

# UNDERSTANDING CUSTOMER SATISFACTION AND LOYALTY TOWARD FOOD DELIVERY APPLICATION THROUGH USES GRATIFICATION APPROACH: MEDIATED BY CUSTOMER TRUST

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## ABSTRACT

The aim of this research is to test the customer trust variable as a mediation between customer satisfaction and customer loyalty at food delivery application or FDA. Another aim of this research is to examine the influence of customer experience, delivery experience, navigation design and information design on customer satisfaction using paradigm of uses gratification theory. Respondent data from the research consisted of 600 respondents who used FDA in Indonesia. This research uses SMART PLS to test the research model. The results of the research show that the customer trust plays a significant role in partially mediating the influence of customer satisfaction on customer loyalty. Then delivery experience, customer experience, navigation design and information design have a positive influence in forming customer satisfaction. This research conducts empirical tests on the role of customer trust as a mediator in customer satisfaction and customer loyalty relationships in the context of food delivery applications. This research also investigate the influence of customer experience and delivery experience on their satisfaction. This research has theoretical implications for filling the gap in the literature on uses gratification theory and customer loyalty at the FDA. This research have several implications for FDA companies.

**Keywords:** *Trust; Food Delivery Application; Loyalty; Navigation Design; Information Design*

## 1. INTRODUCTION

The advances in information technology, developments in internet usage, and developments in internet infrastructure have driven the development of e-commerce and online retailing. Combined with affordable smart devices, the increasing consumer demand for speed and convenience is forcing various businesses including food businesses to integrate technology in their business models thus enabling the fast development of online food delivery [1]. Food Delivery Application or FDA is an online digital application that connects consumers with restaurants and food businesses, where users can choose food, order it and make purchases [2], [3]. In recent years, FDA has become increasingly popular in many countries. Indonesia is one of the countries that has become a potential market for the development of online food delivery services, where Indonesia is one of the countries with a high number of internet users [4]. The market valuation of FDA in Indonesia even

reached USD 1.75 billion in 2019 [5]. In early 2020, the world was shaken by the COVID-19 pandemic which had an impact on various industries including the food industry [6]. During the COVID-19 pandemic there was a change in consumer behavior, due to the social restrictions, restrictions on outside activities, work from home activities, social distancing, and fear of the COVID-19 pandemic which made consumers increasingly adapt to application technology and the internet in their daily lives [7], [8]. One of the changes in consumers behavior is that consumers are increasingly using the FDA application to order food during the COVID-19 pandemic. Indonesia is one of the countries that experienced a growth in FDA users during the COVID-19 pandemic, where the FDA market in Indonesia grew by up to 24 percent during the COVID-19 pandemic [9]. Currently, Indonesia is one of the largest FDA markets in Southeast Asia, where it is predicted that the FDA market value in Indonesia could reach 3.36 billion USD because of the growing

popularity, increase smartphone penetration rate and the growing of business food in Indonesia [5].

The academic research in the field of the FDA is still classified in the infancy phase, where there are still many gaps that can be investigated [1], [10], [11]. Most of the previous studies in FDA raised consumer intentions to adopt the FDA [12]–[16]. However seeing the growing popularity of FDA, many consumers have already adopt FDA and become familiar with FDA, so it is more necessary to emphasize studying the customer loyalty toward FDA compared to the intention of consumers to adopt FDA. Empirical research in the existing service industry provides evidence that customer loyalty are influenced by customer satisfaction [17], [18]. Several previous journals imply that customer trust exerts a positive and significant impact on customer loyalty [19], and also there are also studies that prove that customer trust has a significant mediating effect on customer loyalty [20]. Thus, studies regarding the influence of customer trust as a mediating variable between customer satisfaction and loyalty are needed in the FDA context. Only a few research that have discussed around customer satisfaction and loyalty within the FDA context [10], [21], [22]. Even very little has been discussed about the relationship between customer trust, customer satisfaction and customer loyalty toward FDA simultaneously in one research model. Thus, the aim of this studies is to examine the influence of customer trust as a mediating variable between customer satisfaction and loyalty are needed in the FDA context.

