The Influence of Perceived usefulness on Customer loyalty Gen Z mediated by Customer Satisfaction on Fitur Shopee Food

Dinda Hapsariningsih[1], Raisa Fitri[2*]

[1,2] *Department of Management, Faculty of Economics*
Universitas Negeri Malang Indonesia
Corresponding author. Email: raisa.fitri.fe@um.ac.id

ABSTRACT

Technological advances in Indonesia have led to changes in people's lifestyles. This phenomenon presents new opportunities for business people to develop their business by making new innovations. This new innovation is the presence of Online Food Delivery features, one of which is *Shopeefood* which was launched by e-commerce shopee in 2021. Knowing the effect of *perceived usefulness* in Gen Z on *customer loyalty* mediated by *customer satisfaction* on the *Shopeefood* feature is the purpose of this study. The approach employed in the research is quantitative. A purposive sampling technique was used to disseminate a questionnaire, and a total of 184 respondents made up the sample. To analyze respondents' answers, researchers used SEM PLS with Smart PLS 3.0 software. According to the results of this research, there are four conclusions, namely *perceived usefulness* fails to significant and beneficial impact to *customer* loyalty, perceived usefulness positively impacts customer satisfaction, *customer satisfaction* positively impacts *customer loyalty* while indirectly, *customer satisfaction* functions as the mediator between *perceived usefulness* and Gen Z *customer loyalty* on *Shopeefood* Features. From the results of this study, it is implicitly obtained that shopee as the owner of *Shopeefood* must increase *customer loyalty* by maintaining and increasing the *Perceived usefulness* of the *Shopeefood* feature from the user's side. Because, in the long run *Perceived usefulness* is very important to face intense competition and can affect the level of user loyalty.

Keywords: customer loyalty, customer satisfaction, perceived usefulness, Shopeefood

1. INTRODUCTION

Fast technological advancement is a hallmark of Indonesia's contemporary globalized period. The enormous population of internet users may attest to this. According to the katadata source, The one of nations that one of the biggest percentage users of the internet worldwide is Indonesia. It cannot be denied that the existence of a phenomenon like this will facilitate and influence people's lifestyles. This will be useful and become a new opportunity for business people to develop their business by making the latest and updated innovations.

We can see this new innovation now, where more and more entrepreneurs are competing to create a new creative and innovative strategy. The form of strategy carried out by entrepreneurs is the presence of online services. This service has many variations that will make it easier for people to carry out daily activities such as vehicle service needs, delivery of goods to online food delivery.

Of these various services, online food delivery is one of the most popular and most widely used services today. Based onthis service is a creative and imaginative new strategy where consumers have many options to buy food or drinks with the help of intermediaries or special applications. This phenomena is growing drastically in all circles in Indonesia due to people's consumption patterns from offline to online due to the Lockdown Pandemic. This is a new opportunity for businesses to develop OFD services.

Indonesia is the country that uses the OFD application the most in 2020 at 74.4%. Reporting from the news source techinasia.com, this service first appeared on April 1, 2015 with its first pioneer, Go-jek under the name Go-Food. This service has increased due to the many benefits it provides, according to consumers. Online food delivery is a convenient feature that is effective because it makes it easier for consumers to order products. In addition, this service can make the work of consumers easier because consumers who do not have time to cook can buy food online. This is also supported by a survey of 1000 respondents in Indonesia conducted by the Nielsen Singapore Report, which found that up to 39% of respondents chose to buy groceries through the OFD application. More than 37% of respondents stated that using the OFD application saves time and effort, and 33% of respondents stated that they were interested in the various promotions offered by the application [41].

There are many companies in Indonesia that provide this service, including Grab with its service (Grabfood), Go-jek with its service (Go-food), and Shopee with its service (*Shopeefood*). The variety of choices of this service will make people have choices in using it.

