



Customer Satisfaction with Online Food Delivery Services

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ABSTRACT

The rapid growth of online food delivery services in Indonesia, especially in Pekanbaru, has led to changes in consumer behavior. As a result, companies need to focus on various factors that can enhance customer satisfaction. This study investigates how service quality, promotional activities, and the user-friendliness of the delivery app impact customer satisfaction within this context. Sampling was conducted using a non-probability technique due to the unequal opportunity for all individuals to be part of the sample. The Roscoe approach was used to determine the sample size, resulting in 150 respondents. Data was collected through a questionnaire using a 5-point Likert scale, and analysis was performed using multiple linear regression and the SPSS 21 software. The findings of the study demonstrate that service quality, promotions, and ease of using the app all have a significant influence on customer satisfaction.

Keywords: Service Quality, Promotion, Ease of Use of Application, Customer Satisfaction

INTRODUCTION

Advances in information technology and transformation are currently developing rapidly so that almost everything is done related to technology. This technological advancement has a very important role in people's behavior because it has many benefits that can be felt such as making activities easier. So that with the existence of advanced technology, the way companies conduct transactions has changed from the old way, where the process takes a long time and costs, to a process that is faster and easier.

With the progress of information technology, the level of internet usage is high, causing data openness and public acceptance of technological developments and changes in people's behavior. With the high number of internet users in Indonesia, of course there are reasons for users to use the internet so that it can change user behavior in their daily life. Based on Kusumawardhani's research (2022) shows that with the availability of various digital services (Chandra et al., 2023) on the internet, there is especially a food delivery service which ranks first in terms of make life more comfortable / practical than other services because with these services it makes it easier for people to get the food they want. Meanwhile, in terms of routine, food delivery services are low compared to music and videos.

With this food delivery service facility (Arif et al., 2021), it is indeed very helpful and even profitable, both from the customer and the seller side. Based on a report from RedSeer (2022) it shows that the gross transaction volume (GTV) of the food delivery service market in Indonesia is increasing every year. In 2016, Nila GTV from food delivery services in Indonesia amounted to US\$0.5 billion and its value continues to increase to reach US\$5.1 billion in 2020. This is because in the midst of the Covid-19 pandemic many people use food delivery service facilities.

With the emergence of this online food delivery service, it can change customer behavior, including buying and selling food. In the past, when customers ordered food, they had to come to a restaurant. However, now customers can choose which food they want just by using a smartphone without the need to spend energy to come to a restaurant. Based on the results of Nielsen Research (2019), which totaled 1,000 respondents aged 18-45 years, showed that around 58% of Indonesians buy ready-to-eat food through online applications, which is 2.6 times per week. Currently in Indonesia there are many application companies offering food delivery services, namely GrabFood, Go-Food and ShopeeFood.

Based on a report from Cahaya (2019) it is known that in 2019, Go-Food has a 74.8% market share in Indonesia and is the market leader in terms of food delivery services. However, in 2020 through Setyowati's report (2021), Go-Food's position has decreased (47%) while Grab Food has increased (53%). In 2021 (Javier, 2021), Go-Food is 61% and Grab Food is 49% and the emergence of ShopeeFood (22%) in the Indonesian market share where the majority of consumers have more than one messaging application between food due to the Covid-19 pandemic which make people have to reduce activities outside the home. In 2022 based on Kusumawardhani's report (2022), ShopeeFood has increased by 72%, even so Go-Food (76%) will still be superior seen in 2022 and will again become the market leader in terms of food delivery services while Grab Food (64%). With various online food delivery services, the majority of people use more than one service. However, Go-Food remains the top-of-mind online food delivery service for the public. Quoted from the results of research conducted by Kusumawardhani (2022) which shows that Go-Food services are top of mind by 50% due to convenience and security in transactions, as well as diverse menu choices compared to Grab Food services (28%) and Shopee Food (22%).

According to Kotler & Keller (2018), customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance of a product or service to the expected results. If the performance is below expectations, then the customer is dissatisfied, but if the performance meets expectations, the customer is satisfied and will become a regular customer so that satisfying the customer is the desire of every company. This is supported by research conducted by Stefani & Cilvanus (2020) and I. K. E. Putri (2021) which states that there is a partially significant effect between perceived convenience and promotion significantly on user satisfaction. Whereas in Yefaneza's research (2020) concluded that service quality (Hidayat et al., 2022; Jacksen et al., 2021; Kim & Peterson, 2017) has a positive and significant effect on customer satisfaction and promotion has a negative effect on customer satisfaction.