In terms of antecedents to customer satisfaction toward FDA, this study takes into consideration the consumer behavior toward FDA from the paradigm of uses gratification theory or UGT. The UGT provided research a paradigm to analyze consumers behavior in using the FDA, and UGT has been widely used by researchers to explain the behavior and motives of consumers using online media [11]. However, only a few academic studies in the FDA context have used UGTs [11], [23]. Research from Ray et al (2019) uses the UGT paradigm to develop antecedents of consumer intentions to use FDA, while research from Pal et al (2021) uses the UGT paradigm to develop antecedents to customer satisfaction and loyalty. This research adopts research from both to proposes navigational design, information design, delivery experience and customer experience as antecedents to FDA customer satisfaction.

This research fills the gap in the literature on the FDA and UGT by examining the role of customer

trust as a mediating variable between customer satisfaction and customer loyalty toward FDA.

The first research questions from this study are to analyse the role of customer trust as a mediation between the customer satisfaction and their loyalty toward FDA. The second research questions from this study are to examine the influence of navigational design, information design, delivery experience and customer experience on customer satisfaction toward FDA. And the third research questions from this study are to examine the influence of navigational design, information design, delivery experience and customer experience on customer loyalty toward FDA.

## 2. LITERATURE REVIEW

### 2.1. Uses Gratification Theory

uses gratification theory or UGT is the theory used in forming the research model in this research. UGT was chosen because UGT is a theory that has been widely used by researchers to explain the behavior and motives of consumers using certain media. UGT was first developed in 1944 by Katz et al. Initially, UGT was used to explain the reasons why someone uses certain media. Then in 1964 with the development of mass media technology such as the presence of television, UGT also developed its application where UGT was used to understand why consumers followed certain television programs on television. Then since 1980, with the development of information technology and the internet, its application began to develop UGT to explain motivation and analyze the reasons consumers use and consume various digital media such as social media [24], online photo sharing [25], and various other digital media [26], [27].

Previous research from Ray et al (2019) developed UGT for FDA, where UGT in the context of FDA consists of 4 categories: social, process, content and technology [11], [21]. Process gratification is the gratification felt by customers when experiencing the experience of interacting with FDA. Delivery quality and customer experience is a variable that is included in the gratification process [11], [21]. Technological gratification is the gratification from customers that they feel when using certain technology, in this case technology in the FDA application. Technological gratification is related to the usability factor of the FDA application. Included in the technology gratification are information design and navigational design [21]. Content and social gratification relate to extrinsic factors and user

motivation, so content and social gratification are not discussed in this research model.

## 2.2. Information Design

Information design represents the content gratification of the UGT paradigm. Information is a vital variable that customers need when they use the FDA. The information presented by the FDA helps customers when making a decision to place an order or not [12]. Information that is relevant, easy to digest, easy to obtain will help customers when they want to place an order through FDA, while information that is unhelpful, irrelevant will make customers feel annoyed, resulting in them not using FDA again [21]. The information needed by customers when using FDA consists of various kinds, such as food information, restaurants, delivery tracking, types of payments, reviews from customers, existing promotions [28]. Because there is a wide range of information required by the FDA, relevance, availability and ease of obtaining information play a role in the continuity of customers using the FDA.

## 2.3. Navigation design

Navigation design represents technology gratification of UGT. Navigation design is the layout structure of content in FDA. Applications with good navigational design will help users by reducing the user's effort when using the application. Good navigation will help users to complete their transactions, searching for information, moving from pages to pages efficiently and seamlessly without any significant interruptions [28]. Navigation with good design also means that users can easily use the application, such as navigation controls that can be easily understood, then the existing search filters are easy for users to use [29]. In designing a good navigation, it should be noted that users are generally happy with designs that are simple, easy to understand, efficient and they need a seamless experience when using applications [21]. An application with good navigation design will create a good experience for its users, so that users will continue to use the application.

Previous studies have proven that website design plays a role in building customer satisfaction [30], [31]. Previous studies from Pal et al (2022) show that navigation design is a factor that influences the formation of satisfaction and loyalty from FDA users.

## 2.4. Delivery Experience

The customer experience when using FDA starts from opening the application, searching for information, placing an order, paying, and ending

with food delivery to the customer. So the delivery experience is the last phase of a food order using the FDA. This delivery experience is a form of gratification process from UGT. The delivery experience phase, although the last, plays an important role in the use of FDA [11]. In designing a good delivery experience for customers, FDA developers need to pay attention to several aspects such as real time tracking delivery, late time delivery, packaging quality, driver behavior [21]. The importance of the delivery experience factor in the ordering process through the FDA is the reason for appointing this variable as part of the research model.

