Loyalty Toward Shoope-Food Delivery Service: The Role of E-Service Quality and Food Quality

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Article Info

Abstract

Purpose: This study investigates 14 hypotheses concerning e-service quality, perceived value, food quality, customer satisfaction, and customer loyalty.

Method: This research uses a quantitative approach. Data is collected from 137 Surabaya residents who frequently use the Shopee Food app to buy food and drinks. The analysis employs Structural Equation Modelling (SEM) with Smart PLS software.

Result: The results showed a positive and significant influence of e-service quality on perceived value, customer loyalty, and food quality. Food quality and perceived value also have a positive and significant effect. However, there was no significant effect between food quality, customer satisfaction, and customer loyalty. The study also found a positive and significant effect between perceived value on customer satisfaction and customer loyalty, as well as customer satisfaction on customer loyalty. Also, there is a positive and significant effect between e-service quality and customer loyalty mediated by perceived value and food quality on customer loyalty mediated by perceived value. Interestingly, there was no significant effect between e-service quality and customer loyalty mediated by customer satisfaction and food quality on customer loyalty mediated by customer satisfaction.

INTRODUCTION

Information and communication technology development, especially in Indonesia, has proliferated. This growth is shown by how simple it is for people to use the Internet without being constrained by time or location. The Internet increases the effectiveness and efficiency of human work. However, it also induces alterations in individuals' lifestyles, such as in how people interact and communicate, as well as in the field of industry and business (Bakir & Atalik; Adha, 2020). In 2022-2023, the total number of internet users in Indonesia reached 215.63 million individuals, reflecting a growth of 2.67% compared to the previous period's figure of 210.03 million.

Within the culinary business industry, entrepreneurs use the Internet to offer online meal delivery services, called Online Food Delivery (OFD). According to a survey conducted by We Are Social, Indonesians are the most significant users of OFD services worldwide. However, to stop the virus from spreading further once the COVID-19 pandemic struck, the government implemented Pembatasan Sosial Berskala Besar (PSBB), or social restrictions in large-scale regulations in big cities, including Surabaya. Dine-in activities are prohibited under one of the PSBB's implementations. This prohibition leads many individuals to use OFD services to buy food and beverages at cafes and restaurants. The report conducted by Momentum Works, titled "Food Delivery Platform in Southeast Asia," estimates that the gross transaction value (GMV) of food delivery in Southeast Asia reached around US$ 11.9 billion in 2020 (Pratiwi et al., 2022).

Due to Indonesia's significant contribution to the GMV value of food delivery service, Shopee launched an innovation by launching an online food delivery service called Shopee Food. Shopee Food is one of the features offered by Shopee to facilitate online food and drink purchases for its users. According to Kompas Daily News, the Shopee Food service was launched in Indonesia in April 2020. Following the acquisition of Foody Corporation in August 2020, Shopee's parent company, Sea Group, also made its services available in Vietnam (Pratiwi, *et al.* 2022). The Shopee Food service was first launched in February 2021 in Jakarta and was followed by other cities in the following month, including Surabaya. Shopee is Indonesia's pioneering e-commerce platform to introduce its online food delivery service. (Jayaputra & Kempa, 2022). The emergence of this Shopee Food service has made competition in the food delivery business in Indonesia even more fierce because not only Grabfood and Gofood but Shopee also provide online food delivery services (Pratiwi *et al.*, 2022).

Several previous studies related to this study have been collected to support this study. The first study is from Suhartanto, Ali, Tan, Sjahroeddin, and Kusdibyo (2019). The result of this study stated that customer loyalty is not significantly correlated with the quality of e-services; on the other hand, the quality of food is significantly correlated with customer loyalty. The second study is from Kunadi & Wuisan (2021). The result of this study stated that e-service quality or services provided by Gofood can make customers satisfied, which can make customers loyal to the company. In the study from (Christhie,2021), an in-depth exploration of the subsequent research will be conducted. Key findings from this investigation consist of the correlation between e-service quality and electronic customer satisfaction, along with the connection between electronic customer satisfaction and electronic consumer loyalty; food quality influences electronic consumer loyalty, food quality affects electronic customer satisfaction, and e-service quality has no direct effect on electronic consumer loyalty. The last study that will be elaborated as support for this study is from Rizkita, Suryadi, and Aisjah (2023). The satisfaction of customers, the perceived value, and the standard of the e-service greatly influence loyalty. Additionally, customer satisfaction is a mediator for the relationship between the perceived loyalty value and the e-service quality.

