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IMPLICATIONS OF USING GRAB FOOD APPLICATIONS ON CONSUMER SATISFACTION

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Abstract

In this technological era, the development and explosion of the internet has created an online business platform for services and products. One of them is the field of food delivery services. Online food delivery is a service where consumers can order food from a website or mobile app and the food will be delivered to their doorstep. This study aims to determine and explain the effect of purchasing experience on customer trust and customer satisfaction with Grab Food customers. The choice of location for this research considers that customers who usually buy food using Grab Food are customers whose market segments are in large urban communities. The exogenous variable in this study is the buying experience, while the endogenous variable is customer trust and satisfaction. This study provides insight into customer satisfaction with mobile food delivery apps from the new norm of a COVID-19 scalable perspective. The quality of the application website and the convenience of using the application are revealed as important factors that significantly affect customer satisfaction during the pandemic.

Keywords: *Grab Food, Customer Satisfaction, Mobile App*

1. INTRODUCTION

Technology has played a huge role in revolutionizing food delivery services from phone-based to online ordering to meet the ever-changing demands of consumers. Technology has also contributed to changing consumer preferences as consumers' reliance on technology has driven them to do anything online including preparing food that is delivered to them (Saputra, 2021). People all over the world are turning to online ordering and more ways to buy with less effort and money.

Convenience is the biggest attraction for consumers because the steps required to place an order are as simple as using a mobile device such as a smartphone, tablet or laptop. In other words, modern and young consumers can be labeled 'lazy' by relying on technology and convenience. In addition, the time it takes to deliver food is a good excuse for consumers when they don't have a plan where and what they will eat. In a matter of fact, the demand for online food delivery is highest at lunch and dinner hours because of the convenience factor.

From the business side, food business owners will seize opportunities that are seen as new sources of income. Consumer preferences are a key driving factor for business owners to engage with online delivery services to better meet customer demands and needs. Online

food delivery is highly recommended in developing countries as technology and consumer preferences are still changing (See-Kwong et al., 2017). According to a merdeka.com survey, 61% of people order food delivery online because they choose to save time and because it allows customers to have food delivered directly to their home or office in less than an hour.

Grab Food is a relatively new commercial phenomena in Surabaya. One of the draws for customers is the convenience given by Grab Food. It is easier for consumers to locate food purchasing solutions in the midst of the bustle of Surabaya by ordering meals and delivery services online at comparatively low rates. Customers must be more attentive while ordering ready-to-deliver food. This is due to the inability of consumers to feel when purchasing a product. Consumers can only see images of the things they wish to purchase. Purchasing this product necessitates prior product selection experience, particularly with regard to food products.

Trust is the awareness and feeling that customers must trust a product, and is used by service providers as a tool to establish long-term relationships with customers (Diza et al., 2016). Customer satisfaction is a feeling that arises as a result of the evaluation of the experience of using a product or service. Customer satisfaction can only be formed if the customer is satisfied with the service he has received. Customer satisfaction is the basis for the realization of loyal customers.

2. RESEARCH METHOD

The method used in this research is qualitative. According to Neumann, this approach is an approach that focuses on social reality, cultural meaning, interactive processes and events, reality is the main reason, assessment and transparency, image theory and data sites, post-analysis and theory (Sugiyono, 2017). Participatory researchers and analysts will continue to develop and update qualitative research on concepts used during or after the data collection process. In addition, the units of analysis used in this study are books, magazines, regulations, article reports, and news-related literature. These materials are used as the basis of analysis in this research.

3. RESULT AND DISCUSSION

Previous online purchase experience is an important factor in subsequent purchase intentions. If the consumer experience in online shopping is very satisfying, then a consumer will shop online again. However, if the consumer experience is not pleasant, then consumers will not make repeat purchases (Adzkiya, 2017). The indicators of previous online purchasing experience are : (Ling et al., 2010)

1. Experience in using websites.
2. Ability to use the website
3. Convenience in using the website
4. User-friendly website.