Service quality (Nasution et al., 2022) according to Kasmir (2017) is defined as an action or action of a person or organization that aims to provide satisfaction to customers or employees. By providing the best service to customers will create proven customer satisfaction with research conducted by Yudha et al. (2019) and Ari & Hanum (2021) concluded that service quality has a significant simultaneous effect on customer satisfaction. While research conducted by Tresiya et al. (2018) stated that the service quality variable did not have a positive effect on customer satisfaction variables.

Promotion (Fajri et al., 2021) according to Kotler & Keller (2018) is an activity that communicates product superiority and persuades target customers to buy it. Customer satisfaction can be measured by how often and how well promotions are carried out by the company as evidenced by research conducted by Fauzi et al. (2019) and Adriansyah & Saputri (2020) concluded that promotions have a positive and significant effect on customer satisfaction. However, in research conducted by Nurhanifah (2014) it was concluded that promotion has no effect on customer satisfaction.

The ease of using an application according to Jogiyanto in Pratama & Suputra (2019) is the extent to which a person believes that using a certain technological system will be free from effort. With the ease of use, a person does not need high skills when using an application so as to create a person's satisfaction when using the application which is supported by research by Nugroho & Kencana Sari (2016) and Affandy & Efendy (2021) which states that the ease-of-use variable has a positive and significant effect on user satisfaction. Meanwhile, research conducted by Sudarsono (2015) shows that ease of use does not have a significant effect on user satisfaction.

Based on previous phenomena and research, and to find out whether service quality (Lukman et al., 2022; Suyono et al., 2022), promotion and ease of use of applications affect customer satisfaction in online food delivery services, a study can be submitted with the title "Analysis of the Influence of Service Quality, Promotion and Ease of Use of Applications on Satisfaction Customers of Online Food Delivery Service in Pekanbaru".

LITERATURE REVIEW

Marketing Management

Marketing Management according to Kotler and Armstrong in Daga (2019) is an analysis, planning, implementation and control of strategies designed to create, build and maintain exchanges that benefit buyers with the intention of achieving organizational goals. In simple terms, marketing management is a process to ensure that the products or services being marketed can be identified according to the target market effectively and efficiently so that company goals can be achieved.

Digital Marketing

Digital marketing or commonly known as Digital Marketing according to Wati et al. (2020) is targeted, measurable and interactive marketing of goods or services using digital technology via the internet, social (Saputro et al., 2022) media, cell phones and other digital media. The types of digital marketing consist of website marketing which is a site that is used as promotional media or services, social media marketing is marketing using social media sites to promote goods and services and increase visibility on the internet. Search engines are a specific type of website to collect website lists. which can be found on the internet based on keywords searched by users, email marketing is an activity or act of sending commercial messages such as promotions, product offers or membership.

Customer satisfaction

Customer satisfaction is the attitude shown by customers after receiving the performance results of service providers or companies in meeting customer expectations. In essence, customer satisfaction is formed from customer desires that are fulfilled according to their expectations so companies need strategies to retain customers. The following indicators of customer satisfaction according to Indrasari (2019: 92) are: (1) Conformity of expectations, namely satisfaction is not measured directly but is concluded based on the suitability or discrepancy between customer expectations and actual company performance. (2) Interest to revisit, namely customer satisfaction is measured by asking whether the customer wants to buy or reuse the company's services. (3) Willingness to recommend, namely customer satisfaction is measured by asking whether the customer will recommend the product or service to other people, such as family, friends, and others.

Service quality

Service quality (Akmal et al., 2023; Setiawan et al., 2021) is all activities carried out by service companies in order to meet consumer expectations. Therefore, service quality is an important factor in carrying out the operational activities of a business. In determining the extent of the quality of the service, it can be seen from the five indicators according to Kotler & Keller (2018) which include: (1) Physical Evidence (Tangible), namely something tangible such as physical facilities, equipment, personnel and means of communication that can influence consumers to buy or use the services offered. (2) Empathy, namely the attitude of the company or company staff in giving sincere personal attention to customers by trying to understand customer desires. (3) Responsiveness, namely the willingness to provide fast and responsive services through the delivery of clear information and the support of the staff's desire to help customers. (4) Reliability, namely the ability to provide services according to expectations accurately and reliably. (5) Assurance, which includes knowledge, courtesy and trustworthiness (Adrian et al., 2022; Şahin et al., 2017) that staff have regarding promises made, free from danger, risk or doubt.

