



# The Role of Customer Trust in Mediating Service Quality and Perceived Value of Customer Satisfaction with Shopeefood Application Users

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**Abstract.** The study aims to determine the effect of service quality and perceived value on customer satisfaction, with customer trust as a mediating variable or indirect influence. The study was conducted in Solo, Central Java, Indonesia, with sample students. This study uses quantitative and data collection methods through an online survey with the distributed google form in a manner chain to moderate students \_ to take education, Solo. Successful data \_ collected as many as 145 respondents with every criterion \_ using the Shopeefood application. Then the data were analyzed with a conceptual model using Partial Least Square Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 application. Results research reveals that the relationship between service quality on application shopeefood and perceived value \_ consumer take to effect positive significant to customer perceived satisfaction direct nor in a manner no direct mediated by trust customer. These findings contribute to developing and validating a customer satisfaction model on deep marketplace applications to increase satisfaction and customer need notice perceived value \_ by customer and improve quality service. Essential to provide assistance through service shopeefood to give the best service to increase trust customers use product applications.

**Keywords:** Service Quality · Perceived Value · Trust · Customer Satisfaction

## 1 Introduction

Satisfaction with customers is an essential factor in the continuity of effort. Customers who are satisfied when making transactions will have a good impact on the continuity of e-commerce that provides food delivery services, and the more satisfied customers feel about a product, the stronger customer trust in a product they have. Consumers are proof that a company has and can provide good service to its customers. Trust is the foundation of a business (Mahendra & Indriyani, 2018). High Trust by consumers in companies will be able to provide a sense of customer satisfaction in using company products or services, such as Widiyanto stated that customer trust (Trust) is a business foundation which is a way to create and retain consumers. (Laely, 2016) There are still many obstacles experienced by Shopeefood related to consumer distrust. Several Shopee e-commerce

users reported being unable to top up balances into their respective accounts through the bank. Shopeepay has conducted various efforts to improve security and convenience in transactions so that it will issue facial and fingerprint recognition features to complete online transactions. With this feature, users have implemented additional protections to maintain their accounts. This can create customer trust and can develop a sense of customer satisfaction in transacting.

The current development of the marketplace in Indonesia is inseparable from people's habits that demand practicality and speed. So do not be surprised if the development of the marketplace in Indonesia is very fast in demand by the public. One of the largest marketplaces in Indonesia is PT. Shopee International Indonesia ranks third. PT. Shopee presented a new service in April 2020, namely Shopeefood, which is ready to compete with similar food delivery service companies such as GrabFood and GoFood. The Shopeefood service is the newest feature offered by well-known e-commerce, namely Shopee, which serves food or beverage orders online, making it easier for consumers to buy food or beverage products by simply using the internet via their smartphones.

Shopeefood has factors that support its success, namely by optimally implementing and improving its various features for its customers, so they feel satisfied. Customer satisfaction is one of the most important things in running a business. Customer satisfaction is obtained from fulfilling customer expectations for a service they consume. Companies can achieve customer satisfaction through quality service and marketing. However, customer satisfaction with a particular product or service depends on several cost factors for switching to a specific product or service. Or other services, there are various similarities in terms of quality, quality, or service for types of goods or services in e-commerce services as a replacement for the risk of changes in costs due to replacement of goods or services in carrying out online transactions, resulting in changes in customer satisfaction with the product. That they buy compared to their experience buying previous products used now. The level of customer satisfaction is very subjective, where the satisfaction measurement from one customer to another will be different. In fulfilling customer satisfaction when conducting transactions in e-commerce, it is necessary to improve service quality which can spur increased customer satisfaction (yenni, 2018). In the e-commerce business, service quality is known as e-service quality (online service quality). Service quality according to service quality or service quality is a measure of how well the level of service provided can meet customer expectations. To serve customer satisfaction, Shopeefood always makes improvements and updates to the application with regular revisions and updates. This can lead to consumer satisfaction with Shopeefood. This strengthens research which shows that the service quality variable has a positive and significant effect on customer loyalty for online food delivery services in Bali. Namaun, in research, shows that customer satisfaction is influenced by service quality (Tangible, Reliability, Responsiveness, Assurance, and Empathy) by 56%, while other variables affect the remaining 44%.

Different from the study previously, this research is similar in that factors that can influence company consists of Service Quality, Perceived Value, Trust, and Customer Satisfaction. In Thing, this gives a view that to increase satisfaction, customer application

user shopee food than needed enhancement of various quality service, a value that can be felt by customer and trust so that that helps satisfaction customer.