Table 1 Total Food Purchases With The Online Food Delivery Feature In Indonesia

Tahun	Grabfood	Gofood	Shopeefood
2020	30,6 triliun	27,1 triliun	-
2021	35,2 triliun	31 triliun	4,3 triliun
2022	34,4 triliun	31 triliun	4,9 triliun
Total	100,2 triliun	89 triliun	9,2 triliun

Source: (Katadata 2023)

From the table 1, we can see that the online food delivery services that are most used by Indonesians are GrabFood (Grab) and Gofood (Gojek) and the least used service is *Shopeefood*. From several companies that provide this service, *Shopeefood* is an OFD service feature launched in 2021 by the well-known e-commerce, Shopee. Shopee has offered this feature through collaboration with various merchants. With cooperation, *Shopeefood* will certainly provide benefits to the three parties involved, namely merchants, drivers, and consumers [41].

Although this feature is still new, it is interesting to know that *Shopeefood* is already known and used by all Indonesians. This is because *Shopee,* the e-commerce site in Indonesia that receives the ranked second overall customers, is where Shopeefood was first developed. This is certainly an advantage or added value for *Shopeefood* [42]. In 2021 *Shopeefood* has worked with more than 500 merchant partners and has recruited drivers. In addition, in 2022, the amount of purchases from this feature reached IDR 4.9 trillion. In the midst of this increasingly fierce competition for online food delivery features to gain *customer loyalty*, *Shopeefood* must determine new tactics that can attract customer attention.

According to Parasuraman & Greman's explanation [32], *customer loyalty* is the biggest asset and key to a company's success, because they are easier to serve and tend to make more purchases than other customers. Overall, a firm wants to create happy customers. The satisfaction of customers is an evaluation of services or product buyer expectations against perceived performance [42]. This *customer satisfaction* will make customers loyal. The impact is that these customers can become free promoters because they voluntarily spread word of mouth. This study's findings on the relationship between customer satisfaction and customer loyalty are consistent with those of [42], [30].

Another way to maintain *customer loyalty*, *Shopeefood* must maintain their *Perceived usefulness*. *Perceived usefulness* when related to this feature is an individual's belief that using OFD services is a convenient way to order food and drinks [41]. As a result of these technological advancements, the F&B industry now offers OFD services through websites and apps that make it easy for customers to order food online. online. Due to the perception of the value of using these features, consumers will happier choose OFD solutions as priority. The research is in accordance with [43] and [28] with the results *customer loyalty* positively effect by *perceived usefulness*.

With *perceived usefulness*, *Shopeefood* will will indeed bring satisfaction to customers. [41] explain company's primary goal is to satisfy customer if it wants to succeed in its business. Therefore, *customer satisfaction* is the main key for a company because it can influence their decision to repurchase goods or services from the company in the future. That's matching the findings made from [42] and [9] with the results of *customer satisfaction* positively influenced by *perceived usefulness*.

Malang is a city in East Java known as the city of education. The reason for this is because the city has various types of the

best campuses both public and private. The impact of this is the increasing population. According to BPS Malang City, the largest population comes from the Gen Z age group. Gen Z itself is a generation born from 1997-2012 with ages (8-23 years). The 2019-2021 Census states that currently Gen Z in Malang City dominates at 826,285 people (BPS Malang City). There are three services that Generation Z will do the most in 2021, namely e-commerce shopping, food delivery, and grocery shopping. Food delivery is the second highest service performed by Gen Z at 36%. Generation Z is proven to be the main consumer who consumes the most food. The main reason they use this service is practicality.

Even though Gen Z is the main user of online food delivery features, this generation is not loyal and easily switches to other brands. A global survey conducted by Daymon Worldwide shows that only 29% of them usually buy the same brand. The survey concluded that Gen Z is the least brand loyal generation. Meanwhile, another survey conducted by Cadent Consulting Group (2018) revealed the fact that more than half (51%) of Gen Z do not have a clear preference between private labels and well-known brands (Bkkbn, 2022). Based on the introduction above, the researcher has a goal, namely to determine the effect of *perceived usefulness* on gen z *customer loyalty* which is mediated by *customer satisfaction* on *Shopeefood* features.