Promotion

Promotion is a marketing communication strategy that is carried out to notify, offer and influence prospective customers to buy the products being marketed so that promotion is an important element in marketing because with promotional activities consumers can know or be influenced by the products or services offered by the company to accept or buy the product. Promotion indicators according to Kotler & Keller (2018) are as follows: (1) Promotion quantity is the value or number of sales promotions given to consumers. (2) The quality of promotion is a measure of how well the sales promotion is done. (3) Time of promotion is the length of the promotion carried out by the company.

Ease of Use of the Application

Ease of use is a program designed to make it easier for users. A convenience will give impetus to the behavior of its users, where the easier a system is used, the higher a person's desire to use the system. According to Davis in Febriyani (2018), several indicators can measure ease of use, including: (1) Easy to learn is a system created that is considered easy for consumers to use without having to spend more effort to learn it. (2) Easy to operate is a system that is easy and in accordance with the needs and objectives to facilitate use. (3) Easy to use means being able to do what the user wants easily according to consumer needs. (4) Clear and understandable is when system users do not experience confusion and the display is easy to understand.

Relationship Between Variables and Hypotheses

The Effect of Service Quality on Customer Satisfaction

According to Kotler & Keller (2018) service quality, customer satisfaction and company profitability are intertwined. By providing the best service to customers will create customer satisfaction. So, it can be concluded that service quality is one of the main factors that must be considered in doing business. Based on the description above, a hypothesis can be concluded, namely:

H1: Service quality has a positive effect on customer satisfaction for online food delivery services in Pekanbaru

The Effect of Promotion on Customer Satisfaction

Promotions that are designed to be attractive and informative will be able to influence consumer satisfaction after consuming a product that is offered. So, customer satisfaction can be measured by how often and how well promotions are carried out by the company (Hanaysha, 2017). Based on the description above, it can be concluded a hypothesis, namely:

H2: Promotion has a positive effect on customer satisfaction with online food delivery services in Pekanbaru

The Effect of Application User Ease on Customer Satisfaction

Ease of use and benefits significantly impact user attitudes, which have a relative impact on user adoption and satisfaction. Someone who uses the system will feel satisfied because they feel made easier compared to someone who uses the manual. Because of the ease of use, a person does not need high skills when using an application so as to create satisfaction when using the application (Putra & Raharjo, 2021). Based on the description above, it can be concluded a hypothesis, namely:

H3: Ease of use of the application has a positive effect on customer satisfaction in Pekanbaru's online food delivery service

METHODOLOGY

Place and time of research

Data collection to management of research data was carried out in Pekanbaru City with the research object being users of online food delivery services in Pekanbaru. The time of the research was conducted from November 2022 to January 2023.

Population and Sample

The population in this study is all people who use online food delivery service applications (Go-Food, Grab Food and Shopee Food) in Pekanbaru. Sampling was carried out by means of non-probability sampling and determining the number of samples developed by Roscoe, so the number of sample members is at least 30 times the number of variables studied. In this study it consists of 4 variables (3 independent variables and 1 dependent variable), so the number of samples is $4 \times 30 = 120$ respondents which will be rounded up to 150 respondents.

Data collection technique

The techniques used in this research data collection effort are as follows: (1) Interview, is an activity directly to consumers related to the problem under study to obtain the primary data needed in this study. (2) Questionnaires, in the form of collecting research data by making a written list of questions that become samples in the study.

Operational Variables

The independent variables in this study are Quality of Service (X1), Promotion (X2) and Ease of Use of Applications (X3). The dependent variable in this study is Customer Satisfaction (Y).