## 2 Literature Review

### a. Customer Confidence against satisfaction customer

Trust become an essential thing that underlies the development of business foundations. Buying and selling transactions in business will be carried out if they trust each other. Building trust in consumers is very important for building long-term relationships. Trust is the hope held by individuals that one's words are reliable (Diza et al., 2016). And some customers believe trust has become a material consideration for customers in seller and buyer transactions to achieve customer satisfaction. According to Rotter (1967), in Dicky Kustrianti's research, Fadillah 2017 defines trust as the belief that someone's words or promises can be trusted and someone will fulfil their obligations in an exchange relationship. But in research (Putra, 2021), trust will emerge after going through various processes, and if trust has been formed, then there will be efforts to foster better cooperative relationships. The higher the trust that appears, the higher customer satisfaction will be. The importance of trust in doing business, explicitly doing business online based \_ wrong one condition to make it an easy transaction between parties businessman with the hope the other party doesn't behave selfishly or attach importance to profit himself alone. Trust occur when one party believe in the active party else. For each action, the specific customer will see a quality product or service and given steps \_ by the party seller to the customer where consumers must provide a full appreciation to the perpetrator business. Thus, online trust constitutes something differentiator and the primary determinant of \_ the success or failure company. To do business via the Internet media. A deep \_ study (Darwin & Kunto, 2014) show that Perceived trust \_ customer to something product or service normally will arise if the customer satisfied because the customer evaluates quality service with what are they see, understand, or feel because that critical for a company for build trust \_ on the self customer to something product or the services it offers.

### H1. Customer trust affects customer satisfaction

#### b. Service Quality to satisfaction customer

Quality of service is one of the things that the company must do as a form of obligation to consumers. Companies can apply service quality as a food delivery service by strengthening the quality of their performance. Lovelock-Wright, translated by, suggests that "service quality is the level of product and service excellence that is expected of the level of excellence to fulfil consumer desires". Consumers will receive service if it is as expected. (Riyani et al., 2021) It also explains that service quality is the fulfilment of consumer needs based on the level of superiority of products and services that are in line with expectations so that they can fulfil consumer desires. Good service, or the concept of excellent service, is the key to the company's success. Service. Service will materialise when the company can add and maintain the customer. It \_ means If the perceived service is provided by the company to the customer more bear from what is

the expected service, then quality service could be categorized as good quality service, otherwise -. So, whether the quality of service provided is good or not to customers all depends on the ability of the company and its ways to consistently meet consumer expectations. Therefore I propose the following hypothesis:

**H2a. Service quality has a significant impact on customer trust**

**H2b. Service quality has a significant effect on customer satisfaction**

**H2c. Trust will mediate the relationship between service quality and customer satisfaction**

### **Perceived Value**

The customer's perceived value is all the forms that the customer wants from buying a product or service in terms of the perceived benefits and the price paid. This concept compares the benefits that customers get from the costs incurred by customers in buyer-seller interactions. It can be concluded that the perceived value of consumers is the comparison between the perceived benefits of a product and the costs that must be incurred to obtain the product. So the better the perceived value of the customer, the higher the customer satisfaction in transactions (Munawwar & Saefuloh, 2019). The thing this proves that a consumer will take into account how much profit will be obtained by the sacrifice given compared to that provided by competitors, and if it turns out that, according to the consumer, what is given is not in accordance with his expectations, then he will not use the services of the company again and move to the company competitors who can provide better value. The basic concept of perceived value is equity theory which explains that increased perceived value by customers occurs when customers feel that what has been sacrificed to get a product or service is smaller than the benefits they receive. If customers feel that something product or service \_ they get from the company gives good value, then \_ customers will be more satisfied with the product or services provided -. Therefore I propose the following hypothesis:

**H3a. Perceived Value Has a Significant Impact on Customer Trust**

**H3b. Perceived Value Has a Significant Effect on Customer Satisfaction**

**H3c. Trust Mediates Perceived Value and Consumer Satisfaction**

## **3 Research Models**

The research model shows the effect of service quality and perceived value on consumer satisfaction and customer trust as mediating variables in the Shopeefood application. The model built consists of three independent variables, namely service quality and perceived value. Customer satisfaction is the dependent variable. And trust as an intervening variable (Fig. 1).