2. LITERATURE REVIEW

2.1 Perceived usefulness

The Technology Acceptance Model (TAM) according to [10] is a theoretical model introduced in 1982. This theory is dedicated to the response of technology use, assuming that the perceived utility and usefulness of technology services will affect their behavior. Therefore, the TAM model bases its assumptions on two concepts, namely *perceived usefulness* and perceived ease of use. *Perceived usefulness* is a feeling of confidence and trust that users will use a technology if the technology will increase their productivity and get benefits. From this, a positive relationship will be formed between the usefulness of the technology and the results obtained. But if users do not benefit from technology then they will not use it [10]. [10] in [34] explains that *perceived usefulness* has several indicators that are often used as a reference in research, namely effectiveness, speeding up work, increasing productivity and making work easier.

2.2 Customer loyalty

According to [14] *customer loyalty* is defined as one of the most important factors in retaining customers. Customers are said to be loyal if customers show regular repurchase behavior. According to (Cossío-Silva et al. 2016) *customer loyalty* refers to the promise of consumers to consistently buy goods from the company. (Junaid et al. 2019) argue that *customer loyalty* is an important and valuable tool for companies. *Customer loyalty* has attracted a lot of attention lately because it proves there is a competitive advantage. According to Parasuraman & Greman's explanation [33], loyal customers are the biggest asset and key to a company's success, because they are easier to serve and tend to make more purchases than other customers. On the other hand, loyal customers will be able to become free promoters because they voluntarily spread word of mouth. This is also supported by the opinion of (Bhat and Sharma 2022) that for an organization or a company, *customer loyalty* is very important and influential to increase sales and increase organizational profits. This *customer loyalty* can be measured using a *customer loyalty* scale. Some of the indicators used by [14] to measure *Customer loyalty* are frequent repeat purchases, providing recommendations to others, and showing resistance to the allure

of the same rival products.

2.3 Customer satisfaction

Customer satisfaction is the happiness or disappointment felt by consumers based on the comparison between the quality and expectations of a service or product [24]. (Oliver 1980) explains that customer satisfaction is a function of the difference between perceived performance after use and expectations before use. This theory is known as the Disconfirmation Paradigm. According to [41], the main focus of a company is to make its customers happy if it wants to succeed in its business. Therefore, customer satisfaction is the main key for a company because it can influence their decision to repurchase goods or services from the company in the future. (Tjiptono 2014) explains that, customer satisfaction provides several benefits such as Reducing company costs, the emergence of persuasive power (word of mouth) and customer satisfaction is very important capital for the company in the future. Customer satisfaction can be measured using several indicators (Tjiptono 2014), namely conformity to expectations, interest in visiting again and willingness to recommend.

3. METHODS

The research used a quantitative approach design. A type for research used is descriptive and explanatory. The population used in this study is Gen Z in Malang City. Characteristics in sampling based on purposive sampling techniques with criteria, namely gen z in Malang City, aged 18-23 years, have and use the shopee application and more than 4x use the Shopeefood feature. To find out how the effect of perceived usefulness on gen z customer loyalty mediated by customer satisfaction on the shopeefoof feature, Software for SEM-PLS was employed by the researchers. Researchers disseminate online surveys using Google Forms and social media platforms like Instagram, Twitter, and WhatsApp. From the results of the questionnaire, researchers obtained the results of 184 respondents' questionnaire answers from primary data and secondary data obtained from various journals, books or official websites as additional data.

In this study, the independent variable is perceived usefulness based on indicators of effectiveness, working faster, work performance, increasing productivity and making work easier. The dependent variable is customer loyalty with indicators, namely regular repurchases, providing recommendations, and immunity to foreign attraction with the mediating variable of customer satisfaction with indicators of conformity to expectations, interest in visiting again, and willingness to recommend.

