

CUSTOMER SATISFACTION IN THE ACTIVITIES OF BUYING FOOD THROUGH ONLINE APPLICATIONS WITH THE IMPORTANT PERFORMANCE ANALYSIS METHOD

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ABSTRACT. One of the innovations to overcome the problem of meeting needs in the midst of social distancing policies is the existence of e-commerce. The e-commerce allows consumers to shop online through applications and non-cash payments via transfer. This of course has implications for increasing online transactions, especially in the food sector. With the limited space for movement and the need to carry out activities, both school, work and activities from home, people with many activities are looking for practical things to be able to support their activities, one of which is ordering or buying food online through online applications such as Go Food, Grab Food and Shopee Food. Service quality, customer satisfaction, and customer loyalty are very important things to pay attention to for managers and owners of companies engaged in this service so that their activities can continue to survive and develop, but in practice there are still customer complaints related to service quality. The purpose of this study is to determine customer satisfaction in conducting transactions through online applications. The research method used in this research is a survey method by collecting a number of data related to customer satisfaction with a questionnaire and then the results are analyzed using Important Performance Analysis. The sample in this study is Bandung city residents who have online applications such as Go Food Grab Food and Shopee Food on smartphones. The results of the study about customer satisfaction like tangibles, reliability, responsiveness, assurance, and empathy are important things for marketers to pay attention to in order to increase customer satisfaction that factor that are included in the assurance dimension that must be improved, because these are very important according to users, but in practice they are still considered unsatisfactory.

KEYWORDS: [Service Quality; Online Application; Customer Satisfaction; Important Performance Analysis]

1. INTRODUCTION

In modern times like today, technological advances are growing rapidly and are felt to be indispensable to support most human activities. One technology that is considered very important is the internet. The Internet is a medium of information that is very fast and efficient in disseminating information. The development of the internet has influenced economic development, one of which is the buying and selling process which is usually done by face-to-face transactions is now very easy with buying and selling transactions via the internet

or called e-commerce. The existence of e-commerce, buying and selling transactions no longer have to be done face-to-face but can be done anytime and anywhere without time and place restrictions. E-commerce is a promising business alternative, because with e-commerce the producers and consumers are given many conveniences.

According to (Fandy Tjiptono dan Gregorius Chandra, 2012; Sidiq & Achmad, 2020), there are several indicators of customer satisfaction, namely as follows. Conformity of expectations Conformity of expectations is the level of conformity between product performance expected by customers and those felt by customers, including: Products obtained are in accordance with or exceeds expectations, Service by employees obtained is in accordance with or exceeds expectations, Buyer facilities obtained are in accordance with or more than expected.

Interest in repurchasing, This is the customer's willingness to repurchase or repurchase related products including: Interested in repurchasing because of the services provided, Interested in repurchasing because of the value and benefits provided.

obtained after consuming the product, Interested in buying again because of the availability of the facilities provided.

Willingness to recommend It is the willingness of customers to recommend products that they have felt to friends or family, namely: Advise friends or family relatives to make purchases, services offered because of satisfactory service, Advise friends or relatives to buy products offered because the visitor facilities provided are adequate. Advise friends or relatives to buy the products offered because of the value or benefits obtained after consuming a product or service

The city of Bandung has long been a center of activity in West Java. Its role has been irreplaceable since the Dutch colonial era until the era of Indonesia's independence. Once planned to be a military center and the capital of the Dutch East Indies, activities in the city of Bandung are increasing day by day. The current activities make the movement in the city of Bandung to be greatly increased. During the current pandemic, the movement of Bandung residents is limited. Bandung residents who usually spend time on culinary tours by visiting restaurants are currently limited by the implementation of social restrictions. Therefore, the presence of online applications such as Go Food, Grab Food and Shopee Food, helps residents, especially those who live in the city of Bandung, to be able to enjoy their favorite food in a practical way because consumers are just waiting for food to be delivered to their homes, but even though it seems practical, there are complaints that are felt by consumers. related to the quality of services such as the difficulty of the application to be accessed, obtaining drivers, the suitability of prices and quality of food, etc.

