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by Enrico Ferrel

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THE ROLE OF E-SATISFACTION ON REPURCHASE AND E-WOM INTENTION ON THE COSTUMERS OF FOOD PRODUCTS BY LOCAL MICRO AND SMALL BUSINESSES ON THE DIGITAL PLATFORMS

Enrico Verrell Santoso^{*)} and Retno Ardianti,^{*)} ¹

^{*)} School of Business & Management, Petra Christian University, Siwalankerto 121-131, Surabaya 60236, Indonesia

Abstract: With the increasing popularity of online food delivery services, extant studies have not looked at factors that contribute to repurchase and the willingness of consumers to recommend food products by local micro and small businesses to other app users. Meanwhile, the topic is important given that on the digital platforms, food products from micro and small businesses have to compete directly with other well-known products. Therefore, the aim of this study is to examine the role of food quality, price fairness and perceived value on e-satisfaction, and the role of e-satisfaction on repurchase and e-WOM intention. By using survey data and employing Partial Least Square (PLS) in our analysis technique, the results show that food quality and price fairness have significant affect on e-satisfaction, while e-satisfaction also significantly affect repurchase intention, but not e-WOM intention. Overall, our findings suggest that on the digital platforms, gaining customer satisfaction about the quality of the product and the fairness of the price may not be enough, as it doesn't indicate a significant relationship with the willingness of the customers to recommend to other users on the digital platforms.

Keywords: food quality, price fairness, perceived value, e-satisfaction, repurchase intention, e-WOM intention

Abstrak: Ditengah semakin meningkatnya popularitas online food delivery services, penelitian selama ini belum menjawab tentang factor yang berkontribusi pada pembelian kembali dan kesediaan konsumen untuk merekomendasikan makanan tradisional produk usaha mikro dan kecil pada pengguna aplikasi yang lain. Oleh karena itu, penelitian ini dilakukan untuk menguji peran food quality, price fairness dan perceived value terhadap e-satisfaction dan selanjutnya terhadap repurchase dan e-WOM intention. Penelitian ini menggunakan survey data dan Partial Least Square (PLS) dalam teknik analisa data. Hasil penelitian menunjukkan bahwa food quality dan price fairness mempengaruhi e-satisfaction secara signifikan, sementara e-satisfaction juga berpengaruh secara signifikan pada repurchase intention, namun tidak terhadap e-WOM intention. Secara keseluruhan, hasil penelitian ini menunjukkan bahwa pada platform digital, kepuasan konsumen terhadap kualitas produk dan fairness atas harga produk adalah tidak cukup. Sebab meskipun hal tersebut berdampak pada pembelian kembali namun tidak berdampak signifikan terhadap kesediaan pelanggan untuk merekomendasikan pada pihak lain.

Kata kunci: food quality, price fairness, perceived value, e-satisfaction, repurchase intention, e-WOM intention

¹ Corresponding author:
Email: retnoa@petra.ac.id

INTRODUCTION

The popularity of online food delivery services has been growing rapidly in recent years. This service connects users with restaurants and riders who deliver orders by using the digital platform (Seghezzi, et al., 2021). In Indonesia, the use of digital food delivery services experienced an increase by 34% during the covid 19 pandemic¹. With both national and local governments imposing restrictions on people's mobility for nonessentials activities, many local cafes, kiosks, and restaurants had to rely on digital platforms to continue serving their customers.²

Despite the chance to continue the business during the pandemic, moving to the digital platform had given additional challenges for local micro and small businesses. In addition to the lack of digital skills of the entrepreneurs, on the digital platform, local small businesses have to directly compete with reputable big businesses. On this platform, customers can easily compare products and switch to other merchants who give better offerings or display higher ratings from customers. This, thus, requires the entrepreneurs' ability to improve their products and promotion strategy, particularly to attract repeat buying and receive positive reviews from customers. However, little guidance is available for them to improve their offerings and survive in this electronic platform. To date, extant studies have not revealed important factors that affect repurchase and electronic word of mouth (e-WOM) intention by the customers of online food delivery services, particularly the customers of local micro and small businesses on the online platform.