## 2.5. Customer Experience

Customers experience various experiences when interacting with FDA, one of which is the experience of interacting with the FDA marketing program. Customer engagement experience here is part of the gratification process from UGT. FDA provides various benefits and conveniences for customers, one of which is through offering customer engagement programs such as coupons, cashback, referral bonuses, loyalty programs [11]. Customer engagement programs are important because consumers prefer to continue using FDA if there are benefits for consumers such as promotions, cheaper prices, and various other conveniences [22]. The customer experience various marketing program as part of FDA's interaction and this program is designed to provide various benefits for customers so that customers continue to use FDA in their daily lives [32]. Customer experience refers to the customer's experience with the marketing program when they use FDA.

## 2.6. Customer Trust

Online transactions are transactions with high complexity and high risk compared to traditional transactions, so trust is crucial in online transactions [33]. Customer trust is based on the trust commitment theory where trust is the key to maintaining good and long-lasting relationships between customers and the company [34]. Trust in the context of the service industry is the customer's expectations of the service provider where the customer has the perception that the service provider is reliable and they will keep their promises [35]. Trust in the context of online transactions is the customer's overall belief in the online vendor regarding the competence, integrity and ability of the online vendor which forms the customer's intention to transact with the online vendor [36]. In the FDA context, the service

provider or online vendor is an FDA company, while the customer is an FDA user.

### 2.7. Customer Satisfaction

Customer satisfaction plays an important role in business development, especially businesses in the service sector. When customers are satisfied with the service, business performance increases and the business develops well [37]. According to Giese and Cote (2000), customer satisfaction is a series of individual responses with varying intensity, and is directed as a response to the experience of consuming a product or service in a certain time frame [38]. Meanwhile, according to Oliver, customer satisfaction is based on the expectancy-disconfirmation theory, where customer satisfaction is the result of an individual's subjective comparison of their expectations of a product or service with their consumption experience of that product or service [39]. Customer satisfaction is one of the important goals for the FDA development strategy, because customer satisfaction is an evaluation from customers of their experience using FDA, where if their customer satisfaction evaluation is good, then there is a big possibility for them to use FDA again.

### 2.8. Customer Loyalty

Online transactions are transactions with high complexity and high risk compared to Loyal or loyal customers will be a profitable asset for the company (Srinivasan et al., 2002). Developing and maintaining the sustainability of customer loyalty is the main strategy for business activities [40]. A loyal customers will encourage profitability through repeat transactions, referrals/repeat orders, customer willingness to pay higher prices, and reduce costs [41]. The cost of developing new customers in a competitive business environment is five times greater than keeping existing customers; thus customer loyalty is an important asset for companies [42]. The definition of customer loyalty according to Keller (1993) is a positive attitude from customers towards a brand which is represented by repeat buying behavior [43]. Another definition comes from Griffin, (2005), who defines customer loyalty as the act of repurchasing products or services regularly, and recommending these products and services to other parties, as well as being immune to promotions from similar products or services [44]. In the context of service marketing, the definition of customer loyalty is the willingness of customers to build long-term relationships with a particular brand and recommend that brand to other parties [41].

## 3. HYPOTHESES DEVELOPMENT

When customers experience satisfaction in their experience using online applications, there is a greater possibility that they will build their loyalty toward FDA. Previous empirical research provides evidence that satisfied customers have a big influence on their loyalty in the online context [45]–[49]. Looking at the previous discussion and previous empirical research, the following hypothesis can be developed.

H1. Customer satisfaction have positive and significant impact on customer loyalty toward FDA.

Ordering food via FDA has various advantages compared to ordering food via telephone. One of them is by ordering food via FDA, customers can see various relevant information such as restaurant, type of food which can help with the ordering process. The quality of information displayed by FDA will help the customer ordering process which will make customers feel satisfied and will return to use FDA in the future [50]. Previous empirical research provides empirical evidence of how information design has a positive and significant impact on the formation of customer satisfaction [21], [51]–[54]. Looking at the previous arguments and the results of previous research, the following hypotheses were developed.

H2. Information design have positive and significant impact on customer satisfaction.

