



**THE INFLUENCE OF E-SERVICE QUALITY, BRAND TRUST, AND
PERCEIVED VALUE ON SHOPEEFOOD CUSTOMER LOYALTY**

(Case study of university students in Malang City)

UNDERGRADUATE THESIS

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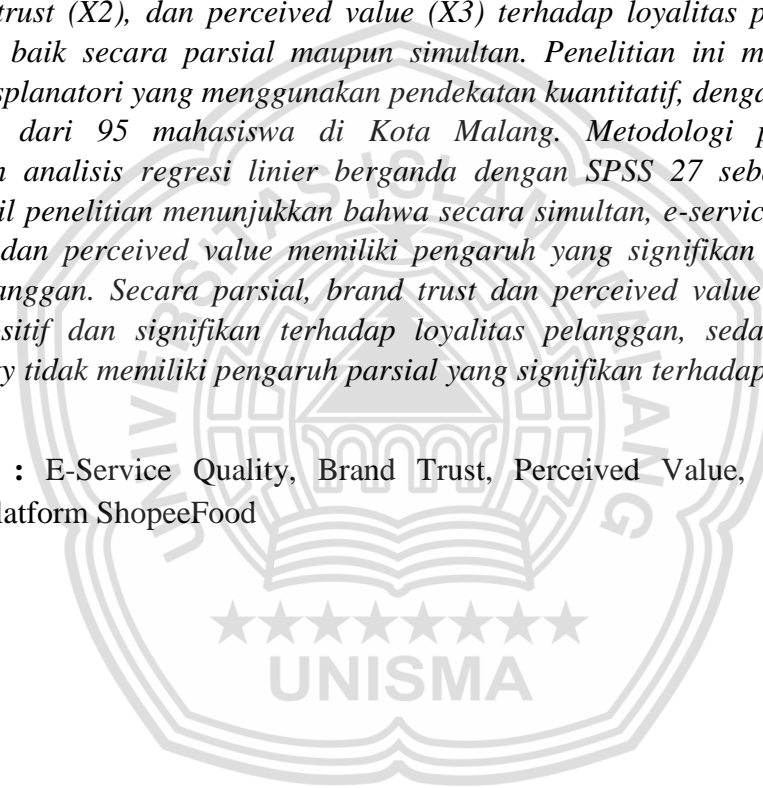
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ABSTRAK

Lonjakan penggunaan smartphone dan internet di Indonesia telah mendorong adopsi teknologi digital secara luas dalam kehidupan sehari-hari. Di kalangan anak muda, terutama mahasiswa, layanan pesan-antar makanan online menjadi semakin populer. Memanfaatkan tren ini, Shopee meluncurkan ShopeeFood pada tahun 2020, dengan cepat memantapkan dirinya sebagai salah satu dari tiga platform teratas di pasar. Namun, terlepas dari kesuksesannya yang cepat, ShopeeFood menghadapi kritik atas masalah kualitas layanan. Penelitian ini bertujuan untuk menganalisis dan mengevaluasi pengaruh e-service quality (X1), brand trust (X2), dan perceived value (X3) terhadap loyalitas pelanggan ShopeeFood, baik secara parsial maupun simultan. Penelitian ini merupakan penelitian eksplanatori yang menggunakan pendekatan kuantitatif, dengan sampel yang terdiri dari 95 mahasiswa di Kota Malang. Metodologi penelitian menggunakan analisis regresi linier berganda dengan SPSS 27 sebagai alat analisis. Hasil penelitian menunjukkan bahwa secara simultan, e-service quality, brand trust, dan perceived value memiliki pengaruh yang signifikan terhadap loyalitas pelanggan. Secara parsial, brand trust dan perceived value memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan, sedangkan e-service quality tidak memiliki pengaruh parsial yang signifikan terhadap loyalitas pelanggan.