According to (Kotler, 2011) satisfaction is a person's level of satisfaction after comparing the performance or perceived results compared to their expectations. So satisfaction or dissatisfaction is the conclusion of the interaction between expectations and experiences after using the services or services provided. If the appearance is less than expectations, then the customer is not satisfied, but if the appearance is in line with expectations, the customer is satisfied, and if the appearance exceeds expectations, the customer will be very satisfied or happy. In general, consumer satisfaction and consumer dissatisfaction are the result of the difference between expectations and performance perceived by consumers, or in other words, there are two possibilities that will occur, namely: Performance perceived by consumers is greater than expected, meaning that consumers are satisfied with the quality of service. provided by the company. The perceived performance

of consumers is smaller than expected, meaning that consumers are not satisfied with the quality of services provided by the company. Based on this background, the researcher is interested in conducting a study of customer satisfaction tangibles, reliability, responsiveness, assurance, dan empathy in buying food through online applications with the Important Performance Analysis method.

2. METHOD

3. The research method used in this research is a survey method by collecting a number of data related to customer satisfaction with a questionnaire. According to (alsa, 2004) survey design is a procedure where researchers carry out a survey or provide a questionnaire or scale on a sample to describe the attitudes, opinions, behavior, or characteristics of respondents. From the results of this survey, the researcher makes claims about trends that exist in the population. The population is the research subject who enters the criteria set by the researcher. The population in this study is determination of the number of samples using the slovin formula and obtained a minimum of 100 respondents. Data collection was carried out using a goggle form which was distributed online on november 1 to november 19, 2021. The requirements for being respondents were residents of bandung city who had online applications such as go food, grab food and shopee food on smartphones and ordered food activities through online applications at least 3 times a week. Then the data were analyzed using important performance analysis. In this important performance analysis method, information related to service factors that greatly affect customer satisfaction and loyalty can be displayed, and can find out service factors that according to consumers still need to be improved due to current conditions that are still not satisfactory or factors that affect customer satisfaction. Factors that are considered not too important for consumers.

Quadrant analysis or Importance Performance Analysis (IPA) is a descriptive analysis technique introduced by John A. Martilla and John C. James in 1977. Importance Performance Analysis is an analytical technique used to identify what important performance factors should be shown by an organization in meeting the satisfaction of their service users (consumers). Initially, Martilla and James intended this method to be used in the fields of marketing research and consumer behaviour.

This test is conducted to test whether there is a gap between Expectations and Perceptions in the analyzed variables. The test is carried out by differentiating the Mean value between Expectations and Perceptions and the difference takes place in the same sample group (same customers, filling out the same questionnaire). The mean value of each variable is inputted into the SPSS, valid for the Expectation variable and the Perception variable.

To test whether there is a gap, the Wilcoxon Signed-Rank Test is used. This test was created by Frank Wilcoxon in 1945. This test is applied to non-parametric data such as data that is not normally distributed and is measured with a scale lower than the interval.

The Wilcoxon Signed-Rank Test is applied if there are 2 sets of scores to be compared. The scores are from the same participants. The different scores are the Expectation score and the Perception score. The same Participants are the same Customers.

The Wilcoxon Signed-Rank Test was performed using SPSS. The rules for conducting this test with SPSS are: Create 2 new variables, namely: (a) Mean Expectation of each Respondent and (b) Mean Perception of each Respondent. Click the Analyze menu > Nonparametric Tests > 2 Related Samples. In the Two-Related Samples Test window, enter the Expected Mean to Variable 1 and the Perception Mean to Variable 2. Make

sure the Wilcoxon Test Type is checked. Click OK.

The test proof is translated into the following descriptive hypothesis:

H0 : There is no gap between expectations and customer perceptions.

H1 : There is a gap between expectations and customer perceptions.

Or, in the form of the following Statistical Hypothesis:

H0 : $d = 0$, meaning that there is no gap between Perception and Expectation.

H1 : $d \neq 0$, it means that there is a gap between the customer's perception and expectation.

Where Statistical Hypothesis applies when the following conditions are met:

If $z_{count} < z_{table}$ at a significance level of 0.05 then H0 is accepted and H1 is rejected.

