The Influence of E-Trust on E-Customer Loyalty of Online Food Delivery Customers in Indonesia (Study Conducted During COVID-19 Pandemic)

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Abstract

GoFood is an online food delivery service on the Gojek application that leads the market share in Indonesia with transaction growth that exceeds transportation service transactions and has the highest brand identity, does not guarantee satisfaction to GoFood users. There are many complaints that consumers feel when using GoFood services, related to problems of trust in the service due to mismatches in customer expectations of GoFood services. This problem, if left unchecked, can affect customer satisfaction (e-customer satisfaction) so that it can reduce consumer loyalty (e-customer loyalty). This study aims to determine the effect of e-trust on e-customer loyalty through e-customer satisfaction on GoFood service users in Indonesia. This type of research is descriptive and causal with a quantitative approach. Sampling in this study using a non-probability sampling method with a purposive sampling type of 100 people. The analysis technique used in this research is Structural Equity Modeling (SEM) processed with SmartPLS software. The results of his research prove that e-trust does not have a positive and insignificant effect on e-customer loyalty, e-trust has a positive and significant effect on e-customer satisfaction, e-customer satisfaction has a positive and significant effect on e-customer loyalty, e-trust has a positive and significant effect on e-customer loyalty through e-customer satisfaction.

Keywords: e-customer loyalty, e-business, e-commerce, e-trust, business administration

1. Introduction

Use of the internet today is the result of the development of increasingly sophisticated technology (Pradana et al., 2021). Technological developments have changed the way humans live from time to time (Sulistijono et al., 2020). Along with the development of technology, all activities carried out conventionally have turned completely digital. In Indonesia, the rapid development of technology encourages the creation of new business opportunities. One of them is an application-based food delivery service launched by Gojek, namely GoFood. Reported from idntimes.com that the emergence of food delivery application-basedservices can change consumer behavior in terms of selling and buying food. GoFood is an food delivery service online on the Gojek application that leads the market share in Indonesia with transaction growth that exceeds transportation service transactions and has the highest brand identity. This service aims to make it easier for customers to meet their needs to order food without having to come directly to the place where the food seller wants them (Pradana & Wisnu, 2021).

During the pandemic Covid-19 in Indonesia, food delivery was very popular with the public. Because consumers cannot leave the house to enjoy food at a restaurant, ordering food through an application online is the best choice. According to Rosel Lavina, Vice President Corporate Affairs of Gojek Food Ecosystem, online food-to-order transactions through GoFood increased by 20 percent during the pandemic Covid-19. This is supported by the existence of electronic trust in businesses that online can provide satisfaction to consumers so that it can increase customer loyalty to the business (Kartawinata et al., 2020). Customer loyalty is a clear aspect that comes from the

consumer side to re-subscribe or buy back similar products or services that they use regularly in the future, although the effects of the situation and marketing campaigns will contribute to moving behavior (Firmansyah, 2019).

E-Customer Satisfaction has an important role in the formation of E-Customer Loyalty and also has a correlation with other factors (Cheng, 2014). In this study, another factor that affects E-Customer Satisfaction is trust (E-Trust). Reporting from kabarnusa.com, in the last four years GoFood has succeeded in controlling the market share in the food delivery service industry in Indonesia due to the high level of public trust in this application. But in reality, not all customers trust GoFood because customers feel that their expectations are mismatched with GoFood services. Based on the reviews contained in the Playstore, many consumers still complain about trust issues in GoFood services one of which is as follows:
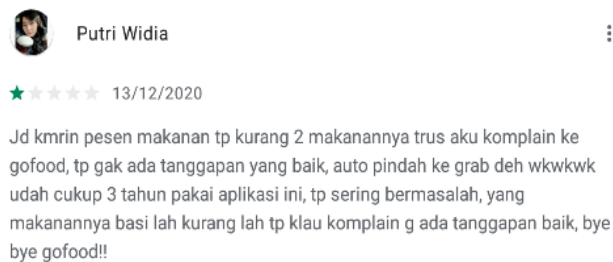

