


THE INFLUENCE OF E-SERVICE QUALITY, PRICE FAIRNESS, AND PERCEIVED EASE OF USE ON REPURCHASE INTENTION THROUGH CUSTOMER SATISFACTION IN ONLINE FOOD DELIVERY
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Abstraksi.

Penelitian ini menguji peran mediasi customer satisfaction antara e-service quality, price fairness, dan perceived ease of use terhadap repurchase intention. Metode pengumpulan data menggunakan instrumen survei berupa kuesioner. Penelitian ini mengumpulkan sampel penelitian sebanyak 230 pengguna asal Jakarta, Indonesia, yang telah melakukan transaksi pada aplikasi pesan-antar makanan online minimal lima kali dalam sebulan terakhir. Penelitian ini menggunakan SPSS versi 27 dan SEM (Structural Equation Model) dari software LISREL versi 8.80 untuk mengolah dan menganalisis data penelitian. Hasil penelitian menunjukkan bahwa e-service quality, price fairness, dan perceived ease of use berpengaruh positif signifikan terhadap customer satisfaction. Hasil penelitian juga menunjukkan adanya pengaruh positif yang signifikan antara price fairness, dan perceived ease of use terhadap repurchase intention. Sedangkan e-service quality tidak berpengaruh terhadap repurchase intention. Penelitian ini juga menemukan bahwa pengaruh e-service quality, price fairness, dan perceived ease of use terhadap repurchase intention melalui customer satisfaction pada industri layanan aplikasi pesan-antar makanan online.

Kata Kunci:

E-Service Quality, Price Fairness, Perceived Ease of Use, Repurchase Intention, Customer Satisfaction, Online Food Delivery (OFD)

Keywords:

E-service Quality, Price Fairness, Perceived Ease of Use, Repurchase Intention Customer Satisfaction, Online Food Deliver (OFD)

Abstract.

This research tested the mediating role of customers' satisfaction between e-service quality, price fairness, and perceived ease of use on repurchase intention. The data collection method utilized a survey instrument in the form of a questionnaire. This study collected a research sample of 230 users from Jakarta, Indonesia, who had made transactions on an online food delivery app at least five times in the last month. This study used SPSS version 27 and SEM (Structural Equation Model) from the LISREL software version 8.80 to process and analyze research data. The results suggest that e-service quality, price fairness, and perceived ease of use have a significant positive effect on customer satisfaction. The results also indicate a significant positive impact of price fairness and perceived ease of use on repurchase intention. Meanwhile, e-service quality has no effect on repurchase intentions. This study also found that e-service quality, price fairness, and perceived ease of use have a positive effect on repurchase intention through customer satisfaction in the online food delivery app services industry.

INTRODUCTION

Since the Covid-19 pandemic, people's consumption behavior has certainly changed, where previously people shopped directly from sellers directly in shops, supermarkets or markets, but now people prefer to shop online using applications on smartphones. This online shopping consumption behavior also occurs among food consumers. After the pandemic ends, using the OFD application has become a habit for consumers. Repurchase Intention is an essential factor that needs to be analyzed because OFD application companies need to know what factors influence consumer decisions amidst the many brands or applications that offer the same or even more profitable benefits for consumers.

The increase in smartphone use has also caused many changes in people's eating culture, and the increase in smartphone use has also caused many changes in people's eating culture, and online food delivery (OFD) applications are one of the most innovative changes in the restaurant market today (Arfan, 2021). Online food delivery (OFD) apps have changed the way people order food significantly. In the past, restaurants typically delivered food via phone or website. People can now easily order food from various restaurants with just a few taps on their smartphone screen thanks to the OFD application. Users can choose from a variety of restaurants, view menus, read reviews, and place orders easily. The global market for OFD applications was valued at \$6.7 billion in 2020 and is projected to grow to \$62.8 billion by 2030 (Khan & Kumar, 2022).

If a company focuses on providing high-quality services to customers, customers will have a higher level of perceived happiness, which will ultimately result in increased consumer repurchases on the OFD platform. OFD platform users expressed their dissatisfaction regarding pricing which was considered unreasonable compared to the quality of service provided. The issue of fairness of pricing is an important concern, because it can have an impact on customer satisfaction. Several previous studies conducted by Setiawan et al. (2020); Alzoubi et al. (2020); Bernardo et al. (2022) has shown that there is a significant influence between price fairness and customer satisfaction. If customers feel that the price they pay is not commensurate with the value and quality of service they receive, they may feel disappointed and dissatisfied with the experience of using OFD services. This is in accordance with the findings of previous research conducted by Fared et al. (2021); Anggraini et al. (2020); (Yunus et al., 2021) which shows that there is a significant influence between e-service quality on repurchase intention.

Today's digital ecosystem requires e-service quality metrics that can be applied to the digital platform itself. The e-service quality scale was developed by Parasuraman et al. (2005). The 22 items represent four dimensions, namely efficiency, system availability, fulfillment and privacy. Perceived ease-of-use in transactions is an important factor that influences consumers' intention to repurchase OFD services. However, in reality, OFD applications often make consumers feel difficult, which is reflected in complaints submitted by consumers via the *mediakonsumen.com* page. Based on the background explained above, this research aims to analyze whether e-service quality, price fairness, and perceived ease of use have a significant influence on repurchase intention through customer satisfaction with OFD or not.

LITERATURE REVIEW

Theoretical framework

E-service Quality on Customer satisfaction

Study conducted by Setiawan et al. (2020) aims to assess customer satisfaction in the aviation business in Indonesia. This research aims to test the hypothesized relationship between service quality and customer satisfaction. This research involved collecting questionnaire responses from a sample of 300 randomly selected passengers registered at Indonesia's Halim Perdana Kusuma Airport. This research uses a verification approach with the Structural Equation Modeling (SEM) technique. The results of this research show that service quality has a positive effect on customer satisfaction.

This presentation is supported by research conducted by Ginting et al. (2023) aims to determine and analyze the influence of e-service quality on customer satisfaction among e-commerce customers in Indonesia. The sampling method was purposive sampling with the number of samples used being 344 e-commerce consumers from Shopee, Tokopedia, Lazada and Bukalapak throughout Indonesia. Data processing was carried out using the SmartPLS 3 Structural Equation Modeling (SEM) method. The results of this research show that there is a positive and significant influence of e-service quality on customer satisfaction.

Other research from Rita et al. (2019) who researched online shopping customers in Indonesia. Online survey data of 355 Indonesian online consumers was used to test the research model using Structural Equation Modeling (SEM). The results of this research show that there is an influence of e-service quality on customer satisfaction.

Price Fairness on Customer satisfaction.

Study conducted by Setiawan et al. (2020) aims to assess customer satisfaction in the aviation business in Indonesia. This research aims to test the hypothesized relationship between price fairness and customer satisfaction. This research involved collecting questionnaire responses from a sample of 300 randomly selected passengers registered at Indonesia's Halim Perdana Kusuma Airport. This research uses a verification approach with the Structural Equation Modeling (SEM) technique. The results of this research show that price fairness has a positive effect on customer satisfaction.

Further research from Nainggolan and Hidayat (2020) regarding iPhone users in Yogyakarta, Indonesia. The population in this study were iPhone cellphone users at universities in Yogyakarta. The sample in this study was 250 iPhone users. Sampling used non-probability techniques with the convenience sampling method and the research model was analyzed using the Structural Equation Model (SEM) with the help of AMOS software. The results of this research show that price fairness has a positive effect on customer satisfaction.

Perceived Ease of Use on Customer satisfaction.

In other research from Pradnyadewi and Giantari (2022) regarding Tokopedia e-commerce customers in Denpasar City. This research was conducted in Denpasar City with a total of 110 respondents. Data was collected through a questionnaire and then analyzed using a Structural Equation Model (SEM) using PLS (Partial Least Square) and MGS (Multi-Group Analysis) analysis techniques. The results of this research show that perceived ease of use has a significant positive effect on customer satisfaction. Furthermore, research conducted by Han and Sa (2022) in online education classes in South Korea. The survey was conducted on a total of 313 students taking online classes. Data were analyzed using the structural equation model Structural Equation Model (SEM). The results of this research show that perceived ease of use has a significant positive effect on customer satisfaction.

E-service Quality is related to Repurchase Intention.

Ginting et al. (2023) conducting research aims to determine and analyze the influence of e-service quality on repurchase intention among e-commerce customers in Indonesia. This research is quantitative by distributing questionnaires to respondents, the sample collection method is purposive sampling. The number of samples used was 344 e-commerce consumers from Shopee, Tokopedia, Lazada and Bukalapak throughout Indonesia. Data processing was applied using the Structural Equation Modeling (SEM) SmartPLS 3 method. The results of this study show that there is no positive and significant influence of e-service quality on repurchase intention.

