Analyses of Consumer Satisfaction Regarding Apps use, And Service Quality in a Fast Food Operation

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Abstract:
The food business is one of the lucrative forms of business, where money circulation can be said to be very fast, so this business is mostly done by the community to add additional income for their lives. For purchase the food, Go-Jek as one of the online transportation service companies, provides food pickup services that consumers need, by designing the Go-Food application as product of Go-Food. With this application, there will be many things that are saved by consumers, namely in terms of time, money and costs. The Go-Food application is made in such a way that anyone can use it easily. The purpose of this study is to explore whether the quality of mobile apps as Go-Food product and Go-food services has a significant effect on consumer satisfaction. This research was using quantitative methods, conducted in Bekasi regency in November 2019. The population used is Go-Food consumers, where specifically consumers have installed the Go-Jek application and use the Go-Food apps. Sample used convenience sampling as many as 220 respondents. Data collection using Google forms. The results of the research showed a significant influence of Go-Food product quality on Go Food consumer satisfaction. Go-Food service quality also significantly influence on Go-Food consumer satisfaction. Go-Food product quality and Go-Food service quality as simultaneously significantly influence on consumer satisfaction. As an implication of this research, Go-jek must maintain and also improve the quality of its apps and the quality of Go-Food services.
Keywords: *apps quality, Go-Food product quality, Go-Food service quality, consumer satisfaction.*

I. INTRODUCTION

Technological developments greatly affect various activities of human life [1]. One of which is the development of information and communication technology which is increasingly fast is a picture of the progress of civilization in this era of globalization[2], becoming the strength of a country in economic development to face global competition. The development of communication devices such as cellphones, gadgets that are equipped with internet facilities, has become a part of human life that cannot be separated, because humans are used to facilitating all their daily work. This sophisticated equipment has been added to the application of the position of an object on the surface of the earth such as Google Maps, so this application becomes a very important thing in transportation; which is widely used by creative and innovative businesspeople in developing their business. Start a service business related to information and transportation systems using the application. It is expected that the community easily

and practically uses transportation applications effectively and efficiently.

The food business is one of the lucrative forms of business, where money circulation can be said to be very fast, so this business is mostly done by the community to add additional income for their lives. Besides, it is really needed by various groups, both young and old, adults and young children, especially teenagers who are very fond of food. Indonesia has a very large variety of food, so the food business opportunity is still quite large. Thus, supply and demand for the food business are overwhelming.

At present, to meet the needs of the community, there is no need to shop at markets, stores or supermarkets, but those needs can be searched and ordered online, with the help of cellphones and online applications available. For online shopping purposes, Go-Jek as one of the online transportation service companies, provides food pickup services that consumers need, by designing the Go-Food application. Thus Go-jek is not just a transportation service but is also used for food

pickup services needed by consumers / the community. In the Go-Food application, there are many types of food offered to consumers, so consumers have many choices. With this application, there will be many things that are saved by consumers, namely in terms of time, money and costs. The Go-Food application is made in such a way that anyone can use it easily. Go-Food is a food delivery service where consumers can order the food or drinks they want; consumer orders will be directly delivered by the Go-Jek driver. Go-Food is a solution for MSMEs who want to develop their delivery order services but are limited by the finances they have where MSME entrepreneurs do not need to prepare a fleet for delivery order services. With the Go-Food application, the community, in this case, is Go-Food user consumers, will feel the benefits of the Go-Food application, which will ultimately feel satisfaction or not from using the Go-Food application and the quality of Go-Jek's services in supporting the Go-Food application. For this reason, a study was carried out on how the quality of Go-Food applications and the Quality of Go-Jek Services in supporting Go-Food applications affected Go-Food customer satisfaction.

This research is expected to provide advice or input for Go-Food delivery order service providers on the Go-Jek application in terms of improving the quality of their application usage and service quality. By improving the quality of apps, it is hoped that consumers will be easier to place orders and transactions. Likewise, by improving the quality of service, it is expected that more Go-Food consumers will increase the company's revenue, and ultimately increase profits.

