



The Effect of Food Quality, Convenience, Control, Customer Service, and Fulfillment on Customer Satisfaction and Behavioral Intention at Shopee Online Food Delivery in Surabaya

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Abstract. This study aims to analyze whether food quality, control, convenience, customer service, and fulfillment directly and significantly influence satisfaction for Shopee online food delivery consumers in Surabaya and whether satisfaction directly influences customer satisfaction intentions at Shopee online food delivery Surabaya. This study is basic research that uses a quantitative approach with data analysis in the form of SEM (Structural Equation Model). Data processing was carried out using the AMOS program for structural testing and SPSS to test the data's validity and reliability. The sampling technique used in this research is purposive sampling with a non-probability technique using a sample that collects 220 respondents. The respondent's criteria were 18–50 years old, had last minimum education senior high school or equal, domiciled in Surabaya, and had used Shopee food delivery a minimum of three times on September 2022. The results of this study indicate that food quality has a significant positive effect on customer satisfaction at Shopee food delivery Surabaya. Control has a significant positive effect on customer satisfaction at Shopee food delivery Surabaya. Convenience has a significant positive effect on customers' satisfaction at Shopee food delivery Surabaya. Customer service has a significant positive effect on customers' satisfaction at Shopee food delivery Surabaya. Fulfillment significantly positively affects customers' satisfaction at Shopee food delivery Surabaya. Satisfaction has a significant positive effect and is supported by customers' behavioral intention at Shopee food delivery Surabaya.

Keywords: behavioral intention · control · convenience · food quality · satisfaction

1 Introduction

In today's increasingly rapid globalization development, the efficient and effective use of technology and information has become a regular thing in daily life. One of those affected by the rapid development of technology and information is online food delivery

services which are highly sought after and needed by various groups of people. According to McKinsey research, in Indonesia, there has been an increase of 34% in online food delivery, especially during the pandemic [1]. As many as 53% of respondents revealed that online food delivery applications are widely sought after and used for convenience. The consumption level of the Indonesian people showed an increase of 78% in the lifestyle of eating at home caused by the main factors, namely flexibility and efficiency [2]. This is because people admit that busy work is also the reason for the effective use of online food delivery, which is fast, easy, and delicious.

The object of this research was Shopee Food which offers services for online food delivery and has been widely used in Indonesia since 2020. Shopee takes advantage of business opportunities to meet the community's primary needs, especially for workers with little time. In taking advantage of this opportunity, Shopee launched a food delivery service so that people get solutions related to their needs.

According to the results of research conducted by the Nielsen Research Institute, Singapore, approximately 58% of Indonesians chose to buy ready-to-eat food or what is commonly called fast food 2.6 times per week through the Shopee Food application [3]. According to Padmaja [4], 82% of restaurants use the Shopee Food application as their service, followed by Go food with a percentage of 71% and Grab food with 28%. As many as 45% of merchants in the research used Shopee Food services for the past year since 2020.

According to Amir [5], Shopee Food often provides promos through discounts, free shipping, and quite a lot of cash back compared to competitors, so consumers are more interested in buying food at Shopee Food. This aligns with the 2020 Brand Image Tracking Survey (BITS) survey, which consistently shows Shopee Food in the highest position for Top of Mind Awareness based on consumer perceptions of food quality, service quality, facilities, and brand image.

Annaraud and Berezina [6] tested the effect of convenience on satisfaction and food quality on satisfaction, where satisfaction will generate behavioral intention in purchasing using online food delivery. Moreover, [7] also aims to test the effect of convenience on satisfaction. Meanwhile, [8] aims to test satisfaction influenced by the food quality. Food quality, control, convenience, customer service, and fulfillment directly and positively affect satisfaction, which can affect behavioral intention. Based on the existing background, the problems identified as satisfaction in online food delivery services are influenced by food quality, control, convenience, customer service, and fulfillment. Where the behavioral intention is also influenced by satisfaction as an intermediary, this research aims to investigate which factors influence satisfaction and behavioral intention in using online food delivery services.

2 Research Method

This study is basic research that aims to develop theories and improve existing understanding regarding the influence of food quality, control, convenience, customer service, and fulfillment on satisfaction. In addition, to examine the effect that occurs in satisfaction on behavioral intention. The approach used was quantitative. A quantitative approach was used because this research was carried out through numerical measurements, aiming to test hypotheses and measure empirical phenomena.

In this study, exogenous and endogenous variables were used for testing. Exogenous variables are variables that influence others but are not influenced by others. The exogenous variables in this study are food quality, control, convenience, customer service, and fulfillment, while the endogenous variables are satisfaction and behavioral intention.

This study used a survey technique by collecting data by distributing several questionnaires to research respondents. The measurement level used in this study was the interval level. The interval level includes measurement levels with the same distance or a clear difference in scale. The questionnaire distributed to the respondents was closed (close-ended question) so that the respondents' answers would be limited by providing alternative answers. 1 indicates that the respondent strongly disagrees with the existing statements. In contrast, 7 indicated that the respondent strongly agrees with the statements in the questionnaire.

The target population in this study was customers who have used Shopee Food delivery in Surabaya. The reason for selecting respondents is that the information or data obtained for research purposes can follow reality or objective. Population characteristics were people who have used Shopee Food delivery at least three times in September 2022, aged 18 to 50 years, domiciled in Surabaya, and had a minimum education of high school or equivalent, are given the assumption that respondents can understand and provide answers to some of the statements in the questionnaire independently objective.

The sampling technique used was purposive sampling. Purposive sampling is a non-probability sampling technique used in sample selection according to individual experience and the researcher's considerations when selecting a sample from a study with some of the exact characteristics and criteria needed by the sample members. The data processing method in this study utilized SPSS software to test data validity and reliability and AMOS to conduct structural tests.