Extant studies on online Food Delivery services have revealed a number of factors that influence consumer intentions to use or continue using the apps (See Seghezzi, et al., 2021 for the review). For example, Han and Hyun (2017) studied user characteristics of the apps, while Alalwan (2020) used technology adoption theories as the lens to explain the intention to use the app. These prior studies have helped to understand the role of user satisfaction on the intention to continue using the app. These studies reveal the effect of online reviews, online ratings, online tracking, performance expectancy, and other factors that contribute to user satisfaction and continued intention to use the app (e.g Alalwan, 2020). Nonetheless, these prior studies have not specifically looked at variables that affect the willingness of small businesses' customers to repurchase and recommend the products to others. Therefore, it remains uncertain whether customer satisfaction also play an important role to explain repurchase and e-WOM intention in this unique setting. In order to address this gap as well as to answer the call to study restaurant operations and their role in the online food delivery systems (Seghezzi, et al., 2021), we study the users of popular online food services such as Go Food, Grab food, and Shopee food who purchase food products from local micro and small businesses in the apps. More specifically, we examine the effect of e-satisfaction on their intention to make repurchase and to recommend to other users in the platform. In addition, we examine the effect of food quality, price, and perceived value on e-satisfaction.

To achieve this aim, we depart from the theoretical model by Konuk (2019) which explains the revisit and electronic word-of-mouth intention of restaurant visitors in the offline setting. We combine the insight

¹<https://katadata.co.id/desyetyowati/digital/601279c09f33d/peta-persaingan-grabfood-dan-gofood-di-tengah-kehadiran-shopeefood>

²<https://data.unWOMen.org/sites/default/files/documents/Publications/Indonesia-Digitalization-WOMen-MSBs-COVID19-Bahasa.pdf>

¹⁰<https://katadata.co.id/desyetyowati/digital/601279c09f33d/peta-persaingan-grabfood-dan-gofood-di-tengah-kehadiran-shopeefood>

gained from this prior study with the insights from Alalwan et al (2020) who study the effect of customer satisfaction in the online setting. We develop a new theoretical model and test the model by using survey data gathered from the customer of food products by local micro and small businesses in Pekalongan, a small city in Indonesia. Apart from its geographical location that is reachable by the authors, just like many other cities in the world, Pekalongan is a city whose residents are undergoing a shift from the reliance on offline to online modes for retail stoppings. This setting makes it relevant for our study, given that many local customers in this city can now easily compare offerings from the local business with those of reputable national or international restaurant chains on the digital platforms.

The focus of our study is on repurchase and e-WOM intention given that we see these two variables as important for the survival of small businesses in the online setting. Prior studies have revealed that customer behavioral intentions such as repurchase and word of mouth can be predicted by their customers' satisfaction (e.g. Ryu and Han, 2010; Namin, 2017). According to expectancy-disconfirmation theory, satisfaction can be interpreted as an evaluation of affective responses or experiences after the process of disconfirming consumer cognitive expectations and perceived performance of a product/service and its attributes (Han and Hyun, 2017). Based on this theoretical lens, consumers have expectations of a product or service before making a purchase. If there is confirmation or customers' expectations are met, then satisfaction will occur (Oliver in Konuk, 2019). This is because customers often make decisions to purchase or repurchase certain products after evaluating whether their experience with a product/service was satisfactory or unsatisfactory (Han and Hyun 2017). When consumers are satisfied, their good intentions for a product/service

and their desire to purchase or repurchase generally increase (Han & Hyun, 2017). From an empirical perspective, prior studies within the context of restaurants demonstrate the positive effect of customer satisfaction on customers' intention to buy food products (Han and Hyun, 2017; Konuk, 2019). Konuk's (2019) study even demonstrates that satisfaction predicts not only revisit, but also e-WOM intention. In addition to the two prior studies, a more recent study by Annarud, & Berezina (2020) and Allawan (2020) found the effect of satisfaction on the user intention to use online food delivery apps. However, the two studies have not looked at customers' intention to repeat their purchases or their willingness to recommend food products that they purchase to other users on the platform. Therefore, informed by expectancy-disconfirmation theory and insights from prior studies that were conducted in the offline setting, in the present study, we expect to find the effect of e-satisfaction, which is defined as the contentment of the customer with respect to their prior purchasing experience by using a mobile app on the repurchase and e-WOM intention (Alalawan, 2020).