The design of navigation in FDA use is one of the important factors in FDA development. An FDA application that has a good navigation design will help customers make decisions when ordering with FDA, which will have an impact on increasing their satisfaction and they will order again with FDA in the future. Previous studies have proven that website design plays a role in building customer satisfaction [30], [31], [53], [55]. Based on the arguments above and the results of previous research, this research proposes the following hypothesis.

H3. Navigation design have positive and significant impact on customer satisfaction.

Food delivery is the final process in customer orders via FDA. Customer experience in the delivery experience phase is one of the determinants of their satisfaction and determines their decision to order again with FDA. Previous empirical research provides evidence of the influence of experience in building customer satisfaction. So based on the arguments and results of previous research, this research develops the following hypothesis.

H4. Delivery experience have positive and significant impact on customer satisfaction.

Marketing programs, benefits for customers are an experience that must be considered when developing FDA. Customers will return to using FDA if they get benefits and convenience when they use FDA [22]. Previous research also provides empirical evidence of the influence of marketing programs in building customer satisfaction [56]–[58]. By looking at the arguments above and the results of previous research, this research proposes the following hypothesis.

H5. Customer experience have positive and significant impact on customer satisfaction.

Trust is an important piece in the relationship between customer with online companies [59]. Several prior studies examine and proved the influence of trust on customer loyalty [60]–[62]. In the relationship with customer satisfaction, several studies had been found that customer satisfaction is one of the precursors of customer trust [63]–[65]. Also, several previous academic studies have proven the influence of trust as a mediator on customer loyalty in various contexts [20], [66], [67]. Such as, prior studies by Carranza et al (2018) proved that trust act as mediating variable between customer satisfaction and customer loyalty in fast food industry [20]. In this sense, it can be interpreted that customers do not become a loyal customer merely due to their satisfaction, their trust toward companies also takes into account as mediating variable. Therefore, the following hypothesis is developed:

H6. Customer trust have positive and significant influence as mediating variable between customers satisfaction and customer loyalty toward FDA.

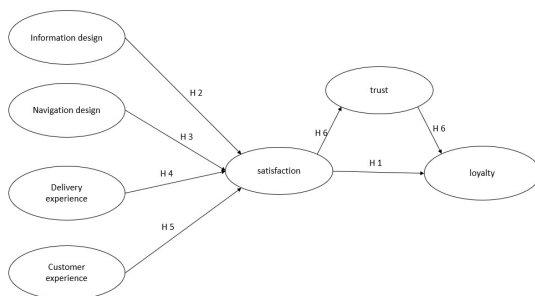


Figure 1. Research Model

## 4. METHODOLOGY

### 4.1. Data Collection

Data for research was collected using a web-based survey. The population of this research is FDA users in Indonesia, however there is no list of the population of FDA users in Indonesia. This research uses references from Bartlett and Isrel to determine the minimum sample size limit. According to Bartlett II et al., (2001), for unknown populations with a population above 10,000, the minimum number of samples taken is 380 respondents. This research took a sample of 600 respondents, which is far above the recommended minimum sample size. Because there is no population list, this study used a non-probability convenience sampling method. As a filter for respondents, respondents were first asked whether they were FDA users, if they answered yes then they were counted as research respondents. Demographic from respondents are represented in Table 1.

Table 1. Demographic

		<i>numbers</i>
Gender	Male	309
	Female	340
Jobs	College student	302
	Employee	195
	<sup>1</sup> Professional	62
	<sup>2</sup> Entrepreneur	36
Age	<sup>3</sup> Housewife	23
	<sup>4</sup> State official	33
	<20	173
	<sup>5</sup> 21 – 25	204
	<sup>6</sup> 26 -30	64
	<sup>7</sup> 31- 35	71

### 4.2. Questionnaire development

The questionnaire for this study used a 5 point Likert scale, with a rating from 1 (disagree) to 5 (strongly agree), to measure each variable. Items for navigational design variables were adapted from Chaouali et al (2020) and Ray et al (2019). Items for the information design variable were adapted

from research by Ray et al (2019). For delivery quality, four items was adapted from research by Ray et al (2019) and Pal et al (2022). Four Items to measure customer experience are taken from prior research by Ray et al (2019). The items from the customer satisfaction variable were adapted from previous research from Zhao & Bacao (2020) and Pal et al (2022). Meanwhile, the four items from the customer satisfaction variable were adapted from research by Zhao & Bacao (2020) and Pal et al (2022). The four items for customer trust were adapted form prior study by Zhao & Bacao (2020). Lastly, the two items representing customer loyalty were adapted from prior study by Pal et al (2022).