Figure 1
GoFood User Complaints Regarding E-Trust

Review above is a problem that GoFood must find a solution to. If these complaints are allowed to have an impact on customers' distrust in using the service, so that it can cause customers not to make repeat purchases through GoFood services and choose to switch to other food delivery services which will result in the company losing money. Based on previous research conducted by (Aisyah, 2018) entitled "The Effect of E-Trust and E-Service Quality on E-Loyalty with E-Satisfaction as an Intervening Variable," the results showed that e-trust through e-satisfaction has a significant effect on e-loyalty and e-service quality through e-satisfaction have a significant effect on e-loyalty. Based on the description of the problem, researchers interested in conducting research by taking title **"The Effect of E-Trust Against E-Customer Loyalty In User Service GoFood During the Period of Pandemic Covid-19 through E-Customer Satisfaction As an intervening variable (A Study on Service Users GoFood in Indonesia) ".**

1.1 Problem Formulation
Based on the background previously described. The formulation of the problem in this research is:
1. How is *E-Trust* on GoFood service users during the pandemic *Covid-19?*
2. How was *E-Customer Satisfaction* with GoFood service users during the pandemic *Covid-19?*
3. What about *E-Customer Loyalty* to GoFood service users during the pandemic *Covid-19?*
4. How did *E-Trust* affect *E-Customer Satisfaction* on GoFood service users during the pandemic *Covid-19?*
5. How did *E-Customer Satisfaction* affect *E-Customer Loyalty* for GoFood service users during the pandemic *Covid-19?*
6. How did *E-Trust* affect *E-Customer Loyalty* for GoFood service users during the pandemic *Covid-19?*
7. How does *E-Trust* affect *E-Customer Loyalty* through *E-Customer Satisfaction* for GoFood service users during the pandemic *Covid-19?*

1.2 Research Objectives
The purpose of this study was to determine and analyze:
1. *E-Trust* on GoFood service users during the pandemic *Covid-19.*
2. *E-Customer Satisfaction* with GoFood service users during the pandemic *Covid-19.*
3. *E-Customer Loyalty* to GoFood service users during the pandemic *Covid-19.*
4. The effect of *E-Trust* on *E-Customer Satisfaction* on GoFood service users during the pandemic *Covid-19.*
5. The Effect of *E-Customer Satisfaction* on *E-Customer Loyalty* for GoFood service users during the pandemic *Covid-19.*
6. The effect of *E-Trust* on *E-Customer Loyalty* on GoFood service users during the pandemic *Covid-19.*

7. The effect of *E-Trust* on *E-Customer Loyalty* through *E-Customer Satisfaction* with GoFood service users during the pandemic *Covid-19*.

2. Basic Theory and Research Methodology

2.1. *E-Trust*
According to Kim et al. (2019), e-trust is defined as the basic initiation of the formation and maintenance relationship betweencustomers and sellers online.

2.2. *E-Customer Satisfaction*
According to Ahmad in Junardi (2019), e-customer satisfaction is when online products and services exceed consumer expectations, the level of buyer satisfaction after comparing the purchase experience and the perceived expectations with the post-purchase experience online.

2.3 *E-Customer Loyalty*
According to Anderson and Srinivasan in Ariefandi (2018), e-customer loyalty is defined as a favorable attitude from customers towards electronic business which results in repurchasing behavior of a product from a certain brand.