Based on research conducted by Suhartanto *et al*. (2019), Kunadi & Wuisan (2021), Rizkita *et al*. (2023), and Christhie (2022), there are differences in the results of the effect of e-service quality variables on customer loyalty. On the other hand, in research conducted by Suhartanto *et al*. (2019) and Christhie (2022), there is no influence between e-service quality on customer loyalty, while in the research of Kunadi & Wuisan (2021) and Rizkita *et al*. (2023), there is a significant influence between e-service quality on customer loyalty. Therefore, this study wants to use the research gap from these four journals. Hence, this study aims to find evidence of the effect of e-service quality on perceived value, customer loyalty, customer satisfaction, and food quality of Shopee Food users in Surabaya, as well as to find evidence Surabaya of the effect of food quality on perceived value, customer loyalty, customer satisfaction of Shopee Food users in Surabaya. Moreover, this research investigates evidence of the link between perceived value and customer loyalty, as well as the connection between customer contentment and loyalty among Shopee Food users in Surabaya. It will also delve into the effect of food quality on customer loyalty as moderated by perceived value, the impact of e-service quality on

customer loyalty mediated by customer satisfaction, and the influence of food quality on customer loyalty as moderated by customer satisfaction to furnish evidence of such relationships.

The Effect of E-Service Quality on Perceived Value

Quality can be conceptualized as the overall attributes and characteristics of a product or service that influence its ability to meet explicit and implicit needs (Kotler & Keller, 2008). Individual satisfaction arises from comparing two expectations, including the expectation of the actual performance of a product or service (Hernando & Gunawan, 2021). When customers receive a higher value than their expectations, their relationship with the online seller or service provider will strengthen, leading to customer loyalty (Jeon & Jeong, 2017). Consumers will feel treated fairly if they perceive the proportion between their sacrifices and their experience with the product or service is equivalent (Chang et al., 2009). Perceived value is crucial in online business because consumers can quickly compare the features and prices of products.

Our first hypothesis, H1, posits that e-service quality positively affects perceived value. In other words, the quality of e-services provided by online businesses will directly influence how customers perceive the value of the products or services they receive.

The Effect of E-Service Quality on Customer Loyalty

E-service quality, in the context of this study, refers to how well a website or application can enhance the ease of shopping, purchasing, and product delivery processes, as well as services, with efficiency and effectiveness. Customers expect a high level of service when communicating through websites or platforms while conducting online transactions (Suhartanto et al., 2019). The role of website or application quality is not just significant, but pivotal, for companies to promote their goods and services. This is further supported by the research of Pee et al., (2019), which underscores the criticality of maintaining a high-quality website for the success of online businesses. According to Jeon & Jeong (2017), the focus on the quality of websites or applications has profound implications in retaining customers, encouraging them to reuse the platform, and ultimately fostering loyalty to the company, thereby highlighting the crucial role of e-service quality in customer loyalty.
H2: E-service quality has a positive effect on customer loyalty.

The Effect of E-Service Quality on Customer Satisfaction

Satisfaction is a subjective assessment of product performance related to consumer expectations before consuming a product. Suhartanto et al. (2019) define customer satisfaction as the perception of meeting several needs, desires, goals, and other aspects, and achieving this is considered satisfying to the consumer. If consumers perceive that the performance of a product or service exceeds their expectations, the result is the attainment of satisfaction on the consumer's part.
H3: E-service quality has a positive effect on customer satisfaction.

The Effect of E-Service Quality on Food Quality

Buyers' experience in one part of their consumption process can influence their experience in other parts of the consumer process. In the context of online food delivery (OFD) services, consumer interactions with online services are anticipated to influence and affect their perceptions of the ordered food profoundly. The food delivery service will influence the customer experience with the food. Through online food delivery, it is expected that the customer experience with the online service will extend and influence their feelings towards the food purchased from that online service (Namkung & Jang, 2007). According to the study by Suhartanto et al. (2019), e-service quality impacts the perceived food quality by customers. Top of Form
H4: E-service quality has a positive effect and is significant on food quality.

The Effect of Food Quality on Perceived Value

According to Winarjo and Japarianto (2021), food quality is the level of similarity of the food consumed by buyers. Providing food quality that meets buyers' expectations can enhance the positive relationship between the company and customers. Consumers begin to assess food quality when they enjoy a meal and then evaluate its quality. If food quality meets expectations, customers will experience satisfaction with the added value provided by the dishes they enjoy.
H5: Food quality has a positive effect on perceived value.

The Effect of Food Quality on Customer Loyalty

Food quality refers to the overall performance of food in meeting consumer needs and is considered an essential element of the consumer experience in a restaurant (Ha & Jang, 2010). Namkung & Jang (2007) elaborate that a crucial component in operating a restaurant is food quality, as when food quality is good, buyers will feel satisfied, indirectly leading to customers having an intention to revisit, indicating their loyalty to the restaurant. A study by Suhartanto et al. (2019) indicates a positive impact between food quality and customer loyalty. In other words, if food quality is well maintained, consumers will maintain their loyalty by continuing to purchase the food. Rameli et al. (2021) also obtained similar research findings, indicating food quality's positive and significant influence on customer loyalty.
H6: Food quality has a positive effect on customer loyalty

The Effect of Food Quality on Customer Satisfaction

Food quality refers to the overall performance of a dish in meeting customer desires and is considered a key element in the restaurant dining experience. Namkung & Jang (2007) also assert that food quality is critical in restaurant operations, as it influences customer satisfaction. Customer satisfaction refers to the fulfilment of customer expectations regarding products and services. If the perceived performance meets or even exceeds customer expectations, they are satisfied. If not, customers are dissatisfied (Fullerton & Taylor, 2015)
H7: Food quality has a positive effect on customer satisfaction.

