What Happened After Customer Experiencing Buying Food Online?

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Abstract. Globalization, economic growth and technological development has been increasing the importance of e-commerce. In current decade, e-commerce technology has been developed in the level it had the ability to connecting customer and e- commerce interface in real time. One of the service interfaces is operating in online food delivery. In the operating of online foods delivery, it is essential to investigate the effect of online post-purchase customer experience to online customer satisfaction, word of mouth and online repurchase intention. The population of this study is online food delivery customer. Total respondent is 215 online foods delivery customer. The research was analyzed using SEM with LIS-REL. The findings of the study show that some of online post-purchase customer experience variable which are delivery, product in hand and benefit increasing customer satisfaction. But one variable which is customer support, it is not affecting online customer satisfaction. Other finding shows that online customer satisfaction increasing online repurchase intention and word of mouth. Lastly, word of mouth variable affecting online repurchase intention.

Keywords: Online Post-Purchase Customer Experience · Online Customer Satisfaction · Online Repurchase intention · Word of Mouth

1 Introduction

Globalization, economic growth, and technological developments have changed the lifestyle of the people in recent years. Currently, many companies in various sectors are developing systems to support their business activities and also meeting the needs of the community to create an efficient service platform, one of which is e- Commerce [1]. In those systems, one of the key elements to succeed is online customer satisfaction [2]. Further, online customer experience and online word of mouth can increase online customer satisfaction [3]. Moreover, when online customer feeling happy, they tend to buy more product using online platform [4].

Online customer experience affecting online repurchase intention with customer satisfaction as mediating variable [5]. Several previous studies had been explored this relationship [5–7], many of these studies seeing online customer as one even variable like as cognitive and affective variable. They do not differentiate the sequence of the time, like online experience before shopping and after shopping. The time sequence

in customer experience like pre, then purchase, and post stage should be considerate [8]. Understanding the role of each stage is paramount important for the survival of the company [9]. For conclusion, even there has been many previous studies that explored the correlation between online customer experience, online customer satisfaction, and online customer experience [3, 5, 10, 13], however, there is lack of study that explore the relationship between online post purchase customer experience with online customer satisfaction, word of mouth and online repurchase intention in the online food platform. This research adding the word-of-mouth variable to deepening the relationship between online satisfaction and online repurchase intention. Many previous research had been shows the importance of this variable (e.g., [3, 14, 15]). Lastly, this study aims to explore online repurchase intention and word-of-mouth which are influenced by online customer satisfaction formed by online post-purchase customer experience in purchasing food online.

A. *Online Post-Purchase Customer Experience*

Customer experience is an important factor for the success of any business [16, 17]. Post-purchase customer experience is a customer experience after purchasing a product that includes perceptions of familiarity, retention, and service recovery [18]. Moreover, online post-purchase customer experience is the customer experience after purchasing products that they do online. Online post-purchase customer experience mostly focuses on interactions between customers and online digital devices after purchases are made through e-commerce [19].

There are 6 (six) dimensions that can be used to measure online post-purchase customer experience, namely delivery, product in-hand, return & exchange, customer support, benefits, feel-good factors [19]. Of these six dimensions, this study only uses 4 (four) dimensions of online post-purchase customer experience including delivery, product in-hand, customer support, and benefits because this study will discuss ordering food online not offline. This is certainly different from previous research that discusses the retail business. So that 2 (two) dimensions are not included in this study.

B. *Repurchase Intention*

Repurchase intention is described as the acquisition of labor and products that have recently been felt the quality and advantages [20]. Repurchase Intention is a positive assessment of customer activities that have been carried out previously and makes a consumer to make a repeat purchase [21]. A company must meet customer expectations when they want customers to repurchase their products. Satisfied customers can make repeat purchases in the future compared to dissatisfied customers [22].

C. *Customer satisfaction*

Customer satisfaction is one of the indicators used in marketing that functions to retain existing customers and introduce new customers [23, 24]. Customer satisfaction influenced by some element, such as service quality and customer satisfaction affect word of mouth [25]. Customer satisfaction is the result of comparing expectations and experiences obtained by customers [26, 27]. In other words, customer satisfaction is a

sensation of delight or dissatisfaction experienced by customers with the products they buy when they compare the results with their expectations for the product [23].

D. *Word of mouth*

Word of mouth becomes a cultural exchange and continuous flow of information, then it's considered as effective communication [28]. Word of mouth is one way of sharing information by customers and is very influential on the purchase intention of a product [29]. Word of mouth from trusted source from the internet will decidedly affect on consumer purchase intentions [30]. The development of communication technology is currently creating online communication media that can be used by customers to exchange information digitally, thus enabling the creation of online word of mouth or known as e-WOM [31].