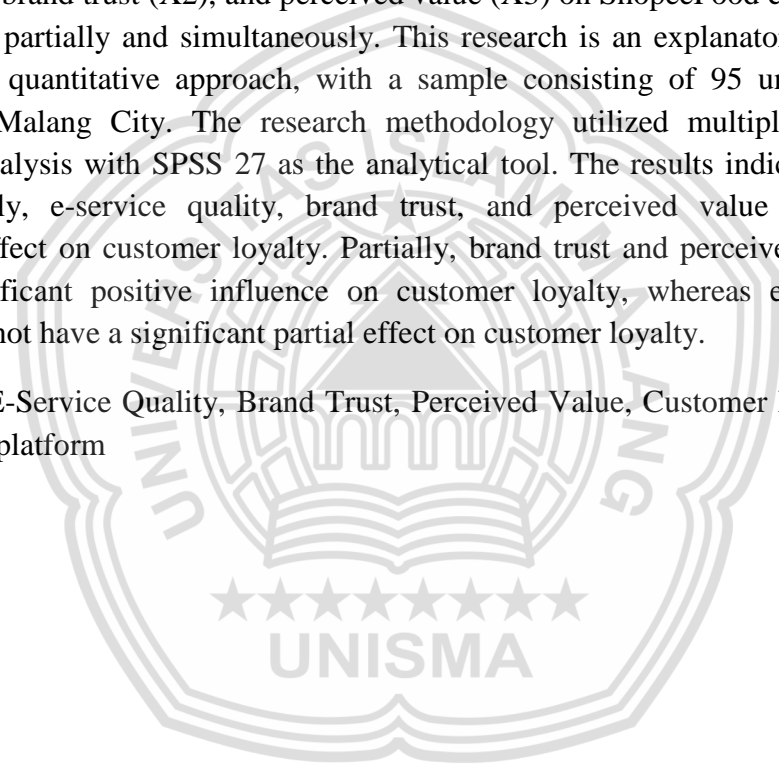
Kata kunci : E-Service Quality, Brand Trust, Perceived Value, Loyalitas Pelanggan, Platform ShopeeFood



ABSTRACT

The surge in smartphone and internet usage in Indonesia has spurred the widespread adoption of digital technology in daily life. Among the youth, particularly university students, online food delivery services have become increasingly popular. Capitalizing on this trend, Shopee launched ShopeeFood in 2020, swiftly establishing itself as one of the top three platforms in the market. However, despite its rapid success, ShopeeFood has faced criticism over service quality issues. This study aims to analyze and evaluate the influence of e-service quality (X1), brand trust (X2), and perceived value (X3) on ShopeeFood customer loyalty, both partially and simultaneously. This research is an explanatory study employing a quantitative approach, with a sample consisting of 95 university students in Malang City. The research methodology utilized multiple linear regression analysis with SPSS 27 as the analytical tool. The results indicate that simultaneously, e-service quality, brand trust, and perceived value have a significant effect on customer loyalty. Partially, brand trust and perceived value have a significant positive influence on customer loyalty, whereas e-service quality does not have a significant partial effect on customer loyalty.

Keywords: E-Service Quality, Brand Trust, Perceived Value, Customer Loyalty, ShopeeFood platform



CHAPTER I

INTRODUCTION

1.1 Background of Study

Currently, most Indonesians show a tendency to understand, learn, use, and utilize digital technology in carrying out various activities. Research conducted by We Are Social in 2023 as listed in Figure 1.1 indicates that around 353.8 million Indonesians have been connected through cellular phones and as many as 212.9 million people have accessed the internet. In other words, the penetration and adoption of digital technology, especially mobile and internet, has become very massive among Indonesians today in supporting their daily activities and needs.

