

FACTORS AFFECTING SATISFACTION OF INTENTION TO REPURCHASE, INTENTION TO RECOMMEND, AND WILLINGNESS TO PAY MORE IN ONLINE FOOD DELIVERY APPLICATIONS

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ABSTRACT

Customer satisfaction can be considered a primary factor in the usage of Online Food Delivery (OFD) applications. OFD applications have experienced rapid growth year after year, with Generation Z being one of the largest user groups utilizing OFD services. While there have been studies examining factors such as e-service quality, image, and trust in relation to customer satisfaction, there is limited research on the behavior of Generation Z regarding the usage of OFD applications. This study aims to determine the factors that influence customer satisfaction with intention to repurchase, recommend, and willingness to pay more on the OFD application. This study uses a quantitative method by collecting data through an online questionnaire of 300 Generation Z respondents who are customers of one of the OFD applications in Jakarta, Indonesia (xFood). Data analysis for this study uses the PLS SEM model by testing validity and reliability and testing hypotheses. The results of this research analysis show that e-service quality, image, and trust have a significant positive effect on customer satisfaction. In addition, customer satisfaction has a significant positive effect on customer behavior attitudes. E-service quality, image, and trust also have a significant positive effect on customer behavior attitudes through the mediation of customer satisfaction. The results showed that improving e-service quality, image, and trust carried out by the xFood application can increase customer satisfaction so that customers behave intention to repurchase, recommend, and willingness to pay more towards xFood.

Keywords: *Satisfaction, Online Food, Repurchase, Recommend, and Pay More*

1. INTRODUCTION

The rapid development of information technology has encouraged the world and even Indonesia to adapt to the new technological era. Based on We Are Social research, Indonesia has a total population of 272.1 million people [22]. The research noted that 175.4 million Indonesians use the internet with a penetration of 64%, which means that more than half of Indonesia's population are internet users. Meanwhile, the total population of Indonesia as 274.9 million people, which increased by 2.8 million people from the previous year [23]. In 2021, the population of Indonesia using the internet was 202.6 million, meaning that internet users in Indonesia added 27.2 million new users or

around 15.5% from the previous year [23]. In We Are Social research the population of Indonesia increased by 2.8 million people from the previous year with the number of people using the internet increasing by 2.1 million people. Based on these three studies, it can be seen that the use of the internet from year to year has increased continuously [24].

One of the uses of the internet by the Indonesian population is in making transactions in e-commerce [22]. Indonesia as one of the largest populations in Southeast Asia contributes as much as 40% to the use of e-commerce [18]. The annual revenue of e-commerce in Indonesia is increasing, one of which is in the food sector which increased

by \$2.5 billion, where the previous year was \$2.13 billion [24]. The increase in e-commerce revenue in the food and beverage sector in Indonesia shows that e-commerce is growing. In Indonesia, online food delivery is one type of e-commerce that is in high demand and popular among the public [24].

In 2022, online food delivery applications are experiencing rapid growth in Indonesia. This is evident from the 68.1% increase in the number of customers compared to the previous year. This shows that more and more people are using online food delivery applications to order food and drinks. In the online food delivery application, customers only need to open the online food delivery application and then select the desired restaurant. After that, customers get information about the available menu and can immediately order food and orders will be sent to the desired place [17]. Indonesians use online food delivery to support productivity, try trending food or drinks, and socialize and more than half of users will use the service at least once a week [44]. Urban dwellers such as Jakartans prefer to use convenient services that can help them stay productive without spending time looking for food. The progress of online food delivery is supported by developments in the online transportation sector because the drivers of online food delivery work with online transportation to deliver customer orders [45].

The platform most used by Indonesians is xFood at 82% [38]. The xFood platform was also chosen as the most frequently used food delivery service provider by 50% of Generation Z [8]. Generation Z is the largest generation in Indonesia, accounting for 27.94% of the total Indonesian population [20]. Generation Z was also born and raised in the midst of rapidly developing technology, such as with the birth of social media and the internet [1]. Generation Z consists of individuals born between 1995 and 2010 [12].

