

IMPROVE QUALITY OF E-LOYALTY IN ONLINE FOOD DELIVERY SERVICES : A CASE OF INDONESIA

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ABSTRACT

This study aims to improve e-loyalty by analyzing the effect of e-service quality on customer e-loyalty through e-satisfaction in online food service delivery. This research uses quantitative approach with survey method. The population in this study were customers who had used online food service with a sample of 320 respondents. Data analysis using SEM-PLS (Partial Least Square) with Smart-PLS software. The results showed that e-service quality positively affects e-loyalty and e-satisfaction, e-satisfaction has positive affect on customer e-loyalty and e-service quality positively affect e-loyalty of customer through e-satisfaction. It can be concluded that e-satisfaction mediates the influence of e-service quality on e-loyalty of online food service customers, so e-service quality and e-satisfaction is required to improve e-loyalty.

Keywords: *e-service quality, e-satisfaction, e-loyalty, e-commerce.*

1. INTRODUCTION

Utilization of smartphone technology can be regarded as one of the innovative ways to help companies improve their business performance in the market. The business activities of a company virtually using information technology are known as E-commerce (Guo et al, 2012). E-commerce in the culinary industry has penetrated the application of smartphones, With the information technology such as Mobile E-commerce has brought great impact for various industries, not only in the field of fashion business or electronic equipment, but also in the field of culinary industry. With the presence of food delivery services to provide convenience to consumers in getting the food products they want. In this case the quality of service to be one measure of success in providing assurance as a satisfaction for consumers, with quality service delivery between good food then it can increase customer satisfaction that impact on increasing customer loyalty. The company is currently required to maintain a good reputation in the eyes of consumers, thus the quality of service becomes an important factor to note. Satisfaction with electronic media will be determined by the perceived quality of e-service quality (Sabiote et al, 2012). E-service quality will lead to better customer satisfaction. The dimensions of e-service quality can be seen from several perspectives such as security, reliability, responsiveness, delivery,

communication (Zeithaml, Bitner, & Gremler, 2009). In the context of e-commerce, satisfaction is defined as customer satisfaction with respect to its purchasing experience through e-commerce companies (Sabiote et al., 2012). E-satisfaction can be regarded as a feeling that benefits the customer related to the company's relationship (Ghalandari et al., 2012). By improving customer e-satisfaction, can lead to customer loyalty, forming recommendations and word of mouth that benefit the company (Komara, 2013). There are four dimensions in e-satisfaction such as usefulness, enjoyment, past experience and decision (Zeithaml et al., 2009). Customer loyalty is required by the company for the company to grow well. Loyalty is defined as a customer mindset that is good to the company, committed to buy back products / services and recommend to others (Pearson, 1996). While e-loyalty is a commitment to re-visit the site consistently preferring shopping on that site than any other site (Cyr, Head, & Ivanov, 2009). There are two dimensions, including attitude and commitment (Rolph & Srinivasan, 2003).

With the e-commerce technology that accompanied the increase in business in the culinary field, then comes the online food delivery services are currently in great demand, especially in big cities. Go-jek as a pioneer service company engaged in the field of land transportation in Indonesia has 900,000 motorcycle taxi drivers who

have utilized e-commerce facilities to support the implementation of strategy and add to the category of service, one of which is the category of Go-food which is the service between food. The phenomenon that occurs today is Go-jek, Go-food app users reach higher numbers than consumers who directly take advantage of the site of the restaurant.

2. REVIEW OF LITERATURE

There is some research on e-service quality, e-satisfaction, and e-loyalty, where e-service quality, e-satisfaction that can improve e-loyalty, the object used in this study is the country of Indonesia where the largest population in Southeast Asia, however most difficult to accept technological sophistication.

E-service quality and e-satisfaction: There have been several studies that have been done with the topic of e-service quality and its dimensions. According to Santos (2003), e-service quality can be described as a whole as a customer perception or evaluation of electronic service experience online. Several different measurement techniques have been developed to measure service quality. The e-service quality dimension put forward by Barnes & Vidgen (2014) proposed a Web Quality scale with five key dimensions: tangibles, reliability, assurance, responsiveness and empathy to analysis online. According to Wolfinbarger & Gilly (2003) dimension of e-service quality consists of website design, reliability, security, customer service. Meanwhile, according to Zeithaml (2009), dimensions of e-service quality can be seen from several perspectives such as security, reliability, responsiveness, delivery, communication.