While repurchase and e-WOM can be explained by satisfaction, in the offline setting, satisfaction can be predicted by a number of factors. In a study by Konuk (2019) the satisfaction of restaurant visitors can be explained by product quality, fairness of the price, and the value of the food product. The study's theoretical model is built on Stimulus-Organism-Response (S-O-R) Theory. S-O-R model emphasizes that the development of the internal evaluation process of the organism is triggered by a stimulus, which in turn influences response (Jacoby, 2002). From the perspective of this theory, food quality attributes such as taste, shape, and appearance of food can act as a stimulus that may influence customers' internal evaluations regarding satisfaction or dissatisfaction with the product. By consuming the food product, customers

can make an assessment of the excellence of the food by local micro and small businesses compared to those of other merchants. Therefore, in this present study, we expect to find the effect of food quality on e-satisfaction.

Another important factor that affects customers' satisfaction in the online setting is price fairness. Referring to Campbell (2007) who gained insight from the principle of dual entitlement, Konuk (2019) defines price fairness as a consumer's subjective sense of a price as right, just, or legitimate. This is the exact opposite of the price as wrong, unjust, or illegitimate. Konuk (2019) argues that the buyer is entitled to a fair price and the seller is entitled to a fair profit. Accordingly, the unfairness perception may arise when one party's entitlement is ignored or when consumers' reference price is below the market price. Following this argument, in this present study, we expect to find the effect of price fairness on e-satisfaction.

Lastly, prior studies in both online and offline settings have revealed that customers' satisfaction can be affected by their perceived value of the product. In Konuk's study (2019) perceived value is defined as a cognitive exchange between the perceived quality and the sacrifices made by customers to consume the products. This makes perceived quality and perceived price as the two important determinants of perceived value because customers will compare the utility and price of the product to determine the value. According to Alalwan (2020), the users of online food delivery services will be more likely to compare the cost of ordering food via traditional channel with that of the digital applications. By using the apps, customers do not need to spend a lot of effort such as physically visiting the restaurants. In addition, interesting promotions such as price discounts, redeem points, free delivery costs, and so forth are available on the apps. Accordingly, customers will be more

likely to rate their experience in using this service as more valuable compared to directly visiting the food kiosk, cafes, or restaurants to get their orders. Therefore, we expect to find the positive effect of perceived value on e-satisfaction.

METHODS

Our sample was drawn from the customers of local micro and small businesses on the popular food delivery services such as Go Food, Grab Food and Shopee Food in Pekalongan, one of the cities in central Java, Indonesia. Our respondents were individuals over 18 years old who lived in the city and had used online food delivery services for at least in the last three months. This is to ensure that our respondents were familiar with the current offerings in the platforms. We also restricted our respondents to individuals who had purchased food products from local micro and small businesses in the application, such as Nasi Megono Bu Endang, Martabak Karya Baru, Max Preek, and so forth.

We used the convenience sampling method and distributed our online questionnaire by using social media and chat applications such as Line and WhatsApp. We received a total of 140 responses from May 12, 2022, to May 21, 2022. From the overall 140 responses, 100 of them were used in the data analysis given their match with the above-mentioned criteria. As Table 1 shows, our respondents were dominated by individuals between 21-30 years of age, and with relatively equal responses between male versus female respondents.

Table 1. Respondent by age and sex

Age	Male	Female	Total
18-20	5	4	9
21-30	28	35	63
31-40	13	10	23
> 40	3	2	5
Total	49	51	100

In addition to age distribution, we present our respondents' purchase frequency in Table 3. The majority of our respondents (78%) made purchases between 1-3 times per week and relied only on one service (either only Go Food, Grab Food, or Shopee Food). Interestingly, 5 of our respondents made daily food purchases through the app (purchase more than 7 times per week).

Our questionnaire consisted of three main parts. In the first part, we asked about the characteristics of the respondents, while in the second part we asked about respondents' behavior in using food delivery services. Lastly, we asked our respondents to indicate their preferred answers regarding the variables that we used in this study. We adapted measurements used in Konuk's (2019) and Alalwan's (2020) studies to measure food quality, price fairness, perceived value, e-

satisfaction, repurchase intention, and e-WOM intention. We detailed our measurement in Table 3. All measures used a Likert scale; using a scale of strongly agree to strongly disagree on each statement, to help respondents indicate their most preferred statements.

We present our theoretical model in Figure 1. Based on the model, we tested the following hypotheses in our analysis:

- H1: Food quality has a significant effect on e-satisfaction.
- H2: Price fairness has a significant effect on e-satisfaction.
- H3: Perceived value has a significant effect on e-satisfaction.
- H4: e-satisfaction has a significant effect on repurchase intention.
- H5: e-satisfaction has a significant effect on e-WOM intention.