The Effect of Perceived Value on Customer Loyalty

Perceived value is the value perceived by consumers that affects their level of satisfaction with a product or service (Sopiyan, 2021). If sellers registered on Shopee-Food or online merchants offer affordable transaction costs, it will create perceived value, enhancing company performance and contributing to competitive advantage. Conceptually, when customers perceive value as low, they choose rival businesses as alternatives to enhance their perception of value. Consequently, this phenomenon can negatively impact customer loyalty (Rizkita et al., 2023).
H8: Perceived value has a positive effect on customer loyalty.

The Effect of Perceived Value on Customer Loyalty

Perceived value is the overall assessment by buyers of the functionality of a product and service based on their perception of what is received by the customer (Rizkita et al., 2023). Additionally, customer satisfaction can be defined as perceived value by customers. Customers' perception of receiving more benefits than costs will result in greater satisfaction. According to Caruana and Ewing (2010), the low search costs of online markets enable sellers to offer more competitive prices through electronic channels. This phenomenon allows customers to quickly compare the quality and pricing of products or services with their expectations. Consequently, if customers perceive a higher value than anticipated, it enhances their relationship with online sellers or service providers, increasing customer loyalty (Jeon & Jeong, 2017).
H9: Perceived value has a positive effect on customer satisfaction.

The Effect of Customer Satisfaction on Customer Loyalty

Having a pleasant experience can help buyers to encourage them to remain loyal and repurchase from the company. Rizkita et al. (2023) state that when consumers have a delightful experience and feel satisfied with it, it can create or inspire customers to maintain their loyalty in purchasing products provided by the company.

H 10: Customer satisfaction has a positive effect on customer loyalty.

The Effect of E-Service Quality and Food Quality on Customer Loyalty Mediated by Perceived Value

The term perceived value is associated with the relative comparison between the benefits and sacrifices related to offering a product or service. Buyers will feel treated fairly if they perceive the proportion between their sacrifices and their experience with the goods or services is equivalent (Chang et al., 2009). Perceived value is crucial in online business because consumers can easily compare the features and prices of goods. Suhartanto et al. (2019) stated that searching for the lowest costs in the online market results in online companies having an advantage in setting more competitive prices. Reducing costs increases the opportunity for consumers to compare the prices and benefits provided by products or services. Based on the study conducted by Suhartanto et al. (2019), it is concluded that perceived value plays a role as a mediator between e-service quality and customer loyalty. Similar findings also apply to food quality, where the same research indicates that perceived value can mediate the relationship between food quality and customer loyalty.

H 11: E-service quality has a positive effect on customer loyalty mediated by perceived value.
H 12: Food quality has a positive effect on customer loyalty mediated by perceived Value.

The Effect of E-Service Quality and Food Quality on Customer Loyalty Mediated by Customer Satisfaction

Satisfaction is a subjective assessment of product performance related to consumer expectations before consuming a product. Business enterprises commonly utilize customer satisfaction metrics as benchmarks for modifying their service behaviours (Dahlgaard-Park, 2012). Enhanced customer satisfaction will likely foster repeat purchasing behaviour and bolster their confidence in acquiring additional products (Yip et al., 2011). The study conducted by Suhartanto et al. (2019) revealed that customer satisfaction can mediate the influence of e-service quality and food quality on customer loyalty. If buyers experience satisfaction with the quality of service and food at a restaurant, they are more likely to intend to purchase the food again in the future.

H 13: E-service quality positively affects customer loyalty mediated by customer satisfaction.
H 14: Food quality positively affects customer loyalty mediated by customer satisfaction.

RESEARCH METHODS

In this study, the researcher used quantitative methods. Quantitative research is a method used to evaluate specific theories by analysing the correlation between variables. The respondents in this study are users of the Shopee Food service in Surabaya. The characteristics of the respondents in this study are the Shopee application and the Shopee Food service feature. Respondents are also users of the Shopee Food service in the last six months, at least three times. Respondents must reside or be domiciled in Surabaya, and a minimum educational attainment of high school or its equivalent is required to ensure that respondents comprehend the questionnaire content accurately and obtain valid data. The sampling method applied in this study is non-probability sampling, which only provides equal opportunities for some elements in the population to become research samples. It uses a purposive sampling technique on the 137 respondents.