If $z_{count} > z_{table}$ at a significance level of 0.05 then H0 is rejected and H1 is accepted.

Importance-Performance Analysis (hereinafter abbreviated as IPA) is a descriptive statistical method. This method was first introduced by John A. Martilla and John C. James in 1977 through their work published in the Journal of Marketing entitled Importance-Performance Analysis.

The interesting thing about science is that research results are presented in the form of a 2-dimensional quadrant that is graphic and easy to interpret.

4. RESULT AND DISCUSSION

According to Parasuraman quoted (Tjiptono, 2002) suggests five main dimensions of service quality, the five main dimensions include tangibles, reliability, responsiveness, assurance, dan empathy: Tangibles, including physical facilities, equipment, employees, and means of communication. Reliability, namely the ability to provide the promised service immediately, accurately, and satisfactorily. Responsiveness, namely the confidence of staff to help customers and provide responsive service. Assurance, includes the knowledge, ability, courtesy and trustworthiness of the staff, free from danger, risk or doubt. Empathy, including ease of doing relationships, good communication, personal attention, and understanding the needs of its customers. Research results from (Dwaikat, Nidal Yousef; Khalili, Saja Aziz; Hassis, Samah Mohammad; Mahmoud, 2019) shows that customer perceived value has the strongest influence on customer satisfaction compared to the other three factors. The results also confirm that customer satisfaction positively affects behavioral intentions.

Table 1: GAP Analisis

INDICATOR	IMPORTANT	PERFORMANCE	GAP
P1	4,8	4,8	0,0
P2	4,6	4,6	0,0
P3	4,5	4,4	-0,1
P4	4,5	3,8	-0,6
P5	4,5	3,7	-0,7
P6	4,3	4,3	0,0
P7	4,6	4,3	-0,4
P8	4,6	4,5	-0,1

P9	4,5	4,5	0,0
P10	4,5	4,5	0,0
P11	4,8	4,3	-0,5
P12	4,5	4,1	-0,4
P13	4,5	4,0	-0,5
P14	4,7	4,4	-0,4
P15	4,6	4,4	-0,3
P16	4,5	4,3	-0,3
P17	4,5	4,4	-0,2
P18	4,6	4,5	-0,1
P19	4,5	4,5	0,0
P20	4,5	4,5	0,0

Source: (data researcher:2021)

From the table above, it can be seen that there are gaps for several question indicators, for example in statements number 3,4,5,7,8,11,12,13,14,15,16,17,18. The one with the highest difference is in statement number 5 with an average gap analysis result of -0.7 while the statement is I believe the Go Food Grab Food Shopee Food application will not misuse my data. There are concerns that arise in the minds of consumers who order food through online applications, this should be a serious concern for managers. In addition, it will be discussed comprehensively using important performance analysis. As the results of research conducted by (Fatmala, 2018) obtained the results of the analysis that the Berrybenka website still does not meet the expectations of users, indicated by the suitability value of 94.91% and the average gap analysis result (GAP) -0.0901. The priority for improvement on the Berrybenka website is in indicator 11 which is an indicator in quadrant A.

Importance Performance Analysis (IPA) is a descriptive analysis technique introduced by (Martilla, J. A. & James, 1977; Sidiq et al., 2021). Importance-Performance Analysis is an analytical technique used to identify what important performance factors must be demonstrated by an organization in meeting the satisfaction of service users (consumers).

The results of the assessment of the level of importance and the results of the performance assessment will obtain a calculation regarding the level of conformity between the level of interest and the level of implementation by the service provider. The level of conformity is the result of the comparison between the implementation performance score and the importance score, so that this level of conformity will determine the priority scale that will be used in handling factors that affect consumer satisfaction.