The features contained in the application will affect how much the customer is satisfied with using the application [46]. Based on the results of the questionnaire distributed, there are several problems written by 60 online food delivery customer respondents who belong to generation Z that occur in the xFood application. Some users experience problems such as errors when placing an order, the application does not respond quickly, the application crashes, or does not find the address in the application. In the xFood application, sometimes there are problems with the availability of food stock in restaurants or discrepancies in the

status of restaurants in the application, which can cause customer dissatisfaction. In addition, several factors can affect delivery time such as traffic conditions, the distance between the restaurant and the customer, and bad weather. Another problem that customers face is inaccurate orders, where the wrong items are delivered or the food is not prepared as instructed. Delivery costs can be high, especially for small or remotely located orders. Customers raise complaints or issues with the xFood service, but the complaints are not responded to quickly or resolved properly. These include problems with the e-service quality, image, and trust earned by xFood customers that lead to Generation Z customer dissatisfaction.

Generation Z is the largest user of online food delivery apps in Indonesia, accounting for 44% of users [44]. If Generation Z is not satisfied with the quality of online food delivery services, they may look for other alternatives to fulfill their food needs, such as cooking at home, ordering food directly from restaurants, or using food delivery services from different providers. This can have a negative impact on the online food delivery app business, as it can lead to a decrease in the number of customers and revenue. Generation Z who are dissatisfied with online food delivery apps may also leave negative reviews about them on the Google Play Store or App Store. This can affect the brand image and reputation of the online food delivery app business, which in turn can affect customer trust and satisfaction. If customers are satisfied, they will repurchase the product from the same company [25]. Customer satisfaction can have a positive effect on the company because customers indirectly recommend to others so that they can improve the quality of the company for the better [19]. Satisfied customers are also willing to pay more to buy from the desired product or service provider rather than looking for another provider [32].

Therefore, the importance of online food delivery applications understanding the shopping behavior of Generation Z is crucial to successfully attract and retain them as customers [43]. While there have been studies on customer satisfaction factors in online food delivery, there is still limited research on the attitudes and behaviors of Generation Z in using online food delivery applications. This study aims to examine the factors influencing satisfaction, attitudes, and behaviors of Generation Z towards food delivery service applications. The study will investigate customer satisfaction factors such as e-service quality, image,

and trust. The attitudes and behaviors examined as a result of satisfied customers include intention to repurchase, intention to recommend, and willingness to pay more. This research can contribute to online food delivery applications by developing more effective strategies to target Generation Z as users of the application. Additionally, this study can provide a deeper understanding of customer satisfaction in the context of online food delivery.

2. THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

This heading contains theories that support research related to the factors that influence customer satisfaction with customer behavior attitudes. The customer satisfaction factors used in this study are e-service quality, image, and trust. Meanwhile, the behavioral attitudes used in this study are intention to repurchase, recommend, and willingness to pay more.

2.1 E-service Quality and Customer Satisfaction

E-Service Quality is an assessment given by customers regarding the services provided by sites used through devices [48]. E-service quality can be assessed by the services that have been provided to customers, feedback on statements or questions asked by customers, and good service after customers make purchases [29]. The success of business-to-consumer (B2C) is strongly influenced by customer satisfaction with the services that have been provided [35]. Customer satisfaction arises because of the evaluation of e-service performance that meets customer expectations. The level of customer satisfaction is also influenced by the ease of access, the speed of accessing online services, the experience experienced by customers, and the time it takes to choose services [4].

The research is resulted in a relationship between e-service quality which has a significant effect on customer satisfaction [41]. Customer satisfaction can affect the intention to repurchase, recommend, and willingness to pay more [41]. The relationship between e-service quality and customer satisfaction is also proven by research [42]. Research written by [37] also concluded that e-service quality has a significant effect on customer satisfaction. [14] prove that e-service quality has a significant effect on customer satisfaction.

