



**ANALYSIS OF THE IMPACT OF SERVICE QUALITY ON
CUSTOMER SATISFACTION AND CUSTOMER
LOYALTY (CASE STUDY: GOFOOD)**

THESIS

**Submitted as one of the requirements to obtain
Magister Manajemen**

by

Christian Nicholas Wibowo

023202205002

**FACULTY OF BUSINESS
TECHNOLOGY MANAGEMENT STUDY PROGRAM
CIKARANG
MAY 2024**

SIMILARITY INDEX REPORT

Chapter 1-5_023202205002.docx

ORIGINALITY REPORT

14%

SIMILARITY INDEX

12%

INTERNET SOURCES

8%

PUBLICATIONS

6%

STUDENT PAPERS

PRIMARY SOURCES

1

core.ac.uk

Internet Source

1%

2

www.researchgate.net

Internet Source

1%

3

etd.aau.edu.et

Internet Source

1%

4

etd.uum.edu.my

Internet Source

1%

5

"Intelligent Systems, Business, and Innovation Research", Springer Science and Business Media LLC, 2024

Publication

<1%

6

tojqi.net

Internet Source

<1%

7

repository.smuc.edu.et

Internet Source

<1%

8

Submitted to Segi University College

Student Paper

<1%

www.gemawiralodra.unwir.ac.id

ABSTRACT

Online food delivery applications have become a common E-Commerce business sector in Indonesia. Many people use GoFood because it helps customers to search, find, and purchase food they want easily. Prior studies indicated that service quality may affect customer satisfaction and loyalty in using online businesses. The objective of this research is to investigate the correlation between service quality and customer satisfaction and the mediating effect of customer satisfaction toward customer loyalty in the context of GoFood in Indonesia. This research adopted the SERVQUAL method with modification. The service quality dimensions encompass reliability, responsiveness, assurance, system availability, and security. To collect the data, this research uses the quantitative method in the form of an online questionnaire which is shared with 152 respondents who are determined with the purposive sampling technique. The Partial Least Squares Structural Equation Modelling (PLS-SEM) method was applied through SmartPLS-3 software to analyze the data and test the correlation among variables. The results reveal that reliability, responsiveness, assurance, system availability, and security have a positive and significant effect on customer satisfaction. In addition, the results also show that customer satisfaction has a partial mediating effect on customer loyalty. This research can be a guideline and foundation for online food delivery companies to improve their service quality to enhance customer satisfaction and loyalty rates.

Keywords: *service quality, servqual, gofood, customer satisfaction, customer loyalty.*

ABSTRAK

Aplikasi pengiriman makanan daring telah menjadi praktik bisnis perdagangan elektronik yang umum di Indonesia. Banyak orang menggunakan GoFood untuk mencari, menemukan, dan membeli makanan yang mereka inginkan dengan mudah. Penelitian sebelumnya menunjukkan bahwa kualitas layanan dapat mempengaruhi kepuasan dan loyalitas pelanggan dalam penggunaan GoFood. Penelitian ini bertujuan untuk menyelidiki hubungan antara kualitas layanan dan kepuasan pelanggan, serta efek mediasi dari kepuasan pelanggan terhadap loyalitas pelanggan dalam konteks GoFood di Indonesia. Penelitian ini menggunakan metode SERVQUAL dengan modifikasi. Dimensi kualitas layanan meliputi keandalan, daya tanggap, jaminan, ketersediaan sistem, dan keamanan. Untuk mengumpulkan data, penelitian ini menggunakan metode kuantitatif berupa kuesioner daring yang disebar ke 152 responden yang ditetapkan dengan teknik pengambilan sampel purposive. Metode *Partial Least Squares Structural Equation Modelling* (PLS-SEM) diterapkan melalui *software* SmartPLS-3 untuk menganalisa data dan menguji hubungan antar variabel. Hasil penelitian menunjukkan bahwa keandalan, daya tanggap, jaminan, ketersediaan sistem, dan keamanan memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan. Selain itu, hasil penelitian juga menyatakan bahwa kepuasan pelanggan memiliki efek mediasi parsial terhadap loyalitas pelanggan. Penelitian ini dapat menjadi pedoman dan landasan bagi perusahaan pengiriman makanan daring untuk meningkatkan kualitas layanan guna menambah tingkat kepuasan dan loyalitas pelanggan.

Kata Kunci: *kualitas layanan, servqual, gofood, kepuasan pelanggan, loyalitas pelanggan.*

TABLE OF CONTENTS

MASTER’S FINAL PROJECT REPORT APPROVAL PAGE	i
PANEL OF EXAMINER APPROVAL SHEET	ii
STATEMENT OF ORIGINALITY	iii
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	iv
ADVISOR’S APPROVAL FOR PUBLICATION.....	v
SIMILARITY INDEX	vi
ABSTRACT	vii
ABSTRAK.....	viii
ACKNOWLEDGEMENTS	ix
TABLE OF CONTENTS.....	x
LIST OF TABLES.....	xiv
LIST OF FIGURES	xv
LIST OF ABBREVIATIONS.....	xvi
CHAPTER 1	1
1.1. Background	1
1.2. Problem Statement	4
1.3. Research Question	6
1.4. Research Objectives.....	7
1.5. Research Contributions.....	7
1.6. Scope and Limitations	8
1.7. Master’s Final Project Outline	8
CHAPTER 2	10
2.1. Basic Theory	10
2.1.1. E-Commerce	10
2.1.2. Online Food Delivery Applications	11