E. *The Relationship Between Online Post- Purchase Customer Experience and Online Customer Satisfaction*

Online post-purchase customer experience is one of the principal factors in forming customer satisfaction when purchasing products through digital platforms [17]. Therefore, online post-purchase customer experience which consists of aspects of customer service, delivery, tracking and returns can increase on online customer satisfaction to encourage repurchase intentions in consumers [32]. Further delivery, product-in-hand, customer support, and benefits are dimensions in the online post-purchase customer experience [19].

The delivery experience that occurs in the last mile process at the stage of shipping goods can directly affect customer satisfaction, especially in the online shopping customer experience [13]. The impact given by delivery is one of the important factors in customer experience that also affects customer satisfaction, such as through on-time delivery services or cash-on-delivery services [19]. Therefore, the following hypotheses was formulated:

H1: Delivery will increase Online Customer Satisfaction.

Product-in-hand is also related to delivery after a product has been received by the customer. Product-in- Hand is one aspect of fulfillment, it is an aspect that evaluates the importance of aspects related to products for a customer, such as product features, conditions, guarantees, and so on that are in accordance with customer expectations and are even found as one of the elements to determine customer satisfaction [19]. Therefore, the following hypothesis was formulated:

H2: Product-in-hand will increase online customer satisfaction.

Customer support as part of customer service either by telephone, email, or other digital channels is an important factor to be considered by companies that provide online buying and selling platforms. Customer service, one of which was customer support,

could increase customer satisfaction with the experience of customers who shop online [33]. Therefore, the following hypothesis was formulated:

H3: Customer Support will increase Online Customer Satisfaction.

Most customers will feel special when they get additional benefits that are seen as benefits through the exclusive offers, they got when they are making purchasing online [19]. Moreover, the benefits provided from a product model can contribute to customer satisfaction [34]. Therefore, the following hypothesis was formulated:

H4: Benefits will increase online customer satisfaction.

F. *Relationship between Online Customer Satisfaction and Online Repurchase intentions*

The convenience and efficiency offered from various online product sales platforms can shape the customer experience in making online product purchase transactions, one of which is food products. The online shopping experience obtained by customers, both cognitive and affective aspects, can affect online customer satisfaction which in turn can affect online repurchase intentions [6]. Online sales sites are important marketing tools to encourage positive customer behavior, one of which is online customer satisfaction which can positively affect online repurchase intentions [35]. The delight that clients get while buying items online can influence online consumer satisfaction so that it can encourage customers to have online repurchase intention [4]. Based on the explanation above, it is assumed that:

H5: Online customer satisfaction will increase online repurchase intention.

G. *Relationship Between Online Customer Satisfaction and Word of Mouth*

Satisfied customers are bound to tell others about their buying experience to encourage others to also buy the product [36]. Customer satisfaction when purchasing products online is one of the important driving factors in forming word of mouth communication that is useful for strengthening old customer loyalty and attracting new customers [37]. Based on the explanation above, it is assumed that:

H6: Online customer satisfaction will increase word of mouth.

H. *Relationship Between Word of Mouth and Online Repurchase Intention*

Word of mouth communication on the satisfaction achieved on customers with their experience in buying or obtaining a product online that meets their expectations. It can affect the occurrence of online repurchase intention. Word of mouth in online platform is have a positive impact on the occurrence of online repurchase intentions [38]. Word of mouth created in today's technological advances can be found through online discussion forums. Customers can obtain information about the products and services they want, that information then affects the occurrence of online repurchase intention [39]. Word of
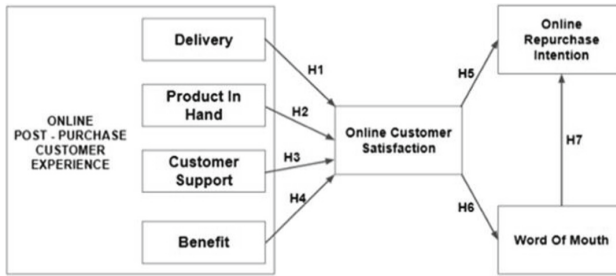
Fig. 1. Model

mouth formed in online platform is one of the factors that can increase online repurchase intention [40]. Based on the explanation above, it is assumed that:

H7: Word of mouth will increase online repurchase intention.