This research is in line with Syachrony et al. (2023) who conducted research on Shopee users in DKI Jakarta. This research uses a quantitative approach, and because the population in this research cannot be generalized with certainty, the sample selection results use a non-probability purposive sampling approach. 200 samples were obtained which were confirmed to be suitable for testing, because they had gone through the data filtering stage. The first data analysis uses a descriptive analysis approach to ensure the sample characteristics are appropriate to the context. Then use PLS-SEM data analysis via Smart-PLS 3.0 Software. The results of this study reveal that e-service quality has a negative and insignificant effect on repurchase intention.

In other research conducted by Anggraini et al. (2020) regarding Lazada e-commerce in Bali, Indonesia. The population in this research is all Lazada consumers in Bali Province. Because the population size is unknown, this study used purposive sampling. Samples that may be selected as respondents are those aged 17 years and over, at least high school education, and shopped at least once in the last 3 months at Lazada during this research. The research results show that e-service quality has a positive influence on repurchase intention. Furthermore Purnamasari and Suryandari (2023) conducting research on customers in online shopping in Indonesia. This research used a sample of 264 online consumers in Indonesia. Data analysis using SmartPLS 4 software shows that e-service quality has a positive and significant effect on e-repurchase intention.

Price Fairness on Repurchase Intention.

In other research conducted by Putri and Bernardo (2023) about the e-commerce company Lazada. Survey methods were used to analyze the results. Data collection techniques were carried out through questionnaire instruments. Purposive sampling was applied in this research. The sample size was determined as 400 samples. Questionnaires were distributed to buyers who had made purchases on Lazada at least twice. The data analysis technique uses the Partial Least Square-Structural Equation Modeling (PLS-SEM) approach in the SmartPLS program. The results of this research show that price fairness has a

positive effect on repurchase intention Hakim et al. (2020) conducted research on Chatime consumers in Purwokerto, Indonesia. The sample in this research consisted of 107 respondents who were Chatime Purwokerto customers. Determination of the sample using the purposive sampling method. Data analysis uses multiple regression analysis. The results of this research show that price fairness has a positive and significant effect on repurchase intention.

Perceived Ease of Use on Repurchase Intention.

In other research conducted by Putri and Bernardo (2023) about the e-commerce company Lazada. Survey methods were used to analyze the results. Data collection techniques were carried out through questionnaire instruments. Purposive sampling was applied in this research. The sample size was determined as 400 samples. Questionnaires were distributed to buyers who had made purchases on Lazada at least twice. The data analysis technique uses the Partial Least Square-Structural Equation Modeling (PLS-SEM) approach in the SmartPLS program. The results of this research show that perceived ease of use has a positive effect on repurchase intention.

In research conducted by Made et al. (2021) to Tokopedia e-commerce customers in Denpasar. This research design uses a quantitative approach in the form of an associative design. This research was conducted in the city of Denpasar. This research uses 16 indicators and is measured using a Likert scale. The number of samples in this research was 160 respondents. The data analysis technique used is multiple linear regression. The results of this research show that perceived ease of use has a positive effect on repurchase intention.

Customer Satisfaction on Repurchase Intention.

In further research in research conducted by Yunus et al. (2021) to Shopee marketplace customers in Medan City. The population in this study were women aged 20-35 years and had purchased and used the Shopee marketplace at least twice in Medan City with a sample size of 190 respondents. The sampling technique in this research was a sample taken using a non-probability sampling design. The type of non-probability sampling used is Accidental Sampling. The research results show that e-service quality has a positive and significant effect on repurchase intention in the Shopee marketplace.

Ginting et al. (2023) conducted research aimed at finding out and analyzing the influence of customer satisfaction on repurchase intention among e-commerce customers in Indonesia. This research is quantitative by distributing questionnaires to respondents, the sample collection method is purposive sampling. The number of samples used was 344 e-commerce consumers from Shopee, Tokopedia, Lazada and Bukalapak throughout Indonesia. Data processing was applied using the SmartPLS 3 Structural Equation Modeling (SEM) method. The results of this research show that there is a positive and significant influence of customer satisfaction on repurchase intention.

E-service Quality on Repurchase Intention through Customer Satisfaction.

Ginting et al. (2023) conducted research on e-commerce customers in Indonesia to test the e-service quality hypothesis on repurchase intention with customer satisfaction as mediation. This research is quantitative by distributing questionnaires to respondents; The sample collection method is purposive sampling. The number of samples used was 344 e-commerce consumers from Shopee, Tokopedia, Lazada and Bukalapak throughout Indonesia. Data processing was applied using the SmartPLS 3 Structural Equation Modeling (SEM) method. The results of this research show that there is a positive and significant influence between e-service quality on repurchase intention through customer satisfaction.

In other research conducted by Anggraini et al. (2020) regarding Lazada e-commerce in Bali, Indonesia. The population in this research is all Lazada consumers in Bali Province. Because the population size is unknown, this study used purposive sampling. Samples that may be selected as respondents are those aged 17 years and over, at least high school education, and shopped at least once in the last 3 months at Lazada during this research. The research results show that e-satisfaction can mediate the variable between e-service quality and repurchase intention. Furthermore Purnamasari and Suryandari (2023) conducting research on customers in online shopping in Indonesia. This research used a sample of 264 online consumers in Indonesia. Data analysis using SmartPLS 4 software shows that e-satisfaction is capable of mediating the influence of e-service quality on e-repurchase intention.

In other research Rohwiyati and Praptiestrini (2019) regarding Shoppee e-commerce customers in Solo, Indonesia. This research is explanatory research using a questionnaire. The population in this research are customers in the city of Solo who make purchases via Shopee e-commerce. A sample of 100 customers was selected using a purposive sampling method. The analysis method used is path analysis. The Sobel test results show that customer satisfaction mediates the influence of e-service quality on repurchase intention.

Price Fairness on Repurchase Intention through Customer Satisfaction.

In other research Rohwiyati and Praptiestrini (2019) regarding Shopee e-commerce customers in Solo, Indonesia. This research is explanatory research using a questionnaire. The population in this research are customers in the city of Solo who make purchases via Shopee e-commerce. A sample of 100 customers was selected using the purposive sampling method. The analysis method used is path analysis. The results of the Sobel test show that customer satisfaction cannot mediate the effect of price fairness on repurchase intention.

Perceived Ease of Use on Repurchase Intention through Customer Satisfaction.

This research is in line with Wilson (2019) who conducted research on the Indonesian e-commerce industry. A total of 400 respondents participated in this research, where the data collected was further analyzed using the PLS-SEM method. Based on the results of data analysis, it can be concluded that this research shows the influence of perceived ease of use on repurchase intention mediated by customer satisfaction. Furthermore, research conducted by Tarigan et al. (2022) regarding go pay fintech consumers in the city of Medan. This research used a sample of 100 respondents taken proportionally from each region in Medan City, the sampling technique was carried out purposively. The analysis method used is Partial Least Square via smartPLS3 software. This research is able to prove that customer satisfaction mediates perceived ease of use on the repurchase intention of fintech go pay consumers in the city of Medan.

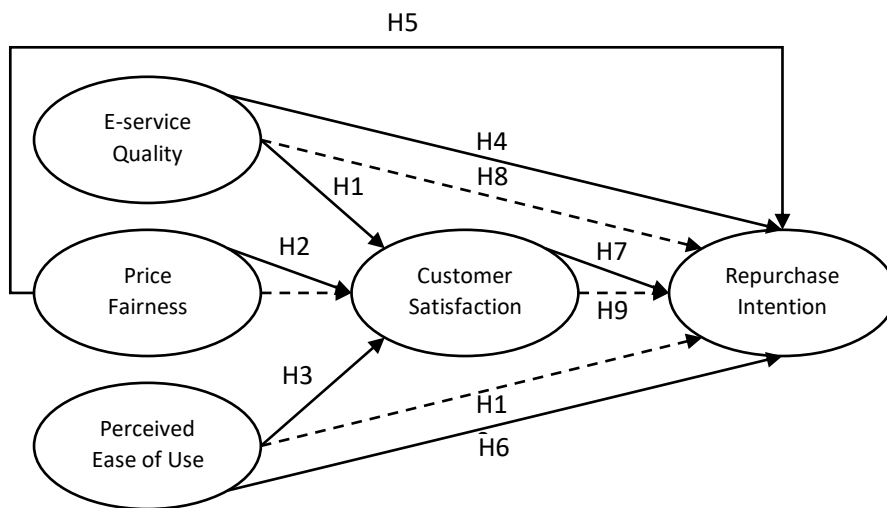


Figure 2.1Theoretical framework
Source: Data processed by researchers (2024)

Hypothesis

From the theoretical framework in Figure 2.1, this research has ten hypotheses that will be tested, namely:

- H1: E-service quality has a significant effect on customer satisfaction.
- H2: Price fairness has a significant effect on customer satisfaction.
- H3: Perceived ease of use has a significant effect on customer satisfaction.
- H4: E-service quality has a significant effect on repurchase intention.
- H5: Price fairness has a significant effect on repurchase intention.
- H6: Perceived ease of use has a significant effect on repurchase intention.
- H7: Customer satisfaction has a significant effect on repurchase intention.
- H8: E-service quality has a significant effect on repurchase intention customer satisfaction.
- H9: Price fairness has a significant effect on repurchase intention through customer satisfaction.
- H10: Perceived ease of use has a significant effect on repurchase intention through customer satisfaction.