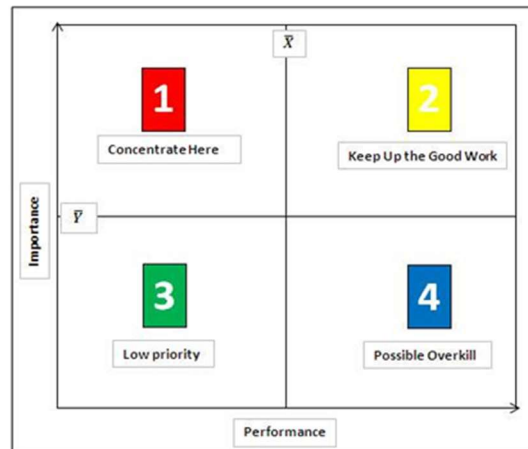


Figure 1 Cartesius Quadrant of Important Performance Analysis
 Sumber : www.statisticsdaily.blogspot.com 2015

The following is an explanation of each quadrant in the Cartesian diagram. Quadrant 1 (high importance and low performance): The first quadrant contains satisfaction indicators that are considered important by service users, but in reality the performance of these indicators has not been in accordance with the expectations of service users. The indicators located in this quadrant are the main indicators whose performance must be further improved in order to meet the expectations of stakeholders/service users. Improvements need to be made continuously on indicators that are still low in performance, so that performance will increase.

Quadrant 2 (high importance and high performance): The indicators contained in this quadrant contain indicators of satisfaction that are considered important by service users and their performance is considered to be in accordance with that felt by service users, so that the level of satisfaction is relatively high. The satisfaction indicators that are in this quadrant must be maintained because all these satisfaction indicators make the product/service superior in the eyes of service users.

Quadrant 3 (low importance and low performance): This quadrant is also known as the low priority quadrant. This quadrant contains satisfaction indicators that are considered less important by service users and in fact the performance of these indicators is not too special. Improving the performance of the stakeholders/service users' satisfaction indicators included in this quadrant can be reconsidered because their impact on the benefits perceived by stakeholders/service users is very small.

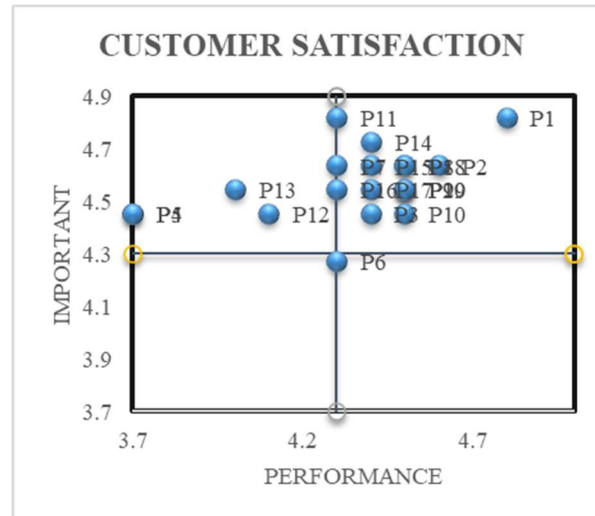
Quadrant 4 (low importance and high performance): The indicators in this quadrant mean that the performance is excessive while service users consider it less important. This quadrant contains satisfaction indicators that are considered less important by stakeholders/service users. The indicators of satisfaction of stakeholders/service users included in this quadrant can be reduced so that the index owner's work unit can save resources.

More about this source textSource text required for additional translation information

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Side panelsImportant Performance Analysis

Digram 1: Cartesius Quadran Important Performance Analysis



source: (data researcher:2021)

The results of calculations using IPA found that question items no. 4,5,12,13 are in quadrant 1, namely Quadrant I (Concentrate These). This is an area that contains factors that are considered important by customers, but in reality these factors are not in accordance with customer expectations (the level of satisfaction obtained is still low). The variables included in this quadrant must be increased while the questions asked are 4. I feel safe regarding my privacy data in the Go Food Grab Food Shopee Food application etc. 5. I am sure the Go Food Grab Food Shopee Food application etc will not misusing my data, 12. I feel that the prices offered by the Go Food application, Grab Food, Shopee Food, etc. are affordable for customers. 13. I feel the price is in line with the quality of the food provided.