In the study of Valarie A. Zeithaml, (2002), he found the antecedents of e-satisfaction consist of ease of shopping, product information, website design, and payment security. This is also confirmed by the results of research conducted by Evanschitzky, Kenning, & Vogel (2004). The four factors (ease of shopping, product information, and website design) can be categorized into e-service quality. This relationship is supported by research Chang, Wang, & Yang (2009) and Ghane, Fathian, & Gholamian (2011) which shows that the four dimensions of e-service quality are from Wolfinbarger & Gilly (2003) able to increase consumer satisfaction, and there is significant influence between e-service quality with e-satisfaction. states that customer satisfaction is an

important source of competitive advantage and can lead to customer loyalty and repeat purchase (Lewin, 2009).

H₁: E-service quality has a positive effect on e-satisfaction

E-service quality and e-loyalty : Previous research from Chang (2009) shows that the four dimensions of e-service quality are from Wolfinbarger & Gilly (2003) which has been described previously has a positive effect on consumer loyalty on the website through e-satisfaction as an intervening. This relationship is supported by research Chang (2009) and Tsai, Yang, & Cheng (2014) which says that there is a significant relationship between e-service quality and e-loyalty.

H₂: E-Service quality positively affects e-loyalty.

E-satisfaction and e-loyalty : E-satisfaction positively affects e-loyalty, but e-loyalty will only be formed if other factors are also met (Oliver, 1999). Therefore, e-satisfaction has an important role in the formation of e-loyalty and also has a correlation with other factors (Tsai et al., 2014). Tsai (2014) pointed out that e-satisfaction is the key to building corporate relationships with consumers in online business. This is in line with the statement Kotler & Keller (2015) which states that the key to retaining customers is customer satisfaction. In research conducted Kim, Ng, & Kim (2009) and Anderson & Swaminathan (2014) states that e-satisfaction has a positive effect on e-loyalty.

H₃: E-Satisfaction has a positive effect on e-loyalty.

E-service quality, e-satisfaction and e-loyalty : E-satisfaction has an important role in the formation of e-loyalty and also has a correlation with other factors (Tsai et al., 2014). Customers will be loyal and re-use their products / services when they feel satisfied (Tsai et al., 2014). E-service quality and e-satisfaction are the variables that play a key role in building e-loyalty of online customers (Romadhoni, Hadiwidjojo, Noermijati, & Aisjah, 2015). Service quality and consumer satisfaction should reduce complaints and increase loyalty (Rauyruen & Miller, 2006)

H₄: E-Service Quality positively affects e-loyalty through e-Satisfaction.

There are four hypotheses in order to follow up the study and see if the e-service quality variable positively affects e-loyalty through e-satisfaction.

H₁: E-service quality has a positive effect on e-satisfaction.

H₂: E-Service quality positively affects e-loyalty

H₃: E-Satisfaction has a positive effect on e-loyalty.

H₄: E-Service Quality positively affects e-loyalty through e-Satisfaction

Fig 1: Theoretical Thinking Framework e-satisfaction, e-service and e-loyalty

3. RESEARCH METHOD

This research uses quantitative approach, is a research method based on the philosophy of positivism used to examine the population or a particular sample, and sampling techniques are generally done randomly. Data collection using research instrument, with quantitative data analysis that has the purpose of testing the test hypothesis that has been set (Sugiyono, 2015). Populations in social research are usually defined as subject groups to be subjected to generalization of research results, having shared characteristics or characteristics that distinguish them from other subject groups (Sugiyono, 2015). The number of samples in this study 320 respondents with the criteria of purposive sampling is the questionnaire is only filled by respondents who have used the service between food Go-jek with Go-food category. The data used are primary data obtained directly from respondents by researchers. The survey technique is done by distributing an online questionnaire created using google form, then the link is distributed to group discussion, social media and email.