H1: E-Service Quality has a significant effect on customer satisfaction

2.2 Image and Customer Satisfaction

Image is an important variable that can significantly influence marketing, purchasing behavior, and customer loyalty [27]. According to [34], the image owned by the company has a positive effect on customer satisfaction. Previous research conducted a case study of hospitals, schools, and hotels which resulted in a positive effect of image on customer satisfaction [5].

Previous research with a case study of a car loan business which found that business image has a significant effect on customer satisfaction [37]. The image created by the customer is not far from the impression obtained when using the product, experience with the product, and according to customer expectations, so this makes the level of customer satisfaction different. Customers believe that a good image can guarantee the quality that will be obtained after purchasing a product and not cause disappointment. Knowing the quality of the product through the image will minimize the risk of the purchase, increasing the sense of customer satisfaction [31]. Customer satisfaction has a significant effect on the behavior carried out by customers [41].

H2: Image has a significant effect on customer satisfaction

2.3 Trust and Customer Satisfaction

Trust is an important point for using applications and trust is widely used in various fields such as e-commerce [10]. Trust and satisfaction are the main things for long-term business relationships with customers, and trust indirectly affects customer satisfaction [40]. Customer satisfaction can also affect the behavior carried out by customers such as the intention to repurchase, intention to recommend, and willingness to pay more [41]. Previous research supports the relationship between trust and customer satisfaction which confirms that trust has a significant positive relationship with customer satisfaction [11].

H3: Trust has a significant effect on customer satisfaction

2.4 Customer Satisfaction and Intention to Repurchase

A person's behavioral intention is an attitude of the consumer's tendency to act in a certain way toward a product [47]. Behavioral intention also signifies a person's prediction shortly related to consuming a product [41]. Behavioral intentions are usually carried out after the buyer

purchases a product because it predicts the customer's intention to make a repurchase [41]. Customer satisfaction is used as an assessment of the product used so that consumers can decide whether the product used is suitable for consumption in the future or not [25]. When consumers have decided to repurchase from the same company, the company must meet consumer expectations well [25].

Good perceptions can increase customer satisfaction so that if consumers are satisfied it can lead to the intention to repurchase [30]. Customer satisfaction with online consumers has an impact on their intention to repurchase [30]. Research examining the millennial generation agrees that customer satisfaction affects repurchase intentions [41].

H4: Customer Satisfaction has a significant effect on Intention to Repurchase

2.5 Customer Satisfaction and Intention to Recommend

Good perceptions can increase customer satisfaction so that if consumers are satisfied it can lead to the intention to repurchase [30]. Customer satisfaction with online consumers has an impact on their to intend to repurchase [30]. The previous research related to measuring customer intentions not only with intention to repurchase but also with intention to recommend and willingness to pay more even if the price of a product is rising [30]. The relationship between customer satisfaction and behavioral intentions in online food delivery, namely the intention to repurchase, the intention to recommend, and the intention to pay more if a product has increased in price [41]. According to [6], if a customer is satisfied with a product or service, the customer will indirectly recommend the product or service used. Customer satisfaction can have a positive effect on recommendations to others [19]. Recommending to others can improve the quality of the company for the better [19]. Previous research proves that satisfaction has a positive effect on intention to recommend [19][2][30][41].

H5: Customer Satisfaction has a significant effect on Intention to Recommend

2.6 Customer Satisfaction and Willingness to Pay More

Satisfied customers are willing to pay more to buy from the desired product or service provider rather than looking for another provider [32]. Loyal customers are also willing to pay more for a product or service [39]. Customers will not become loyal customers if they customer is not

satisfied with the product or service provided by the provider [30]. Customer satisfaction is important for customers to pay more [30]. Previous research proves that customer satisfaction has a significant effect on willingness to pay more [39][19][41].

H6: Customer Satisfaction has a significant effect on Willingness to Pay More

3. RESEARCH METHOD

This heading contains the research methods used in this research. The discussion includes research model, sample and sampling, and data analysis.