Table 2. Usage Frequency per week

Name of Online food delivery services	Usage frequency (times per week)				Total
	1-3	4-6	7-10	> 10	
GoFood	29	1		2	32
GrabFood	26	6			32
ShopeeFood	10	4		1	15
GoFood, GrabFood	9		1		10
GoFood, ShopeeFood	2	1			3
GrabFood, ShopeeFood				1	1
GoFood, GrabFood, ShopeeFood	2	5			7
Total	78	17	1	4	100

Table 3. Measures

Food Quality	
PFQ1. visually attractiveness of food presentation	
PFQ2. The healthiness of the food.	
PFQ3. The taste of the food	
PFQ4. The freshness of the food.	
Price Fairness	
PF1. The price is reasonable.	
PF2. The price is fair.	
PF3. The price is acceptable.	
Value	
V1. The food is a good value for the price.	
V2. The overall value of the local food is high.	
V3. The local food was worth the money.	
	S3. Happy with local food products brought from the apps
	S4. Satisfied with the way that mobile food order apps have carried out transactions.
	S5. Overall satisfaction with the apps.
Repurchase Intentions	
	RI1. Respondents will keep buying local food
	RI2. Respondents would like to use the app to buy the local food
	RI3. Respondents consider repurchasing the local food in the future.

E-satisfaction

S1. Pleased with local food products brought from the apps.

S2. Satisfied with local food products brought from the apps

3

Word-of-Mouth Intentions

WOM1. Respondents will recommend to other people who seek their advice.

WOM2. Respondents will say positive things to their acquaintances about the local food.

WOM3. Respondents will encourage other people to buy local food at the apps.

We tested our theoretical model by using SmartPLS 3 software. We used two-way hypothesis testing with a confidence level of 95% to determine the significant effects of the relationships. We employed the outer model test to evaluate the validity and reliability of our variables. This evaluation helps to explain the relationship between latent variables and their indicators (Abdillah & Jogiyanto, 2015). Our validity test was carried out to examine the relationship and the accuracy of the data (Hair et al., 2019). The convergent validity test is carried out to examine the outer loadings of each loading factor from each latent variable. A discriminant validity test

was conducted to examine the cross-loadings on each indicator between the existing latent variables. Discriminant validity is considered valid if the cross-loading value of a target latent variable is greater than the other latent variables, or if the Average Variance Extracted (AVE) value is > 0.5 . We then proceed with the reliability test to determine the level of confidence of our research data following Hair et al. (2019), we looked at Cronbach's alpha and the composite reliability. Cronbach's alpha test is considered valid if the value is greater than 0.7. The composite reliability test is considered valid if the composite reliability value is greater than 0.7.

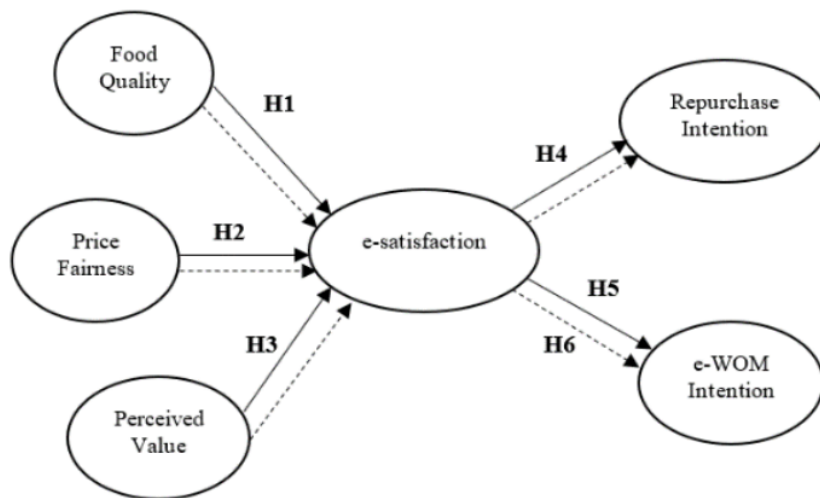


Figure 1. Conceptual framework

In addition to testing the five hypotheses, to better understand the role of e-satisfaction on repurchase and e-WOM intention, following Konuk (2019) we examined the indirect effect of e-satisfaction on the repurchase and e-WOM intention as a supplemental analysis. In our structural model, we explore whether e-satisfaction mediates the relationship between product quality to repurchase intention and also to e-WOM intention. We repeated the analysis to explore the mediating effect of e-satisfaction on the relationship between price fairness and repurchase and e-WOM intention. Lastly, we repeated the analysis to explore the mediating effect of e-satisfaction on the relationship between perceived value and repurchase and e-WOM intention.