RESEARCH METHODS

Population and Sample

The focus of this research is that all users have made transactions at least 5 (five) times in the last month on the OFD application and are domiciled in the DKI Jakarta area. This research uses purposive sampling by a population of infinite size. This is due to the lack of detailed information regarding the number of OFD application users in the DKI Jakarta area. The criteria that need to be considered are as follows : (1) Domiciled in the DKI Jakarta area, (2) Aged 17 years and over, and (3) OFD application users who have made transactions at least 5 (five) times in the last month.

This research uses Structural Equation Model (SEM) analysis, with a certain number of samples. According to Hair et al. inGinting et al. (2023)stated that when conducting analysis using Structural

Equation Modeling (SEM), the recommended sample size is in the range of 200 to 400. Therefore, this research uses at least a sample size of 200 respondents.

3.6.1 Hypothesis testing

Hypothesis testing is carried out to identify theoretically prepared hypotheses that are similar to the results provided by the LISREL 8.80 application program. Hypothesis testing is carried out by looking at the CR value and p-value. The hypothesis is said to have influence when the resulting CR value is > 1.96 . Then the p-value is said to have an influence when the resulting p-value is ≤ 0.05 .

3.1 SEM Model

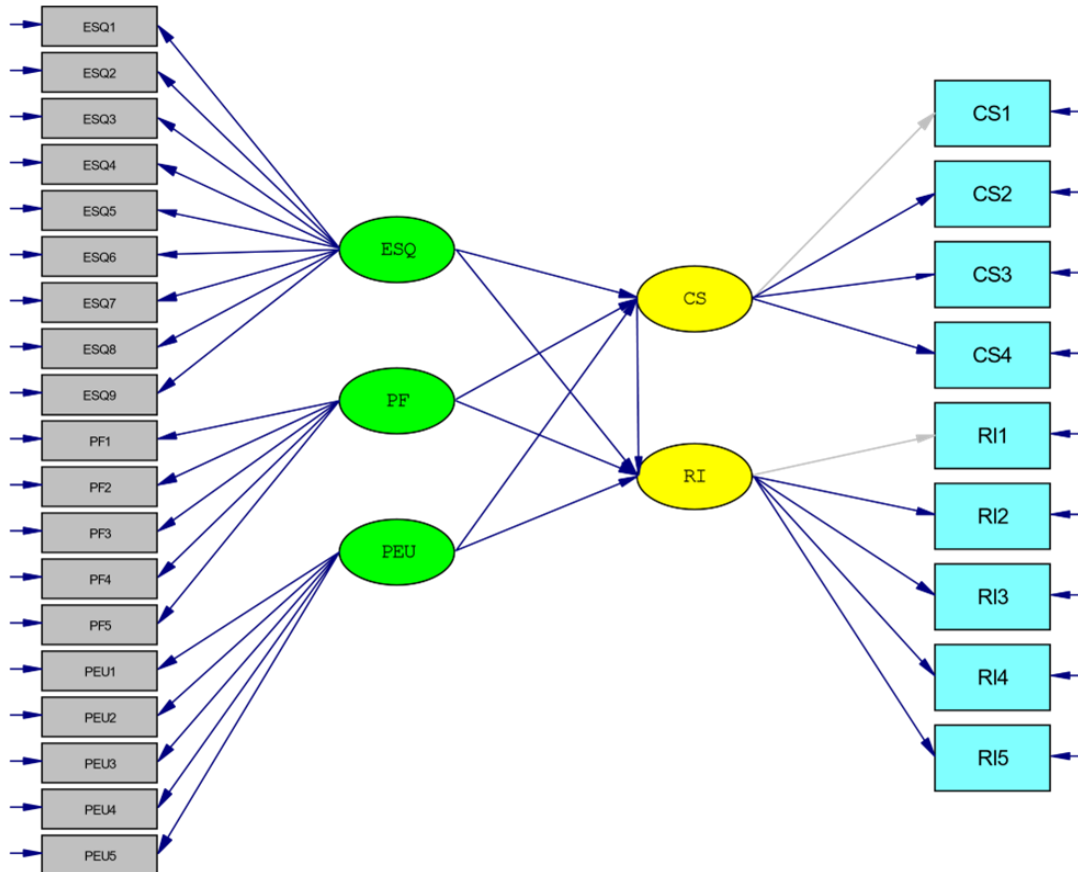


Figure 3.1 SEM Model Processed with LISREL
Source: Data processed by researchers (2024)

RESULTS AND DISCUSSION

Data Analysis Results

Descriptive Analysis

Descriptive analysis is a statistical method used to test data by providing a detailed explanation or visual representation of the data obtained from each participant through a questionnaire. Descriptive analysis can provide a concise summary of results by presenting the numerical values associated with each variable. The findings are as follows.

1. E-service Quality Variable (X1)

In the e-service quality variable there are 12 statement items that have even-numbered Likert scale answer options starting from STS = Strongly Disagree, TS = Disagree, ATS = Somewhat Disagree, AS = Somewhat Agree, S = Agree, SS = Strongly Agree. The following are the results of the analysis.

Table 4.1 Descriptive Analysis of E-service Quality Variables

Item	Statement	STS	T.S	ATS	US	S	SS
ESQ1	Whenever I need the online food delivery application, it is always available	0 0%	3 1%	10 4%	32 14%	117 51%	68 30%
ESQ2	The online food delivery application is quickly open	0 0%	1 0%	27 12%	57 25%	113 49%	32 14%
ESQ3	Order delivery as promised	0	3	14	52	104	57

		0%	1%	6%	23%	45%	25%
ESQ4	The food or drink ordered is sent immediately	0	3	22	44	122	39
		0%	1%	10%	19%	53%	17%
ESQ5	Offers on honest online food delivery applications	0	6	9	23	113	79
		0%	3%	4%	10%	49%	34%
ESQ6	The application accurately informs delivery appointments	0	1	24	35	124	46
		0%	0%	10%	15%	54%	20%
ESQ7	The online food delivery application stores information about my shopping behavior	0	3	13	30	124	60
		0%	1%	6%	13%	54%	26%
ESQ8	My personal information is not shared by online food delivery applications	0	0	17	43	111	59
		0%	0%	7%	19%	48%	26%
ESQ9	My payment ID is safe on the online food delivery application	0	3	14	26	127	60
		0%	1%	6%	11%	55%	26%
Total Frequency		0	23	150	342	1055	500
Total Percentage		0%	1%	7%	17%	51%	24%

Source: Data processed by researchers (2024)

Through descriptive analysis of the e-service quality variable (X1), it is known that respondents most often choose the Agree (S) option compared to other options. Among the 9 e-service quality (ESQ) indicators, the Agree (S) option had a total frequency of 1,055, accounting for 51% of the responses. The statement "My payment ID is safe on the online food delivery application" was the most frequently chosen choice by 55% of respondents.

The second most frequent answer, namely the Strongly Agree (SS) option, has a total frequency of 500 or 24%. The statement "offers on online food delivery applications are honest" was chosen by the majority of respondents, namely 34%. The findings of this descriptive analysis show that respondents generally gave positive responses to statements regarding the e-service quality variable.

2. Price Fairness Variable (X2)

In the price fairness variable, there are five statement items that have even-numbered Likert scale answer options starting from STS = Strongly Disagree, TS = Disagree, ATS = Somewhat Disagree, AS = Somewhat Agree, S = Agree, SS = Strongly Agree. The following are the results of the analysis.

Table 4.2 Descriptive Analysis of Price Fairness Variables

Item	Statement	STS	T.S	ATS	US	S	SS
PF1	Food or drink prices are affordable for everyone	2	6	21	71	86	44
		1%	3%	9%	31%	37%	19%
PF2	The similarity of food or drink prices is determined by various online food delivery applications	2	10	5	33	127	53
		1%	4%	2%	14%	55%	23%
PF3	Prices for food or drinks are reasonable compared to coming directly to a restaurant	1	4	22	35	126	42
		0%	2%	10%	15%	55%	18%
PF4	Prices for food or drinks meet expectations	1	3	14	41	118	53
		0%	1%	6%	18%	51%	23%
PF5	The price of application services is appropriate for the services provided	0	9	13	36	133	39
		0%	4%	6%	16%	58%	17%
Total Frequency		6	32	75	216	590	231
Total Percentage		1%	3%	7%	19%	51%	20%

Source: Data processed by researchers (2024)

Through descriptive analysis of the price fairness variable (X2), it is known that the Agree (S) option is most often chosen by respondents compared to other options. Among the five Price Fairness (PF) indicators, the Agree (S) option has a total frequency of 590 or 51%. The statement "the price of application services is appropriate for the services provided" is the most preferred statement, with 58% of respondents choosing it.

