



The Effect of Privacy (Security) Settings, Application Design, and E-Trust on E-Relationship Satisfaction and E-Loyalty on GoFood in Surabaya

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Abstract. This study aims to examine privacy (security) settings, application design, and e-trust on e-relationship satisfaction and e-loyalty on GoFood in Surabaya. This study used a quantitative approach with the partial least square (PLS) method by distributing questionnaires to 100 respondents who used the GoFood application in Surabaya. The results show that privacy (security) settings and application design affect e-Trust. Meanwhile, application design and e-Trust have an effect on e-relationship satisfaction, while privacy (security) settings have no effect. E-trust has no effect on e-loyalty, but e-relationship satisfaction has an effect on e-loyalty.

Keywords: privacy (security) settings · Application design · e-trust · e-relationship satisfaction · e-loyalty

1 Introduction

The rapid development of technology in Indonesia impacts the increasing number of online businesses. In online business, e-loyalty is a critical issue because consumers can easily switch because they easily compare the same goods to other online businesses. Customer loyalty is defined as people who buy, especially regularly and repeatedly. A customer is someone who continuously and repeatedly comes to the same place to satisfy his desire by having a product or getting a service and paying for the product or service. Meanwhile, according to Ghane [1], e-loyalty refers to the customer's intention to revisit the website with or without online transactions.

Satisfaction is one's feeling of happiness or disappointment after comparing the perception, performance, or results of a product's performance with expectations. The customer satisfaction level reflects how successfully and effectively the company implements its business activities. E-commerce customer satisfaction includes product information, customer service, delivery, and purchase times and costs, site design, purchasing process, payment methods, and ease of use. This study uses e-relationship satisfaction, which is a compelling state and attitude that results from evaluating the overall relationship with e-tailers, following commercial transactions [2].

E-trust is defined as trust that expects that in online risk situations, vulnerabilities will not be exploited [3]. According to Kimery et al. [4] e-trust is the consumers' willingness to accept the vulnerabilities in online transactions. Valvi et al. [5] stated that e-trust is a consumer's perception of how the website meets expectations, how reliable the website information is, and the level of trust on the website or application. E-trust is defined as a customer's belief in credibility and virtue.

This research also focuses on privacy (security) settings and also application design in the GoFood application. One of the important aspects of researching privacy (security) settings is data privacy, which is one of the main consumer concerns related to online purchases. Whether consumers feel at risk of being scammed, or fear a potential data leak, they may be reluctant to complete their purchase on a B2C e-commerce platform [6]. Conversely, when the level of security meets user expectations, they will be more likely to provide their details and continue with their purchase. Considering this, the authors hypothesize that consumers will trust websites that care about consumer data and provide information about data policies.

The researchers use the city of Surabaya because Surabaya is one of the cities that is known as an icon of culinary tourism and an area with culinary wealth. This is inseparable from the many varieties and types of food, drinks, and snacks typical of Surabaya city. At least regional culinary will become part of culinary tourism to attract domestic and foreign tourists. Not to mention a variety of traditional snacks and drinks that have been modified. This is a trigger to increase the GoFood application users in Surabaya so that researchers use respondents in the Surabaya area for this research. Meanwhile, the selection of consumers using the GoFood application was based on considerations as a market follower and had competitive advantages such as accessing orders from more than one place. GoFood also provides competitive food discounts and has a fleet of drivers more than online food applications. Moreover, the GoFood application has a more eye-catching display design, and GoFood has stellar reviews in every dining place.

E-loyalty is defined by Cyr et al. [7] as the desire of a consumer to repurchase a product or service via the internet. There are two types of consumer loyalty: Attitudinal loyalty is long-term and a psychological commitment from a consumer to continue a relationship with a service provider (further use). Attitudinal loyalty can be measured through repurchase intention and word of mouth [8]. Behavioral loyalty refers to the proportion of purchases from a brand.

Consumer satisfaction for traditional and online businesses has been widely studied [9]. In the online context, e-satisfaction is defined as the cumulative result of one party or person having different experiences with a product or service within a certain period of time. E-satisfaction is defined as the experience felt after using the product and comparing the perceived quality with the expected quality [10]. It measures the overall level of consumer satisfaction from an online shopping experience. According to Bulut [11], e-satisfaction has the following indicators: Consumers are happy with the services provided. Consumers are satisfied with the company's services. Consumers feel happy to make purchases through the website. Consumers are satisfied with purchasing decisions online. Consumers feel the decision to buy online is a wise decision.

Electronic trust (e-trust) is a consumer's belief in the quality and reliability of the goods or services offered. A business transaction between two or more parties will occur if one trusts the other. Trust arises from a long process and must be built from the beginning, if trust has been obtained, it will facilitate everything in the business process [12]. Trust is very important in business, especially in e-commerce, where all transactions occur online, and buyers and sellers do not know each other. The products purchased are not necessarily following the available information in the picture. Thus, consumer trust is essential as consumers believe or trust specific e-commerce.