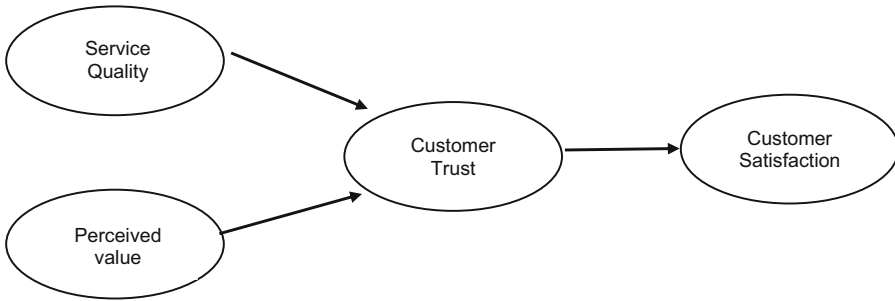
Explanation:

X1 = independent service quality variable

X2 = the independent variable of perceived value

X3 = the dependent variable of customer satisfaction

Y = intervening belief variable



**Fig. 1.** Research model

## 4 Methodology

The type of research used is a quantitative approach, where research data will be in the form of numbers that are analyzed using statistical (Ari Suryawan, 2019). As the sampling technique in this study is to use non-probability sampling by using purposive sampling. So the criteria set as respondents are customers or consumers who have used Shopeefood services and students who are currently studying in Solo. The Source of data used in this study is primary data. Primary data is data obtained from respondents directly through interviews and questionnaires related to research that has been provided. The sample can be determined using the Cochran formula, with a minimum sample of 100 Shopeefood user respondents who have made transactions in the application. If the sample data has been collected, then the data is then analyzed using Smart PIs with the results of a Likert scale.

The demographic questions of the survey questionnaire designed for this study asked:

The results of this study are in the form of responses to a questionnaire totalling 145 respondents from Shopeefood application users for students carrying out education in the Solo area. This research includes students from various universities in the Solo area. Of the respondents studied there are 30.3% of these students are men, and 69.7% are women. The age of students ranged from > 20 years, 21.4% and 78.6% were between the ages of 21 and 30. And the last education of respondents is a high school average of 80%. The full results are in the Table 1.

## 5 Findings

The results of research that has been done indicate that R Square Adjusted is more than 0.5. It can be stated that all variables match. While the results of the analysis of customer confidence are more than the average value of 0.648, it can be concluded that the R square of the variable is accepted, and the importance of customer satisfaction is 0.727, which means it is above 0.5. This means that trust is a strong influence on customer satisfaction. And from the results, the construct validity value shows that customer trust and satisfaction have a value above 0.7, thus stating that all variable indicators are highly correlated with the proposed theoretical indicators and validate the reliability of other indicators (Table 2).

**Table 1.** Sample Characteristics (n = 145)

No.	Classification	Sub Classification	Frequency	Percentage
1.	Education	UMS	97	68.8%
		Other UMS	38	21.2%
2.	Gender	Male	44	30.3%
		Female	101	69.7%
3.	Age	> 20 years	31	21.4%
		21–30 years old	114	78.6%
4.	Last education	high school	116	80%
		Other high schools	29	20%
5.	Purchases Through the Shopee App	One time	16	11%
		Two times	10	6.9%
		Three times	34	23.4%
		< 3 times	85	58.6%

Source: primary data processed (2022)

**Table 2.** R Square

Construct	R Square	R Square Adjusted
Trust	.653	.648
Customer Satisfaction	.733	.727

Source: primary data processed (2022)

The below shows that the composite reliability of the four variables exceeds the the limit value is 0.7 so it can be concluded that there is internal consistency reliability of the various indicators proposed. Meanwhile, in the AVE value, some variables are more than the required threshold value of 0.5, as presented in Table 3; Therefore, it is concluded that the positive correlation impact of the alternative measures *service quality construction* and *perceived value*, while the structure of *customer trust* with customer satisfaction shows a negative correlation because the discriminant validity requirements are not met.

The discriminant validity results have been tested using one of the discriminant test conditions expressed by Fornell-Larcker with certain criteria shown in the table. It shows that the four variables have a test value of more than 0.7, which means they do not violate the Fornell-Larcker rules (Table 4).