3.1 Research Model

The research model used comes from modifying several research models produced previously [41][37][49]. The variables used are based on previous research, namely e-service quality, image, trust, customer satisfaction, and behavioral attitudes. The behavioral attitudes used in this study are intention to repurchase, recommend, and willingness to pay more. The combination of several variables is due to the problems found in the background regarding e-service quality, image, and trust related to customer satisfaction. Customer satisfaction can result in behavior carried out by customers such as intention to repurchase, recommend, and willingness to pay more. Meanwhile, the research model used in this study can be seen in Figure 1.

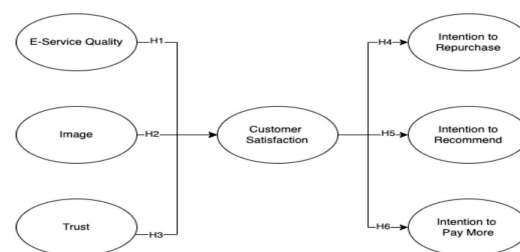


Figure 1: Research Model

Research hypotheses are things that are tested to prove a study which will later get conclusions from the research. Topics related to this research are to determine the factors of customer satisfaction at xFood which will have an impact on customer behavior such as intention to repurchase, recommend, and willingness to pay more for the xFood application. The following is a hypothesis on the research study based on Figure 1:

- H1: E-Service Quality has a significant effect on customer satisfaction
- H2: Image has a significant effect on customer satisfaction
- H3: Trust has a significant effect on customer satisfaction
- H4: Customer Satisfaction has a significant effect on Intention to Repurchase
- H5: Customer Satisfaction has a significant effect on Intention to Recommend
- H6: Customer Satisfaction has a significant effect on Willingness to Pay More

The variables and indicators of this study are based on the research model that has been created. The variables used in the study are e-service quality, image, trust, customer satisfaction, intention to repurchase, intention to recommend, and willingness to pay more. All variables are measured using a Likert scale (scale 1-5). Scale 1 states strongly disagree and scale 5 states strongly agree. A description of the research variables and indicators can be seen in Table 1.

Table 1: Research Variable and Indicator.

Variable	Indicator	Reference
E-Service Quality (ESQ)	Efficiency	[29]
	Fulfillment	
	System	
	Privacy	
Image (I)	Corporate Image	[36]
	User Image	
	Product Image	
Trust (T)	Competence	[33]
	Integrity	
	Benevolence	
Customer Satisfaction (CS)	Cashback, discounts, and offers	[14]
	Product photos, reviews, and ratings	
	Overall product quality	
Intention to Repurchase (REP)	Trust	[21]
	Satisfaction	
Intention to Recommend (REC)	Saying Positive Things	[7]
	Inviting Others	
Willingness to Pay More (PAY)	Stick with a product when it goes up in price	[9]
	Paying More to Enjoy More Services	[3]

3.2 Sample and Sampling

This study aims to determine the factors that influence customer satisfaction on intention to repurchase, intention to recommend, and willingness to pay more for online food delivery applications. The object of this research is the xFood application with xFood customer respondents who belong to Generation Z. The data for this study were collected in Jakarta, Indonesia using a self-processed questionnaire and a survey. Data for this study were collected in Jakarta, Indonesia using a self-administered questionnaire and distributed via the internet. Potential respondents were approached personally such as in the office and on social media. The questionnaires were distributed over three months (January - March 2023). Sampling was done by random sampling, with the number of Generation Z in the Jakarta area. This study obtained 300 respondents with all respondents who had used xFood and no respondents who had never used xFood.

3.3 Data Analysis

Data analysis in this study was carried out in two stages, namely the measurement model and the structural model. The measurement model is used to ensure that the indicators and variables used in this study can be used properly and that the validity of each relationship can be tested. While the structural model is a model of testing the relationship between one variable and another. This research will use the help of the SmartPLS application to manage data.