Kotler and Keller (2016) state satisfaction as a person's feeling of pleasure or disappointment that comes from the comparison between his impression of the performance (or outcome) of a product and his expectations. The indicators for measuring customer

satisfaction according to Yuliarmi & Riyasa (2007) are: 1. Conformity of service quality with the level of expectations. 2. Satisfaction level when compared to the same type 3. No complaints or bad comments from other customers.

The buying experience has a positive and significant effect on trust. More and more online customers are buying food products at Grab Food, so consumers have a good experience in buying food products at Grab Food. This shows the higher level of consumer confidence in transacting at online stores. This research is in line with the research of Suandana et al. (2016) that the buying experience has a significant effect on consumer confidence.

The influence of the customer trust variable on customer satisfaction shows a positive influence or has a direct relationship, which means that if customer trust increases, it will increase customer satisfaction. Customer trust is closely related to customer satisfaction with a product and service. Customer trust arises because of the satisfaction obtained by customers from the results of products, services, and services that are felt. This research is in line with Mahendra (2019) and Laely (2016) that trust has a significant effect on customer satisfaction.

The influence of the buying experience variable on customer satisfaction shows a positive influence or has a direct relationship, which means that the better the buying experience felt in shopping for food products at Grab Food, the higher customer satisfaction. This research is in line with Yolandari & Kusumadewi (2018) that consumer buying experience has a significant effect on consumer satisfaction.

Service quality was found to have no effect on customer satisfaction with a mobile food delivery application. These results do not correlate with the findings found Rahim et al. (2021). Parastanti (2014) revealed that customers are satisfied if good service quality is provided by e-hailing food delivery during MCO.

This contradictory finding could be because the study was conducted after the early stages of MCO and the quality of service provided by the mobile food delivery app was well established. Therefore, customers do not perceive it as the main problem that will affect their satisfaction. The findings of this study indicate that price has no significant effect on customer satisfaction. This finding is contradicting with previous research (Alalwan, 2020; Kalimuthu & Sabari Ajay, 2020). During the COVID-19 pandemic, customers may have a limited choice of mobile food delivery apps that allow them to compare prices. Price may not be an issue for them during MCO as avoiding eating out is the best option for them to stay safe. Hence, price does not seem to be a factor in their satisfaction with mobile food delivery apps during this critical period.

This study reveals that website quality and convenience have a significant impact on customer satisfaction with mobile food delivery applications. Price and service quality, however, were found to have no significant impact on customer satisfaction. These findings will be able to enrich the growing literature from the perspective of the COVID-19 world pandemic. Thus, this study provides insight into customer satisfaction with mobile food delivery apps during the new norm among Indonesians.

In addition, examining the underlying factors of customer satisfaction with mobile food delivery applications will be able to provide useful information for food and beverage companies to improve their mobile food delivery applications. This will help the company to retain existing customers and build a better reputation once customers are satisfied with

their application. A good reputation will be a positive word of mouth that can attract new customers as well.

4. CONCLUSION

The buying experience is an event that has been experienced (experienced, felt, borne, etc.), both those that occurred in the past and those that recently occurred in buying a product. The results of this study conclude that the buying experience has a significant effect on trust. It is hoped that Grab Food can take advantage of the consumer experience in buying food products through Grab Food so that the buying experience felt by consumers can lead to trust in the products that have been felt in buying.

Trust is an attitude shown by humans when they feel they know enough and conclude that they have reached the truth. The results of this study conclude that trust has a significant effect on customer satisfaction. It is hoped that Grab Food can take advantage of its consumers' trust in buying products available on the Grab Food website so that it can bring customer satisfaction through their trust in buying products at Grab Food.

The buying experience is an event that has been experienced (experienced, felt, borne, etc.), both in the past and recently happened in buying a product. The results of this study conclude that the buying experience has a significant effect on customer satisfaction. It is hoped that Grab Food can take advantage of the consumer buying experience to bring out the satisfaction felt by Grab Food customers in buying products offered by Grab Food.

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