The second most frequent answer, namely the Strongly Agree (SS) option, has a total frequency of 231 or 20%. The statements "similarity in food or drink prices are determined by various online food delivery applications" and "prices of food or drinks meet expectations" were voted the most, namely 23% of respondents. The findings of this descriptive analysis show that respondents generally show a tendency to give positive responses to statements related to the price fairness variable.

3. Variable Perceived Ease of Use (X3)

In the perceived ease of use variable, there are five statement items that have even-numbered Likert scale answer options starting from STS = Strongly Disagree, TS = Disagree, ATS = Somewhat Disagree, AS = Somewhat Agree, S = Agree, SS = Strongly Agree. The following are the results of the analysis.

Table 4.3 Descriptive Analysis of Perceived Ease of Use Variables

Item	Statement	STS	T.S	ATS	US	S	SS
PEU1	Learning to use online food delivery applications was easy for me	0 0%	1 0%	14 6%	25 11%	85 37%	105 46%
PEU2	My interactions with online food delivery apps don't require much mental effort	0 0%	7 3%	7 3%	22 10%	116 50%	78 34%
PEU3	My interaction with the online food delivery application was understandable	0 0%	2 1%	11 5%	34 15%	118 51%	65 28%
PEU4	I was able to install the online food delivery app on my smartphone without any problem	0 0%	0 0%	21 9%	25 11%	117 51%	67 29%
PEU5	Overall, I think the online food delivery application is easy to use	0 0%	5 2%	12 5%	19 8%	125 54%	69 30%
Total Frequency		0	15	65	125	561	384
Total Percentage		0%	1%	6%	11%	49%	33%

Source: Data processed by researchers (2024)

Based on descriptive analysis of the variable perceived ease of use (X3), it is known that the Agree (S) option is chosen by respondents more often than other options. Among the 5 indicators of perceived ease of use (PEU), the Agree (S) option has a total frequency of 561 or 49%. The statement "Overall, I find online food delivery applications easy to use" was the most frequently chosen statement, with 54% of respondents choosing it.

The second most frequent answer, namely the Strongly Agree (SS) option, has a total frequency of 384 or 33%. The statement "Learning to use online food delivery applications is easy for me" was chosen by the majority of respondents, namely 46%. The findings of this descriptive analysis show that respondents generally gave a positive response to statements regarding the indicator variable perceived ease of use.

4. Customer Satisfaction Variable (Y)

In the customer satisfaction variable, there are four statement items that have even-numbered Likert scale answer options starting from STS = Strongly Disagree, TS = Disagree, ATS = Somewhat Disagree, AS = Somewhat Agree, S = Agree, SS = Strongly Agree. The following are the results of the analysis.

Table 4.4 Descriptive Analysis of Customer Satisfaction Variables

Item	Statement	STS	T.S	ATS	US	S	SS
CS1	The online food delivery application really met my expectations	0 0%	7 3%	18 8%	45 20%	100 43%	60 26%
CS2	I have had a very good experience with online food delivery apps	0 0%	7 3%	13 6%	39 17%	112 49%	59 26%
CS3	Online food delivery applications offer what I need	0 0%	4 2%	17 7%	24 10%	132 57%	53 23%
CS4	The overall feeling when I use online food delivery applications makes me in a good mood	0 0%	7 3%	22 10%	31 13%	130 57%	40 17%
Total Frequency		0	25	70	139	474	212
Total Percentage		0%	3%	8%	15%	52%	23%

Source: Data processed by researchers (2024)

Through descriptive analysis of the customer satisfaction variable (Y), it is known that the Agree (S) option is the option most frequently chosen by respondents compared to other options. Among the four indicators of customer satisfaction (CS), the Agree (S) option has a total frequency of 474 or 52%. The statements "The online food delivery application offers what I need" and "The overall feeling when I use the online food delivery application makes me in a good mood" were chosen by the majority of respondents, namely 57%.

The second most frequent answer, namely the Strongly Agree (SS) option, has a total frequency of 212 or 23%. The statements "The online food delivery application really met my expectations" and "I have had a very good experience with the online food delivery application" were chosen by the majority of respondents, namely 26%. The findings of this descriptive analysis show that respondents generally gave positive responses to statements regarding the customer satisfaction variable.

5. Repurchase Intention Variable (Z)

In the repurchase intention variable, there are five statement items that have even-numbered Likert scale answer options starting from STS = Strongly Disagree, TS = Disagree, ATS = Somewhat Disagree, AS = Somewhat Agree, S = Agree, SS = Strongly Agree. The following are the results of the analysis.

Table 4.5 Descriptive Analysis of Repurchase Intention Variables

Item	Statement	STS	T.S	ATS	US	S	SS
RI1	I intend to continue buying food through the online food delivery application that I use regularly	1 0%	4 2%	22 10%	42 18%	99 43%	62 27%
RI2	I will consider buying from online food delivery applications if I need to buy food or drinks.	0 0%	6 3%	14 6%	36 16%	102 44%	72 31%
RI3	I intend to use the online food delivery application that I usually use as a priority application for future purchases	0 0%	4 2%	17 7%	48 21%	118 51%	43 19%
RI4	I intend to recommend the online food delivery application that I often use to other people	0 0%	1 0%	20 9%	33 14%	132 57%	44 19%
RI5	Barring any unforeseen reasons, I intend to continue using the online food delivery apps I use regularly	0 0%	9 4%	14 6%	37 16%	117 51%	53 23%
Total Frequency		1	24	87	196	568	274
Total Percentage		0%	2%	8%	17%	49%	24%

Source: Data processed by researchers (2024)

After conducting a descriptive analysis of the repurchase intention (Z) variable, it was found that the Agree (S) option was the option most frequently chosen by respondents compared to the other available options. Among the 5 repurchase intention (RI) indicators, the Agree (S) option had a total frequency of 568, accounting for 49% of responses. The statement "I intend to recommend the online food delivery application that I often use to other people" was the most popular choice chosen by 57% of respondents.

The second most frequent answer, namely the Strongly Agree (SS) option, has a total frequency of 274 or 24%. Among respondents, the statement "I would consider buying from an online food delivery application if I needed to buy food or drinks" was most frequently chosen, namely 31% of responses. The findings of this descriptive analysis show that respondents generally show a tendency to give positive responses to statements on the repurchase intention variable.

Exploratory Factor Analysis

1. E-Service Quality Variable (X1)

The results of factor analysis with KMO on the e-service quality variable are >0.5, namely 0.888. The results of Bartlett's Test of Sphericity show that the significance is 0.000, which means it meets the requirement <0.05. This can be concluded based on the results of KMO and Bartlett's Test of Sphericity that the service quality variable is valid or has good validation.

Table 4.6 KMO and Bartlett's Test of Price Fairness Variables

KMO and Bartlett's Test		
<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</i>		,888
<i>Bartlett's Test of Sphericity</i>	<i>Approx. Chi-Square</i>	690,235
	<i>df</i>	36
	<i>Sig.</i>	,000

Source: Data processed by researchers (2024)

Table 4.7 Exploratory Factor Analysis E-service Quality Variable

Items	Factor loadings
ESQ1	,763
ESQ2	,398
ESQ3	,743
ESQ4	,380
ESQ5	,787
SEQ6	,359
ESQ7	,771
ESQ8	,747
ESQ9	,830

Source: Data processed by researchers (2024)

Based on the e-service quality variable data above, there are variables that are eliminated, namely ESQ2, ESQ 4 and ESQ6. So the valid indicators are ESQ1, ESQ3, ESQ5, ESQ 7, ESQ8, and ESQ9. So it is necessary to retest by eliminating several indicators. The results of the retest are listed in table 4.15

Table 4.8 Exploratory Factor Analysis E-service Quality Variable

Items	Factor loadings
ESQ1	,751
ESQ3	,772
ESQ5	,811
ESQ7	,788
ESQ8	,750
ESQ9	,836

Source: Data processed by researchers (2024)

2. Price Fairness Variable (X2)

The results of factor analysis with KMO on the price fairness variable are >0.5, namely 0.878. The results of Bartlett's Test of Sphericity show that the significance is 0.000, which means it meets the requirement <0.05. This can be concluded based on the results of KMO and Bartlett's Test of Sphericity that the price fairness variable is valid or has good validation.

Table 4.9 KMO and Bartlett's Test of Price Fairness Variables

KMO and Bartlett's Test		
<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</i>		,878
<i>Bartlett's Test of Sphericity</i>	<i>Approx. Chi-Square</i>	572,068
	<i>df</i>	10
	<i>Sig.</i>	,000

Source: Data processed by researchers (2024)

Table 4.10 Exploratory Factor Analysis Price Fairness Variable

Items	Factor loadings
PF1	,828
PF2	,823
PF3	,810
PF4	,847
PF5	,826

Source: Data processed by researchers (2024)

Based on the price fairness variable data above, there are no variables that are eliminated and have dimensions. So it can be concluded that all indicators are declared valid.