Table 1. Operational Research Variables

| No | Variable | Indicator | Scale |
|----|------------------------------|--|----------|
| 1 | Service Quality (X1) | 1. Physical Evidence 2. Empathy 3. Responsiveness 4. Reliability 5. Guarantees (Kotler P. and Keller, 2018) | Interval |
| 2 | Promotion (X2) | 1. Promotion Quantity 2. Promotion Quality 3. Promotion Time (Kotler P. and Keller, 2018) | Interval |
| 3 | Ease of Use Application (X3) | 1. Easy to Learn 2. Easy to Operate 3. Easy to Use | Interval |

| No | Variable | Indicator | Scale |
|----|----------------------------|---|----------|
| | | 4. Clear and understandable (Febriyani, 2018) | |
| 4 | Customer Satisfaction (Y1) | 1. Conformity of Expectations 2. Interest to Visit Again 3. Willing to Recommend (Indrasari, 2019) | Interval |

Source: Processed Data, 2022

Multiple Linear Regression Data Analysis Techniques

Multiple linear regression analysis is an equation model that explains the relationship of one dependent/dependent variable with two or more independent/independent variables.

RESULTS AND DISCUSSION

Descriptive Analysis

Respondents in this study were users of online food delivery services in Pekanbaru. The characteristics of the respondents were divided by gender, age, occupation and use of food delivery services.

Table 2. Characteristics of Respondents

| Demographics | Category | Percentage |
|--------------------------------------|---|-------------|
| Gender | Man | 51% |
| | Woman | 49% |
| | Total | 100% |
| Age | <20 years | 23% |
| | 21-30 years | 42% |
| | 31-40 years | 23% |
| | >41 years | 13% |
| | Total | 100% |
| Work | Student | 7% |
| | Government employees | 19% |
| | Private sector employee | 23% |
| | Self-employed | 25% |
| | Other | 26% |
| Total | 100% | |
| Use of Online Food Delivery Services | Go-Food | 31% |
| | GrabFood | 27% |
| | Shopee Food | 14% |
| | The three delivery services online food | 28% |
| Total | 100% | |

Source: Processed Data, 2022

Analysis of Respondent Responses

Analysis of respondents' responses describes respondents' assessment of the variables of service quality (X1), Promotion (X2), Ease of Use of Applications (X3), and Customer Satisfaction (Y).

Table 3. Level of Respondents' Perceptions of Variables

| No | Variable | Average | Information |
|----|------------------------------|---------|----------------|
| 1 | Service Quality (X1) | 3.95 | Good |
| 2 | Promotion (X2) | 3.88 | Good |
| 3 | Ease of Use Application (X3) | 4.84 | Good |
| 4 | Customer Satisfaction (X4) | 4.65 | Strongly agree |

Source: SPSS Version 21 Processed Data, 2022

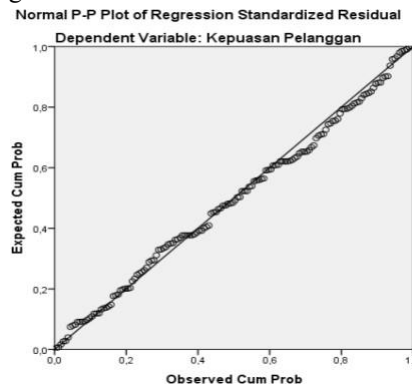
Validity and Reliability Test

Validity testing is used to measure the validity or legitimacy of a questionnaire question. The questionnaire is considered valid if the corrected item total correlation value is > 0.3. The reliability test is useful to see how far the results of a research are consistent when it is carried out repeatedly with the statistical test of the Cronbach

Alpha coefficient (α) if a variable has a value of $\alpha > 0.60$, which means that the variable is said to be reliable. Based on the results of the study, all statement items for the variables of service quality, promotion, ease of use of the application and user satisfaction have a Corrected Item -Total Correlation value that is greater than 0.3 and a Cronbach's Alpha value above 0.6. Thus, it means that it can be concluded that all statement items on all variables are declared valid and reliable for further testing.

Classical Assumption Test Normality Test

The normality test is used to determine whether the residual data obtained is normally distributed or not. To detect whether the residuals are normally distributed or not by looking at the Normal P-P Plot of Regression Standardized Residual graphic analysis contained in the image below:



Source: SPSS Processed Data Version 21, 2023

Figure 1. Normality Test Results

Based on Figure 1, it can be seen that the sample points follow a diagonal line from the bottom left to the top right. It can be concluded that the regression model in the study has normally distributed residual data. Apart from using graphical analysis, the normality test can also be seen using statistical analysis. Following are the results of the Normality test using statistical analysis, namely Kolmogorov-Smirnov Test.