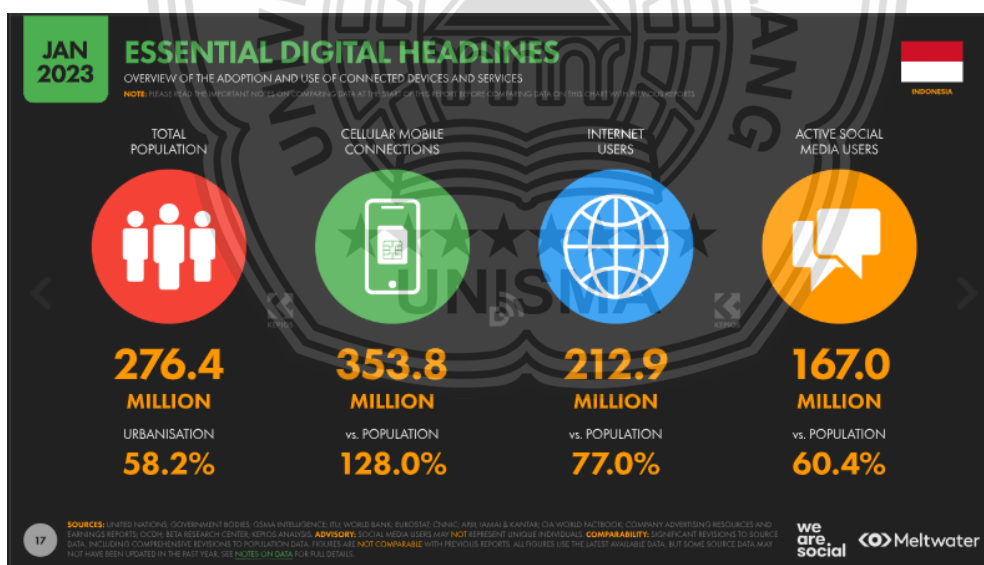


Figure 1. 1 Essential digital headlines Indonesia

Source: We Are Social (2023)

In addition, based on the We Are Social report (2023) states that 19.85 million citizens of the Republic of Indonesia utilize online food delivery

services, which is one of the activities that people often do in utilizing technology to meet consumption needs, in various circles, especially in generation Z, which dominates among students. Many students, especially those living in boarding houses, use online food delivery services to buy daily meals. Consumers only use a cellphone, can immediately choose the desired food menu, so online application technology makes it easier for consumers to save time. This is supported by Southeast Strategic's research on 1,200 respondents which shows that 43% of generation Z and 39% of generation Y are food delivery users in Indonesia, with 99% of consumers intending to make repeat purchases and increase their use of the service (Junida, 2022).

Thus, food delivery is one of the alternative solutions to fulfill food needs that are increasingly in demand among the younger generation today. Malang City has 3 State Universities and 49 Private Universities, the City also has 129,932 PTN students and 125,549 PTS students (BPS Malang City, 2023). In other words, the use of digital food delivery services is highly desirable in the area around the campus, which illustrates the scale of adoption and significant growth of the food delivery market in the area

Based on the description above, it can be seen that the online food ordering and delivery service business has bright prospects with great growth opportunities and potential to continue to grow and expand market share in Indonesia. In line with this, in April 2020 Shopee launched the ShopeeFood service as a food delivery service provider to capture existing market opportunities (Junaedi, 2021). In other words, food delivery is believed to be a

very promising digital business model in Indonesia, which has led to the emergence of new service providers such as ShopeeFood. ShopeeFood is an online food delivery service owned by Shopee with the aim of making it easier for consumers to sell food products and ready-to-drink drinks.

Prior to ShopeeFood, Grab and Gojek launched online food delivery services GrabFood (2016) and GoFood (2015), respectively. Thus, it can be said that ShopeeFood is a newcomer to the food delivery service market in Indonesia, considering that Grab and Gojek have already expanded and established a position in the segment. The launch of ShopeeFood's food delivery platform in April 2020 marked the entry of a new operator that competes with existing players that already have a large customer base such as Grabfood and GoFood.

As a newcomer, ShopeeFood's brand awareness is still relatively low. Snapchart research in October 2021 involving 500 food delivery businesses and 570 consumers, showed that ShopeeFood brand awareness among respondents only reached 52%, far below GrabFood and GoFood, which were 100% each. In addition, respondents who have used ShopeeFood services only reached 35%, far behind GrabFood 92% and GoFood 90% (Figure 1.2). Thus, ShopeeFood still needs to optimize its strategy to increase awareness and usage of its food delivery platform amidst the dominance of Grab and Gojek..