The data collection in this study is obtained from primary data by collecting questionnaire results using Google Forms. The measurement scale used was the Likert scale with a score range from

1 for "strongly disagree" to 5 for "strongly agree" in this study. This scale does not assume equal distances between the same response categories. Precisely, twelve indicators for e-service quality followed by four for food quality, three for perceived value, two for customer satisfaction, and four for customer loyalty (Suhartanto et al., 2019). The study employs two data tests: testing on 30 questionnaire data and testing on the entire 125 respondents. The initial test on 30 samples is conducted to determine whether the distributed questionnaires can be used to measure the variables under investigation. The results of the data analysis from the 30 respondents were utilized to assess whether the indicators could be considered reliable and valid and thus suitable for further analysis based on the predetermined sample size. Any indicators would be eliminated if they did not meet the criteria. Subsequently, testing using 125 respondents is utilized to analyse or examine hypotheses to see if they align with the obtained results. Data processing will be conducted using structural equation modelling (SEM), utilizing Smart PLS. The SEM-PLS analysis comprises three stages: outer model analysis, inner model analysis, and hypotheses testing (Hair et al., 2019). Before conducting SEM testing (Structural Equation Modelling), the validity and reliability of the 30 collected questionnaires will be evaluated using SPSS.
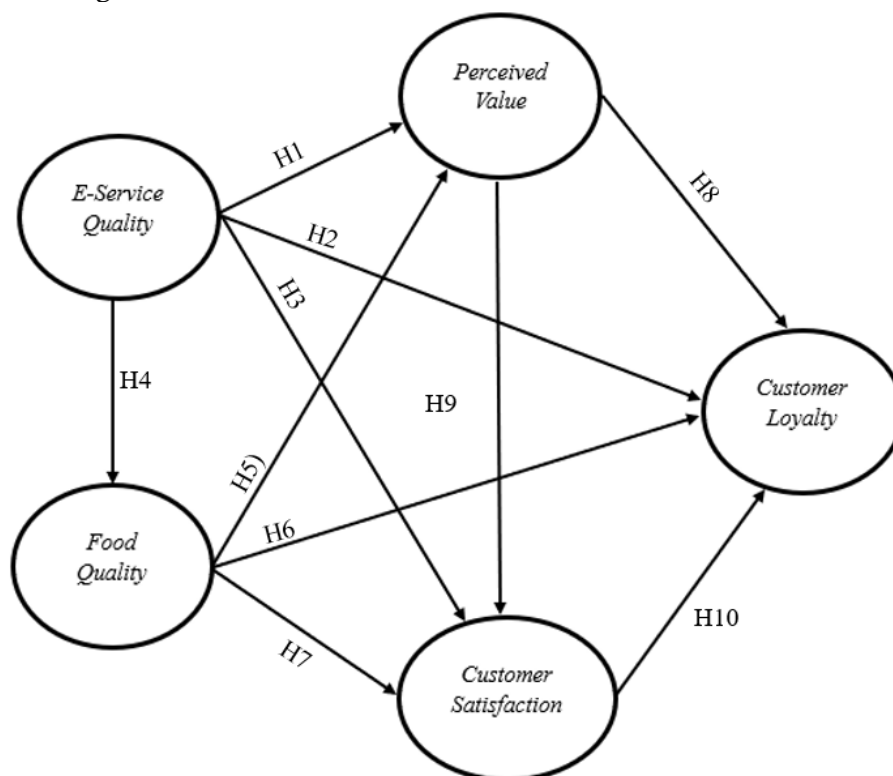

Figure 1. Research Framework

The Effect of E-Service Quality and Food Quality on Customer Loyalty Mediated by Customer Satisfaction

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customer loyalty. If buyers experience satisfaction with the quality of service and food at a restaurant, they are more likely to intend to purchase the food again in the future.

H13: E-service quality positively affects customer loyalty mediated by customer satisfaction.

H14: Food quality positively affects customer loyalty mediated by customer satisfaction.

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The data collection in this study is obtained from primary data by collecting questionnaire results using Google Forms. The measurement scale used was the Likert scale with a score range from 1 for "strongly disagree" to 5 for "strongly agree" in this study. This scale does not assume equal distances between the same response categories. Specifically, twelve indicators for e-service quality were adapted from Suhartanto et al. (2019), followed by four for food quality, also adapted from Suhartanto et al. (2019). Subsequently, three indicators for perceived value were adapted from Suhartanto et al. (2019). Two indicators for customer satisfaction were adapted from Suhartanto et al. (2019). Finally, four indicators for customer loyalty were adapted from Suhartanto et al. (2019).