Table 4. Kolmogorov-Smirnov Test Results

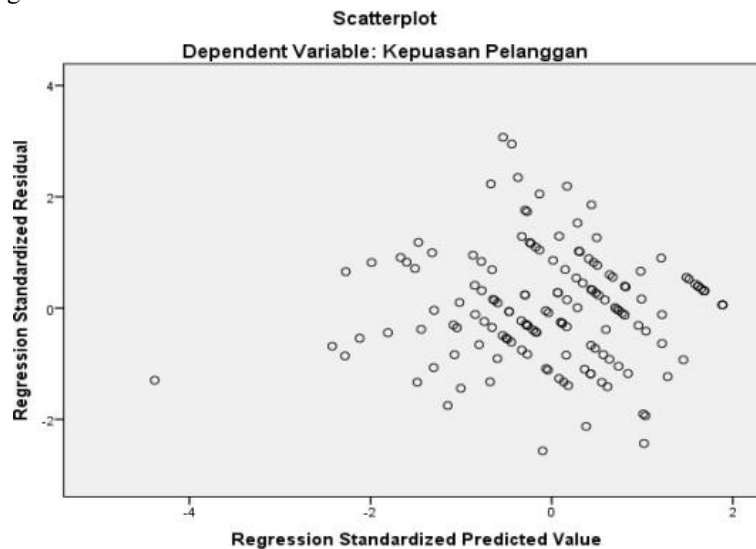
| One-Sample Kolmogorov-Smirnov Test | | |
|------------------------------------|----------------|-----------|
| Unstandardized Residual | | |
| N | | 150 |
| Normal Parameters ^{a,b} | Mean | ,0000000 |
| | Std. Deviation | ,23392002 |
| Most Extreme Differences | Absolute | ,045 |
| | Positive | ,045 |
| | Negative | -,032 |
| Kolmogorov-Smirnov Z | | ,743 |
| Asymp. Sig. (2-tailed) | | ,872 |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |

Source: SPSS Version 21 Processed Data, 2023

Based on the results of the normality test in table 4 with the Kolmogorov-Smirnov value for the customer satisfaction variable (Y) of 0.656 and Asymp. Sig. (2-tailed) of 0.783 which means it is greater than the significance level, which is 0.05 so that the sample data is good and feasible to use in this study.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether the regression model has an inequality of variance from one residual observation to another. There are two ways to find out whether there is heteroscedasticity, which can be done by using the scatterplot and the glacier test. The following are the results of the scatterplot analysis contained in the image below:



Source: SPSS Processed Data Version 21, 2023

Figure 3. Heteroscedasticity Test Results

In Figure 3 above, it can be seen that the points spread above and below the number 0 on the Y axis, and the data spreads randomly. It can be concluded that there is no heteroscedasticity problem in the regression model. A more accurate statistical test to ensure the accuracy of the results obtained is to use the glacier test. Glacier test is done by regressing the absolute value of the residual to the independent variable.

Table 5. Glejser Test Results

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------------------|-----------------------------|------------|---------------------------|--------|-------|
| | B | Std. Error | Beta | | |
| (Constant) | 0.631 | 0.244 | | 3.606 | 0.001 |
| Service quality | -0.172 | 0.132 | -0.288 | -1.844 | 0.054 |
| Promotion | 0.157 | 0.142 | 0.250 | 1.375 | 0.190 |
| Ease of use of the Application | -0.152 | 0.162 | -0.244 | -1.392 | 0.322 |

Source: SPSS Version 21 Processed Data, 2023

Based on the Heteroscedasticity test with the Glacier test in table 5, the significance value of the service quality variable (X1) was obtained with sig 0.054, the promotion variable (X2) with sig 0.190, and the ease of use of the application (X3) with sig 0.322 because the probability value (Sig) is more than significance 0.05, it can be concluded that there are no symptoms of heteroscedasticity.