3. Variable Perceived Ease of Use (X3)

The results of factor analysis with KMO on the perceived ease of use variable are >0.5, namely 0.867. The results of Bartlett's Test of Sphericity show that the significance is 0.000, which means it meets the requirement <0.05. This can be concluded based on the results of KMO and Bartlett's Test of Sphericity that the perceived ease of use variable is valid or has good validation.

Table 4.11 KMO and Bartlett's Test Variable Perceived Ease of Use

KMO and Bartlett's Test	
<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</i>	,867

<i>Bartlett's Test of Sphericity</i>	<i>Approx. Chi-Square</i>	557,872
	<i>df</i>	10
	<i>Sig.</i>	,000

Source: Data processed by researchers (2024)

Table 4.12 Exploratory Factor Analysis Perceived Ease of Use variable

<i>Items</i>	<i>Factor loadings</i>
PEU1	,816
PEU2	,828
PEU3	,757
PEU4	,828
PEU5	,867

Source: Data processed by researchers (2024)

Based on the perceived ease of use variable data above, there are no variables that are eliminated and have dimensions. So it can be concluded that all indicators are declared valid.

4. Customer Satisfaction Variable (Y)

The results of factor analysis with KMO on the customer satisfaction variable are >0.5, namely 0.823. The results of Bartlett's Test of Sphericity show that the significance is 0.000, which means it meets the requirement <0.05. This can be concluded based on the results of KMO and Bartlett's Test of Sphericity that the customer satisfaction variable is valid or has good validation.

Table 4.13 KMO and Bartlett's Test of Customer Satisfaction Variables

<i>KMO and Bartlett's Test</i>		
<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</i>		,823
<i>Bartlett's Test of Sphericity</i>	<i>Approx. Chi-Square</i>	464,016
	<i>df</i>	6
	<i>Sig.</i>	,000

Source: Data processed by researchers (2024)

Table 4.14 Exploratory Factor Analysis Customer Satisfaction Variable

<i>Items</i>	<i>Factor loadings</i>
CS1	,741
CS2	,749
CS3	,726
CS4	,709

Source: Data processed by researchers (2024)

Based on the customer satisfaction variable data above, no variables have been eliminated and have dimensions. So it can be concluded that all indicators are declared valid.

5. Repurchase Intention Variable (Z)

The results of factor analysis with KMO on repurchase intention are >0.5, namely 0.879. The results of Bartlett's Test of Sphericity show that the significance is 0.000, which means it meets the requirement <0.05. This can be concluded based on the results of KMO and Bartlett's Test of Sphericity that the repurchase intention variable is valid or has good validation.

Table 4.15 KMO and Bartlett's Test of Repurchase Intention Variables

<i>KMO and Bartlett's Test</i>		
<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</i>		,879
<i>Bartlett's Test of Sphericity</i>	<i>Approx. Chi-Square</i>	652,491
	<i>df</i>	10
	<i>Sig.</i>	,000

Source: Data processed by researchers (2024)

Table 4.16 Exploratory Factor Analysis Repurchase Intention Variable

<i>Items</i>	<i>Factor loadings</i>
RI1	,862
RI2	,792
RI3	,829
RI4	,852
RI5	,873

Source: Data processed by researchers (2024)

Based on the repurchase intention variable data above, there are no variables that are eliminated and have dimensions. So it can be concluded that all indicators are declared valid.

4.2.1 Confirmatory Factor Analysis

1. E-service Quality Variable (X1)

In the e-service quality variable there are six indicators. No indicators are removed after processing the first order construct model. Testing the goodness of fit index on the e-service quality variable can be

considered good because it has fit results. The results of data processing for the e-service quality variable can be seen in Figure 4.1.

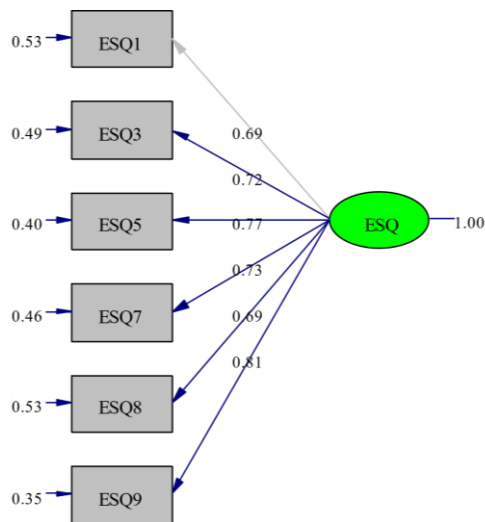


Figure 4.1 First Order Construct Model of E-service Quality Variables

Source: Data processed by researchers (2024)

The results of the first order construct model for the e-service quality variable that have been obtained can be seen in Table 4.24 below.

Table 4.17 First Order Construct E-service Quality Variable

<i>Goodness of fit indices</i>	<i>Cut off value</i>	Results	Model Evaluation
Chi square		11.38	<i>Fitted</i>
<i>Probability</i>	≥ 0.05	0.250	<i>Fitted</i>
GFI	≥ 0.9	0.984	<i>Fitted</i>
RMSR	< 0.05	0.0175	<i>Fitted</i>
RMSEA	≤ 0.08	0.0340	<i>Fitted</i>
AGFI	≥ 0.90	0.962	<i>Fitted</i>
TLI (NNFI)	≥ 0.90	0.996	<i>Fitted</i>
CFI	≥ 0.90	0.997	<i>Fitted</i>

Source: Data processed by researchers (2024)

2. Price Fairness Variable (X2)

In the price fairness variable there are five indicators. No indicators are removed after processing the first order construct model. Testing the goodness of fit index on the price fairness variable can be considered good because it has fit results. The results of data processing for the price fairness variable can be seen in Figure 4.2.

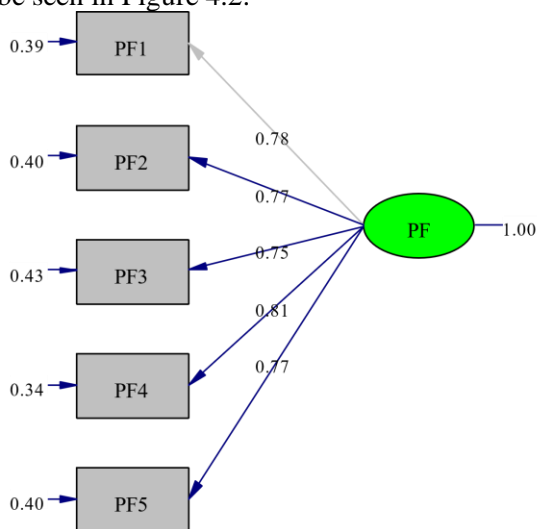


Figure 4.2 First Order Construct Model Price Fairness Variable

Source: Data processed by researchers (2024)

The results of the first order construct model for the price fairness variable that have been obtained can be seen in Table 4.25 below.

Table 4.18 First Order Construct Variable Price Fairness

<i>Goodness of fit indices</i>	<i>Cut off value</i>	Results	Model Evaluation
Chi square		8.02	<i>Fitted</i>
<i>Probability</i>	≥ 0.05	0.155	<i>Fitted</i>
GFI	≥ 0.9	0.986	<i>Fitted</i>
RMSR	< 0.05	0.0187	<i>Fitted</i>
RMSEA	≤ 0.08	0.0514	<i>Fitted</i>
AGFI	≥ 0.90	0.959	<i>Fitted</i>
TLI (NNFI)	≥ 0.90	0.993	<i>Fitted</i>
CFI	≥ 0.90	0.997	<i>Fitted</i>

Source: Data processed by researchers (2024)

3. Variable Perceived Ease of Use (X3)

In the variable perceived ease of use there are five indicators. No indicators are removed after processing the first order construct model. Testing the goodness of fit index on the perceived ease of use variable can be considered good because it has fit results. The results of data processing for the perceived ease of use variable can be seen in Figure 4.3.

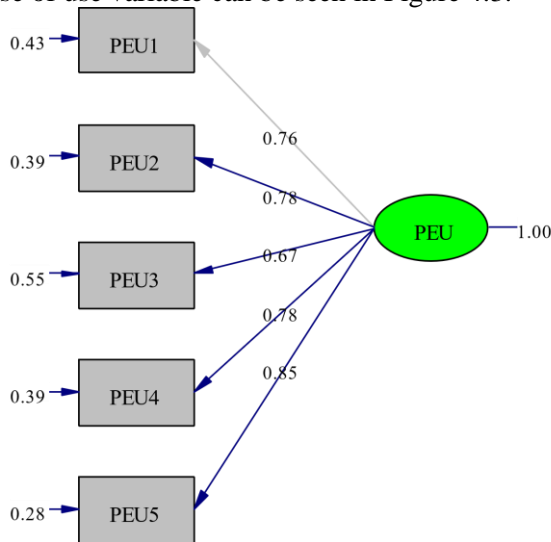


Figure 4.3 First Order Construct Model Variable Perceived Ease of Use

Source: Data processed by researchers (2024)

The results of the first order construct model for the perceived ease of use variable that have been obtained can be seen in Table 4.26 below.