Analysis technique using Partial Least Square (PLS) as data analysis tool, because Smart PLS based covariance, then the number of respondents above 75 is enough to produce good analysis (Joseph F. Hair, Ringle, & Sarstedt, 2011). With the following steps: 1) Prepare the path diagram, 2) Determine the structural equation, 3) Confidentiality Criteria (convergent validity, discriminant validity, composite reliability, R-Squared).

Operational variable: There are three variables (e-service quality, e-satisfaction, e-loyalty) then developed as many as 11 indicators are poured in the form of statements in a questionnaire. In more detail, the operational variables can be seen in Table 1.

Table 1: Operational variable

4. ANALYSIS AND DISCUSSION

Characteristics of respondents in this study are demographic characteristics that include gender, age, and use of food services foods with Go-jek Go-food category in a month. This characteristic aims to find out the demographic picture of the research sample. Here is a description of the profile based on the sex of the respondent can be seen in table 2.

Table 2: Percentage gender

Based on table 2 it can be seen that the majority of female respondents are mostly using Go-Jek Go-food category service with the number of 203 people (63%) while the male sex is 117 people (37%). The female gender dominates service as it may be Go-food has fast, fast food delivery service and can be monitored through applications.

Table 3: Percentage age distribution

Based on table 3 it can be seen that the majority of respondents have aged about 16 - 25 years with the number of 127 people (40.0%), followed by the age of 26-35 years with the number of 74 people (23.0%). The age of 16-25 years dominates the Go-Jek category Go-food food service because it is possible that young people have become accustomed to using information technology.

Table 4: Percentage of used online food delivery

Based on table 4 it can be seen that the majority of respondents use inter-food service with the frequency 4-6 times a month with the number of 204 people (64.0%), followed by frequency 1-3 times in a month with the number of 74 people (23.0%). In this case the dominant respondent is the frequency 4 - 6 times because maybe with the food service Go-food has many food menu choices, in this case Go-jek has cooperated with more than 125.000 merchant

Analysis in this research using SEM-PLS method. SEM-PLS method is divided into two namely, outer model and inner model. Outer model in SEM-PLS is divided into two namely, Explanatory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). EFA is used if the indicators used to measure latent variables are formative and CFAs are used if the indicators used to measure latent variables are reflective. In this

study the indicators used in measuring latent variables are reflective. Outer model is performed if the indicators used to measure the latent variables more than one, if only one then, not done outer model analysis.

Validity and reliability: Convergence validity of measurement model with reflexive indicator is judged by correlation between item score / component score with construct score calculated with PLS. The individual reflexive size is said to be high if it correlates more than 0.70 with the constructs you want to measure. However, for the initial stage of development of a scale of measurement values of 0.5 to 0.60 values is considered sufficient (Chin, 1998). Besides, to know the indicator is the construct of these variables can be seen through the t-statistic value greater than 1.96 (Ghozali, 2008).

Table 5: Convergent Validity

Outer Model: Outer model in this study using Confirmatory Factor Analysis because the indicators that measure latent variables in this study are reflective. Results of Confirmatory Factor Analysis of the three latent variables in this study indicate that all values loading factor indicator more than 0.4 and AVE value more than 0.5, it can be concluded the valid indicator against variables in the measured. All values of Composite reliability of more than 0.7, it can be concluded all reliable indicators of variables in the measured. From the results of validity and reliability testing it can be concluded all indicators are able to measure well the variables in the measure.

- 1) Security, Communication, Reliability, Responsiveness, and Delivery able to measure well E-Service Quality variables.
- 2) Attitude and Commitment able to measure well E-Loyalty variable
- 3) Usefulness, Enjoyment, Past Experient, Decision able to measure well variable E-Satisfaction

The results of Confirmatory Factor Analysis are presented in Table 6 and Figure 2

Table 6: Value AVE and composite reliability

Fig 2: Result of SEM-PLS

Inner model: After the Confirmatory Factor Analysis and indicators have been able to measure well the latent variables, then done inner model analysis. Inner model analysis is done to find out

the relationship between latent variables and to conclude the research hypothesis received or rejected. Criteria testing hypothesis test that is, if t-statistic value > 1,96 with alpha assumption (fault tolerance 5%) hence can be concluded that relation of two latent variable significant (hypothesis accepted) and vice versa. The results of inner model analysis for inter-latent variables presented in the Table 7.