Multicollinearity Test

The multicollinearity test is used to test whether in a regression model a correlation is found between the independent variables (Ghozali, 2018). If there is a correlation, it is said that there is a multicollinearity problem. To check whether multicollinearity occurs or not, it can be seen from the value of the variance inflation factor (VIF) and the tolerance value. A good regression model if the Tolerance value is > 0.10 and $VIF < 10$.

Table 6. Multicollinearity Test Results

| Variable | Collinearity Statistics | | Information |
|--------------------------------|-------------------------|-------|----------------------|
| | Tolerance | VIF | |
| Service Quality | 0.735 | 1.361 | No Multicollinearity |
| Promotion | 0.468 | 2.137 | No Multicollinearity |
| Ease of Use of the Application | 0.597 | 1.675 | No Multicollinearity |

Source: SPSS Version 21 Processed Data, 2023

From the results of the multicollinearity test in table 6 above, it shows that the independent variables (quality of service, promotion, and ease of use of the application) have a tolerance value greater than 0.10 and a VIF value less than 10, so the regression model in this study is free from multicollinearity symptoms.

Multiple linear regression

Multiple linear regression analysis is an analysis used to measure the strength of the relationship between two or more variables, it also shows the direction of the relationship between the independent variables and the dependent variable (Ghozali, 2018). Following are the results of multiple linear regression analysis:

Table 7. Multiple Linear Regression Results

| Model | Unstandardized Coefficients | | Standardized Coefficients |
|--------------------------------|-----------------------------|------------|---------------------------|
| | B | Std. Error | Beta |
| (Constant) | 0.681 | 0.338 | |
| Service quality | 0.228 | 0.157 | 0.224 |
| Promotion | 0.493 | 0.174 | 0.498 |
| Ease of Use of the Application | 0.520 | 0.173 | 0.523 |

Source: SPSS Processed Data Version 21, 2023

Partial Test (t test)

Partial test was conducted to determine the effect of each independent variable on the dependent variable partially. Partial test can be done through t-test statistics by comparing the Sig. t with an alpha value of 0.05 and also tcount with a ttable of 1,976.

Table 8. Partial Test Results (t test)

| t test | t count | t table | Sig | Conclusion |
|--------------------------------|---------|---------|-------|------------------------------------|
| Service quality | 2.156 | 1.976 | 0.032 | Positive and significant influence |
| Promotion | 3.749 | 1.976 | 0.000 | Positive and significant influence |
| Ease of Use of the Application | 5.449 | 1.976 | 0.000 | Positive and significant influence |

Source: SPSS Processed Data Version 21, 2023

The partial test results show that: (1) the tcount value for the service quality variable is 2,156 greater than the ttable of 1,976 or a significant value of 0.032 is less than alpha 0.05, which means that H1 is accepted and Ho is rejected, which means that service quality has a significant effect on customer satisfaction. (2) V promotion variable has a significance value of 0.000 which is smaller than alpha 0.05 and for tcount 3.749 is greater than ttable 1.976 then Ho is rejected and H2 is accepted which means that promotion has a significant effect on customer satisfaction. (3) The variable ease of use of the application has a tcount value of 5,449 greater than the ttable of 1,976 and a significance value of 0,000 less than the alpha value of 0.05 which means Ho is rejected and H3 is accepted that the ease of use of the application has a significant influence on customer satisfaction.

Test Models

Coefficient of Determination (R²)

The coefficient of determination is used to measure how far the model is in order to explain the variance of the dependent variable. The higher the coefficient of determination, the higher the ability of the independent variables to explain variations in changes in the dependent variable.

Table 9. Results of the Coefficient of Determination (R²)

| Model | R | R Square | Adjusted R Square |
|-------|--------------------|----------|-------------------|
| 1 | 0.873 ^a | 0.703 | 0.513 |

Source: SPSS Processed Data Version 21, 2023

Based on table 9 shows adjusted R² of 0.513. This means that the variable customer satisfaction can be explained by the variable service quality, promotion and ease of use of the application by 51.3%, the remaining is influenced by other variables not examined.

Simultaneous Test (Test F)

Simultaneous tests were conducted to determine the effect of several independent variables simultaneously on one dependent variable. By using a sample of 150, 3 independent variables and a 5% significance level, a Ftable of 2,666 is obtained.