The results of calculations using IPA show that question items number 1 to question number 3, question number 6 to question number 11, 14 to question number 20 are in Quadrant II (Keep Up The Good Work). This is an area that contains factors that are considered important by customers, and factors that are considered by customers to be in accordance with what they feel so that the level of satisfaction is relatively higher. The variables included in this quadrant must be maintained because all these variables make the product or service superior in the eyes of the customer. The question items are as follows: 1. I find it easier with online applications such as GoFood, GrabFood, ShopeeFood, etc. to buy food online, 2. I get information and can make transactions quickly to order food through online applications such as GoFood, GrabFood, Shopee Food, etc. , 3. I feel that the service on the Go Food application, Grab Food, Shopee Food, etc. is fast and responsive in responding to consumer requests. 6. I feel that the menu information provided on the Go Food Grab Food Shopee Food application etc is useful for customers. 7. I feel that the information provided on the Go Food application, Grab Food, Shopee Food, etc. is in accordance with the needs and objectives of the customer. 8. I find it easy to access and explore the Go Food app, Grab Food, Shopee Food, etc. 9. I find it easy to find the information I want on the Go Food application, Grab Food, Shopee Food, etc. 10. I feel the design on the Go Food Grab Food Shopee Food application etc is good, interesting and creative. 11. I feel that the menu contained in the Go Food application, Grab Food, Shopee Food, etc. looks simple and clear. 14. I feel that the prices offered by the Go Food application, Grab Food, Shopee Food, etc. are affordable for customers. 15. I feel the price is in line with the quality of the food provided. 16. I feel that the quality of the food provided by

Go Food, Grab, Food, Shopee Food, etc. is as expected. 17. I feel more comfortable ordering through the Go Food Grab Food Shopee Food application etc. 18. I feel happy and don't regret placing an order through the Go Food app, Grab Food, Shopee Food, etc. 19. I feel that the Go Food Grab Food Shopee Food application etc makes it easier for me to check and order food. 20. The Go Food application, Grab Food, Shopee Food, etc. is more effective and efficient because it can be accessed anywhere.

According to Parasuraman quoted (Tjiptono, 2002) about the five main dimensions of service quality, the five main dimensions include: Tangibles, including physical facilities, equipment, employees, and means of communication. Reliability, namely the ability to provide the promised service immediately, accurately, and satisfactorily. Responsiveness, namely the confidence of staff to help customers and provide responsive service. Assurance, includes the knowledge, ability, courtesy and trustworthiness of the staff, free from danger, risk or doubt. Empathy, including ease of doing relationships, good communication, personal attention, and understanding the needs of its customers.

Factors related to the security of privacy data on the Go Food Grab Food Shopee Food application, the belief that the Go Food Grab Food Shopee Food application will not misuse customer data, price compatibility and product quality offered by the Go Food Grab Food Shopee Food application are top priorities. that must be improved, because these factors are very important according to users, but in practice it is still not satisfactory.

CONCLUSION

5. This study uses 20 attributes or statements that represent each dimension of service quality, namely tangibles, reliability, responsiveness, assurance, and empathy. The results of the intersection of the axes on the cartesian diagram produce quadrant qualifications into 4 parts, namely quadrant i, which is a quadrant that contains statements that must be the focus of online application managers, quadrant ii in this quadrant, managers must continue to maintain the quality of their services, quadrant iii, and quadrant iv. Factors that are included in the assurance dimension that must be improved, because these factors are very important according to users, but in practice they are still considered unsatisfactory.

The results of the study about customer satisfaction like tangibles, reliability, responsiveness, assurance, and empathy are important things for marketers to pay attention to in order to increase customer satisfaction that factor that are included in the assurance dimension that must be improved, because these are very important according to users, but in practice they are still considered unsatisfactory.

6. LIMITATION AND STUDY FORWARD

7. This research is still limited in terms of depth of analysis, it is hoped that further research will explore further so that comprehensive results can be obtained.

Future research is expected to further explore the relationship between the influence of service quality and consumer buying interest so that the research results can be useful both theoretically and practically.

8. ACKNOWLEDGEMENTS

Thank you to the respondents who have taken the time to fill out this questionnaire. It is hoped that this research can be useful both theoretically in the context of scientific development and policy making by practitioners.

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