This study employs two data tests: testing on 30 questionnaire data and testing on the entire 125 respondents. The initial test on 30 samples is conducted to determine whether the distributed questionnaires can be used to measure the variables under investigation. The results of the data analysis from the 30 respondents were utilized to assess whether the indicators could be considered reliable and valid and thus suitable for further analysis based on the predetermined sample size. Any indicators would be eliminated if they did not meet the criteria. Subsequently, testing using 125 respondents is utilized to analyse or examine hypotheses to see if they align with the obtained results. Data processing will be conducted using structural equation modelling (SEM), utilizing Smart PLS. The SEM-PLS analysis comprises three stages: outer model analysis, inner model analysis, and hypotheses testing (Hair et al., 2019). Before conducting SEM testing (Structural Equation Modelling), the validity and reliability of the 30 collected questionnaires will be evaluated using SPSS.

RESULTS & DISCUSSION

As the hypotheses propose, the inner model test evaluates and comprehends the relationships between independent and dependent variables. In this study's findings, the R-squared value reached 0.633 for the customer loyalty variable (Table 1). The determination index value for customer satisfaction reached 0.450, indicating that 45% of the variation in customer satisfaction levels can be explained by factors such as e-service quality, food quality, and perceived value. Furthermore, food quality, influenced by e-service quality, exhibits a variability level of 51%. For the perceived value construct, which can be influenced by e-service quality and food quality, approximately 60.6% of the variation can be elucidated.

Table 2.
R Square Result

	R-square	R-square adjusted
Customer Loyalty	0.633	0.622
Customer Satisfaction	0.450	0.438
Food Quality	0.510	0.506
Perceived Value	0.606	0.600

The evaluation of inter-variable impacts in the research is conducted through hypothesis testing, which aligns with the previously stated hypotheses. The primary focus is to determine whether these hypotheses can be accepted or rejected. In testing the hypotheses, we employed Smart PLS with bootstrapping method. The results of hypothesis testing are presented in table 2 and figure 2.

Table 2.
Hypothesis Test Results

	Path	Path Coefficient	P values	Result
H1	E-service quality → perceived value	0.382	0.000	Supported
H2	E-service quality → customer loyalty	0.226	0.036	Supported
H3	E-service quality → customer satisfaction	0.191	0.160	Not Supported
H4	E-service quality → food quality	0.714	0.000	Supported
H5	Food quality → perceived value	0.458	0.000	Supported
H6	Food quality → customer loyalty	0.096	0.418	Not Supported
H7	Food quality → customer satisfaction	0.061	0.611	Not Supported
H8	Perceived value → customer loyalty	0.418	0.000	Supported
H9	Perceived value → customer satisfaction	0.473	0.000	Supported
H10	Customer satisfaction → customer Loyalty	0.162	0.032	Supported

This initial hypothesis tests the positive effect of e-service quality on perceived value, and the findings within this hypothesis support such a hypothesis. These findings confirm that H1 aligns with the studies conducted by Suhartanto et al. (2019) and Kunadi & Wuisan (2021), asserting that e-service quality significantly impacts perceived value. This result is supported by the theory of Filtenborg et al. (2017), which suggests that individual satisfaction stems from comparing two expectations, including expectations regarding the actual performance of a product or service and pre-established personal standards. Chang et al. (2009) state that users will feel treated fairly if they perceive the proposition between their sacrifices and experiences with the product or service as equivalent. Thus, perceived value becomes crucial in online business as users compare product features and prices easily. This indicates that e-service quality impacts perceived value among users of online food delivery services, mainly through the Shopee Food application in Surabaya, with the perceived convenience experienced by consumers, creating a sense of delight in the consumers' minds and making them feel that the Shopee Food application provides functional benefits for those reluctant to leave their homes but still want to enjoy desired food and drinks by purchasing through Shopee Food.

In the second hypothesis, it is revealed that there is a positive relationship between e-service quality and customer loyalty, confirming the success of this hypothesis. This finding is consistent with studies conducted by Hernando & Gunawan (2021), Melani & Rahmiati (2021), and Christhie (2021), which indicate that e-service quality has a positive and significant effect on the variable of customer loyalty. Support for this can be found in the theory proposed by Jeon & Jung (2017), which states that prioritizing website or platform quality is crucial in maintaining customer loyalty, encouraging them to return to using the platform, and ultimately forming loyalty to the company. This demonstrates that e-service quality impacts customer loyalty in users of online food delivery services, particularly on the