From the whole explanation above, the research model can be described as shown in Fig. 1.

2 Method

Gathering data were made utilizing online questionnaires. Estimations were made utilizing a Likert scale with a size of 1–5 (1 = strongly disagree and 5 = strongly agree). Questions adopted from [19] for the measurement of delivery (4 questions), product-in-hand (4 questions), customer support (5 questions), and benefits (4 questions).

The measurement of the online customer satisfaction variable was adopted from [11] and [41] which consists of 9 questions. The online repurchase intention variable was adopted from [21] and [6] which consists of 8 questions and word of mouth variables were adopted from [42] which consists of 6 questions.

The participants of this study formed with purposive sampling method, we spread throughout Indonesia with the sample criteria are people who have or have always bought food products online, who are at least 18 years old. This quantitative research using SEM method and the data handling and investigation utilizing SPSS and Lisrel program. The data handling and investigation began with factor analysis to test the validity and reliability of data pretest with SPSS 24 program. The validity test was completed by looking Kaiser Meyer Olkin (KMO) and Measure of Sampling Adequacy (MSA) value. The output of SPPS shown that the KMO and MSA values obtained are greater than 0.5, and that implies that the factor analysis is suitable. The reliability test was completed by using Cronbach's Alpha measurement, where when the results are closer to 1 is shows good result [43].

From the results of the pretest using 46 questions, there are 43 valid questions, namely 4 questions for the delivery variable, 7 questions for the product-in-hand variable, 5 questions for the customer support variable, 4 questions for the benefits variable, 9 questions for the online variable. Customer satisfaction, 8 questions for the online repurchase intention variable, and 6 questions for the word-of-mouth variable. The 43

questions that have been declared valid are then used as a questionnaire in this study. This study uses SEM (Structural Equation Model) assurance of the quantity of research samples is at least 5 times the total number of [43], so the number of samples in this study is a minimum of 215 people considering reserves on the off chance that there is a disparity in filling survey.

3   Result and Discussion

3.1   Questionnaire Distribution Results

Research respondents are Indonesian people who used online food platform. Questionnaires were distributed online for 3 days through WhatsApp communication media and social media, such as Instagram, Facebook, and LinkedIn. Each response fills out a digital questionnaire created via google form. In this study, there were 261 respondents who successfully filled out the research questionnaire.

Based on the 261 respondents, 121 people are customers of the online food platform are male and 140 are female. in addition, from 261 respondents, there are 151 people who order food online less than or equal to 10 orders per month, 79 people with an intensity of 11 to 20 orders per month, 24 people with an intensity of 20 to 30 orders per month and only 7 people with more than or equal to 31 bookings per month.

All indicators in this study, ranging from delivery, product in hand, customer support, benefit, online customer satisfaction, online repurchase intention, and word of mouth variables can be accepted and declared valid with a good loading factor value, which is above 0.50.

In this study, each variable has a CR value above 0.60, namely delivery (0.75), product in hand (0.87), customer support (0.91), benefit (0.88), online customer satisfaction (0.94), online repurchase intention (0.93) and word of mouth (0.95). Then the VE value of each variable is also above 0.50, namely delivery (0.69), product in hand (0.78), customer support (0.63), benefit (0.58), online customer satisfaction (0, 76), online repurchase intention (0.75) and word of mouth (0.58).

Based on the analysis of the suitability test, the following values were obtained: normal theory chi- square/df = 1.514.; degree of freedom = 794; chi square = 1202.69; rmsea = 0.044; ecvi = 5.79; aic = 1506.69; caic = 2200.50; nfi = 0.97; critical n = 188.15 and gfi = 0.82 (Table 1).

3.2   Discussion

The results of data processing indicate a positive influence from the variables of delivery, product in hand and benefit on online customer satisfaction. But this study also shows that customer support does not affect online customer satisfaction. Then related to the influence of online customer satisfaction on online repurchase intention and word of mouth, research data shows the positive influence of online customer satisfaction on these two variables. Furthermore, the word-of-mouth variable has also been shown to have a positive effect on online customer satisfaction.