The validity test will be carried out by calculating the correlation between each indicator in the questionnaire that has been made. An indicator will explain the variable if the indicator has a loading factor greater than 0.5 [16]. The reliability test can ensure that respondents who fill out the questionnaire give consistent answers. Each construct reliability is assessed with the composite reliability (CR) coefficient. α . The CR value used is more than 0.6 [16]. Meanwhile, the average variance extracted (AVE) must have a value above 0.5 to be said to meet the standard [28]. Meanwhile, Cronbach's alpha is used more than 0.6 [15]. If the data generated gets this value, then the questionnaire can be said to have a good consistency value and the questionnaire can be used for the next stage.

Measurement of the structural model using SEM techniques to analyze data and test the specified hypothesis. This test will be carried out

after the measurement model test has been completed with all accepted results. This calculation will use a p-value with a significant level of 5% ($\alpha = 0.05$) [8]. If the p-value is less than the α specified, then the hypothesis is accepted. If the p-value obtained is outside of these criteria, then the hypothesis cannot be accepted. While the β value is used to determine the relationship between variables and is stated to be positively or negatively related.

4. RESULT

The demographic analysis results of this study explain that the majority of respondents were females, accounting for 51%, while males accounted for 49%. The majority of respondents were in the age range of 21-24, comprising 71% of the total, followed by the age range of 25-28, accounting for 21%. The age range of 17-20 represented 5.67% of the respondents, and the age range of 13-16 accounted for 2.33%. In terms of domicile, the majority of respondents were from South Jakarta, accounting for 33.33%, followed by West Jakarta at 24.67%, East Jakarta at 22%, Central Jakarta at 12.33%, and North Jakarta at 7.57%. Table 2 presents the characteristics of the respondents in this study.

Table 2: Respondent Characteristics.

Variable	Description	Score (%)
Gender	Male	49,00
	Female	51,00
Age	13-16	2,33
	17-20	5,67
	21-24	71,00
	25-28	21,00
Domicile	West Jakarta	24,67
	Central Jakarta	12,33
	South Jakarta	33,33
	East Jakarta	22,00
	North Jakarta	7,57

4.1 Measurement Model

To assess the measurement model and construct validity used in this study, namely by using the loading factor, Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE). Table 3 presents all the variables and indicators used in this study and all indicators have validity that is fulfilled, where the value of each variable and indicator is above the specified value, namely the loading factor greater than 0.6.

Table 3: Result Measurement Model Loading Factor.

Variable	Indicator	Loading Factor
E-Service Quality	Efficiency	0,775
	Fulfillment	0,759
	System	0,746
	Privacy	0,724
Image	Corporate Image	0,798
	User Image	0,860
	Product Image	0,768
Trust	Competence	0,878
	Integrity	0,866
	Benevolence	0,852
Customer Satisfaction	Cashback, discounts, and offers	0,809
	Product photos, reviews, and ratings	0,842
	Overall product quality	0,852
Intention to Repurchase	Trust	0,878
	Satisfaction	0,930
Intention to Recommend	Saying Positive Things	0,879
	Inviting Others	0,913
Willingness to Pay More	Stick with a product when it goes up in price	0,803
	Paying More to Enjoy More Services	0,922

Table 4 presents all variables and indicators used in this study with a Cronbach's Alpha value of more than 0.6 [15]. While the composite reliability (CR) is more than 0.7 [16]. The average variance extracted (AVE) value of more than 0.5 [16].

Table 4: Result Measurement Model Cronbach's Alpha, CR, and AVE.

Variable	Cronbach's Alpha	CR	AVE
E-Service Quality	0,743	0,873	0,632
Image	0,737	0,871	0,693
Trust	0,833	0,902	0,754
Customer Satisfaction	0,782	0,800	0,712
Intention to Repurchase	0,782	0,907	0,830
Intention to Recommend	0,757	0,889	0,801
Willingness to Pay More	0,674	0,867	0,765

4.2 Structural Model

This structural model measurement is carried out after the measurement model test has been completed with all accepted results. This measurement aims to determine the effect of each variable used in this study. The intended effect is the hypothesis that has been determined in this study as many as 6 hypotheses. The final results are in the form of the resulting β value and P-Value. The P-Value is used to determine whether the relationship between each variable is significant or not. While the β value is used to determine the positive or negative relationship of each variable. The results of hypothesis testing can be seen in table 5 and the specific indirect effect can be seen in table 6.