Table 2. Research Variables

Variable	Indicators
Perceived usefulness	a. Effectiveness b. Working Faster c. Work Performance d. Increasing Productivity e. Making Work Easier.
Customer Loyaly	a. Regular Repurchases b. Providing Recommendations c. Immunity To Foreign Attraction
Customer Satisfaction	a. Conformity To Expectations b. Interest In Visiting Again c. Willingness To Recommend

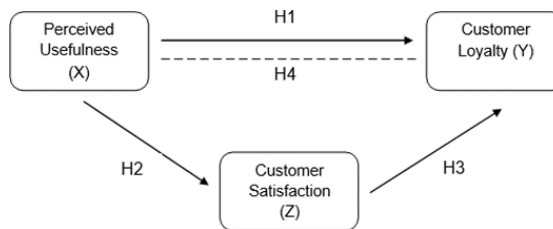*Source: Data processed by authors (2023)*

Figure 1. Conceptual Research Framework

The hypotheses depend by a concept's structure are:
H1: *Perceived usefulness* has a positive and significant effect on Gen Z *customer loyalty on Shopeefood* Features
H2: *Perceived usefulness* has a positive and significant effect on *customer satisfaction* on *Shopeefood* Features
H3: *Customer satsfaction* has a positive and significant effect on Gen Z *customer loyalty* on *Shopeefood* Features
H4: Indirectly, *customer satisfaction* as a mediating variable affects *perceived usefulness and* Gen Z *customer loyalty on Shopeefood* Features

4. RESULTS AND DISCUSSION

4.1 Descriptive Respondent

Table 3. Descriptive Respondent

Characteristic	Category	Quantity	%
Gender	1. Women 2. Men	151 33	151 33
Age	1. < 17year 2. 18-20 year 3. 21-23 year 4. > 24 year	0 45 139 0	0 24.5 75.5 0
Job	1. Private Employee 2. Student 3. Civil Servant 4. Self-employed 5. Other	7 163 1 4 9	3.8 88.6 0.5 2.2 4.9
Spending Per Month	1. < Rp500.000 2. Rp550.000-Rp1.000.000 3. Rp1.050.000-Rp2.000.000 4. > Rp2.050.000	32 78 58 16	17.4 42.4 31.5 8.7

Source: Data processed by Smart PLS 3.0

The characteristics of respondents in this study are gender, age, job, and spending per month. Following the research results, 151 responders or the majority were women (82.1%), with 139 people between the ages of 21 and 23 responded (75.5%). In this study, respondents who worked the most were students as many as 163 respondents (88.6%) and as many as 78 respondents (42.4%) had the most expenditure per month, namely Rp550,000-Rp550,000. Rp550,000-Rp1,000,000.

4.2 Validity and Reliability Test

To ascertain the validity and reliability of all indicators that measure the latent variables, the Partial Least Square (PLS) outer model is evaluated. According to Haryono, the evaluation model in PLS consists of two stages, specifically it includes the assessment for the inner model (structural model) and outer model (measurement model). According to Haryono, evaluation of the inner model consists of two stages, namely evaluating the structural model by looking at the significance of the relationship between constructs/variables seen from the path coefficient and t-test or CR (critical ratio) obtained through the bootstrapping process (resampling method). The second stage of evaluating the inner model is evaluating the R square.

Convergent validity consists of three categories (1) individual item reliability; (2) internal consistency; and (3) average variance extracted. Evaluation of individual item reliability can be seen from the standardised loading factor value. An indicator is said to be valid

if the loading factor value is 0.7.From the data processing results, all of the items in this study is valid. The results of the validity are as follows:

Table 4. Outer Leading Factor

Item	Outer Loading
Perceived usefulness	
(PU1) *Shopeefood* features can increase consumer effectiveness in shopping	0.755
(PU2) *Shopeefood* feature is a practical online food delivery feature (PU3) Shopfood feature is very effective in ordering food	0.713 0.764 0.795
(PU4) *Shopeefood* features can speed up ordering	0.792
(PU5) *Shopeefood* features are useful in searching for products	0.778 0.711
(PU8) *Shopeefood* features make it possible to order faster	
(PU11) The work of consumers becomes easier with the *Shopeefood* feature	
Customer loyalty	
(CL2) Always use the *Shopeefood* feature as the main feature for ordering food and beverages	0.726
(CL4) Provide product recommendations from the *Shopeefood* feature compared to other brands	0.803
(CL6) Choosing the *Shopeefood* feature as the first choice	0.701
(CL7) Feel more comfortable buying products from the *Shopeefood* feature	0.888
(CL8) Prefer *Shopeefood* feature services over other competitors	0.859
(CL9) Believe that the *Shopeefood* feature is the most appropriate choice to meet their needs.	0.853
(CL10) Reject any product offers from competitors	0.902
Customer satisfaction	
(CS1) Products offered by *Shopeefood* features are in accordance with my expectations	0.725
(CS3) Services offered by *Shopeefood* features are in accordance with my expectations	0.768
(CS4) Interested in visiting again because the value and benefits obtained after consuming the product from the *Shopeefood* feature	0.825
(CS6) Interested in visiting again because the service offered by the *Shopeefood* feature makes it easy for me to order food / drinks	0.815
(CS7) Suggesting friends or relatives to order products from the *Shopeefood* feature because of the variety of choices	0.823
(CS8) Advise friends or relatives to order products from the *Shopeefood* feature because the price is cheaper than competitors	0.743
(CS9) Advise friends or relatives to buy products offered by the *Shopeefood* feature because of satisfactory service	0.809

Source: Data processed by SmartPLS 3.0

Internal consistency reliability, which can be seen by Cronbach's Alpha and Composite Reliability (CR) values is the second step. If the score is more than 0.7, Cronbach's Alpha and Composite Reliability are defined as a construct to be credible. Every variable (perceived usefulness, customer loyalty, and customer happiness) had a CR value more over 0.7 based on the data processing done.

Table 5. Final Reliability Of The Outer Model

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Information
Perceived usefulness	0.895	0.899	0.916	0.576	Reliable
Customer loyalty	0.918	0.925	0.935	0.676	Reliable
Customer satisfaction	0.898	0.899	0.920	0.621	Reliable

Source: Data processed by SmartPLS 3.0

4.3 Figures and Tables

The coefficient of determination on the endogenous construct is represented by the R Square value. R square values are 0.67 (strong), 0.33 (moderate), and 0.19 (weak) according to Chin. The R^2 value of each endogenous variable was utilized by the researcher to determine the strength of the association implied by the model.

Table 6. R2 Value of Latent Variables

	R Square	R Square Adjusted
Customer loyalty	0.588	0.584
Customer satisfaction	0.310	0.307

Source: Data processed by SmartPLS 3.0

The value of R-square for *Customer loyalty* is 0.588. This explains that the *Perceived usefulness* variable contributes to shaping *Customer loyalty* by 58.8%, this value falls into the category of moderate influence. Meanwhile, 41.2% are other variables not discussed in this study. Then, R-square value of *Customer satisfaction* variable in the table is 0.310. This explains that the *Customer satisfaction* variable has contributed to the effect of *Perceived usefulness* on *Customer loyalty* by 31%, his value falls into the category of weak influence.while the remaining 69% is the contribution of other variables not explained in this study.

4.4 Hypothesis Test

In order to ensure that the t-statistics value is at least 1.96, this study adopts a significance level of 5%. The research hypothesis (Ho) is accepted if the t-statistic value is 1.96 and the p-value is 0.05. The table below shows the outcomes of data processing:

Table 7. Structural Hipotesis Model Test

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Information
PU -> CL	0.039	0.682	0.493	H1 rejected
PU -> CS	0.557	11.053	0.000	H2 accepted
CS -> CL	0.746	14.779	0.000	H3 accepted
PU -> CS-> CL	0.415	8.501	0.000	H4 accepted

Source: Data processed by SmartPLS 3.0

Results from evaluating the H1 hypothesis reveal multiple results that indicate *perceived usefulness* hasn't been shown having an advantage for *customer loyalty* gen z in *shopeefood* features (β = 0.039, t = 0.682, p > 0.05) so H1 cannot be accepted. H2 hypothesis admitted because conclusions of this study indicate the perceived usefulness variable has a favorable impact on *customer satisfaction* z in *shopeefood* features (β = 0.557, t = 11.053, p < 0.05). H3 hypothesis admitted because conclusions of this study indicate the *customer satisfaction* has a favorable impact on variable on *customer loyalty* gen z in *shopeefood* features (β = 0.746, t = 14.779, p < 0.05). H4 hypothesis admitted because *customer satisfaction* is proven to be an intervening that can mediate the influence of *perceived usefulness* on *customer loyalty* gen z in *shopeefood* features (β = 0.415, t = 8.501, p < 0.05).

