a simultaneous influence of independent variables on dependent variables or not. To obtain the value of F-Calculate or F-statistics requires the help of SPSS software with the ANOVA procedure. Here are the results of testing the H1.1s hypothesis:

Determining the degree of significance by:

$$\alpha = 0,05, df1 = 9 - 1 = 8, df2 = 385 - 9 = 376$$

$$F\text{-table} = 1,963$$

Table 10. Simultaneous hypothesis testing

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	539,929	8	67,491	126,766	,000b
	Residual	200,717	377	,532		
	Total	740,645	385			

a. Dependent Variable: Y

b. Predictors: (Constant), X10, X2, X8, X9, X5, X6, X7, X4

The table shows the results of the F-count test value (126,766) > the F-table (1,963). Based on the comparison of these values, the variables of website design, responsiveness, assurance, tangible, reliability, empathy, price, and customer value simultaneously accommodate the quality of electronic services in increasing satisfaction consumers.

CONCLUSION

Based on the research that has been carried out, it can be concluded that the e-servqual model produced after the analysis process using the SEM-PLS analysis technique obtained dimensions that affect and accommodate consumer satisfaction, namely variables of customer value, reliability, assurance, empathy, website design, tangible, responsiveness, and price. With variables that do not have a significant effect, namely the price variable, and the variable that has the most significant effect on consumer satisfaction, namely the customer value variable, this happens because the customer value is the tradeoff between the customer's perception of the quality received from the costs that have been incurred by the customer.

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Devotion - Journal of Research and Community Service



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