Table 4.19 First Order Construct Variable Perceived Ease of Use

<i>Goodness of fit indices</i>	<i>Cut off value</i>	Results	Model Evaluation
Chi square		9.03	<i>Fitted</i>
<i>Probability</i>	≥ 0.05	0.108	<i>Fitted</i>
GFI	≥ 0.9	0.984	<i>Fitted</i>
RMSR	< 0.05	0.0162	<i>Fitted</i>
RMSEA	≤ 0.08	0.0593	<i>Fitted</i>
AGFI	≥ 0.90	0.953	<i>Fitted</i>
TLI (NNFI)	≥ 0.90	0.990	<i>Fitted</i>
CFI	≥ 0.90	0.995	<i>Fitted</i>

Source: Data processed by researchers (2024)

4. Customer Satisfaction Variable (Y)

In the customer satisfaction variable there are four indicators. No indicators are removed after processing the first order construct model. Testing the goodness of fit index on the customer satisfaction variable can be considered good because most of the indicators determined have fit results. The results of data processing for the customer satisfaction variable can be seen in Figure 4.4.

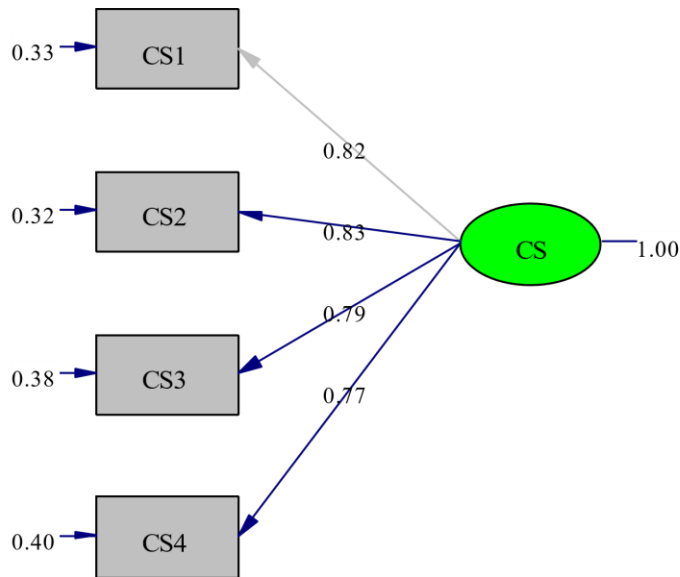


Figure 4.4 First Order Construct Model Customer Satisfaction Variable

Source: Data processed by researchers (2024)

The results of the first order construct model for the customer satisfaction variable that have been obtained can be seen in Table 4.27 below.

Table 4.20 First Order Construct Variable Customer Satisfaction

<i>Goodness of fit indices</i>	<i>Cut off value</i>	Results	Model Evaluation
Chi square		8.03	<i>Fitted</i>
Probability	≥ 0.05	0.018	<i>Not Fitted</i>
GFI	≥ 0.9	0.983	<i>Fitted</i>
RMSR	< 0.05	0.0192	<i>Fitted</i>
RMSEA	≤ 0.08	0.115	<i>Not Fitted</i>
AGFI	≥ 0.90	0.914	<i>Fitted</i>
TLI (NNFI)	≥ 0.90	0.969	<i>Fitted</i>
CFI	≥ 0.90	0.990	<i>Fitted</i>

Source: Data processed by researchers (2024)

5. Repurchase Intention Variable (Z)

In the repurchase intention variable there are five indicators. No indicators are removed after processing the first order construct model. Testing the goodness of fit index on the repurchase intention variable can be considered good because it has fit results. The results of data processing for the repurchase intention variable can be seen in Figure 4.5.

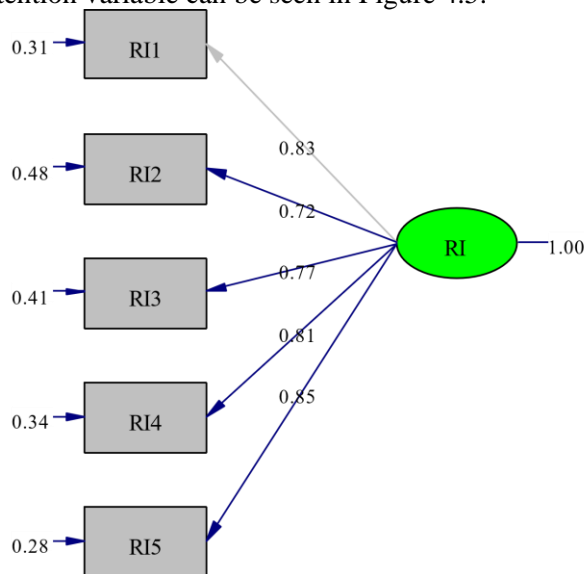


Figure 4.5 First Order Construct Model Variable Repurchase Intention

Source: Data processed by researchers (2024)

The results of the first order construct model for the repurchase intention variable that have been obtained can be seen in Table 4.28 below.

Table 4.21 First Order Construct Variable Repurchase Intention

<i>Goodness of fit indices</i>	<i>Cut off value</i>	Results	Model Evaluation
Chi square		9.36	<i>Fitted</i>
<i>Probability</i>	≥ 0.05	0.095	<i>Fitted</i>
GFI	≥ 0.9	0.984	<i>Fitted</i>
RMSR	< 0.05	0.0164	<i>Fitted</i>
RMSEA	≤ 0.08	0.0617	<i>Fitted</i>
AGFI	≥ 0.90	0.952	<i>Fitted</i>
TLI (NNFI)	≥ 0.90	0.990	<i>Fitted</i>
CFI	≥ 0.90	0.995	<i>Fitted</i>

Source: Data processed by researchers (2024)

Full SEM Model

Figure 4.6 displays the overall structural equation model (SEM), showing exposure to all indicators for each variable. The full comprehensive SEM model attempts to test the influence of the relationship between variables, especially to find out whether the independent variable has a significant effect on the dependent variable. The Structural Equation Modeling (SEM) model requires the inclusion of special requirements, especially the inclusion of Goodness of Fit Indices requirements. After processing the data which can be seen in table 4.29, it can be concluded that the current full model meets all the requirements and can be considered fit. The results of all standardized total effects obtained were positive.

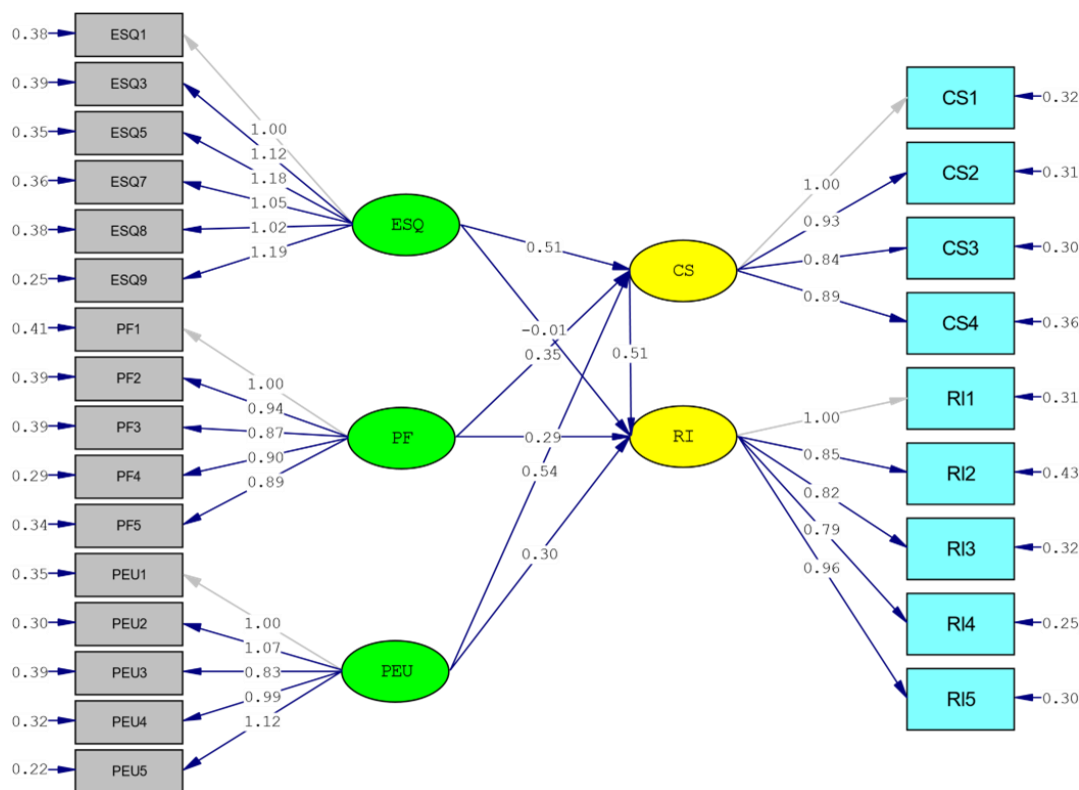


Figure 4.6 Full SEM Model
Source: Data processed by researchers (2024)

Table 4.22 Full SEM Model

<i>Goodness of fit indices</i>	<i>Cut off value</i>	Results	Model Evaluation
Chi square		301.34	<i>Fitted</i>
<i>Probability</i>	≥ 0.05	0.06174	<i>Fitted</i>
GFI	≥ 0.9	0.905	<i>Fitted</i>
RMSR	< 0.05	0.0335	<i>Fitted</i>
RMSEA	≤ 0.08	0.0245	<i>Fitted</i>
AGFI	≥ 0.90	0.883	<i>Fitted</i>
TLI (NNFI)	≥ 0.90	0.996	<i>Fitted</i>
CFI	≥ 0.90	0.996	<i>Fitted</i>

Source: Data processed by researchers (2024)

Direct and Indirect Influence Test

Direct and indirect influence tests are used to assess causal relationships between variables (causal models) that have been previously established based on theory.