Figure 1.2 Snapchart research results October 2021

Based on Statista research in April 2023, GoFood is the food delivery service most chosen as the main platform by respondents in Indonesia, followed by GrabFood in second place and ShopeeFood in third.

Most used apps for food delivery orders in Indonesia as of April 2023

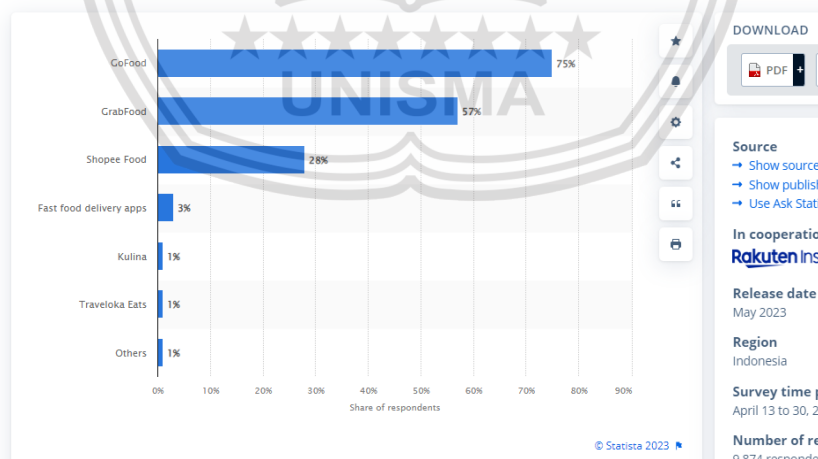


Figure 1.3 Statista research results 2023

Despite being a newcomer, ShopeeFood has managed to compete and occupy the top 3 position of the food delivery platform of consumers'

choice thanks to its value proposition of offering a variety of food menus at prices that are more affordable and competitive than its competitors (Junida, 2022). In other words, amidst the dominance of older platforms such as GoFood and GrabFood, ShopeeFood is able to become a consumer choice thanks to its relatively low pricing while still presenting a varied menu. This affordable pricing strategy is effective in attracting consumers to try using the ShopeeFood service.

In X's social media analysis of the ShopeeFood service, there are two conflicting perspectives. In tweets referring to 2021 and 2022, it is conveyed that ShopeeFood offers more competitive and cheap prices compared to its competitors, such as GoFood and GrabFood. This affordable price is believed to be able to increase consumer interest in reusing ShopeeFood in the future.

However, in 2023 and 2024, a tweet from user @rhennAa stated that the ShopeeFood service is perceived as expensive, mainly due to the large service fee and miscellaneous fees that sometimes exceed the shipping fee, not being able to utilize free shipping vouchers and the lack of discount vouchers. This opinion was reinforced by a number of tweets from @inicegan @jeonbibib, @ayinnnggg, @vindaela, @ktaraktere, @MeyolaBellatrix, @sebnlank, and @servingcandy, who stated that the high delivery, service, miscellaneous, and restaurant fees make ShopeeFood service prices uneconomical and less attractive. This has the potential to decrease consumer interest in reusing the service.

On the other hand, the results of Kumparan interviews in 2021 with consumers who are active users of food delivery services show that the quality of ShopeeFood services, especially in meeting consumer needs, is still considered unsatisfactory. Users noted that some drivers often get lost and have a negative impact on the user experience. Similar complaints also arise from Consumer Media reports that touch on aspects of ShopeeFood's reliability and service quality.

It is important to note that some specific cases show weaknesses in ShopeeFood's service quality. There were complaints about drivers who delivered orders that were not as ordered and customer service that did not resolve problems. Other cases include the inability of customer service to handle complaints or consumer requests regarding voucher claims, the slow refund process, and unscrupulous drivers and merchants who commit lies and fraud, resulting in a lack of customer loyalty in using ShopeeFood application services.