5. DISCUSSION

1. The Effect of Perceived Usefulness on Customer loyalty Gen Z Shopeefood Feature Users

Results from tests show that exists peceived usefulness does not reach the level of significance because the p values are

> 0.05. The results of this test are certainly unexpected research because some previous studies have shown that *Perceived Usefulness* has a positive and significant effect on *Customer loyalty*. Although unexpected, research by [18] shows the same result, namely that there is no positive effect of *perceived usefulness* on *customer loyalty*. The reason this hypothesis is rejected is because there are various other factors such as differences in sample characteristics, objects, and places of research. In this study, the characteristics of the sample used are Gen Z in Malang City with the age of 18-23 years, while in previous studies using general consumer samples.

For the object itself, previous research used gofood and grabfood while researchers used shopeefood which is still rarely researched in Malang City.

The effect of this rejected hypothesis is reflected in the item with the lowest mean value on the perceived usefulness variable, which means that Gen Z as respondents think that this feature can speed up ordering compared to other features (PU4 and PU8). However, when associated with the lowest mean item of the customer loyalty variable, which means that Gen Z can't make the shopeefood feature the main feature and still consider other brands to order. This means that Gen Z here is only curious so that Gen Z can't be loyal to one brand where the brand is shopeefood and other features grabfood and gofood have the same perceived usefulness.

2. The Effect of *Perceived Usefulness* on *Customer Satisfaction Shopeefood* Feature Users

From the test results, it can be proven that the *Perceived Usefulness* variable has a positive and significant effect on *Customer Satisfaction* Gen Z *Shopeefood* Feature Users. This shows that the more *perceived usefulness* felt by Gen Z users of *shopeefood* features will result in a greater sense of *customer satisfaction*. The effect of *perceived usefulness* on *customer satisfaction* is reflected in the item with the highest mean value on the *perceived usefulness* variable, which means that Gen Z strongly feels that *shopeefood* is the most practical and effective online food delivery feature in ordering food (PU2 and PU3). Meanwhile, the *customer satisfaction* variable is reflected in the item with the highest mean value, which means that Gen Z is willing to visit again because the services offered provide great benefits (CS4 and CS6). From these two results, it can be concluded that Gen Z will be more satisfied with a feature if they feel the usefulness of the feature. This result is similar to research [28]. (Latif 2020) states that consumers who have a higher level of satisfaction are women. This is evident because in this study, the majority of respondents who dominate are women with 21-23 years.

3. The Effect of Customer Satisfaction on *Customer Loyalty* Gen Z Users of *Shopeefood* Features

From the test results, it can be proven that the *Customer Satisfaction* variable has a positive and significant effect on *Customer loyalty* Gen Z *Shopeefood* Feature Users. This shows that the more satisfaction received by Gen Z will certainly make Gen Z's loyalty to *shopeefood* features higher. The effect of *customer satisfaction* on *customer loyalty* is reflected in the item with the highest mean value on the *customer satisfaction* variable, which means that Gen Z is willing to visit again because the services offered provide great benefits (CS4 and CS6). Meanwhile, the *customer loyalty* variable is reflected in the item with the highest mean value which means that Gen Z will provide product recommendations from shopeefood features because it is more convenient than other brands (CL4 and CL6).

From these two results, it can be concluded that Gen Z has a high sense of satisfaction in using the *shopeefood* feature. This sense of satisfaction makes them happy and recommend this feature to others by spreading word of mouth. These results are similar to research [23] in their   research which shows that

customer satisfaction can be increased when OFD service providers can provide good service, food quality, cleanliness, safety, and guaranteed level operating systems. The more satisfaction received will certainly make the sense of customer loyalty higher. loyalty in customers is getting higher.