Table 4.23 Test of Direct and Indirect Effects

Dependent variable		Independent variable	Direct Influence	Indirect Influence
Customer Satisfaction	←	E-service Quality	0.359	-
Customer Satisfaction	←	Price Fairness	0.346	-
Customer Satisfaction	←	Perceived Ease of Use	0.436	-
Repurchase Intention	←	E-Service Quality	0.172	0.180
Repurchase Intention	←	Price Fairness	0.454	0.173
Repurchase Intention	←	Perceived Ease of Use	0.453	0.218
Repurchase Intention	←	Customer Satisfaction	0.500	-

Source: Data processed by researchers (2024)

Table 4.30 shows the results of the test of the direct and indirect influence of the independent variable on the dependent variable. It can be seen that the E-service Quality variable (X1) has a direct effect of 0.359 on Customer Satisfaction (Y), then Price Fairness (X2) has a direct effect of 0.346 on Customer Satisfaction (Y), then Perceived Ease of Use (X3) has a direct effect of 0.346 on Customer Satisfaction (Y). 0.436 on Customer Satisfaction (Y), and Customer Satisfaction (Y) has a direct effect of 0.5 on Repurchase Intention.

Then the E-service Quality variable (X1) has a direct effect of 0.172 on Repurchase Intention (Z) and an indirect effect of 0.180. Then Price Fairness (X2) has a direct effect of 0.454 on Repurchase Intention (Z) and an indirect effect of 0.173. Then Perceived Ease of Use (X3) has a direct effect of 0.453 on Repurchase Intention (Z) and an indirect effect of 0.218. The large indirect influence is caused by the Customer Satisfaction (Y) variable as an intervening variable between the relationship between E-service Quality (X1), Price Fairness (X2), and Perceived Ease of Use (X3) on Repurchase Intention (Z).

Hypothesis test

In testing the hypothesis regarding the causal relationship between variables developed in this research, it is necessary to test the hypothesis. standardized total effects shows the results of testing the hypothesis of the relationship between variables, where data analysis determines the magnitude of the influence or relationship between variables. The t test is a statistical test used to assess the significance of the influence of an independent variable on the dependent variable, assuming the other dependent variables are constant. Variables with a t-value of (greater than) >1.96 can be considered statistically significant. Meanwhile, the Sobel test is carried out to assess the intervening variable hypothesis. In the Sobel test, a Z-value that is (greater than) >1.96 indicates that the indirect effect of the independent variable on the dependent variable through mediation can be considered statistically significant.

Table 4.24 Structural Equation Modeling

Hypot he sis	Dependent variable		Independent variable	Standardize total effects	t-value	Z-value	Results
H1	Customer Satisfaction	←	E-service Quality	0.359	5,948		Accepted
H2	Customer Satisfaction	←	Price Fairness	0.346	5,568		Accepted
H3	Customer Satisfaction	←	Perceived Ease of Use	0.436	7,195		Accepted
H4	Repurchase Intention	←	E-Service Quality	0.172	-0.117		Rejected
H5	Repurchase Intention	←	Price Fairness	0.454	3,964		Accepted
H6	Repurchase Intention	←	Perceived Ease of Use	0.453	3,120		Accepted
H7	Repurchase Intention	←	Customer Satisfaction	0.500	4,047		Accepted
H8	Repurchase Intention	Customer Satisfaction	E-service Quality	0.180		2,561	Accepted
H9	Repurchase Intention	Customer Satisfaction	Price Fairness	0.173		2,592	Accepted
H10	Repurchase Intention	Customer Satisfaction	Perceived Ease of Use	0.218		3,074	Accepted

Source: Data processed by researchers (2024)

Discussion

Based on table 4.32 above, the following discussion is reached regarding hypothesis testing: **E-service Quality towards Customer Satisfaction**

Based on Table 4.32, it can be concluded that the E-service Quality (X1) variable on Customer Satisfaction (Y) has a Standardize total effects value of 0.359 then the t-value of 5.948 is greater than 1.96. It can be concluded that the variable relationship is significant and positive. So the first hypothesis (H1) which states that e-service quality has a significant effect on customer satisfaction is accepted. Respondents assessed that the quality of electronic services provided by OFD services was good and could influence customer satisfaction. This is in accordance with previous research which states that E-service Quality has a significant and positive effect on Customer Satisfaction (Ginting et al., 2023), (Khatoon et al., 2020), (Setiawan et al., 2020). This means that respondents consider the e-service quality variable to be one of the main factors influencing customer satisfaction with OFD services in DKI Jakarta. The better the quality of electronic services provided by OFD services, the higher the customer satisfaction felt by consumers.

Price Fairness towards Customer Satisfaction.

Based on Table 4.32, it can be concluded that the variable Price Fairness (X2) on Customer Satisfaction (Y) has a Standardize total effects value of 0.346 then the t-value of 5.568 is greater than 1.96. It can be concluded that the variable relationship is significant and positive. So the second hypothesis (H2) which states that price fairness has a significant effect on customer satisfaction is accepted. Respondents assessed that the reasonableness of the prices provided by OFD services was good and could influence customer satisfaction. This is in accordance with previous research which states that Price Fairness has a significant and positive effect on Customer Satisfaction (Alzoubi et al., 2020), (Setiawan et al., 2020), (Singh, Swati & Alok, 2022). This means that respondents consider the price fairness variable to be one of the main factors influencing customer satisfaction with OFD services in DKI Jakarta. The better the price offered by OFD services, the higher the customer satisfaction felt by consumers.

Perceived Ease of Use towards Customer Satisfaction

Based on Table 4.32, it can be concluded that the Perceived Ease of Use (X3) variable on Customer Satisfaction (Y) has a Standardize total effects value of 0.436 then the t-value of 7.195 is greater than 1.96. It can be concluded that the variable relationship is significant and positive. So the third hypothesis (H3) which states that perceived ease of use has a significant effect on customer satisfaction is accepted. Respondents felt that the ease of using OFD services was good and could influence customer satisfaction. This is in accordance with previous research which states that Perceived Ease of Use has a significant and positive effect on Customer Satisfaction (Fakfare, 2021), (Ngubelanga & Duffett, 2021), (Pradnyadewi & Giantari, 2022). This means that respondents consider the variable perceived ease of use to be one of the main factors influencing customer satisfaction with OFD services in DKI Jakarta. The easier it is to use OFD services, the higher the customer satisfaction felt by consumers.

E-service Quality on Repurchase Intention

Based on Table 4.32, it can be concluded that the E-service Quality (X1) variable on Repurchase Intention (Z) has a Standardize total effects value of 0.172 then the t-value is -0.117 which is smaller than 1.96. It can be concluded that the variable relationship is not significant. So the fourth hypothesis (H4) which states that e-service quality has a significant effect on repurchase intention is rejected. This shows that e-service quality has no influence on consumers in making repurchase intentions at OFD in DKI Jakarta. This is in accordance with previous research which states that E-service Quality has a negative and insignificant effect on Repurchase Intention (Ginting et al., 2023), (Syachrony et al., 2023), (Yunus et al., 2021). This means that respondents consider the electronic service quality variable (e-service quality) not to be one of the main factors influencing repurchase intention in OFDs in DKI Jakarta. So an increase or decrease in the quality of electronic services no longer affects consumers' repurchase intentions, because consumers already feel satisfied with the quality of electronic services provided by OFD companies.

Price Fairness on Repurchase Intention

Based on Table 4.32, it can be concluded that the variable Price Fairness (X2) on Repurchase Intention (Z) has a Standardize total effects value of 0.454 then the t-value of 3.964 is greater than 1.96. It can be concluded that the variable relationship is significant and positive. So the fifth hypothesis (H5) which states that price fairness has a significant effect on repurchase intention is accepted. Respondents assessed that the reasonableness of the prices provided by OFD services was good and could influence repurchase interest. This is in accordance with previous research which states that Price Fairness has a significant and positive effect on Repurchase Intention (Bellyanti & Rahyuda, 2019), (Putri & Bernarto, 2023), (Singh, Swati & Alok, 2022). This means that respondents consider the price fairness variable to be one of the main factors influencing repurchase intention for OFD services in DKI Jakarta. The better the price offered by the OFD service, the higher the consumer's repurchase interest.