The level of customer loyalty will be more profitable for the company because they are less sensitive to price, and also the cost of maintaining customer loyalty is considered lower than the cost of attracting new customers (Silva & Gonçalves, 2016). Customer loyalty to a brand, store, or supplier, based on attitudes reflected in repeat purchases is called customer loyalty (Tjiptono, 2012). Kotler & Keller, (2016: 138) defines loyalty as a customer commitment to repurchase certain products or services in the future even if circumstances and rival marketing have the potential to make

customers switch to other companies. There are several factors that influence customer loyalty.

According to Leopojevic and Dukic (2018), the factors that influence customer loyalty include customer satisfaction, trust, and perceived service quality. then according to Cravens & Piercy (2013), the factors that influence customer loyalty include product / service performance, company / product / brand image, price to value relationship, employee performance / achievement, competition, timely product delivery system, and satisfaction relationship with consumers.

Based on the factors that influence customer loyalty, one of which is service quality is considered a key factor in service sector performance, namely, profitability. Service quality not only attracts new customers from competing companies but also encourages repurchase intentions (Venetis & Ghauri, 2004) and (Wantara, 2015). The competitiveness of the industry in the current online food delivery service (OFDS), must maintain their service quality and also the quality of electronic services, because it is very easy for customers to switch to competitors.

Electronic service quality is a topic that is often researched in the field of marketing because of its relationship with costs, satisfaction, retention and loyalty (Gounaris et al., 2010). E-service quality is the quality of service from the beginning to the end of the transaction, including information search, website navigation, customer service interaction, ordering, delivery to customer satisfaction with the ordered product (Wolfenbarger & Gilly, 2003).

Appropriate and effective service quality is needed to increase customer satisfaction. Customers who are satisfied with the quality of service they receive will be loyal (Izogo & Ogba, 2015). This is in line with research conducted by Yasmin (2023) and Izzah et al., (2022) that E-service quality has a positive and significant effect on customer loyalty.

Another factor that must be considered in influencing loyalty is Brand Trust, which describes an important component of internal placement or attitudes. associated with brand loyalty (Lau and Lee, 1999). Customer trust in the brand (Brand Trust) is defined as the customer's willingness to rely on a brand with the risks faced because of the expectation that the brand will cause positive results (Lau and Lee, 1999). Morgan and Hunt (1994) conceptualize trust when one group has confidence that the exchange partner has reliability and integrity.

When a customer believes in a brand, and shows a willingness to rely on the brand, then the customer is likely to form positive purchase intentions for the brand. Thus, customer loyalty to a brand will depend on the level of customer trust in the brand. When customers believe in a brand, these customers will show more positive attitudes and behaviors towards a brand because the brand provides positive results (Lau and Lee, 1999). This is in line with research conducted by Effendi & Sumadi, (2023) and Izzah et al., (2022) examining the effect of brand trust on customer loyalty, the results show that brand trust has a significant positive effect on customer loyalty.

Not only E-service quality and brand trust have an effect on

customer loyalty, but perceived value can also affect customer loyalty. Perceived value is based on consumer assessments of products and services. Consumers emphasize that the benefits of a product or service are the most important part of value. Value is also the quality received by consumers that matches the price paid (Bernarto & Patricia, 2017). Perceived value is one of the keys to providing an assessment of ShopeeFood, with the existence of perceived value, ShopeeFood should strive to improve its quality and service. The perceived value carried out by customers can affect the company's image and customer satisfaction, which in turn does not rule out the possibility of realizing customer loyalty. This is in line with research conducted by Yeridha et al., (2019) that perceived value has a positive and significant effect on customer loyalty. This is also in accordance with research by Yasmin (2023) that perceived value has a positive and significant influence on customer loyalty.

Based on the description above as a whole, ShopeeFood's success in meeting expectations, handling problems, and maintaining consumer trust will be the key to maintaining and increasing consumer interest in reusing the service in the future.