II. LITERATURE REVIEW

Apps Quality

According to De Lone and Mc.Lean (2002), [3] and [4], defines the quality of the application system is an information application system that is able to provide information as the needs of the user, which application system is directed at whether or not the capabilities of the hardware, software, and policies on the procedure. The dimensions of application quality are as follows:

1. Information quality

As an output that results from an information system's success. Variables that can be measured are information accuracy, relevance, and completeness of information, timeliness, and presentation of information (format).

a. *Completeness*.
   Information that can be said to be complete if the information is produced from a quality information system. In making decisions, users need complete information.

b. *Relevance*.
   Information that has benefits and in accordance with the needs of its users can be interpreted that the quality of information from the information system can be said to be good.

c. *Accurate*.
   Information plays a very important role in the user's decision to make the information system must be able to produce accurate information where the information must be appropriate and correct so that users avoid mistakes when the information is received.

d. Format.
   A system that creates a format must be able to provide ease in understanding, for example in the case when it is used the user does not feel difficulties so that users can understand the information available.

e. Timeliness.
   As a basis for making a decision, the information presented must always be updated because with that the quality of the information can be fairly good.

2. *Use*
   This usage refers to a user who uses the information system as well as the
   frequency with which the system is used.

In this research the mobile apps of Go-Food in Go-Jek application as Go-Food product variable.

Service Quality

According to [5] and [6] service quality is defined as something given to one party from another party which is basically something that is intangible and does not give rise to any ownership. A service is carried out to meet the desires and needs of consumers in order to achieve a separate expectation and satisfaction of these consumers. Good service will make consumers feel

satisfied and will make repeat purchases more often. By comparing consumers' perceptions of services expected from a company with actual services that are actually received, the quality of service will be known [7][5]. According to [8] said that the quality of service that the company provides will affect consumer satisfaction. There are several dimensions found in service quality [9] i.e.:

1. Tangibles, tangibles or direct evidence are seen from the appearance of physical facilities such as buildings and layout of the room, available parking, cleanliness of the place, comfort and neatness of the existing room, complete communication equipment and the appearance of employees.
2. *Reliability*, the ability to provide a service related to providing appropriate information, can help in solving a problem and providing reliable services.
3. *Responsiveness*, employees are willing to help consumers to provide services that are responsive in terms of deft to serve, fast in making transactions with consumers and respond to customer complaints properly.
4. *Assurance*, employees have good product knowledge, are friendly to consumers, in providing services employees have a polite and considerate attitude, are skilled in providing information, and have the ability to provide security and trust in consumers towards the company.
5. *Empathy*, the company pays special attention to consumers in terms of the ease of consumers to contact the company, employees have the ability to communicate to consumers, and the company tries to understand a customer's needs and wants.

Research on service quality has been widely carried out, among others by [10] on train services, [11] on service in library, etc.

Consumer Satisfaction

Understanding satisfaction is the level of one's feelings after comparing the perceived performance or results compared to expectations[5]. The definition of satisfaction is someone's feeling, satisfied or disappointed when comparing the appearance of the desired product with the expected values. Customer satisfaction is a feeling of pleasure or disappointment from someone caused by the appearance or result of the perception of a product compared to his

expectations. [12][13][14]. There are many factors that affect customer satisfaction, including price [5], product [12], service on the ability. According [12], customer satisfaction is everything that is offered to the market to attract attention, buy, use and consume which can ultimately satisfy your wants or needs. Quality of service is an important factor in attracting customers to become customers. [8].

According to [12], satisfaction is someone's description of the product or service that we create for consumers so that they feel happy and not disappointed. According to [12]customer satisfaction is a picture of someone's character or someone's feelings about the performance products that we produce and consume. The goods and services we use or consumption will cause feelings of pleasure, satisfaction or disappointment about the goods or services (Dewi, and Sumbogo, 2018). This will be the result and determine whether you are satisfied or not satisfied with the goods or services.

From the opinions of the experts above, we can conclude that customer satisfaction is a person's feelings towards the expectations of goods or services that we make expectations before and satisfying results afterward.

According [15] dividing the dimensions of customer satisfaction into three, namely:

1. Perceived quality
   Quality or performance is the main determinant of customer satisfaction. In economic activities, the most basic thing is about quality because it can describe someone in a consuming experience.
2. Perceived value
   Value is a price paid by consumers for the benefits that can be felt by consumers themselves. Consumers will make a comparison of the value they buy for the demand and supply transactions of these goods or services.
3. Consumer expectations
   Hope is the main thing that consumers want for the quality and value of an item or service released by the company.