Table 5: Result of Testing Hypothesis.

Hypothesis	P-Value	Nilai β	Result
ESQ \rightarrow CS	0,004	0,231	Significant Positive
I \rightarrow CS	0,011	0,212	Significant Positive
T \rightarrow CS	0,000	0,325	Significant Positive
CS \rightarrow REP	0,000	0,544	Significant Positive
CS \rightarrow REC	0,000	0,583	Significant Positive
CS \rightarrow PAY	0,000	0,362	Significant Positive

Hypothesis 1, which includes the variable e-service quality (ESQ), has a significant impact on the variable customer satisfaction (CS). Based on the results of the SEM analysis, Hypothesis 1 has a p-value of 0.004 and a β value of 0.231. This indicates that e-service quality significantly influences customer satisfaction, thus Hypothesis 1 is accepted. The xFood application, with its improving service quality, leads to increased satisfaction among its users.

Hypothesis 2, which includes the variable image (I), has a significant impact on the variable customer satisfaction (CS). Based on the results of the SEM analysis, Hypothesis 2 has a p-value of 0.011 and a β value of 0.212. This indicates that image significantly affects customer satisfaction, thus Hypothesis 2 is accepted. The xFood application, with a positive image in the eyes of customers, leads to increased satisfaction in the long run.

Hypothesis 3, which includes the variable trust (T), has a significant impact on the variable customer satisfaction (CS). Based on the results of

the SEM analysis, Hypothesis 3 has a p-value of 0.000 and a β value of 0.325. This indicates that trust significantly influences customer satisfaction, thus Hypothesis 3 is accepted. The xFood application, with increasing levels of trust, leads to increased satisfaction among its users.

Hypothesis 4, which includes the variable customer satisfaction (CS), has a significant impact on the variable intention to repurchase (REP). Based on the results of the SEM analysis, Hypothesis 4 has a p-value of 0.000 and a β value of 0.544. This indicates that customer satisfaction significantly influences intention to repurchase, thus Hypothesis 4 is accepted. Users who are more satisfied with the xFood application are more likely to make repeat purchases.

Hypothesis 5, which includes the variable customer satisfaction (CS), has a significant impact on the variable intention to recommend (REC). Based on the results of the SEM analysis, Hypothesis 5 has a p-value of 0.000 and a β value of 0.583. This indicates that customer satisfaction significantly influences intention to recommend, thus Hypothesis 5 is accepted. Users who are more satisfied with the xFood application are more likely to recommend it to others.

Hypothesis 6, which includes the variable customer satisfaction (CS), has a significant impact on the variable willingness to pay more (PAY). Based on the results of the SEM analysis, Hypothesis 6 has a p-value of 0.000 and a β value of 0.362. This indicates that customer satisfaction significantly influences willingness to pay more, thus Hypothesis 6 is accepted. Users who are more satisfied with the xFood application are willing to pay more, even if there is an increase in prices.

Table 6: Specific Indirect Effect.

Hypothesis	P-Value	Nilai β	Result
ESQ \rightarrow CS \rightarrow REP	0,007	0,126	Significant Positive
ESQ \rightarrow CS \rightarrow REC	0,005	0,135	Significant Positive
ESQ \rightarrow CS \rightarrow PAY	0,017	0,084	Significant Positive
I \rightarrow CS \rightarrow REP	0,008	0,115	Significant Positive
I \rightarrow CS \rightarrow REC	0,012	0,124	Significant Positive
I \rightarrow CS \rightarrow PAY	0,009	0,077	Significant Positive
T \rightarrow CS \rightarrow REP	0,000	0,177	Significant Positive
T \rightarrow CS \rightarrow REC	0,000	0,190	Significant Positive