Shopee Food application in Surabaya, where most consumers find the Shopee Food application easy to operate. With the perceived convenience experienced by these consumers, they are inclined to make repeat purchases on the Shopee Food application because, from their experience, they feel at ease in operating it.
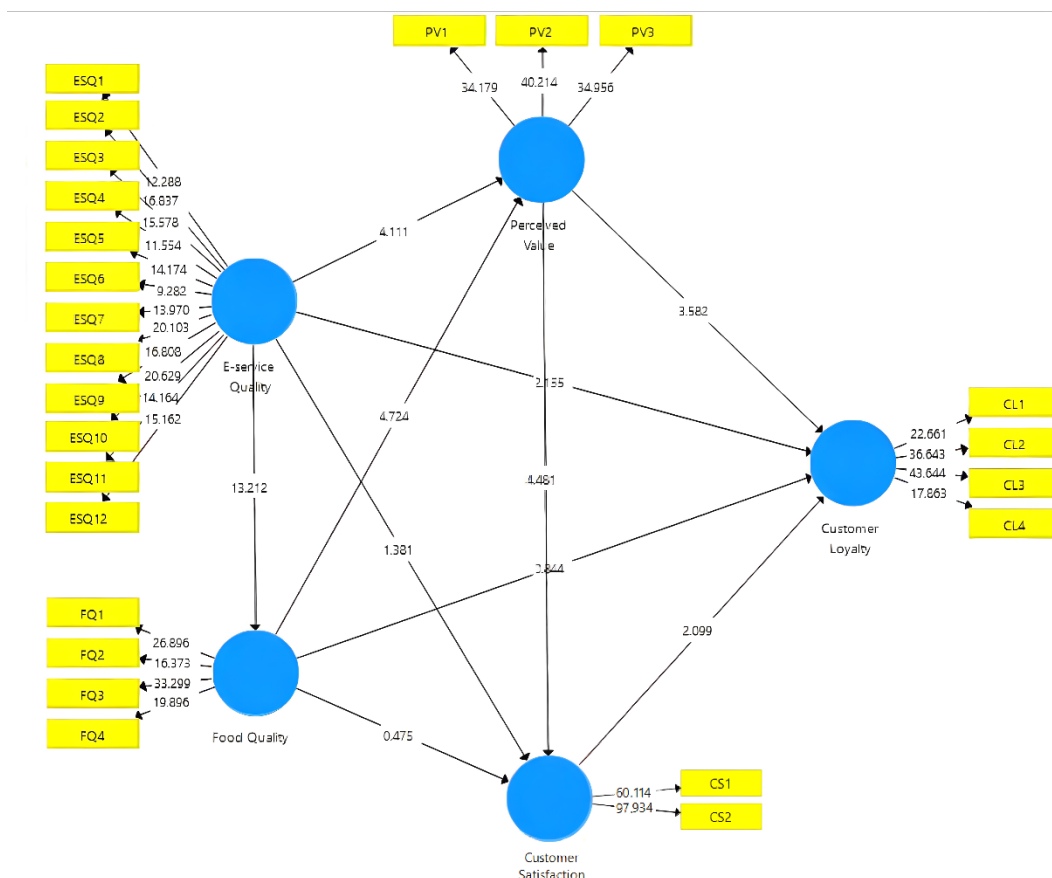

Figure 2. PLS Bootstrapping Results

The third hypothesis concludes that there is no positive impact between e-service quality and customer satisfaction, thus, the hypothesis lacks support. This finding aligns with the results of the study conducted by Hun et al. (2023), which state that e-service quality does not have a significant impact on the variable of customer satisfaction. Satisfaction is a subjective assessment of product performance related to consumer expectations before consuming a product (Suhartanto et al., 2019). The study results indicate that e-service quality does not affect customer satisfaction in users of online food delivery services, mainly Shopee Food in Surabaya. This may be because the estimated delivery time stated in the Shopee Food application sometimes differs from the actual delivery time. For example, the estimated delivery time in the application might be "Your food will arrive in 10 minutes," while consumers need to wait 30-40 minutes to receive the food, thus causing users to be dissatisfied with the service provided by Shopee Food. This could occur because the majority of participants in the study are female, indicating that they prefer to have first-hand purchasing experiences on Shopee before determining their level of satisfaction.

The fourth hypothesis implies a positive influence between e-service quality and food quality. Thus, the hypothesis can be supported. This finding corresponds with the discoveries made by

Suhartanto et al. (2019) and Kunadi & Wuisan (2021), which affirm that e-service quality has a positive and significant impact on the variable of food quality. Suhartanto et al. (2019) state that consumer experiences in one stage of the consumption process can affect their experiences in another stage, which supports this statement. This indicates that e-service quality affects food quality in users of online food delivery services, particularly on the Shopee Food application in Surabaya, where besides most consumers finding the Shopee Food application easy to operate, they also feel facilitated in obtaining any food. The perceived convenience experienced by these consumers indirectly influences their perception of the food they consume; thus, they feel that the food they consume is of better quality because it is easy for them to obtain it.