**5. DATA ANALYSIS**

Data analysis and research model for this study used SMART-PLS. Following recommendations from the Hair et al (2019) journal, there are two stages in research model analysis using SMART-PLS, namely: measurement model and structural model or hypothesis testing.

**5.1. Measurement model**

This stage is a stage for analysing the reliability and validity of the research model by assessing through internal consistency reliability, convergent validity, discriminant validity and loading factors. The results of the convergent validity, consistency reliability and loading factor analysis tests can be seen in Table 2.

Table 2 CFA analysis

Latent variables	tems	Loading factor	R	VE	IF
Navigation design	D1	0,805	.919	.741	
	D2	0,874			
	D3	0,870			
	D4	0,891			
Information design	Q1	0,845	.896	.682	
	Q2	0,852			
	Q3	0,798			
	Q4	0,808			
Customer Trust	R1	0,857	.923	.751	
	R2	0,840			
	R3	0,886			
	R4	0,882			
Satisfaction	S1	0,917	.941	.798	

	S2	0,903			
	S3	0,863			
	S4	0,890			
	Delivery experience	D1	0,850	.915	.730
	D2	0,825			
	D3	0,865			
	D4	0,876			
	Customer experience	E1	0,779	.857	.601
	E2	0,790			
	E3	0,704			
	E4	0,824			
	Customer Loyalty	Y1	0,915	.900	.818
	Y2	0,893			

By looking at the table 2 above, the overall loading factor value of each item of each variable has a value above the recommended value or 0.7, which means that overall, each indicator item has a good validity value in measuring each variable in the model. Then the value of the composite reliability or CR of each variable has a value above 0.6 so it can be said that each variable in the model has good reliability. The value of the average variance extracted or AVE of each variable also has a value above the recommended value or 0.5, so it can be said that each variable from the research has good validity based on the measured variance [71], [72].

**5.2. Discriminant Validity**

The method used to test discriminant validity uses the HTMT ratio method proposed in the journal from Henseler et al., (2015). The HTMT test results from this research model are presented in the following table 3.

Table 3 Discriminant validity

	CE	CL	CT	DE	ID	ND	CS
CE							
CL	0,773						
CT	0,723	0,804					
DE	0,731	0,709	0,743				
ID	0,805	0,711	0,732	0,694			
N D	0,786	0,761	0,775	0,867	0,755		
CS	0,784	0,784	0,831	0,709	0,734	0,728	

CE: Customer experience  
CL: Customer loyalty  
CT: Trust

DE: Delivery experience  
ID: Information design  
ND: Navigational design  
CS: Customer satisfaction

As shown in the table 3 above, the HTMT ratio test carried out shows that the overall value obtained from each variable is below 0.9, this shows that the discriminant validity of each variable in the research model is good.

### 5.3. Structural Model Assessment

This stage tests the hypothesis by testing the significance of the relationship formed based on the calculation of path coefficients and t values. This stage was carried out by bootstrapping with 5,000 resamples with a 95% corrected bias confidence interval [32]. Hypothesis testing was carried out with SMART PLS through the bootstrapping procedure. The results of the hypothesis test are presented in the following table 4.

Table 4 Hypotheses testing

Hypotheses	t-value	p-value	Beta
H1. satisfaction -> customer loyalty	20,956	0,000	0,755
H2. information design -> satisfaction	4,764	0,000	0,236
H3. navigation design -> satisfaction	3,217	0,001	0,166
H4. delivery experience -> satisfaction	4,067	0,000	0,195
H5. customer experience -> satisfaction	6,075	0,000	0,285