According to Gefen et al. [13], the e-trust indicator has the following dimensions: Ability: how the company is able to provide, serve, and secure all transaction processes until everything is completed. Predictability: consumers can predict that nothing unexpected will happen when using the services or products of the company. Benevolence: the company's good faith in convincing and providing its customers a sense of comfort and security. Integrity: how the habits or actions of the company in running its business. Whether the quality of the product or service is reliable or not.

Privacy is defined as website security and protection of consumer information [14]. Privacy refers to the extent to which the website is secure and customer information is protected. This dimension holds an important position in service. Customers perceive significant risk in the virtual environment stemming from the possible improper use of their financial and personal data. This privacy is very important for consumers, so companies must maintain consumer privacy in the application so that it is safe and difficult to hack to make consumers feel satisfied with the company's services.

Flavián et al. [15] found that the perception of privacy is the consumer's perception of the ability to control all information related to the consumer from other people around him. The security (privacy) settings indicators are the protection of consumer data, the collection of personal consumer data needed for application activities, the agreement with consumers regarding disseminating information, the convenience given to consumers when providing information, and consumer privacy.

Application design in the research of Chaitanya [16] is a common experiential factor in shopping environments. In order to increase customer visits, most companies are concentrated on user interface design to keep more visual attention and to satisfy customers. The application design dimension in this study focuses on the indicators of perceived enjoyment, perceived ease of use, and perceived usefulness.

2 Research Methods

The type of research used in this research was the quantitative research method. The target population in this study was consumers who used the GoFood application in Surabaya. The sampling technique used the judgment (purposive) sampling method. Characteristics of the samples taken in this study were as follows: Respondents used the GoFood application on their smartphones. Respondents made transactions with the

Gofood application in the last 3 (three) months, Respondents are domiciled in Surabaya. The number of respondents was 100 people, who have met the characteristics of the research sample. To test all hypotheses in this study, the Partial Least Square (PLS) method was used.

3 Results and Discussion

The final structural analysis model that was built in this study after the analysis test was carried out can be seen in Fig. 1.

It can be concluded that Privacy (security) settings have no effect on e-relationship satisfaction because the p-values are 0.080, which means it is greater than the 0.05 significance level, so H2 is rejected. It is also found that e-trust has no effect on e-loyalty because the p-values are 0.286, which means it is greater than the 0.05 significance level, so H6 is rejected. For H1, H3, H4, H5 and H7 are accepted because they have p-values smaller than the 0.05 significance level. The following is a summary of the results of the PLS (Partial Least Square) analysis (Table 1).

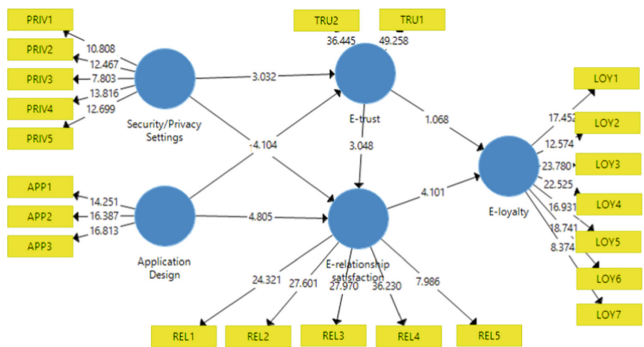


Fig. 1. Structural Analysis Model

Table 1. Result

Path	T-Statistics	P Values	Results
Privacy (security) settings → e-Trust	3.032	0.003	H1 accepted
Privacy (security) settings → e-relationship satisfaction	1.755	0.080	H2 rejected
Application design → e-Trust	4.104	0.000	H3 accepted
Application design → e-relationship satisfaction	4.805	0.000	H4 accepted
e-Trust → e-relationship satisfaction	3.048	0.002	H5 accepted
e-Trust → e-loyalty	1.068	0.286	H6 rejected
e-relationship satisfaction → e-loyalty	4.101	0.000	H7 accepted

4 Conclusion

The study findings show that: there is an effect of privacy (security) settings on the e-trust of the GoFood application users in Surabaya. The privacy (security) settings have no effect on the e-relationship satisfaction of the GoFood application users in Surabaya. The application design has an effect on the e-trust of the GoFood application users in Surabaya. The application design has an effect on e-relationship satisfaction of the GoFood application users in Surabaya. E-trust has an effect on e-relationship satisfaction of the GoFood application users in Surabaya. E-trust has no effect on the e-loyalty of the GoFood application users in Surabaya. e-relationship satisfaction has an effect on e-loyalty of the GoFood application users in Surabaya.

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