Table 7: Path Coefficients and T-Statistics

The result of the first hypothesis test is the relation of e-Service Quality to e-Satisfaction variable showing path coefficient value $0.721454 > 0$ (positive) and t-statistic value $15.976178 > 1.96$. Based on these results can be concluded that e-service quality positively effect e-satisfaction (H1 accepted). By improving e-service quality including ease of shopping, product information, website design and payment security can improve e-satisfaction. This is in line with previous research ever conducted by Valarie A. Zeithaml, (2002), Evanschitzky, Kenning, & Vogel (2004), Chang, Wang, & Yang (2009), Ghane, Fathian, & Gholamian (2011), and Wolfinbarger & Gilly (2003) who stated that good e-service quality can improve e-satisfaction. E-service quality is measured by five indicators. On the security side, Go-jek provides Go-pay services which are electronic payment processes, so customers can order food for their friends or loved ones, with electronic payments customers feel more secure and comfortable and not bothered with change. In the communication side, Go-jek is training the drivers to communicate communicatively with customers so that they are more politely. In the Reliability side, Go-jek always updated the menu and prices of its merchants, and Go-jek always gave fix prices instead of estimates, by enforcing this to make customers feel comfortable and satisfied. In the Responsiveness side, Go-jek has arranged the deployment of the drivers, so that every customer who does the transaction does not feel far away. While in the app, the user's view and the speed of the application becomes very important to be noticed by Go-jek. In the Delivery side, Go-jek provides Map facility that is connected with gps so that it can see the existence of the driver position in real-time, so that the customer are satisfied. Taking into account the quality of services applied to the app can improve customer satisfaction in using Go-jek apps. H₁: e-service quality has a significant effect on e-Satisfaction

The result of second hypothesis is the relation of e-service quality variable with e-loyalty shows path coefficient value $0,481186 > 0$ (positive) and t-statistic value $5,932233 > 1,96$. Based on these results can be concluded that e-Service Quality positively influence on e-Loyalty (H2 accepted). Improving e-service quality including ease of shopping, product information, website design and payment security can increase e-loyalty customer loyalty to re-use applications. This is in line with previous research ever conducted by Chang (2009), Wolfenbarger & Gilly (2003), Tsai, Yang, & Cheng (2014), and Shukri, Yazid, Khatibi, & Azam (2017) who stated that good e-service quality can improve e-loyalty. E-service quality measured by five indicators can improve customer e-loyalty. With pay attention to e-service quality, Go-jek has implemented a service facility where customers feel that the application is safe, the data provided by the application is reliable, the speed application (responsiveness) and with a friendly display (communication), and delivery of goods that are fast and can be traced (delivery). This is why the customers are reusing Go-jek application. H₂: e-service quality has significant effect on e-loyalty.

The result of the third hypothesis test is the relation of e-Satisfaction variable with e-loyalty shows path coefficient value $0,274921 > 0$ (positive) and t-statistic value $3,242283 > 1,96$. Based on these results can be concluded that e-Satisfaction positive effect on e-Loyalty (H3 accepted). By improving e-satisfaction can build a firm relationship with the consumer online business, this can be called e-loyalty. The key to keeping customers back for using Go-food facilities from Go-jek, is the satisfaction of using the app. This is in line with previous research ever conducted by Oliver, (1999), Tsai, Yang, & Cheng (2014), Kotler & Keller (2015), Kim, Ng, & Kim (2009) and Anderson & Swaminathan (2014) who stated that good e-satisfaction can improve e-loyalty. In this study E-satisfaction is measured using four indicators. Benefits from Go-food app users in ordering the desired food (usefulness), ease of using the application and transaction process can create a sense of convenience for the customer (enjoyment). Experience in using fun apps can get customers to order their meals by using Go-jek category Go-food app again. To satisfy customers, Go-jek has put together a semantic method of managing the big data on which the user can know the best seller food, the location of nearby foods and promotions from the merchants. H₃: e-satisfaction has a significant effect on e-loyalty.