2.4 Framework
Based on the description that has been stated above, the schematic model of the framework in this study can be described in the following chart:
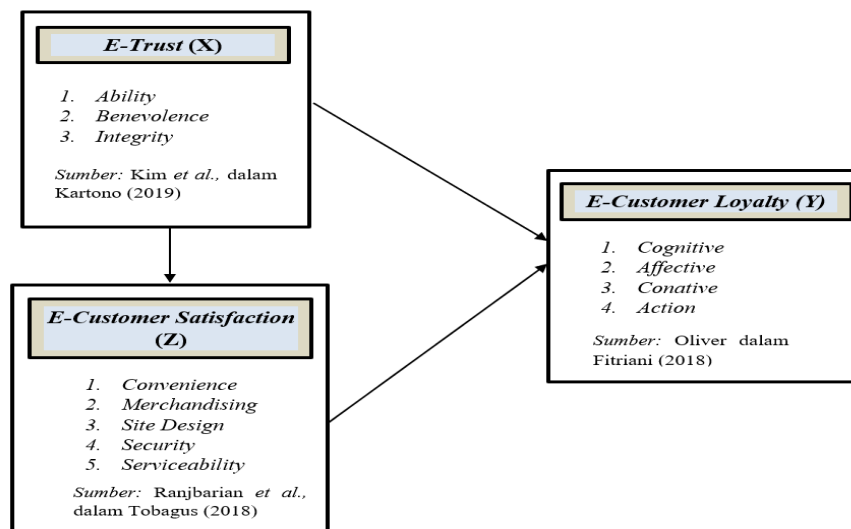

Figure 2
Research Framework

2.5 Hypothesis
Based on the above explanation, the hypothesis of this research framework is:
H1: E-Trust has a significant influence on E-Customer Loyalty.
H2: E-Trust has a significant influence on E-Customer Satisfaction.
H3: E-Customer Satisfaction has a significant influence on E-Customer Loyalty.
H4: E-Trust has a significant influence on E-Customer Loyalty through E-Customer Satisfaction.

3. Research Methodology

In order for this research to be more focused and in accordance with the desired objectives, the objects used as respondents in this study were respondents who had conducted GoFood transactions in Indonesia during thepandemic Covid-19. The method used in this research is descriptive and causal with a quantitative approach. As quoted in Sugiyono (2018: 37) states that a causal relationship is a relationship that is causal in nature. Sampling was conducted in this study using a non-probability sampling that istype methodpurposive sampling. The number of respondents in this study were 100 respondents. The analysis technique used is the analysis of Structural Equity Modeling (SEM) which is processed using SmartPLS.

3.1 Operational Variables and Measurement Scale

3.1.1 Operational Variables
The independent variable in this study is E-Trust, the intervening variable in this study is E-Customer Satisfaction, and the dependent variable in this study is E-Customer Loyalty.

3.1.2 Measurement Scale
According to Sugiyono (2018: 92), the measurement scale is an agreement that is used as a reference to determine the length and shortness of the intervals in the measuring instrument, so that the measuring tool when used in measurement will produce quantitative data.

3.2 Population and Sample

3.2.1 Population
population in this study were users of food delivery services through GoFood during the Covid-19 pandemic in the fourth quarter of 2019 as many as 20 million users.

3.2.2 Sample
Due to the total population in this study is as much as 20 million, so that the percentage of leeway used is 10% because the population is large enough so that considering the time to collect data through questionnaires and the results of calculations can be rounded up to achieve suitability. Based on the sample count results, the figure is 99.99 for the minimum number of samples, but the authors rounded it up to 100 respondents to reduce errors in filling out the questionnaire.

3.3 Data Collection Techniques Data
Collection will be done by collecting questionnaire data. The questionnaire is a data collection technique by giving and distributing a list of questions / statements to the respondents, who then respond to the list of questions.

3.4 Validity and Reliability Test
Using the SmartPLS version 3.0 data processing program

4. Results

4.1.1 Convergent validity

Table 1
Average Varians Extracted

Variable	AVE	Critical Value	Conclusion
E-Trust (X)	0,689		Valid
E-Customer Satisfaction (Z)	0,632	>0,5	Valid
E-Customer Loyalty (Y)	0,630		Valid

Based on the results of convergent validity, it shows that 30 statement items from a total of 30 statements are declared valid because they have anvalue outer loading of more than 0.7 and an AVE value> 0.5. Therefore, it can be said that all indicators used in this study are valid and high in measuring each of the latent variables.