The conclusion from the results of the respondent's data test above, as shown in Table 5, indicates that there is a direct relationship between variables and an indirect relationship between the indicator variables that have been determined. Based on the observations of the results table, it can be concluded that customer trust in customer satisfaction with p-value < 0.05 means that this variable is significant, which means that customer trust has a direct effect on customer satisfaction. So Hypothesis H1 can be accepted. This supports the research conducted by (Andira et al., 2020). From these

**Table 3.** Measurement Model and Construct Validity

Construct	Cronbach’s Alpha	Composite Reliability	Average Variance Extracted (AVE)
Service Quality	.859	.887	.444
Perceived Value	.841	.843	.612
Trust	.821	.876	.586
Customer Satisfaction	.847	.891	.621

Source: primary data processed (2022)

**Table 4.** Discriminant Validity

Construct	Customer satisfaction	Perceived value	Service quality	Trust
Customer satisfaction	.788			
Perceived value	.785	.783		
Service quality	.759	.752	.666	
Trust	.800	.759	.754	.765

Source: primary data processed (2022)

**Table 5.** Hypotheses Acceptance Summary

Hypotheses	Relationship	T Value	P value	Decision
H1	Trust→customer satisfaction	4.203	0.000	Supported
H2a	Service Quality→Trust	4.699	0.000	Supported
H2b	Service Quality→customer satisfaction	4.262	0.024	Supported
H3a	Perceived Value→Trust	5.209	0.000	Supported
H3b	Perceived value→customer satisfaction	4.203	0.000	Supported

Source: primary data processed (2022)

results, it can be concluded that trust has a positive effect on customer satisfaction. In the hypothesis H2a: service quality on customer trust has a value greater than the value of the statistical t-table (1.967), which is 4.699, and the P value < 0.05, which can be concluded that the two variables are significant, this supports the results of the study (Pratiwi & suparna, 2018)) ((Diza et al., 2016)stated that the Service Quality variable has a positive and significant effect on trust. This means testing the H2b hypothesis about the relationship between service quality, and customer satisfaction is accepted and important. The value of service quality with customer satisfaction is greater than the statistical value of the t-table, which is 4.262, and the P value smaller than 0.05, which means significant, so these results support the results of the research where the study states that service quality positive and significant effect on customer satisfaction,

**Table 6.** Indirect Effects

Construct	T Value	P Value
Perceived value→Trust→customer satisfaction	3.291	.001
Service quality→Trust→customer satisfaction	3.019	.003

Sumber: data primer diolah (2022).

meaning that according to him the better the quality of service provided to Online Food Delivery Service customers, the higher the quality of service that the company must provide to customers in order to form customer satisfaction. In the H3a hypothesis: the effect of perceived value on customer trust can be seen that the value is greater than the statistical value of the t-table (1.967), which is 5.209, and the P value < 0.05 which means significant, this supports the results of the study (Uzir et al., 2021) which states that perceived value can encourage the creation of customer trust. Furthermore, hypothesis H3b: the perceived value of customer satisfaction is greater than the statistical value of the t-table (1.967), which is 4.203 and p-value < 0.05, which is significant, this supports the results of the study.(Munawwar & Saefuloh, 2019)(Uzir et al., 2021) show that the four dimensions of perceived value significantly influence customer satisfaction (Table 6).

The Sobel test tests the indirect relationship between the independent and dependent variables mediated by the mediator variable. Based on the results of the tests that have been carried out, it can be concluded that this study shows that  $Z = 3 < 1.96$ , which means the role of trust customer mediates service quality and perceived value on customer satisfaction with the Shopeefood application. So, *service quality* and *perceived value* will have a substantial and significant effect if mediated by *customer trust*.

## 6 Discussion

Based on the test results above shows that *customer trust given by customers affects customer satisfaction through service quality factors and perceived value*. In this case, *service quality* is based on *Tangible, Reliability, Responsiveness, Assurance, and Empathy* to provide satisfaction to customers in using the Shopeefood application. The ease of using the shopeefood application through their smartphone can be done anywhere. Shopeefood has provided some features as a form of their quality of service to their customers in making online purchase transactions, which are available with various benefits that customers can feel, such as discounts and others. In addition, the quality of service occurs because five factors in meeting customer satisfaction support it. The responsiveness factor influences customer satisfaction, and the element is awareness or desire to act quickly to help customers and provide time-efficient services. For example, they are giving notifications to potential consumers who want to order at *Shopeefood* and responding to consumer complaints. From the tangible factor, for example, always providing products that are maintained in quality, and from the reliability factor, for instance, constantly updating application features that customers can rely on. Meanwhile, from the assurance and empathy factors, for example, providing a chat feature about products.



In practice, buyers expect delivery personnel to serve accurately, reliably, and on time (Uzir et al., 2021).