Perceived Ease of Use on Repurchase Intention

Perceived Ease of Use (X3) on Repurchase Intention (Z) has a Standardize total effects value of 0.453 then the t-value of 3.120 is greater than 1.96. It can be concluded that the variable relationship is

significant and positive. So the sixth hypothesis (H6) which states that perceived ease of use has a significant effect on repurchase intention is accepted. Respondents felt that the ease of using OFD services was good and could influence repurchase interest. This is in accordance with previous research which states that Perceived Ease of Use has a significant and positive effect on Repurchase Intention (Cuong, 2023), (Putri & Bernardo, 2023), (Wilson, 2019). This means that respondents consider the perceived ease of variable to be one of the main factors influencing repurchase intention for OFD services in DKI Jakarta. The easier it is to use OFD services, the higher the consumer's repurchase interest.

Customer Satisfaction on Repurchase Intention

Customer Satisfaction (Y) on Repurchase Intention (Z) has a Standardize total effects value of 0.5 then the t-value of 4.047 is greater than 1.96. It can be concluded that the variable relationship is significant and positive. So the seventh hypothesis (H7) which states that customer satisfaction has a significant effect on repurchase intention is accepted. Respondents assessed that the satisfaction they felt in using OFD services was satisfactory and could influence repurchase interest. This is in accordance with previous research which states that Customer Satisfaction has a significant and positive effect on Repurchase Intention (Law et al., 2022), (Meilatinova, 2021), (Milaković, 2021). This means that respondents consider the customer satisfaction variable to be one of the main factors influencing repurchase intention for OFD services in DKI Jakarta. The more satisfied customers feel in using OFD services, the higher the consumer's repurchase interest.

E-service Quality on Repurchase Intention through Customer Satisfaction

E-service Quality (X1) towards Repurchase Intention (Z) through Customer Satisfaction (Y) as an intervening has a Standardize total effects value of 0.180 then the Z-value is 2.561 which is greater than 1.96. It can be concluded that customer satisfaction is stated to be able to mediate the influence of e-service quality on repurchase intention. So the eighth hypothesis (H8) which states that e-service quality has a significant effect on repurchase intention through customer satisfaction is accepted. This means that the better the quality of electronic services provided to customers and supported by the satisfaction felt by the customer, the intention to make repeat purchases will increase in using OFD services in DKI Jakarta. This is in accordance with previous research which states that E-service Quality has a significant and positive effect on Repurchase Intention through Customer Satisfaction as an intervening (Anggraini et al., 2020), (Ginting et al., 2023), (Kurniawan & Remiasa, 2022). This means that customer satisfaction as a mediating variable is proven to be a mediating variable and has a significant influence. Based on this, customer satisfaction can be a connecting variable between electronic service quality and repurchase interest, so that the higher the perception of OFD service customers in DKI Jakarta regarding electronic service quality, the greater the customer satisfaction which will ultimately increase repurchase interest.

Price Fairness on Repurchase Intention through Customer Satisfaction

Price Fairness (X2) on Repurchase Intention (Z) through Customer Satisfaction (Y) as an intervening has a Standardize total effects value of 0.173 then the Z-value of 2.592 is greater than 1.96. It can be concluded that customer satisfaction is stated to be able to mediate the influence of price fairness on repurchase intention. So the ninth hypothesis (H9) which states that price fairness has a significant effect on repurchase intention through customer satisfaction is accepted. This means that the more reasonable or fair the price given to customers and supported by the satisfaction felt by the customer, the intention to repurchase will increase in using OFD services in DKI Jakarta. This is in accordance with previous research which states that Price Fairness has a significant and positive effect on Repurchase Intention through Customer Satisfaction as an intervening (Bellyanti & Rahyuda, 2019), (Ing & Sim, 2020), (Tong, 2022). This means that customer satisfaction as a mediating variable is proven to be a mediating variable and has a significant influence. Based on this, customer satisfaction can be a connecting variable between price fairness and repurchase interest, so that the higher the perception of OFD service customers in DKI Jakarta regarding the reasonableness of the prices given, the greater the customer satisfaction which will ultimately increase repurchase interest.

Perceived Ease of Use on Repurchase Intention through Customer Satisfaction

Perceived Ease of Use (X3) on Repurchase Intention (Z) through Customer Satisfaction (Y) as an intervening has a Standardize total effects value of 0.218 then the Z-value of 3.074 is greater than 1.96. It can be concluded that customer satisfaction is stated to be able to mediate the influence of perceived ease of use on repurchase intention. So the tenth hypothesis (H10) which states that perceived ease of use has a significant effect on repurchase intention through customer satisfaction is accepted. This means that the easier it is for customers to use the service and supported by the satisfaction that the customer feels, the more their intention to repurchase will increase when using OFD services in DKI Jakarta. This is in accordance with previous research which states that Perceived Ease of Use has a significant and positive effect on Repurchase Intention through Customer Satisfaction as an intervening (Elisa et al., 2023), (Lestari

& Ellyawati, 2019), (Trivedi & Yadav, 2020). This means that customer satisfaction as a mediating variable is proven to be a mediating variable and has a significant influence. Based on this, customer satisfaction can be a connecting variable between perceived ease of use and repurchase interest, so that the higher the perceived ease of using OFD services in DKI Jakarta and the reasonableness of the prices given, the greater the customer satisfaction which will ultimately increase purchase interest repeat.

CONCLUSION

The results of this research aim to analyze the influence of e-service quality, price fairness, and perceived ease of use on repurchase intention when using online food delivery services through customer satisfaction. Based on the results of research and discussion, it can be concluded as follows:

1. The first hypothesis (H1) which states that e-service quality (X1) has a significant effect on customer satisfaction (Y) has a Standardize total effects value of 0.359 then the t-value of 5.948 is greater than 1.96. It can be concluded that the variable relationship is significant and positive, so that H1 can be accepted.
2. The second hypothesis (H2) which states that price fairness (X2) has a significant effect on customer satisfaction (Y) has a Standardize total effects value of 0.346 then the t-value of 5.568 is greater than 1.96. It can be concluded that the variable relationship is significant and positive, so H2 can be accepted.
3. The third hypothesis (H3) which states that perceived ease of use (X3) has a significant effect on customer satisfaction (Y) has a Standardize total effects value of 0.436 then the t-value of 7.195 is greater than 1.96. It can be concluded that the variable relationship is significant and positive, so H3 can be accepted.
4. The fourth hypothesis (H4) which states that e-service quality (X1) has a significant effect on repurchase intention (Z) has a Standardize total effects value of 0.172 then the t-value is -0.117 which is smaller than 1.96. It can be concluded that the variable relationship is not significant, so H4 is rejected.
5. The fifth hypothesis (H5) which states that price fairness (X2) has a significant effect on repurchase intention (Z) has a Standardize total effects value of 0.436 then the t-value of 7.195 is greater than 1.96. It can be concluded that the variable relationship is significant and positive, so H5 can be accepted.
6. The sixth hypothesis (H6) which states that perceived ease of use (X6) has a significant effect on repurchase intention (Z) has a Standardize total effects value of 0.453 then the t-value of 3.120 is greater than 1.96. It can be concluded that the variable relationship is significant and positive, so H6 can be accepted.
7. The seventh hypothesis (H7) which states that customer satisfaction (Y) has a significant effect on repurchase intention (Z) has a Standardize total effects value of 0.5 then the t-value of 4.047 is greater than 1.96. It can be concluded that the variable relationship is significant and positive, so H7 can be accepted.
8. The eighth hypothesis (H8) which states that e-service quality (X1) has a significant effect on repurchase intention (Z) through customer satisfaction (Y) has a Standardize total effects value of 0.180 then the Z-value of 2.561 is greater than 1.96. It can be concluded that customer satisfaction is stated to be able to mediate the influence of e-service quality on repurchase intention, so that H8 can be accepted.
9. The ninth hypothesis (H9) which states that price fairness (X2) has a significant effect on repurchase intention (Z) through customer satisfaction (Y) has a Standardize total effects value of 0.173 then the Z-value of 2.592 is greater than 1.96. It can be concluded that customer satisfaction is stated to be able to mediate the influence of price fairness on repurchase intention, so that H9 can be accepted.
10. The tenth hypothesis (H10) which states that perceived ease of use (X3) has a significant effect on repurchase intention (Z) through customer satisfaction (Y) has a Standardize total effects value of 0.218 then the Z-value of 3.074 is greater than 1.96. It can be concluded that customer satisfaction is stated to be able to mediate the influence of perceived ease of use on repurchase intention, so that H10 can be accepted.

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