The fifth hypothesis notes that there is a positive relationship between food quality and perceived value, thus providing support for this hypothesis. This finding aligns with previous studies by Suhartanto et al. (2019) and Kunadi & Wuisan (2021), which concluded that food quality has a positive and significant impact on the variable of perceived value. The theory proposed by Peri in the research by Winarjo & Japarianto (2021) supports the idea that meeting customer expectations regarding food quality can positively impact the relationship between the company and the customer. Consumers begin to evaluate food quality from the first time they try a dish, and evaluations of that food quality follow this process. This indicates that food quality influences perceived value in users of online food delivery services, particularly on the Shopee Food application in Surabaya, where most consumers feel that the menu offered in the Shopee Food application is sufficiently varied. This causes consumers to feel they are getting value because by purchasing through Shopee Food, consumers can freely choose food by scrolling through the application without the hassle of going around their residential area.

The sixth hypothesis implies no positive relationship between food quality and customer loyalty. Thus, the hypothesis cannot be upheld. This finding corresponds with previous studies by Kunadi & Wuisan (2021), which affirm that food quality does not significantly affect customer loyalty. Ha & Jang (2010) emphasize that consumers' impressions of the food they enjoy will impact their satisfaction levels. Consumers are more likely to revisit the dish if they feel satisfied. In fact, in this study, it was found that food quality does not impact customer loyalty. This may be because most restaurants listed on Shopee Food are fast food and high-sugar drink outlets. However, many people are still looking for healthy food and drinks that can be purchased through online food services. This aligns with the research conducted by Geraldo (2023), which found that food quality is not the primary factor in creating customer satisfaction. This is because many customers make purchases solely based on following trends.

The seventh hypothesis concludes that no positive relationship exists between food quality and customer satisfaction. Thus, this hypothesis is not supported. This finding aligns with the study conducted by Geraldo (2023), which states that food quality does not influence customer satisfaction. Namkung & Jang (2007) put forth a theory suggesting that the success of any restaurant heavily relies on food quality, as it can affect consumer satisfaction levels. Within the framework of this study, the research findings indicate that food quality does not impact customer satisfaction. This could be because, besides some consumers feeling that they do not have access to healthy food or drink options on the application's menu, some consumers feel that the food and drinks available on the Shopee Food application lack delicious taste and good quality, resulting in consumers feeling dissatisfied when making purchases through the Shopee Food application.

It was found that a positive influence between perceived value and customer loyalty confirms the eighth hypothesis. This finding aligns with previous studies by Rizkita et al. (2023), which demonstrate that perceived value has a positive and significant impact on the variable of customer loyalty. This corresponds with the concept proposed by Anderson & Srinivasan in Rizkita et al.'s (2023) research that if customers' perceptions of perceived value are not satisfactory, they are likely to seek alternative options from competitors' businesses to enhance the level of value satisfaction they receive. Thus, this can lead to a decrease in customer loyalty. Perceived value impacts customer

loyalty in users of online food delivery services, particularly on the Shopee Food application in Surabaya, where most consumers feel comfortable operating the Shopee Food application. Because of the experience consumers have had, feeling comfortable while using the Shopee Food application indirectly creates an intention to make repeat purchases in the future.

The ninth hypothesis concludes that there is a positive influence between perceived value and customer satisfaction, thus supporting this hypothesis. This finding aligns with the research results of Rizkita et al. (2023), which state that perceived value has a positive and significant impact on the variable of customer satisfaction. The overall evaluation made by customers regarding the benefits of a product, based on their perception of what is received, is referred to as perceived value (Rizkita et al., 2023). Perceived value impacts customer satisfaction among users of the Shopee Food application in Surabaya, where besides consumers feeling comfortable operating the Shopee Food application, most consumers also feel they are getting reasonable prices from the Shopee Food application. It is undeniable that every consumer desires the lowest possible prices when making a purchase. Thus, consumers feel more satisfied by obtaining reasonable prices from the Shopee Food application.

In the tenth hypothesis, a positive relationship was found between customer satisfaction and loyalty, confirming support for this hypothesis. This finding is consistent with the study conducted by Christhie (2021), which demonstrates that customer satisfaction positively and significantly influences customer loyalty. This aligns with the concept provided by Rizkita et al. (2023), which states that pleasant experiences can drive customers to remain loyal and make repeat purchases from the company. This indicates that customer satisfaction influences customer loyalty among users of the Shopee Food platform in Surabaya, where most consumers feel happy when consuming food and drinks available on the Shopee Food application. The sense of satisfaction possessed by these consumers leads them to intend to make repeat purchases through the Shopee Food application, indicating the creation of loyalty among consumers due to their satisfaction. The results of testing the mediation hypothesis are presented in table 3

Table 3.
Mediation Test Results

	Path	Path Coefficient	P values	Result
H11	E-service quality → perceived value → customer loyalty	0.160	0.006	Supported
H12	Food quality → perceived value → customer loyalty	0.192	0.007	Supported
H13	E-service quality → customer satisfaction → customer loyalty	0.031	0.312	Not Supported
H14	Food quality → customer satisfaction → customer loyalty	0.010	0.624	Not Supported