VAF = Indirect Influence / (Total Influence)

Total Influence = EQ → ES 0,721454 *

ES→EL 0,274921 = 0,198343 + ES→ EL
0,481186 = 0,679529

Indirect Influence = 0,198343

Total Influence = 0,679529

**VAF = 0,198343 / 0,679529 = 0,291883 =
29.18% > 20%**

The result of the fourth hypothesis test is the relation of e-service quality variable to e-loyalty through e-satisfaction indicating the value of VAF > 20% then it can be concluded e-Satisfaction mediate the influence of e-Service Quality to e-Loyalty and all positive value path coefficient. It can be concluded that e-Service Quality positively affects e-Loyalty through e-Satisfaction (hypothesis 4 accepted). This is in line with previous research ever conducted by Ghane, (2011) Tsai, Yang, & Cheng (2014), Romadhoni, Hadiwidjojo, Noermijati, & Aisjah (2015) Sativa & Astuti, (2016) and Shukri, Yazid, Khatibi, & Azam (2017). Based on hypotheses one, two and three, e-service quality and e-satisfaction have positive effect on e-loyalty, so considering the quality of service from the application can cause satisfaction, and the satisfaction of the customer can make the customer re-use Go-jek application.

5. CONCLUSION

E-commerce in Indonesia is growing with the presence of smartphone technology, in this case the company must be able to keep up with the times when information technology as a means to competitive advantage of the company. Based on research and interview data, e-service quality and e-satisfaction are the key variables to improve e-loyalty. In various literature has proven in the era of information technology the way consumers in buying goods has changed, here the company is required to change how to sell and market the product, how to serve consumers to consumers feel satisfied and generate customer loyalty.

5.1 Theoretical and Managerial Implications

For the managerial side, in order to increase customer loyalty, customers must first be satisfied with various facilities, so that customers are satisfied and comfortable in using application services, when customers feel satisfied then most likely to re-use the application will be greater. For development in the field of study, that the rapid

development of information systems in the field of e-commerce affect how to serve and meet customer satisfaction. Based on previous research studies on e-service quality, e satisfaction and e-loyalty have proved that e-service quality and e-satisfaction is an important key in improving e-loyalty. Therefore, customer service and satisfaction are the key to improving customer loyalty.