RESULTS

We present the result of the convergent validity test in Table 4. The value of outer

loading on convergent validity is significant if it reaches the 0,5 point, whereas the latent variables were considered valid if their Average Variance Extracted (AVE) value were more than 0,5 (Abdillah & Hartono, 2015). Overall, our results indicated that only RI3 was considered not valid, whereas the AVE value for the overall 6 variables was significant. We, therefore, did not include RI3 indicator in our main analysis. We present the results of the discriminant validity test in Table 5, and the reliability test in Table 6. The indicator is considered valid if the cross-loading value of the target latent variable is greater than that of other latent variables. As Table 5 shows the overall indicators were valid as the cross-loading of the indicators from each construct was greater than the value of other construct indicators.

Table 4. Convergent Validity Test Results

Variable and AVE Value	Indicator	Outer Loadings	Description
Food Quality (PFQ) (AVE = 0,641)	PFQ1	0,706	Valid
	PFQ2	0,720	Valid
	PFQ3	0,883	Valid
	PFQ4	0,876	Valid
Price Fairness (PF) (AVE = 0,759)	PF1	0,874	Valid
	PF2	0,860	Valid
	PF3	0,881	Valid
Perceived Value (PV) (AVE = 0,704)	PV1	0,818	Valid
	PV2	0,884	Valid
	PV3	0,814	Valid
e-satisfaction (SATIS) (AVE = 0,667)	SATIS1	0,818	Valid
	SATIS2	0,824	Valid
	SATIS3	0,786	Valid
	SATIS4	0,776	Valid
	SATIS5	0,875	Valid
Repurchase Intention (RI) (AVE = 0,894)	RI1	0,939	Valid
	RI2	0,906	Valid
	RI3	0,607	Invalid
e-WOM Intention (WOM) (AVE = 0,804)	WOM1	0,903	Valid
	WOM2	0,903	Valid
	WOM3	0,884	Valid

Table 5. Discriminant Validity Test Results

Indicator	PFQ	PF	PV	SATIS	RI	WOM	Description
FQ1	0,706	0,514	0,547	0,492	0,266	0,345	Valid
FQ2	0,720	0,368	0,455	0,340	0,207	0,347	Valid

FQ3	0,883	0,627	0,606	0,670	0,434	0,430	Valid
FQ4	0,876	0,622	0,587	0,613	0,367	0,496	Valid
PF1	0,549	0,874	0,615	0,628	0,511	0,415	Valid
PF2	0,719	0,860	0,687	0,658	0,505	0,492	Valid
PF3	0,511	0,881	0,656	0,649	0,609	0,282	Valid
V1	0,560	0,601	0,818	0,486	0,483	0,504	Valid
V2	0,653	0,599	0,884	0,670	0,526	0,571	Valid
V3	0,515	0,694	0,814	0,582	0,510	0,478	Valid
S1	0,538	0,634	0,576	0,818	0,407	0,350	Valid
S2	0,647	0,596	0,578	0,824	0,446	0,472	Valid
S3	0,485	0,491	0,486	0,786	0,514	0,388	Valid
S4	0,568	0,675	0,595	0,776	0,482	0,472	Valid
S5	0,547	0,619	0,597	0,875	0,595	0,537	Valid
RI1	0,343	0,529	0,532	0,567	0,939	0,443	Valid
RI2	0,370	0,605	0,574	0,601	0,906	0,492	Valid
RI3	0,344	0,391	0,377	0,253	0,607	0,282	Valid
WOM1	0,422	0,460	0,557	0,529	0,495	0,903	Valid
WOM2	0,453	0,427	0,593	0,520	0,447	0,903	Valid
WOM3	0,505	0,335	0,509	0,424	0,407	0,884	Valid

Table 6. Reliability Test Results

Variable	α	CR	Description
PFQ	0,813	0,876	Reliable
PF	0,842	0,904	Reliable
PV	0,790	0,877	Reliable
SATIS	0,875	0,909	Reliable
RI	0,882	0,944	Reliable
WOM	0,878	0,925	Reliable

In addition, as Table 6 shows, the composite reliability value of all variables was above 0,80 thus indicating good reliability. Referring to Hair et al. (2019), the variable is considered reliable if the value of Cronbach's alpha (α) is greater than 0,70. Further, referring to Sekaran and Bougie (2016), reliability below 0,60 is considered weak but acceptable, whereas

within the range of 0,70 is acceptable, and above 0,80 is good.