T → CS → PAY	0,002	0,118	Significant Positive
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The results of this study also include mediating variables, namely customer satisfaction (CS). E-service quality has a significant impact on intention to repurchase ($\beta = 0.126, p < 0.05$), intention to recommend ($\beta = 0.135, p < 0.05$), and willingness to pay more ($\beta = 0.084, p < 0.05$), mediated by customer satisfaction. Image has a significant impact on intention to repurchase ($\beta = 0.115, p < 0.05$), intention to recommend ($\beta = 0.124, p < 0.05$), and willingness to pay more ($\beta = 0.077, p < 0.05$), mediated by customer satisfaction. Trust has a significant impact on intention to repurchase ($\beta = 0.177, p < 0.05$), intention to recommend ($\beta = 0.190, p < 0.05$), and willingness to pay more ($\beta = 0.118, p < 0.05$), mediated by customer satisfaction. In Table 6, the p-value results for each variable mediated by customer satisfaction are less than 0.05, indicating a significant relationship between the variables that can influence each other.

5. DISCUSSION AND RESEARCH IMPLICATION

Previous studies have discussed millennial satisfaction with online food delivery services, which are influenced by e-service quality, food quality, and perceived value offered by service providers to assess millennial satisfaction with online food delivery services. However, those studies did not include image and trust as variables supporting customer satisfaction to determine whether the image and trust of a company can influence customer satisfaction. Another study has examined how image can affect customer satisfaction in the car loan business, but there is limited research on the impact of image on customer satisfaction in online food delivery applications. Previous research has indicated that trust can influence customer satisfaction in the use of online food delivery during the pandemic, but now that the pandemic is over, it is essential to investigate whether trust can still affect customer satisfaction. The previous studies mainly focused on the millennial generation, while the majority of online food delivery app users and the population in Indonesia belong to Generation Z. Although there have been studies exploring factors affecting customer satisfaction, such as e-service quality, image, and trust, there is still a lack of research on the behavior of Generation Z in using online food delivery applications.

The research results indicate that e-service quality, image, and trust have a significant positive impact on customer satisfaction. Furthermore, customer satisfaction has a significant positive effect on intention to repurchase, recommend, and willingness to pay more. E-service quality, image, and trust also have a significant positive influence on intention to repurchase, recommend, and willingness to pay more through the mediation of customer satisfaction. This study suggests that factors such as e-service quality, image, and trust can affect customer satisfaction, thereby influencing customers to exhibit intention to repurchase, recommend, and willingness to pay more towards online food delivery applications.

The research implies that xFood application companies should focus on improving the quality of their online services, trust, and the image of the xFood application to enhance customer satisfaction, thereby leading to customer behavior such as intention to repurchase, recommend, and willingness to pay more. This study demonstrates that when Generation Z makes purchases through online food delivery, they consider e-service quality, image, and trust as drivers of their satisfaction. If Generation Z feels satisfied, they will exhibit intention to repurchase, recommend, and willingness to pay more. E-service quality, image, and trust are the key determinants of customer satisfaction for online food delivery among Generation Z. The findings of this study confirm that increasing e-service quality, image, and trust in online food delivery will enhance customer satisfaction, leading to repeat purchases, recommendations, and even willingness to pay more even when prices increase.

Therefore, this research can contribute to the company of the xFood application in developing services and strategies to improve the company better. The xFood application can improve the quality of electronic services such as performing maintenance on the application to minimize application crashes and not responding quickly when used by customers. The application can add customer addresses that are not in the application search by updating the road mapping on the map. The application can add a review feature so that customers can review by taking photos of the products they get, as well as updating merchants who have permanently closed and also increase drivers who can receive online food delivery. The xFood application needs to monitor each merchant to avoid orders that do not match customer orders.

The xFood application can improve trust and image by requiring each merchant to include product photos on the menu list, tracking drivers before delivering food, and adding customer chat features with merchants directly without having to wait for the driver to take the service. The xFood application responds quickly to customer complaints and resolves problems faced by customers.