The validity test used factor analysis, where the researcher used Confirmatory Factor Analysis (CFA) to test whether the items in the study are valid through Standardized Loadings where the conditions must be above 0.5. In addition, a high Average Variance Extracted (AVE) value indicates that the indicator represents a well-developed latent construct. The approach used in conducting the reliability test was carried out two times in different ways. The first way to test the reliability of 30 initial respondents is by looking at Cronbach's Alpha coefficient results, which must have a value of more than 0.60. The second way to test reliability is by calculating Construct Reliability (CR). SEM hypothesis testing is also called a structural model. To test the hypothesis in SEM using the p-value test where the value of the relationship between variables is compared to the value of the p table at a certain error level (Fig. 1).

3 Results and Discussion

3.1 Analysis of Validity Test and Reliability Test

The validity test was carried out by collecting samples by distributing questionnaires to 30 respondents obtained from distributing questionnaires online, especially for Shopee Food delivery users in Surabaya. Validity indicates the measurement ability of the research questionnaire. The results obtained are that each indicator on food quality, control, convenience, customer service, fulfillment, satisfaction, and behavioral intention has a

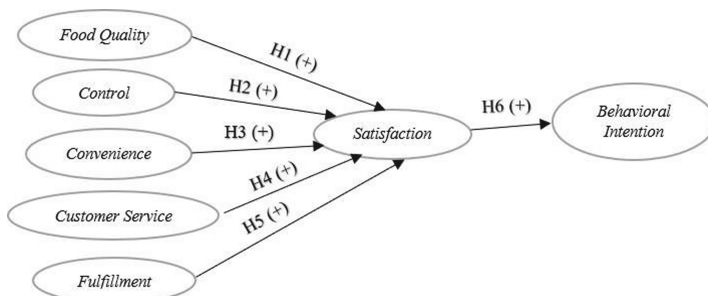


Fig. 1. Research Model

Table 1. The Goodness of Fit Measurement Model Test

No	Goodness of Fit	Criteria	Results	Conclusion
1	CMIN/DF	< 3	1,375	Goodfit
2	RMSEA	< 0,08	0,041	Good fit
3	GFI	> 0,8	0,897	Marginal fit
4	CFI	> 0,8	0,972	Good fit
5	TLI	> 0,8	0,967	Goodfit

Pearson correlation value of > 0.5 and a significance value of $p\text{-value} < 0.05$ so that each research indicator in the variable is valid and can be used for further analysis.

This reliability test used SPSS version 24. A variable is reliable with a Cronbach's Alpha value > 0.60 . The results show that the variables of food quality, control, convenience, customer service, fulfillment, satisfaction, and behavioral intention have a Cronbach's Alpha value > 0.60 . These results conclude that the questionnaire statement items that measure the research variables are reliable.

3.2 Measurement Models

Table 1 shows that five goodness-of-fit criteria meet the recommended critical limits: CMIN/DF, RMSEA, GFI, CFI, and TLI. Furthermore, only one goodness of fit is close to the recommended critical limit (marginal), so the measurement model in this study has good goodness of fit to be used for Confirmatory Factor Analysis (CFA).

3.3 Structural Models

Table 2 shows that four goodness-of-fit criteria meet the recommended critical limits: CMIN/DF, RMSEA, CFI, and TLI. Only one goodness of fit criterion approaches the recommended critical limit (marginal), namely GFI. The structural model in this study has good goodness of fit, so it can be used to test the research hypothesis.

Table 2. The Goodness of Fit Structural Model Test

No	Goodness of Fit	Criteria	Results	Conclusion
1	CMIN/DF	< 3	1,444	<i>Goodfit</i>
2	RMSEA	:S 0,08	0,045	<i>Goodfit</i>
3	GFI	> 0,8	0,889	<i>Marginal fit</i>
4	CFI	> 0,8	0,966	<i>Good fit</i>
5	TLI	> 0,8 - 0,9	0,961	<i>Good fit</i>

Table 3. The Results of Research Hypothesis Testing

Hypothesis		Std. Estimate	C.R.	p-value	Conclusion
H1 (+)	Food Quality → Satisfaction	0,237	2,140	0,032**	Supported
H2 (+)	Control → Satisfaction	0,217	2,070	0,038**	Supported
H3 (+)	Convenience → Satisfaction	0,295	3,154	0,002**	Supported
H4 (+)	Customer Service → Satisfaction	0,137	1,973	0,048**	Supported
H5 (+)	Fulfillment → Satisfaction	0,191	2,576	0,010**	Supported
H6 (+)	Satisfaction → Behavioral Intention	0,869	10,347	0,001***	Supported

3.4 Hypothesis Testing

Table 3 shows the results of each data processing, H1 is the effect of food quality on satisfaction which has positive results. H2 is the effect of control on satisfaction having positive results. H3 is the effect of convenience on satisfaction with positive results. H4 is the effect of customer service on satisfaction with positive results. H5 is the effect of fulfillment on satisfaction having positive results. H6 is the effect of satisfaction on behavioral intention to have positive results.

4 Conclusion

Based on the results of the research and discussion, it can be concluded that:

Food quality has a positive effect on satisfaction in using Shopee Food delivery services in Surabaya,

Control has a positive effect on satisfaction in using Shopee Food delivery services in Surabaya,

Convenience has a positive effect on satisfaction in using Shopee Food delivery services in Surabaya,

Customer service has a positive effect on satisfaction in using Shopee Food delivery services in Surabaya,

Fulfillment has a positive effect on satisfaction in using Shopee Food delivery services in Surabaya, and

Satisfaction has a positive effect on behavioral intention in using Shopee Food delivery services in Surabaya.

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