We present the results of hypothesis testing in Table 7. The results indicate that hypotheses 1, 3, 4, and 5 were supported, while hypotheses 2 and 6 were not. The finding indicates that food quality (H1) has a positive and significant effect on e-satisfaction ($p=0,049$). Regarding H2, the findings indicate that price fairness has a positive and significant effect on e-satisfaction ($p=0,001$). Meanwhile, hypothesis 3 was not supported. The result showed that the effect of perceived value on e-satisfaction was positive but not significant ($p=0,086$). Concerning hypothesis 4, the finding indicates that e-satisfaction has a positive and significant effect on repurchase intention ($p=0,018$).

Table 7. Results of hypothesis testing

Hypotheses	Path Coefficient	T-Statistics	P-Values	Description
H1. PFQ -> SATIS	0,262	1,973	0,049	Supported
H2. PF -> SATIS	0,399	3,330	0,001	Supported
H3. PV -> SATIS	0,216	1,716	0,086	Not Supported
H4 .SATIS -> RI	0,407	2,368	0,018	Supported
H5. SATIS -> WOM	0,264	1,220	0,223	Not supported

Lastly, our hypothesis 5 was not supported as the finding indicate that e-satisfaction has a positive but not significant effect on e-WOM intention ($p=0,223$).

11 By looking at the results of the R square test, the findings show that 62,4% of the variance of e-satisfaction can be explained by the combined effects of food quality, price fairness, and perceived value. In addition, the finding reveals that 48,3% of the variance of repurchase intention can be explained by e-satisfaction. However, there were bigger factors (51,7%) outside of this study that contribute to explaining repurchase and e-WOM intention.

Our finding which indicated the positive and significant relationship between food quality and e-satisfaction (H1) concurs with previous research by Han and Hyun (2017) and Konuk (2019) which showed **5** that the quality of food affects restaurants' customer satisfaction. The results imply that the visual presentation of the food, customers' perception of the healthiness of the food, the taste, and the freshness of the food contribute to their satisfaction.

In addition to food quality, our results reveal a significant and positive effect of price fairness on e-satisfaction (H2). The finding is in line with previous research which revealed the positive effect of price fairness in the offline setting (Konuk, 2019) as well as in the online setting (Alalwan, 2020). In this present study, the results suggest that the price of traditional food and beverages offered by local micro and small businesses were found to be reasonable, fair, and acceptable, thus affecting the satisfaction of customers who bought them through the apps.

Nonetheless, our findings regarding price value (H3) were different from prior result by Jalilvand et al. (2017), and Konuk (2019). In these prior studies, the perceived value was found to be significant in predicting satisfaction, whereas in this present study the effect of perceived value was positive but not significant. The

finding implies that the effect of customers' perception about the value of food products was not as strong as the fairness of the price and the quality of the product in affecting their satisfaction. Moreover, the results also suggest that customers may not find that buying traditional food from local micro and small businesses is worth the money despite the price is perceived as meeting their expectations and the quality is perceived as as good. In addition, this may indicate the availability offers that are perceived as more valuable from other merchants, particularly from big restaurant chains such as price discounts, and sales promotion programs (e.g. buy one get one, coupons, etc.).

Regarding the effect of e-satisfaction on repurchase intention (H4), as expected, our results indicated a positive and significant effect of this relationship. The result was in line with the findings from previous studies, for example by Haryandika & Santra (2021) on the effect of satisfaction and loyalty, and by Konuk (2019) who study restaurant visitors in the offline setting. It also concurs with Alalwan (2020) who found the effect of e-s **7** sfaction on users' continuance intention in using food delivery apps. In the present study, our results imply that customers who are satisfied with their purchases through the apps will be more likely to repurchase traditional food products from local micro and small businesses in the apps.