According to [16], satisfaction can be done four ways, namely:

1. System of complaints and suggestions

The company is making a decision provides the broadest opportunity for its customers to submit a criticism, suggestion, and complaint. In this case, the company uses a method in the form of suggestion box facilities or customer care telephone services.

2. Customer satisfaction survey

Survey methods are often used to retrieve data about satisfaction in the products produced. This method commonly used with interviews and telephone calls to customers.

3. Ghost shopping

This method is usually used by employing several people to act as buyers in competing businesses and in companies. The purpose of this method is to be able to find out how much the level of satisfaction felt by customers for the services we provide to customers.

4. Lost customer analysis

This method is carried out in order to find out why customers turn to other companies so that the company knows the company's shortcomings against other competing companies.

According [17] and [12] there are five main factors in a company, namely:

1. Product quality: Customers who use the product will show quality satisfaction to the company.

2. Service quality: This method is used for the service industry, customers will surely feel the satisfaction of the service if the service matches what customers expect.

3. Emotional: Customers will feel satisfied and comfortable with the product if they get confidence and admiration in using certain brand products. In this case, customer satisfaction is not about quality but about the social value that makes customers feel satisfied with the product.
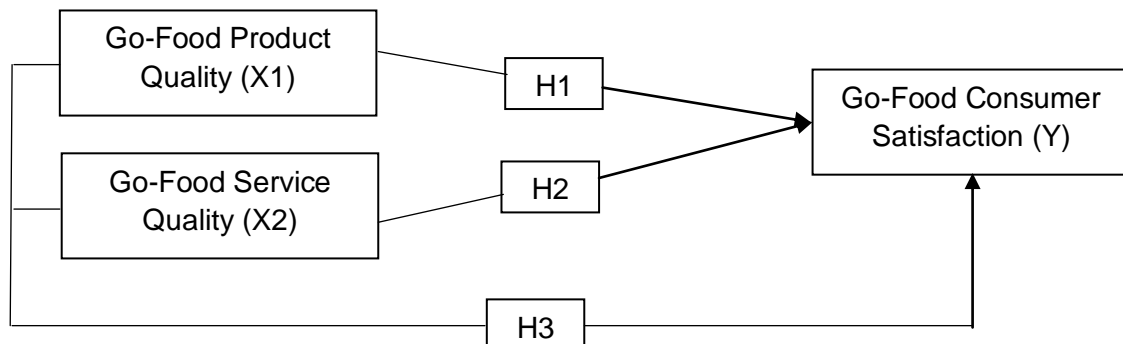
4. Price: Products that are of the same quality by some companies and set cheap prices from other companies will provide higher value in the eyes of the customers themselves.

5. Costs: In this case, the customer will feel satisfied without incurring additional costs and no need to waste time in obtaining the goods or services and will tend to feel satisfied with the goods or services.

Previous research

Research by [18] and [19] regarding the Effect of Service Quality and Product Quality on Consumer Satisfaction, both showed a positive and significant influence of service quality on consumer satisfaction, also a positive and significant effect of product quality on consumer satisfaction. The variables used in this study are the same as the two studies, but this study has a specificity because the object of this research is related to information technology as done by (Setyawan,2018) in his research, namely mobile apps as objects with product quality variables.

III. METHODOLOGY

This research was conducted using quantitative methods. The variables used in this study are application quality and service quality as independent variables and customer satisfaction as dependent variables. Sources of data in this study using primary data, obtained by distributing questionnaires through Google form. In this study, the validity and reliability tests were performed in the instrument testing technique. The data analysis technique used is multiple linear regression analysis and hypothesis testing.

Conceptual model

Figure 1. Conceptual Model

Based on the conceptual model of the research above, the following hypotheses can be formulated:

H1: Go-Food product quality significantly influence Go-Food consumer satisfaction

H2: Go-Food service quality significantly influence Go-Food consumer satisfaction

H3: Go-Food product quality and Go-Food service quality as simultaneously significantly influence Go-Food consumer

This research was conducted in Bekasi Regency in November 2019. The population used is Go-Food consumers, where specifically consumers have installed the Go-Jek application and use the Go-Food application. The sample is determined as convenience sample as much as 220 sample.