Based on the description of the phenomenon above, researchers are interested in raising the title "**The Influence of E-service Quality, Brand Trust, and Perceived Value on ShopeeFood Customer Loyalty (Case Study of University Students in Malang City)**".

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1.2 Problem Formulation

Based on the background of this research, the formulation of this research problem is:

1. Do e-service quality, brand trust, and perceived value simultaneously have a significant effect on customer loyalty?
2. Does e-service quality have a significant effect on shopeefood customer loyalty?
3. Does brand trust have a significant effect on shopeefood customer loyalty?
4. Does perceived value have a significant effect on shopeefood customer loyalty?

1.3 Research Objectives and Benefits

1.3.1 Research Objectives

The aim of this research are :

1. To test and analyze whether e-service quality, brand trust, and perceived value simultaneously have a significant effect on ShopeeFood customer loyalty.
2. To test and analyze whether the e-service quality has a significant effect on ShopeeFood customer loyalty.
3. To test and analyze whether the brand trust has a significant effect on ShopeeFood customer loyalty
4. To test and analyze whether perceived value has a significant effect on ShopeeFood customer loyalty

1.3.2 Research Benefits

The benefits of this research are as follows:

1. Theoretical benefits

a. For future researchers

This research is expected to be a useful reference for future research by improving existing weaknesses and developing a more comprehensive approach and paying attention to unreached aspects through the exploration of new variables.

b. For the field of study

The results of this study are expected to provide insight into marketing management, especially to subjects related to the variables studied, namely e-service quality brand trust, perceived value, and customer loyalty.

2. Practical benefits

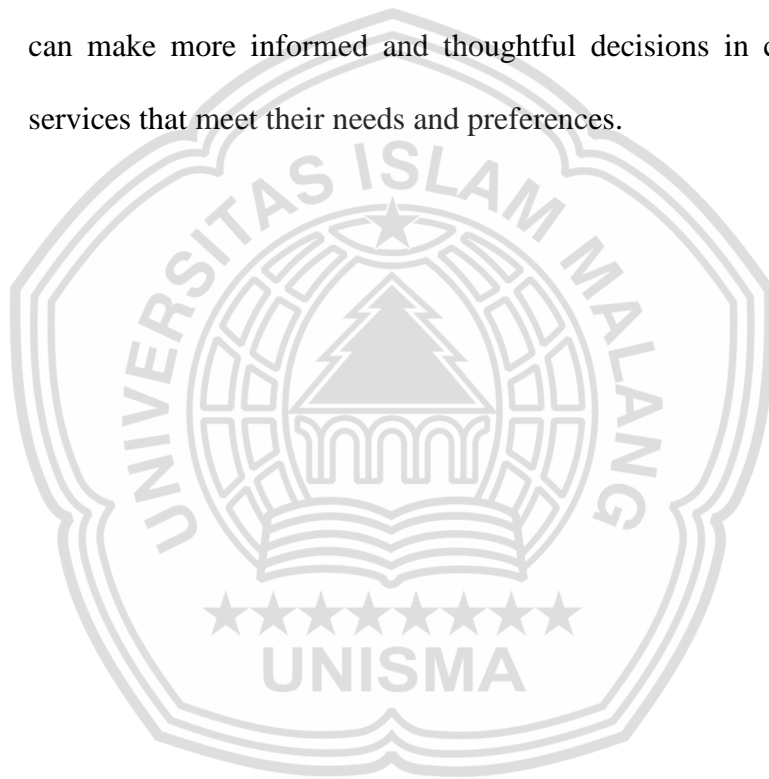
a. For the Company

This research is useful for companies as material for evaluating and improving effective marketing strategies. By understanding the factors that influence customer loyalty, companies can increase the value perceived by consumers, build and strengthen customer trust, and improve service quality. The results of this study help companies identify weaknesses in service, so as to make appropriate improvements. Thus, companies can maintain customer loyalty, increase retention, and drive sustainable

business growth.

b. For Consumers

This research is expected to help consumers understand the factors that influence their loyalty to e-commerce services, especially on the ShopeeFood platform. By knowing aspects such as e-service quality, brand trust, and perceived value, consumers can make more informed and thoughtful decisions in choosing services that meet their needs and preferences.



CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

Based on the test results and discussion, the conclusions are:

1. E-service quality (X1), e-service quality (X2), and perceived value (X3) simultaneously have a significant effect on ShopeeFood customer loyalty (Y).
2. E-service quality (X1) partially has no significant effect on ShopeeFood customer loyalty (Y).
3. Brand trust (X2) partially has a significant effect on ShopeeFood customer loyalty (Y).
4. Perceived value (X3) partially has a significant effect on ShopeeFood customer loyalty (Y).

5.2 Limitations

Based on the researcher's experience, there are limitations in this study that need to be considered by future researchers to improve the research. Researchers realize the shortcomings and limitations that can be considered for future studies.

1. The limited sample (95 university students in Malang City) limits the generalization of the research results to the wider population. The use of a larger sample can increase the representativeness of the results.

2. The limitation of data collection methods using only Likert questionnaires may result in information that does not fully reflect actual opinions. The use of more diverse data collection methods, such as in-depth interviews, can provide a more comprehensive understanding.
3. The study only considers three variables (e-service quality, brand trust, perceived value), without including other factors that can affect customer loyalty. Future research is recommended to include other variables for a more complete understanding.
4. The results of the study may not be fully applicable to populations in other locations or customer segments, due to the unique characteristics of each geographic or demographic environment

5.3 Suggestions

1. For academics
 - a. It is expected that in future studies, similar research will be conducted with a wider and more diverse range of respondents from various locations or demographic segments. This study only used 95 university students in Malang city as the research sample.
 - b. It is hoped that further research will choose other variables that are still rarely studied and test these variables through moderation or mediation mechanisms. The use of this approach will provide a deeper understanding of the relationship between these variables and customer loyalty. such as rating variables, customer reviews,

brand extensions, brand preference, brand personality, or other variables.

2. For the company

a. Based on the results of descriptive analysis on the E-service quality variable, which has the lowest score, namely the responsiveness dimension. Researchers suggest that ShopeeFood should improve responses to problems experienced by consumers by placing competent human resources, providing call center services that are available at all times, and utilizing AI technology such as chatbots to provide automatic responses to common customer questions and direct them to the right solution. By doing so, ShopeeFood can build stronger customer loyalty.

b. Some of the disappointments that have occurred can affect the level of customer trust in the Shopee-Food brand. Efforts to overcome customer disappointment can be made by overcoming the source of the problem more responsively and diversely through compensation. By giving customers the freedom to choose the compensation they want, companies can increase customer trust and loyalty. These measures can be enhanced by implementing clear and fair policies related to compensation in cases of customer dissatisfaction, such as late delivery or non-conforming products. This policy should be easily accessible and understood by customers. Furthermore, ShopeeFood can increase transparency by

providing clear information on the compensation claim process and the time limit that can be expected for its resolution. The customer service team should also be trained to handle compensation requests with sensitivity and efficiency. In addition, ShopeeFood could consider offering refunds in case of non-fulfillment of orders, as well as offering incentives or bonuses to customers as a form of reward for their patience in adverse situations. By doing so, ShopeeFood can strengthen relationships with customers and enhance their brand image.

- c. Based on the results of the study which confirmed that perceived value significantly affects ShopeeFood customer loyalty, companies should focus efforts on maintaining and increasing customer perceived value. This can be achieved through efforts to create positive perceptions of ShopeeFood services by encouraging customers to share their positive experiences using this platform, ensuring consistency in providing a diverse menu, and paying attention to the easy ordering process and fast and reliable delivery. Lastly, the company's management should take into account a pricing policy that is reasonable and balanced with the quality and benefits provided to customers. By taking these steps, ShopeeFood can maintain and increase their customer loyalty in the long run

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