Interestingly, unlike the effect found among restaurant visitors in the offline setting (Konuk, 20**19**), we did not find a significant effect of e-satisfaction on e-WOM intention. This implies that customers who are satisfied with food products offered by local micro and small businesses do not have a strong willingness to recommend to other app users by giving positive reviews or ratings. This result highlights the uniqueness of the setting where traditional food produced by local micro and small business have to compete directly with the well-known brand from national or international restaurant chains

on the apps. The results may suggest that customers may not feel tempted to recommend products that are not reputable. In addition, unlike nonfood products in e-marketplaces which often reward customers who provide reviews and ratings, there is no such program in these food delivery apps. Therefore, despite feeling satisfied with the food products, customers may not be motivated to give ratings. Moreover, the design of popular food delivery apps seems to encourage customers to give ratings and tips for riders but not for merchants. Customers will need to go back to the merchants' space in the apps to give reviews and ratings. The overall factors may contribute to the positive but non significant effect of e-satisfaction on e-WOM intention.

In summary, the finding of this study indicates that gaining customer satisfaction on the quality of the product and the fairness of the price may not be enough, as it doesn't indicate a significant relationship with the willingness of the customers to recommend to other users on the digital platform. In addition, by further examining the indirect effects of e-satisfaction in our supplemental analysis, our results indicate that e-satisfaction did not mediate the relationship between food quality and repurchase intention ($p=0.106$), nor food quality with e-WOM intention ($p=0.366$). It also did not mediate the relationship between price fairness and repurchase intention ($p=0.089$), nor food quality with e-WOM intention ($p=0.244$). Lastly, the finding indicates that e-satisfaction also did not mediate the relationship between perceived value and repurchase intention ($p=0.196$) and e-WOM intention ($p=0.384$). Overall the results suggest that in these unique settings, factors other than satisfaction may play more significant roles in explaining repurchase or e-WOM intention. With the ease to compare offers from every merchant on the platforms, customers can easily switch to reputable merchants who offer big discounts or other interesting sales promotion programs. In addition, customers may be tempted to locate their search under the "near me"

category to save delivery fees or choose merchants under "most loved categories" to purchase food products that are perceived as good. Therefore, despite their satisfaction with the food, in this unique setting, many factors may play important roles in affecting customers' repurchases and recommendations. The results thus suggest that even though in line with the expectancy-disconfirmation theory which explains that when customers' expectations are met, satisfaction will occur, and their desire to buy or repurchase will increase (Han & Hyun, 2017). However, in a certain contextual setting, satisfaction may not be enough in affecting a positive behavior, such as the willingness to recommend to others.

MANAGERIAL IMPLICATIONS

Based on our empirical findings and with our data indicating frequent usage of online food services even by customers in a small city, we, therefore, compose several recommendations for local micro and small business and food delivery services operators. First, local micro and small businesses need to maintain the quality of their food and fairness of their price in order to compete with other food products from well-known restaurant chains on online platforms. Second, to improve their competitiveness on the online platform, local micro and small businesses need to build their brand and reputation to attract more app users to purchase their products. Building a reputable brand will help micro and small businesses to get recognition in a platform that relies heavily on search tools and user ratings and reviews. Third, the operators of food delivery services need to continue supporting local micro and small business by encouraging their users to provide reviews and ratings. One of the ways is by designing the user interface of the app that makes it easier for the customer to rate not only the service of the riders but also the merchants.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Our study reveals the significant effect of product quality and price fairness on e-satisfaction. Moreover, it shows the significant positive effect of e-satisfaction on repurchase intention and the positive but nonsignificant effect of e-satisfaction on e-WOM intention. Our findings thus suggest that on the digital platforms, gaining customer satisfaction about the quality of the product and the fairness of the price may not be enough, as it doesn't indicate a significant relationship with the willingness of the customers to recommend to other users on the digital platforms, although it has a positive effect on repurchase intention.

Recommendations

In summary, the results of this research highlight the need to conduct more studies to better understand the unique phenomenon where local micro and small business have to compete directly with national or international scale businesses on the online platforms. More specifically, we recommend these suggestions for future research in this area.

First, from the theoretical perspective, we see the need to look at other variables that might affect the willingness of customers to recommend local food products to other app users. For example, future studies could look at social interactions between customers and producers, or by looking at the electronic content of the apps (Bu et al., 2021). Second, from the methodological perspective, this study uses non-probability sampling which may affect the results. Future studies could employ probability sampling techniques to reduce potential bias. In addition, future studies could use more data to help support hypothesis testing on more complex theoretical models.

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