In addition, the perceived value variable is measured using several indicators, including quality, emotional, price, and social values. It is also imperative to create customer trust to achieve customer satisfaction. Shopeefood needs to have the ability to touch customers' hearts both in terms of product prices and the quality of products/services provided so that customers want to make transactions again. The increased value perceived by customers occurs when they feel that what they have sacrificed to get a product or service is less than the benefits they receive (Munawwar & Saefuloh, 2019), so the ability to attract customers needs to be owned by every service provider, especially *food delivery*. Apart from product prices and service quality, *food delivery service providers* must also pay attention to food hygiene, product packaging, handling procedures, and cleanliness of food delivery service delivery personnel because if there is dissatisfaction in fulfilling customer desires both from the above aspects, it can result in customers forming negative attitudes towards transactions in the service process and will affect purchasing behaviour in the future period.. Therefore, it is expected that every e-commerce manager must ensure that their food delivery service has the features required by customers and trained drivers in satisfying customer expectations so that it is able to provide appreciation and excellence for the company and various benefits of quality that can be realized by carrying out activities to convince customers that they will get the value and quality of service they feel after making a transaction. For what they have spent in e-commerce transactions or what they have paid. (Uzir et al., 2021).

For policymakers, the findings suggest that service quality will impact customer satisfaction if it is mediated by trust. In contrast, *customer perceived value* affects *customer satisfaction*, with trust strengthening this relationship. This finding suggests that e-commerce engaged in the sale of food delivery should understand the various aspects taken to process their food delivery aspects as an afterthought or ignore it. Since food delivery services are important for a company that provides food delivery services in terms of delivery people who must speed up their delivery services, it has a value that customers consider to be an important component of an e-commerce online retail system that can help strengthen and expand customer satisfaction in carrying out transactions. There are several suggestions that We offer from a broad perspective to achieve this goal: where Shopee's marketing managers should be able to introduce deeper into their food delivery service to better ensure their ability to control various aspects of the food delivery service process, or -house which will allow online retailers to design and customize delivery services according to customer requirements. It also makes it possible for management with more experience in marketing their services to give retailers control over important aspects of conducting transactions in food delivery e-commerce features such as setting food standards and food delivery service processes and hiring drivers. Delivery of food provided that they have the necessary attitude, motivation, and skills and can provide good service to customers.

## 7 Conclusions

Based on research results on *service quality* and *perceived value on customer satisfaction* of shopeefood users mediated by trust. Through observation and distribution of questionnaires to customers, it can be concluded that the quality of service for shopeefood application users, according to respondents, the majority of respondents assessed that the quality of service provided by the shopeefood application was good, whether mediated by a trust or not. Because the respondents gave an upbeat assessment, namely agreeing on several indicators, namely physical evidence (tangibles); Reliability (reliability). The perceived value of customer satisfaction significantly affects customer satisfaction with the Shopeefood application, whether mediated by trust or not. And trust as an intervening variable is also having a substantial impact on customer satisfaction with the shopeefood application for students in Solo.

## 8 Implications

Results The implication of the first finding shows that not all dimensions of service quality in the shopeefood application are equally important to them. It was found that the indicators of *tangibles and reliability* are the most important factors in shaping customer satisfaction which is mediated by trust or not mediated by trust. In shaping their service quality, this study shows that shopeefood applications must focus on improving quality standards, such as durability, physical evidence, reliability, convenience, and consistent product quality. There are several ways that shopeefood can do this, such as always maintaining comfort and security in transactions.

The second implication of this study is a second-order analysis of perceived value. What is measured by the value quality, emotional, price, and social are significant for creating customer trust so that customer satisfaction is achieved. Shopeefood has various capabilities to touch customers' hearts in terms of product prices and quality of products/services provided so that customers want to make transactions again. For example, by holding a promo every free shipping and discounted prices with certain conditions.

## 9 Research Limitation and Future Research

In this research, there are several limitations. First, this study's respondents have a variable composition using data collected from 145 student respondents in Solo. For further research, it is hoped to pay more attention to this to thoroughly examine customer satisfaction in a broader range of locations so that the results obtained can be better. Second, other factors related to the topic in this research can be investigated, one of which is the company's image. Image is defined differently by scholars, one of the definitions is that image is the impression in one's mind of an object as a whole. A company gives customers confidence in the quality of service and makes them more satisfied with the company. So, this variable is essential in influencing *customer satisfaction* which is mediated by customer trust. Therefore, future research needs to include the image factor of *food delivery service companies* to provide more profound knowledge about the factors that can create customer satisfaction mediated by customer trust.

**Acknowledgement.** The author thanks all Solo student respondents for their willingness to share information and experiences. And the author is grateful to the University of Muhammadiyah Surakarta, especially the Faculty of Economics and Business, for providing space for students to complete their studies without going through a thesis.

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