The eleventh hypothesis indicates that there is a positive effect between e-service quality and customer loyalty mediated by perceived value, thus, this hypothesis is deemed valid. This finding aligns with studies conducted by Suhartanto et al. (2019) and Kunadi & Wuisan (2021), which state that e-service quality has a significant positive influence on customer loyalty with perceived value as a mediator. Consistent with the concept introduced by Chang et al. (2009), this idea posits that consumers will feel fairly treated if they perceive a proportionality between the sacrifices they make and the experiences they receive from the product or service. This suggests that both e-service quality and food quality will influence customer loyalty, which is influenced by perceived value among users of the Shopee Food application in Surabaya. If consumers perceive that they receive high value from the quality of service and food they receive, then a sense of loyalty will emerge in the minds of these consumers. As a result, consumers have the intention to make repeat purchases in the future.

The thirteenth hypothesis concludes that there is no positive relationship between e-service quality and customer loyalty when involving customer satisfaction as a mediator, thus, this hypothesis is not supported. This finding aligns with Christhie's (2021) study, which states that e-service quality does not have a significant influence on customer loyalty when mediated by customer satisfaction.

The fourteenth hypothesis states that there is no positive relationship between food quality and customer loyalty when involving customer satisfaction, thus, this hypothesis is not verified. This finding corresponds with the study conducted by Taufik et al. (2022), which concludes that food quality does not have a significant impact on customer loyalty through customer satisfaction. If consumers are satisfied with the food quality and service of a restaurant, they tend to intend to make repeat purchases of those dishes in the future. Customer loyalty correlates with various behaviors exhibited by customers, encompassing their purchasing patterns and other related actions. Consequently, customer loyalty is delineated by four key components: the intent to repurchase, tolerance towards price fluctuations, propensity to recommend, and resistance to competitor-driven sales promotions (Gronholdt, Martensen, & Kristensen, 2000). In competitive environments, companies enhance service quality to attain customer satisfaction, yet long-term customer retention depends on loyal clientele who are the main profit source supporting competitive advantages (Chen & Myagmarsuren, 2011). However, in the actual findings of this study, it was revealed that there is no significant influence between e-service quality and food quality on customer loyalty, mediated by customer satisfaction. This could be attributed to the existence of consumers who feel dissatisfied with the service and food quality offered by Shopee Food, thereby failing to generate satisfaction among these consumers, making it challenging to foster loyalty attitudes among them. Within the framework of this study, the data indicate that there is no significant relationship between e-service quality and food quality with customer loyalty mediated through customer satisfaction. This finding is also reinforced by the study conducted by Taufik et al. (2022) and Christhie's (2021), which shows that there is no significant impact between e-service quality and food quality on customer loyalty mediated by customer satisfaction.

CONCLUSION

This study can draw information regarding the variables of e-service quality, food quality, perceived value, customer satisfaction, and customer loyalty. The service Shopee Food provides through its application can influence consumers' perceptions of the food quality available on the Shopee Food platform. Therefore, Shopee Food should further enhance its service quality by providing more accurate information regarding delivery promises. By providing more accurate information, consumers will feel satisfied even if they have to wait long, as they will have a precise estimate of when their ordered food and beverages will arrive. Shopee Food needs to offer a greater variety of healthy food and beverage options on its application menu. This action is necessary to enable consumers who specifically seek and desire healthy food and beverages to experience more significant value and benefit from their purchases on Shopee Food; it needs to provide more significant benefits to consumers compared to the costs they incur, or at the very least, adjust the costs incurred by consumers by the benefits or perceived value they receive. This adjustment is crucial as consumer satisfaction can be achieved when the benefits derived by consumers either exceed or equal the sacrifices they make.

This research refers to a combination of several journals in terms of theoretical implications. This study has 14 hypotheses, nine supported and five unsupported hypotheses. E-service quality has a significant positive effect on perceived value, customer loyalty, and food value. Perceived value significantly influences both customer loyalty and customer satisfaction. Customer satisfaction, in turn, positively and significantly impacts customer loyalty. Additionally, e-service and food quality positively and significantly affect customer loyalty, mediated by perceived value. Meanwhile, five other hypotheses were not supported, namely: e-service quality does not have a significant influence

on customer satisfaction, food quality does not have a significant influence on customer loyalty and customer satisfaction, and e-service quality and food quality do not have a significant influence on customer loyalty mediated by customer satisfaction.

It's important to note that our study focused solely on the Shopee Food-specific food online delivery service in Surabaya. To broaden the scope of our findings, future research should consider other food online delivery services and different cities. Additionally, our study only analysed e-service quality and food quality in relation to customer loyalty and satisfaction. Further research could explore other variables and their impact on these outcomes.

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