4. Indirect Effect of Customer Satisfaction as a mediating variable on Perceived Usefulness and Gen Z Customer Loyalty on Shopeefood Features

From the test results it can be proven that indirectly *Customer Satisfaction* as a mediating variable has an effect on *Perceived Usefulness* and *Customer loyalty* Gen Z *Shopeefood* Feature Users. When viewed based on the comparison of the value of direct and indirect effects on the path coefficient, it is known that the indirect effect has a greater value than the direct effect, in this case *customer satisfaction* becomes a partial mediation. This result indicates that in order to get high Gen Z *customer loyalty*, the *shopeefood* feature must provide a lot of *perceived usefulness* because the more perceived usefulness will have an impact on satisfaction. This statement is concluded from the value of the highest *customer satisfaction* variable items, items 4 and 6, which means that Gen Z is willing to visit again because the services offered provide great benefits. Meanwhile, items 2 and 3 on the *perceived usefulness* variable mean that Gen Z feels that *shopeefood* is the most practical and effective online food delivery feature in ordering food.

The relationship between the two is that Gen Z as users feel that the shopeefood feature makes it very easy for them to order products (food and drinks) online practically and effectively. This satisfaction can bring high loyalty because the more satisfied the users, namely Gen Z, will visit again and provide recommendations regarding this Shopeefood feature to others. So that the presence of customer satisfaction as a media variable here can increase the effect of perceived usefulness on customer loyalty Gen Z users of the shopeefood feature. This is in line with research [42]. According to this research, companies have succeeded in creating technology that supports activities or performance for the benefit of their clients and will increase customer satisfaction. This Customer Satisfaction makes customers immediately put their trust in the company at once, which in turn will cause customers to become loyal to the company.

6. CONCLUSION

This study has four conclusions, first *perceived usefulness* does not have a positive and significant effect on *customer loyalty*. It can be concluded that the better the *perceived usefulness* of a feature will not necessarily make the respondent's *customer loyalty* increase because even though Gen Z is the main user of the features of online food delivery, this generation is not loyal and easily switches to other brands. This is supported based on a global survey conducted by Daymon Worldwide showing that only 29% of them usually buy the same brand. The survey concluded that Gen Z is the least brand loyal generation. Second, *perceived usefulness* has a positive and significant effect on *customer satisfaction*. It can be concluded that the greater the *perceived usefulness* felt by customers from *shopeefood* features, the greater the sense of *customer satisfaction*. Third, *customer satisfaction* has a positive and significant effect on *customer loyalty*. It can be concluded that the more satisfaction received by Gen Z will certainly make the sense of loyalty in customers higher. Fourth, *customer satisfaction* as a mediating variable indirectly affects the *perceived usefulness* and *customer loyalty* of Gen Z on *shopeefood* features. It can be concluded that the more *perceived usefulness* felt by Gen Z, the more satisfaction will increase, this satisfaction will have an impact on the sense of loyalty of the users, namely Gen Z.

RECOMMENDATION

The remaining conclusions are based on the study findings provided in the chapter before. can be given to companies or other parties who have an interest in conducting further research:

1. Shopee Company

For Shopee companies to continue to maintain and increase *Perceived Usefulness* in the *Shopeefood* feature because some respondents think that the *Shopefood* feature is very effective in ordering food. Second, shopee must maintain and increase *Customer Loyalty* from the *Shopeefood* feature because even though Gen Z is the main user of the features of online food delivery, this generation is not loyal and easily moves to other brands. To increase this loyalty, shopee must provide products and services with good quality and quantity. This is because there are still some respondents who argue to reject any product offers from other competitors. Then, Shopee must maintain and improve *Customer Loyalty* from the Shopeefood feature because the better the service provided will have an impact on increasing the loyalty of consumers. From this sense of loyalty, it will create a sense of satisfaction from consumers.

2. Researchers Next

This study has limitations where the focus of the respondent sample is only Gen Z in Malang City with the age of 18-23 years. So, It is essential to for upcoming researchers to consider and develop what subjects and variables will be used in the study. Then, researchers are also expected to pay attention to the size of the population and sample that will be needed. This research is expected to be used as a source of data and reference for research and further research based on more complete and broader information.

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