2.1.3. Service	12
2.1.4. Service Quality.....	14
2.1.5. Customer Satisfaction	21
2.1.6. Customer Loyalty.....	24
2.2. Hypothesis statement	28
2.2.1. The Relationship between Service Quality and Customer Satisfaction....	28
2.2.1.1. Reliability and Customer Satisfaction	28
2.2.1.2. Responsiveness and Customer Satisfaction	29
2.2.1.3. Assurance and Customer Satisfaction	30
2.2.1.4. System Availability and Customer Satisfaction.....	30
2.2.1.5. Security and Customer Satisfaction	31
2.2.2. The Relationship between Customer Satisfaction and Customer Loyalty	32
2.3. Research Model.....	33
CHAPTER 3	34
3.1. Research Methodology.....	34
3.2. Research Design.....	35
3.3. Sampling Design	37
3.3.1. Size of Population	37
3.3.2. Size of Sample	37
3.4. Operational Definitions.....	39
3.5. Research Instrument.....	41
3.5.1. Primary Data	41
3.5.2. Secondary Data	42

3.6. Data Collection.....	42
3.7. Data Analysis Method.....	43
CHAPTER 4	46
4.1. Pretest Study.....	46
4.2. Main Study	51
4.2.1. Characteristics of the Main Study Respondents	52
4.2.2. GoFood Usage Among the Respondents of the Main Study	54
4.3. Measurement Model (Outer Model)	56
4.3.1. Validity Test	56
4.3.2. Reliability Test.....	59
4.4. Structural Model (Inner Model)	60
4.4.1. R-Square	60
4.4.2. T-Statistics	61
4.4.3. P-Values.....	62
4.4.4. Path Coefficient	62
4.4.5. Mediation Test	63
4.5. Analysis and Discussion	64
4.5.1. Hypothesis 1	64
4.5.2. Hypothesis 2	65
4.5.3. Hypothesis 3	67
4.5.4. Hypothesis 4	68
4.5.5. Hypothesis 5	69
4.5.6. Hypothesis 6	70
CHAPTER 5	72

5.1. Conclusions.....	72
5.2. Implications.....	72
5.2.1. Theoretical Implications	72
5.2.2. Practical Implications	73
5.3. Recommendations.....	74
REFERENCES	76
APPENDIX A.....	88
APPENDIX B.....	94
APPENDIX C	100

LIST OF TABLES

Table 1.1. Mini Research on Service Quality and Customer Satisfaction	
Problems from GoFood Users	3
Table 3.1. Operational Definitions	39
Table 3.2. Likert Scale	42
Table 4.1. Outer Loading Data of Pretest Study	47
Table 4.2. Reliability and Convergent Validity of the Pretest Study	48
Table 4.3. Cross Loadings of the Pretest Study	49
Table 4.4. Cross Loadings of Pretest Study (after item removal)	50
Table 4.5. Ratio HTMT of Pretest Study	50
Table 4.6. Indicators Mean and Missing Data from Main Research Respondents	52
Table 4.7. The Characteristics of the Main Study Respondents	54
Table 4.8. Outer Loadings Data of Main Study	56
Table 4.9. The Construct Reliability and Validity of the Main Study	57
Table 4.10. Cross Loading Values of the Main Study	58
Table 4.11. HTMT Values of the Main Study	59
Table 4.12. Path Coefficient, T-Statistics, and P-Values Among Variables	61
Table 4.13. Specific Indirect Effect	63
Table 4.14. Total Effects	64
Table 4.15. VAF Value	64

LIST OF FIGURES

Figure 2.1. Formulated Theoretical Framework of GoFood	
Online Service Quality	33
Figure 3.1. Research Design	35
Figure 3.2. Formula of Minimum Sample Amounts	38
Figure 4.1. Pretest Research Model along with	
Validity and Reliability Measurement	51
Figure 4.2. Diagram of GoFood Usage Period among	
Main Study Respondents	55
Figure 4.3. Diagram of Purchased Meals in GoFood among	
Main Study Respondents	55
Figure 4.4. R-Square Test of Structural Model.....	60

LIST OF ABBREVIATIONS

AVE: Average Variance Extracted

COVID-19: Coronavirus Disease 2019

CS: Customer Satisfaction

CL: Customer Loyalty

FNB: Food and Beverages

GDP: Gross Domestic Product

HTMT: Heterotrait-Monotrait

PLS-SEM: Partial Least Squares Structural Equation Modeling

RL: Reliability

RS: Responsiveness

AS: Assurance

SA: System Availability

SC: Security

SERVPERF: Service Performance

SQ/SERVQUAL: Service Quality

UI: User Interface

UX: User Experience

VAF: Variance Accounted For