Table 10. Simultaneous Test Results (Test F)

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|------------|----------------|-----|-------------|--------|-------|
| Regression | 33.848 | 3 | 11.283 | 66.385 | 0.000 |
| Residual | 24.814 | 146 | 0.170 | | |
| Total | 58.662 | 149 | | | |

Source: SPSS Processed Data Version 21, 2023

Based on table 10 above, a significance value of 0,000 is less than alpha 0.05 and the fcount value is 66.385, which is greater than the ftable of 2,666, which means that Ho is rejected and H1 is accepted, so it can be concluded that there is a simultaneous significant effect of the independent variables (service quality, promotion and convenience) application use) on the dependent variable (customer satisfaction).

Discussion of Research Results

The Effect of Service Quality on Customer Satisfaction

Service quality is one of the supporting factors in customer satisfaction whereby providing good service quality is able to provide good things for the company. The results of the analysis of consumer perceptions show that price is a factor that is considered good and approved. And basically, by providing the best service to customers will increase customer satisfaction. This is in line with the results of the partial test (t test) and regression analysis which shows that the service quality variable has a positive and significant effect on customer satisfaction. The results of this study are supported by research conducted by Ari & Hanum (2021), Lestariningsih (2021), Antara & Rastini (2022) which state that service quality has a significant effect on customer satisfaction.

The Effect of Promotion on Customer Satisfaction

Promotion according to Tjiptono in Sitorus & Utami (2017) is one of the determining factors for success in a marketing program. Promotion is one of the important elements in marketing because with promotion consumers can know or be influenced by the products or services offered through promotional activities such as advertising and sales promotions (discounts). Customer satisfaction can be measured by how often and how well promotions are carried out by the company. This is in line with the results of regression studies and partial tests conducted which show that the promotion variable has a positive and significant effect on customer satisfaction, which means that promotion of online food delivery services can attract customer attention. The results of this study are supported by research conducted by Fauzi et al. (2019), Santosa & Mashyuni (2021) and Jayanti et al. (2022) who concluded that the promotion variable has a positive and significant effect on customer satisfaction.

The Effect of Application Ease of Use on Customer Satisfaction

Ease of use of the application according to Davis in Purba et al. (2020) is something that refers to the extent to which a person believes that using a certain system will be free of effort. So that the easier a system is, the higher a person's desire to use the system. The easier it is to use the application; the less effort is made so that it can improve other performance. Therefore, it can create customer satisfaction when using the application. This is in line with the results of research conducted that the variable ease of use of the application has a positive and significant effect on user satisfaction, which means that the online food delivery service application from Go-Food, Grab Food and Shopee Food can be used clearly and understandably by the people of Pekanbaru. The results of this study are supported by research conducted by Sanusi et al. (2020); Anugrah (2020) and Yusuf et al. (2021) which states that ease of use has a positive and significant effect on customer satisfaction.

CONCLUSION

Conclusion

This research was conducted to determine the effect of Service Quality, Promotion and Ease of Use of Applications on Customer Satisfaction of Online Food Delivery Services in Pekanbaru. Thus, the following conclusions can be drawn: (1) Service quality variables partially and simultaneously have a significant influence on customer satisfaction. (2) The promotion variable has a partial and simultaneous significant influence on customer satisfaction. (3) The variable ease of use of the application has a significant effect partially and simultaneously on customer satisfaction.

Limitation

In this study there were several limitations of this study, namely: (1) The research was conducted with a total of 150 respondents, of course it is still lacking to describe the real problems in online food delivery services in Pekanbaru. (2) In the data collection process, the information provided by respondents through questionnaires

sometimes does not show the actual opinions of respondents, this occurs because of different thoughts, assumptions and understandings that are different for each respondent, as well as other factors such as the factor of honesty in filling out the opinions of respondents in the questionnaire.

Suggestion

Based on the conclusions in this study, suggestions can be proposed as a complement to the research results which can be given as follows: (1) For the Academy it is hoped that future researchers can add independent variables in researching user satisfaction for online food delivery services and can increase the number respondents so that the research results can better represent the city of Pekanbaru. (2) Companies are expected to continue to pay attention to and improve services in terms of systems and drivers who directly meet potential customers, make promotions that attract the attention of prospective customers on all accounts and improve application systems that make it easier to use applications so that customer satisfaction is maintained.

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