4.1.2 Reliability Test

Table 2
Reliability Test Results

Variable	Cronbach's Alpha	Critical Value	Composite Reliability	Critical Value	Conclusion
E-Trust (X)	0.935		0.946		Reliable
E-Customer Satisfaction (Z)	0.955	> 0.60	0.960	> 0.70	Reliable
E-Customer Loyalty (Y)	0.916		0.931		Reliable

Based on the results of the reliability test, the value of Composite Reliability and Cronbach's Alpha on each variable is more than 0.70 and 0.60, so it can be said that the data has high reliability. It can be concluded that all variable statements in this research questionnaire are declared reliable or consistent.

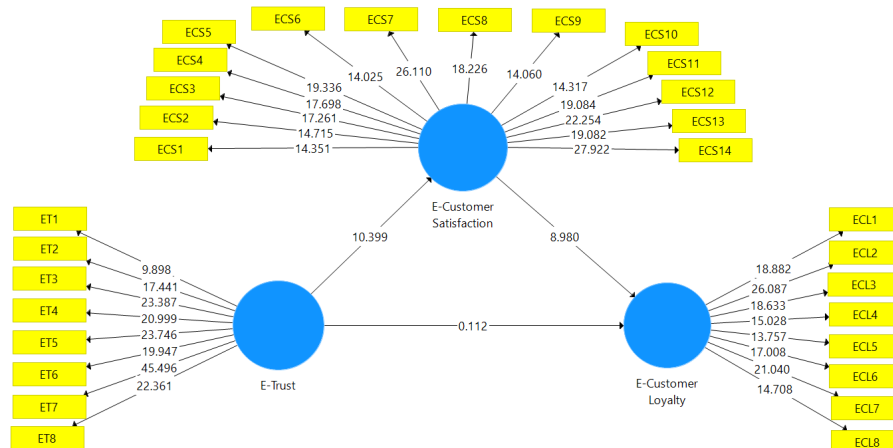### 4.1.3 Structural Model Test Results (Inner Model)

Figure 3
Inner Model Structural Equation Modelling

4.1.4 Evaluation of Structural Measurements

Table 3
Value R-Square

Latent Variable	R Square
E-Customer Satisfaction (Z)	0.404
E-Customer Loyalty (Y)	0.512

4.1.5 Predictive Relevance

$$Q\ 2 \quad = 1 - (1\text{-}R1^2)\ (1\text{-}R2^2).....(1\text{-}Rp^2)$$

$$Q\ 2 \quad = 1 - (1\text{-}0{,}404^2)\ (1\text{-}0{,}512^2)$$

$$Q\ 2 \quad = 0{,}3825$$

Then Q^2 (*predictive relevance*) has a value of 0.3825, meaning that Q^2 is greater than 0 (zero), which explains that the model has a relevant predictive value.

4.1.6 Hypothesis Testing

Table 4

Path Coefficient

Variable	Original Sampels	Sampels Mean	Standard Deviation	T Statistic	P Value
E-Customer Satisfaction → E-Customer Loyalty	0,708	0,712	0,079	8,980	0,000
E-Trust → E-Customer Loyalty	0,012	0,015	0,108	0,112	0,911
E-Trust → E-Customer Satisfaction	0,635	0,650	0,061	10,399	0,000

Based on the t-statistic value (to) in table 4, the test results for each hypothesis are as follows:

4.1.7 Effect of E-Trust on E-Customer Loyalty

Table 5

Hypothesis Testing Results 1

Path Coefficient	$t_{statistic}$	P Value	t_{table}	H_1
0,012	0,112	0,911	1,96	Rejected