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FIGURES AND TABLES

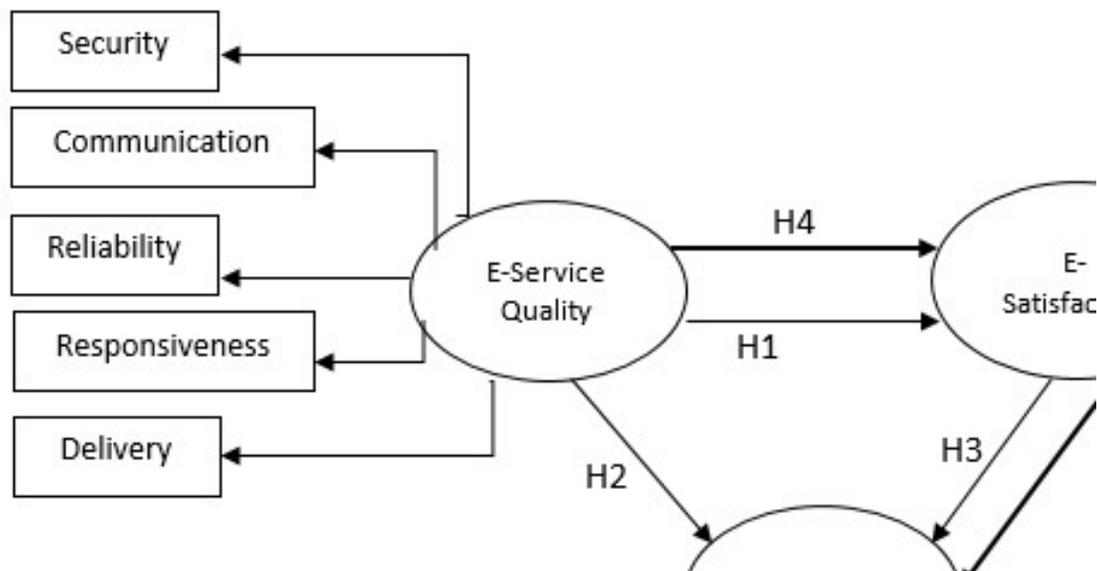


Figure 1: Theoretical Thinking Framework E-Satisfaction, E-Service And E-Loyalty

Table 1: Operational Variable

Variable	Operational Definition	Indicator	Source
e-service quality	The extent to which the website facilitates shopping, purchasing and delivery of products and services effectively and efficiently.	Security Communication Reliability Responsiveness Delivery	(Zeithaml et al., 2009)
e-satisfaction	Size between customer expectations with product or service company as long as the customer uses products or services of the enterprise	Usefulness Enjoyment Past Experience Decision	(Ghane et al., 2011)
e-loyalty	A tendency to buy and or use again a product or service.	Attitude Commitment	(Rolph & Srinivasan, 2003)

Table 2: Percentage Gender

Gender	Frequency	Percentage (%)
Male	117	37 %
Female	203	63 %
Total	320	100%

Table 3: Percentage Age Distribution

Age	Frequency	Percentage (%)
<=16thn	16	5 %
16 – 25 thn	127	40 %
26 – 35 thn	74	23 %
36 – 45 thn	64	20 %
46 – 55 thn	32	10 %
>= 56 thn	7	2 %
Total	320	100%

Table 4: Percentage Of Used Online Food Delivery

Frequency	Respondent	Percentage (%)
1 – 3 times	74	23 %
4 – 6 times	204	64 %
>= 7 times	42	13 %
Total	320	100%

Table 5: Convergent Validity

Var	Indicator	Loading Factor	Valid/ Not Valid
EL	EL1	0,732406	valid
	EL2	0,885575	valid
EQ	EQ1	0,802482	valid
	EQ2	0,792649	valid
	EQ3	0,569969	valid
	EQ4	0,778176	valid
	EQ5	0,567458	valid
ES	ES1	0,851951	valid
	ES2	0,752427	valid
	ES3	0,778916	valid
	ES4	0,849318	valid

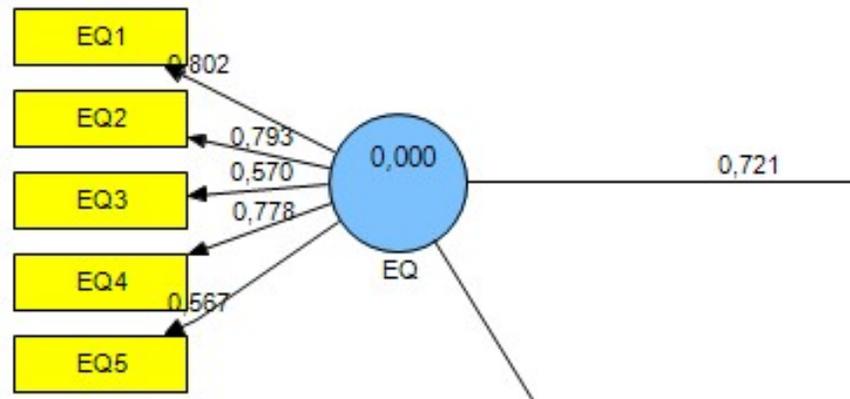


Figure 2: Result Of SEM-PLS

Table 6: Value AVE And Composite Reliability

	AVE	Composite Reliability	R Square
EL (e-loyalty)	0,660331	0,793965	0,461379
EQ (e-service quality)	0,504940	0,832756	-
ES (e-satisfaction)	0,655005	0,883347	0,552987

Table 7: Path Coefficients And T-Statistics

	Path Coefficient	T Statistics	
e-service quality → e-loyalty	0,481186	5,932233	Significant
e-service quality → e-satisfaction	0,721454	15,976178	Significant
e-satisfaction → e-loyalty	0,274921	3,242283	Significant