The results of this study are the same as previous research with the results of e-service quality having a significant effect on customer satisfaction [41][14][37][42]. The variable image also has a significant effect on customer satisfaction which has been proven in previous studies [37][5][34]. Variable trust is proven to have a significant effect on customer satisfaction, so the results of this study are the same as the results of previous studies [49][2][11][40].

The research produced previously is similar to the results of this study regarding customer satisfaction and customer behavior attitudes. Customer satisfaction has a significant effect on the intention to repurchase [41][30]. Customer satisfaction also has a significant effect on the intention to recommend [41][2][19][30]. In addition, customer satisfaction also has a significant effect on willingness to pay more [41][19][39].

6. CONCLUSION

Based on the previous findings and discussions, the conclusion of this research is the importance of understanding customer behavior towards online food delivery and how factors such as e-service quality, image, and trust can enhance customer satisfaction. This, in turn, leads to customer behaviors such as intention to repurchase, intention to recommend, and willingness to pay more. This research shows that e-service quality, image, and trust have a significant positive impact on customer satisfaction. Customer satisfaction also has a significant positive influence on the attitudes and behaviors of Generation Z customers. The research also indicates that the attitudes of Generation Z customers the intention to repurchase, recommend, and are willing to pay more by customers if customers are satisfied with the quality of service, trust, and image that has been provided by the xFood application. This can state that companies from the xFood application must pay attention to e-service quality, trust, and also image as important factors of customer satisfaction in the xFood application, so that customers will behave

intention to repurchase, intention to recommend, and willingness to pay more.

This research provides a deeper understanding of the factors influencing e-service quality in the use of online food delivery applications. It helps improve the understanding of the importance of aspects such as user-friendliness, service responsiveness, technical reliability, and system security in e-service quality. The role of image in the customer experience when using online food delivery applications can influence customer perceptions of service quality and customer satisfaction. Therefore, companies need to recognize the importance of building a positive image and meeting customer expectations. This study also enhances understanding of trust by analyzing factors such as benevolence, integrity, and competence that can enhance customer trust.

The research expands knowledge regarding the satisfaction of Generation Z with the xFood application. Satisfaction among Generation Z in this study, as observed from the aspects of e-service quality, image, trust, and behavioral attitudes, is a key determinant of satisfaction in using the xFood application among Generation Z users. This research can assist the xFood application in improving business performance and application functionality by enhancing features that are favored by all generations, including Generation Z. The xFood application can improve the ease of use of existing features, enabling customers to continue using the application with satisfaction. Furthermore, the xFood application can enhance application security and maintain the company's image, ensuring that customers using the application feel safe and develop a higher level of trust in online food delivery services. These factors indirectly impact xFood application customers across generations by providing good e-service quality, image, and trust, leading to an enhanced customer experience and higher customer satisfaction.

Although this research presents some important findings, it also has several limitations. Firstly, the study uses data from Generation Z respondents in Indonesia, which means the findings may not be generalized to other generations or countries. Secondly, the research focuses on examining the existing services provided by the xFood application, excluding services related to the merchants within the xFood application. Thirdly, there are still many variables that can be considered as determinants of customer satisfaction, such as the attitude of drivers during food delivery, the quality of food upon receipt by customers, and others.

Generation Z individuals tend to engage in repurchasing, recommending, and being willing to pay more even when the price of a product increases. Therefore, it would be beneficial to include additional models related to the quality, satisfaction, and behavioral attitudes of customers using the xFood application.

Suggestions for future research could include using different regions or countries to examine the factors that influence satisfaction with the attitudes and behaviors of online food delivery customers. Additionally, other generational groups with high usage of online food delivery services could be included in the study. Future research could also explore indicators that have not yet been examined regarding customer satisfaction and the attitudes and behaviors of online food delivery customers. Furthermore, investigating the factors that influence customers to switch to other online food delivery applications could be explored in future studies.

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