4.1.8 Effect of E-Trust on E-Customer Satisfaction

Table 6

Hypothesis Testing Results 2

Path Coefficient	$t_{statistic}$	P Value	t_{table}	H_2
0,635	10,339	0,000	1,96	Accepted

4.1.9 Effect of E-Customer Satisfaction on E-Customer Loyalty

Table 7

Hypothesis Testing Results 3

Path Coefficient	$t_{statistic}$	P Value	t_{table}	H_3

0,708	8,980	0,000	1,96	Accepted

4.1.10 Effect of E-Trust on E- Customer Loyalty through E-Customer Satisfaction as an intervening variable

Table 8

Hypothesis Testing Results 4

	Relationship Variable	Path Coefficient	$t_{statistic}$	P Value	t_{table}
H_4	E-Trust → E-Customer Satisfaction → E-Customer Loyalty	0,450	6,179	0,00	1,96

5. Conclusion and Suggestions

5.1 Conclusion

Based on the results of research and discussion that has been carried out using SEM analysis regarding "E-Trust on E-Customer Loyalty in GoFood Service Users During thePandemic Period Covid-19 through E-Customer Satisfaction as an Intervening Variable (study on GoFood service users) in Indonesia) "several conclusions can be drawn which are expected to provide answers to the problems formulated in this study are as follows:

1. Respondents who respond to thevariable E-Trust have a percentage of 88.3% which is included in the very good category.
2. Respondents gave responses to thevariable E-Customer Satisfaction, which has a percentage of 86.3% which is included in the very good category.
3. Respondents gave responses to thevariable E-Customer Loyalty , which was 83.8% in the good category.
4. The effect of E-Trust on E-Customer Loyalty has a t-statistic value of 0.112 so that $H_{1\ is}$ rejected.
5. The effect of E-Trust on E-Customer Satisfaction has a t-statistic value of 10.339 so that $H_{2\ is}$ accepted.
6. The effect of E-Customer Satisfaction on E-Customer Loyalty has a t-statistic value of 8.980 so that $H_{3\ is}$ accepted.
7. The effect of E-Trust on E-Customer Loyalty through E-Customer Satisfaction as an Intervening Variable has a t-statistic of 6.179 so that $H_{4\ is}$ accepted.

5.2 Suggestions

5.2.1 Suggestions For Companies

1. GoFood it is better to pay attention to and increase E-Trust regarding the statement that received the lowest response, namely "During thepandemic Covid-. 19, GoFood provides accurate product information". For example, informing valid product information so that the truth can be trusted
2. GoFood should pay attention to and increase E-Customer Satisfaction regarding the statement that received the lowest response, namely "During the pandemic Covid-19, I was interested in the menu recommendations provided by GoFood." It is recommended to periodically change menu recommendations in order to minimize customer disinterest.
3. GoFood should pay attention to and increase E-Customer Satisfaction regarding the statement that received the lowest response, namely "I liked the attractive appearance of GoFood services during the pandemic Covid-19 (like #dirumahaja)". For example, improving the appearance by adding a tagline unique so that it is liked by users.

4. GoFood should pay attention to and improve E-Customer Loyalty regarding the statement that received the lowest response, namely "During the pandemic Covid-19, I became a regular customer of GoFood services". For example, by providing offers such as promotions and discounts on a regular basis in order to attract users.

This research only examines the effect of E-Trust on E-Customer Loyalty through E-Customer Satisfaction on GoFood service users during the pandemic Covid-19 in Indonesia, so for further researchers it is suggested:

1. Conducting other research on other companies. using the same variables, so that the results can be used as a comparison.
2. Conducting research on variables not examined in this study based on the results of the study has a significant influence on E-Customer Loyalty such as promotion, repurchase intention which may have a greater and significant effect on E-Customer Loyalty.
3. Conduct research on thevariable E-Trust by using the theory of different and latest experts, so that it can add to the wealth of knowledge in the field of marketing.

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