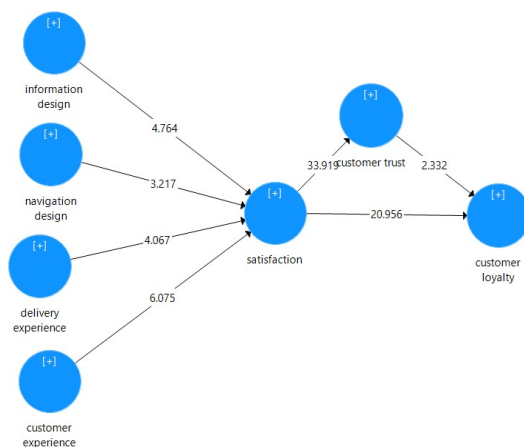


Figure 2. Hypothesis testing

This stage aims to test the hypothesis formed. To analyze the significance of the

relationship in the hypothesis through calculating the path coefficient, t value. The relationship of a hypothesis can be said to be significant if the t value of the relationship is above the recommendation, namely above 1.96. The results of the structural model test of the research model in the Table 4 and Figure 1 showed that all of the hypotheses were accepted. The structural model test results in Tables and Figures show that H1 until H6 are accepted; where customer satisfaction has a significant positive effect on customer loyalty toward FDA (); information design, customer experience, delivery experience and navigation design have a positive and significant impact in building customer satisfaction; then navigation design has a significant positive influence on customer intention to continue using FDA.

### 5.4. Mediation Analysis

The final stage is the mediation test. This stage was also carried out by bootstrapping with 5,000 resamples with a 95% corrected bias confidence interval [32]. To test the mediating effect of trust on customer satisfaction and loyalty, the first analysis is to test the significance of the relationship between customer satisfaction and trust and loyalty, then the significance of the relationship between customer trust and loyalty. Then the influence of the indirect effect of customer satisfaction on customer loyalty through customer trust was also tested. The results of the mediation test appear in the following table 5.

Table 5 Mediation analysis

Hypotheses	t-value	p-value	Beta
customer trust -> customer loyalty	2,332	0,020	0,103
satisfaction -> customer trust	33,919	0,000	0,751
H1. satisfaction -> customer loyalty	20,956	0,000	0,755
satisfaction -> customer trust -> customer loyalty	2,293	0,022	0,078

The results of the mediation test in the table 5 above show that the specific indirect effect test between customer satisfaction and customer loyalty through customer trust is significant. Then the results of the significant test between the influence of customer satisfaction on trust are significant, and between customer trust and customer loyalty are also significant. Then from the results in Table 5 it shows that H1 is significant where there is a significant influence between customer satisfaction and loyalty. So it can be seen that the customer trust variable has a partial mediation impact as a mediating variable between customer satisfaction and customer loyalty.

## 6. DISCUSSIONS

### 6.1. Conclusions

Research on consumer behavior toward the FDA is still in its infancy [11]. Only in recent years has research on the FDA become an interesting research topic for social science researchers along with the increasing popularity of the use of the FDA.

The main problem raised in this research is the role of customer trust as a mediating variable between customer satisfaction and their loyalty to the FDA. To answer the main question, this research conducted a mediation test shown in hypothesis 6 or H6 and H1.

H1 stated that there is a positive and significant influence of customer satisfaction on customer loyalty to FDA. The results of H1 in the table 4 show that customer loyalty is positively and significantly influenced by customer satisfaction as a predictor. These findings are in line with research that presents similar results in the e-commerce context [17], [18], [74]. These results show that the influence of customer satisfaction on forming their loyalty also applies in the FDA context.

The mediation test results of H6 from this research show that the customer trust variable plays a significant role in carrying out partial mediation in the relationship between customer satisfaction and customer loyalty. These results are in accordance with previous research which proves that trust plays a significant mediating role in customer loyalty in contexts fast-food industry [20]. These results constitute a contribution of this study to the context of FDA research. These results also show that customer satisfaction alone is not enough to build their loyalty to the FDA. It is also necessary to pay attention to building their trust in the FDA, because their trust will mediate their satisfaction with their loyalty to the FDA.

The second research question discussed in the research is regarding the influence of navigational design, information design, delivery experience and customer experience on customer satisfaction at FDA. To answer this question, research analyses through hypothesis testing H2, H3, H4 and H5.