The experience after making a purchase on the delivery variable, this can be seen from the ability of the customer to track the process and status of the order, the ability of

Table 1. Model Hypothesis Test

Hypothesis	statement hypothesis	T-value	Description
H1	Delivery will increase Online Customer Satisfaction.	2,37	Data Supported Hypothesis
H2	Product-in-Hand will increase Online Customer Satisfaction	2,82	Data Supported Hypothesis
H3	Customer Support will increase Online Customer Satisfaction	1,41	Data Not Supported Hypothesis
H4	Benefits will increase Online Customer Satisfaction.	3,20	Data Supported Hypothesis
H5	Online customer satisfaction will increase online repurchase intention	7,88	Data Supported Hypothesis
H6	Online customer satisfaction will increase word of mouth	11,76	Data Supported Hypothesis
H7	Word of mouth will increase online repurchase intention.	3,36	Data Supported Hypothesised

the customer to obtain information related to the transaction process, as well as related to shipments that arrive at the customer. If these variables can be given to customers by the company, then customer satisfaction will increase. This is in accordance with the research of [13] and [19].

Product in hand variables such as food products ordered according to what was ordered, neatly wrapped and a receipt as proof of the transaction. When the company can provide this, then customer satisfaction will increase [19].

The customer support variable is reflected in the customer's ability to be able to interact with customer service when needed, the customer's ability to be able to communicate at any time with the online food platform and have a fast-problem-solving time. This was not related to customer satisfaction. It is contrast with another finding that shows another result [32]. This is mostly due to the lack of direct interaction between customers and customer support. Many customers from online food platforms cannot talk directly to customer support. Their interaction is only limited to using the "chat bot" system, where everything has been arranged according to the complaints that exist in general. So, this is considered not to be important enough for customers using online food platforms in Indonesia interaction is only limited to using the "chat bot" system, where everything has been arranged according to the complaints that exist in general. So, this is considered not to be important enough for customers using online food platforms in Indonesia.

The benefits obtained by customers can be seen in the reward points given by the online food platform to customers related to loyalty programs, exclusive offers given to

customers as well as messages, designs and special discounts given. This turned out to play a role in encouraging the increase in Online Customer satisfaction [19, 34].

In general, the experience after making a purchase has a positive influence on online customer satisfaction. Because customer satisfaction is the result of comparing expectations and experiences obtained by customers, then the experience after making a purchase will increase online customer satisfaction because it increases perceptions of experience or is related to lower perceptions of expectations [26].

Online customer satisfaction is determined by the customer's evaluation of the expectations and performance of the products offered. The evaluation is carried out by customers such as the food products offered, the services provided and the speed of delivery of the purchased food products. Fulfillment of expectations by the performance will have a positive effect on the willingness of customers to do positive word of mouth and repurchase with the online food delivery application. This is in accordance with research from [4, 6, 35, 36].

In the end, positive word of mouth is like a customer recommending an online food platform to friends and relatives and telling others about the online food platform used. The willingness to do positive word of mouth will ultimately increase the willingness to repurchase [39, 40].

4 Conclusion

This study explains the positive influence of delivery, product in hand and benefits on online customer satisfaction. It's simply that the positive impact of costumer support on online customer satisfaction isn't demonstrated. In addition, it is also proven that the online customer satisfaction will create on word of mouth and online repurchase intention positively. In the end, word of mouth was proven to affect online repurchase intention.

Experiences after making a purchase that are known to affect online customer satisfaction are experiences related to delivery, product in hand and benefits. Meanwhile, the experience after making a purchase related to customer service does not affect online customer satisfaction. For example, in delivery, such as related to customer experience, you can track the process and status of customer orders. While in the product in hand, for example, the product received is packaged neatly. Then an example of benefits, namely customers get special offers for products from online platforms. These experiences increase online customer satisfaction such as satisfaction with the food products offered, the services provided and the speed of product delivery. It's just that the experience of customer support does not affect customer evaluations of expectations and performance on online customer satisfaction. This is because customers rarely can interact directly with customer support, so this is not considered important and does not affect decisions in repurchasing on online food platforms.

There are several weaknesses in this study, including that this research is still limited to applications with several online food platforms. In addition, this study did not differentiate between cohorts or generations of customers. Another limitation is that the platform under study is the type of platform that has many merchants, not an online food platform that only sells 1 (one) merchant. So, the next research is expected to have the

option to distinguish and compare the behavior of online food platform customers with one another.

The managerial implications obtained include online platform managers needing to improve their experience of delivery, product in hand and benefits. This is done in ways such as ensuring that customers can track and view the status of meal orders during the purchase process, provide incentives to stores that provide neat food packaging or provide special offers to customers according to the achievements of customers in using online applications to order food. This is necessary so that online customer satisfaction increases. With the increase in online customer satisfaction, there will be positive word of mouth from customers. So that in the end customers will want to make purchases again by using online platforms for food applications.

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