The results of H2 from hypothesis testing in the Table 4 state that information design has a significant positive effect as a predictor of customer satisfaction. These results are in line with previous research from Pal et al (2022) which concluded that information design has positive and significant influence as predictor toward customer satisfaction. This result also inline with several prior studies that

present similar result in the online context [51], [52]. These results show that UGT applies in the context of FDA customers, where FDA customers search for and consume information in FDA to meet their needs. These results show that FDA user satisfaction can be created when they receive information from the FDA that is relevant, accurate to what they need, then they also need up to date information about restaurants and available menus so as to increase their experience of using the FDA. One more thing, FDA customers also pay attention and consider reviews from other customers as a source of information and help in their decision making.

The results of the H3 hypothesis test in Table 4 show that there is a positive and significant influence of navigation design on FDA customer satisfaction. This result is in accordance with previous research that the design of a website will have an impact on customer satisfaction [30], [31]. These results show that FDA customers feel satisfied when their navigation experience when using FDA runs smoothly without any problems, customers can easily and smoothly use FDA features such as information filters, food search, food ordering menu, and progress tracking bar.

The hypothesis testing result on H4 revealed that delivery experience significantly influence customer satisfaction. This result is inline with several prior result that customer experience positively influence customer satisfaction [75], [76]. The process of experience ordering food through FDA begin with opening FDA and ending with the food being safely arrived at the destination. The delivery experience is the last phase of ordering food through FDA, however the delivery experience is one of the most crucial aspect that influence customer satisfaction. Customer feel satisfied when the food arrived safely on time, they can track the delivery easily.

Meanwhile, the structural test results in H5 show results where customer experience has a significant and positive impact on their satisfaction. These empirical results are in line with several previous studies which show the significant influence of marketing programs on customer satisfaction [56]–[58]. These results show that customers feel satisfied after using FDA when they get benefits from marketing programs such as cashback, promos, price discounts. These results are also in accordance with UGT where FDA customers consume benefits from marketing programs to meet their gratification needs.



## 6.2. Theoretical Implications

The first theoretical implication of this research is on customer loyalty, customer trust and satisfaction where this research provides empirical evidence that customer trust plays a role as a partial mediator between customer satisfaction and customer loyalty in the context of FDA customers. Previous FDA research mostly discussed factors that influence satisfaction and loyalty at FDA. Several previous academic studies have proven the influence of trust as a mediator on customer loyalty in various contexts [20], [66], [67]. However, research that proves the mediating influence of trust on customer loyalty in the FDA industry is still a gap in the literature. This research fills the gap in FDA research by providing empirical evidence of the influence of customer trust as a partial mediation between customer satisfaction and customer loyalty in the context of FDA customers.

The second theoretical implication of this research is in the study of UGT. The antecedent of this research was built using the UGT paradigm. Prior research uses UGT to explain motivation and analyze the reasons consumers use and consume various digital media such as social media [24], online photo sharing [25], and various other digital media [26], [27]. Then there are few prior research that uses UGT to explain customer use of FDA [11], [21]. Research from Ray et al uses UGT to explain consumer intention to use FDA. Prior study by Pal et al explain consumers loyalty toward FDA using UGT approach. This research extends literature on UGT by examine and provide empirical result on the influence of UGT on customer satisfaction toward FDA.

## 6.3. Managerial Implications

Apart from theoretical implications, this research also has managerial implications. The first managerial implication is that for FDA companies, customer loyalty is an important asset for FDA companies. The results of this research show that to build customer loyalty towards the FDA brand, customer satisfaction is needed, and apart from that, it is also necessary to build customer trust; because customer satisfaction will build customer loyalty through customer trust. Then to build customer satisfaction, FDA companies need to pay attention to customer interaction with the FDA application through a smooth and easy to understand navigation design; the information displayed for users must be up to date, relevant; The marketing program created must provide benefits for FDA users, such as

cashback, promos; Then, the FDA application must provide a feature to track food when ordering, real time tracking, and the company must ensure that the food delivered arrives safely at the customers.

## 6.4. Research limitations

This research has both theoretical and managerial implications, but this research also has limitations. One of the limitations of this research is that this research populations is online food delivery consumers in Indonesia thus one of the limitations is that the populations is constricted in Indonesia only. Another limitation of this research is from the antecedent side, where the antecedents of this research do not take antecedents from the content and social gratification side.

## 6.5. Future research

Future research could take data from two populations in two different countries and then compare the results from the two populations. Future research could also explore certain characteristics of FDA consumers such as age and gender of FDA application users. Future research also can include the content and social gratification side as part of the antecedents in the research model.

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