IV. RESULTS AND DISCUSSION

The questionnaire in this study was distributed to 220 respondents, of which 46 were male respondents (20.9%) and 174 female respondents (79.1%). When viewed from the age of respondents dominated by respondents aged 17-27 years where respondents at that age were 198 respondents (90%). When viewed from the work of respondents dominated by student respondents/students as many as 147 respondents (66.8%). If seen from the respondents' residence is dominated by respondents who live in the Tambun area as many as 96 respondents (43.6%).

Validity test

Table 1. Coefficient of Validity in Independent Variables and Dependent Variables

Variables	Question item	Pearson Correlation
Go-Food Product	KP1	0,880
	KP2	0,819
Quality	KP3	0,835
	KP4	0,903
	KP5	0,831
	KP6	0,797
	KP7	0,902
Go-Food Service quality	KL1	0,850
	KL2	0,889
	KL3	0,902
	KL4	0,902
	KL5	0,874
	KL6	0,866
	KL7	0,846
Go-Food Customer Satisfaction	KK1	0,794
	KK2	0,892
	KK3	0,912
	KK4	0,905
	KK5	0,919
	KK6	0,915
	KK7	0,858

*KP = Go-Food Product Quality
KK = Go-Food consumer r Satisfaction,
KL = Go-Food Service quality
Source: Data processing using SPSS.24*

From table-1 above it can be seen that the correlation value of each question item on the questionnaire shows a coefficient value greater than 0.5 so that it can be said that all question items on the variable Go-Food Product quality, Go-Food service quality, and Go-Food consumer satisfaction can be said to be valid.

Reliability test

In the reliability test, if the Cronbach Alpha value indicates value> 0.60, it can be said that the items in the questionnaire are reliable.

Table 2. Reliability Test Results

Variables	Cronbach Alpha	Note
Go-Food Product Quality	0,937	reliable
Go-Food Service quality	0,950	reliable
Go-Food Consumer Satisfaction	0,954	reliable

Source: Data processing using SPSS 24

From table-2 above showed that the reliability test results, where the Go-Food product quality variable showed the reliability value of 0.937, for the Go-Food service quality variable, showed the reliability value of 0.950, and for the Go-Food consumer satisfaction variable showed the reliability value of 0.954 which means all instrument variables can be said to be reliable because the reliability values are greater than 0.6.

Discussions

To find out the magnitude of the influence contained in the independent variables (X1 :Go-Food product quality and X2: Go-Food service quality) on the dependent variable (Y:Go-Food consumer satisfaction), we need a multiple linear regression test referring to table 3. To prove hypotheses 1 and 2 is to use t-test analysis, while to prove hypothesis 3 is use the F test.

t-test

To find out whether there is a significant influence independent variables (Go-Food product quality, Go-Food Service Quality) on the dependent variable (Go-Food Consumer Satisfaction) partially, a t-test is performed, and to find out it can be done by looking at the t value and t table, if the t value is calculated > t table it can be said that there is a significant effect. By using the SPSS.24 program, the results of table 3 are obtained, the t-test is:

Table 3. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.150	.972		.154	.878
Go-Food product quality	.361	.066	.337	5.470	.000
Go-Food Service quality	.602	.065	.568	9.219	.000

a. Dependent variable Y:Go-Food consumer satisfaction

Source: Data processing using SPSS 24

Based on table 3, the following results are obtained:
1. The t value of the Go-Food product quality variable is 5,470 and the value of t table is 1.28 so it can be said t count> t-table so that the hypothesis Ho is rejected and Ha is accepted, which means the Go-Food product quality variable has significant effect on consumer satisfaction.
2. The value of the t count Go-Food service quality variable is 9.219 and the value of the t table is 1.28 then it can be said t count>t- table so that the hypothesis Ho is rejected and Ha is accepted, which means the Go-Food service quality variable has significant effect on consumer satisfaction.

The Go-Food product quality variable and the Go-Food service quality variable, both of which are proven to be influential in affecting on consumer satisfaction, but of the two that have greater influence on consumer satisfaction, is Go-Food service quality variables, where the β value of Go-Food service quality is 0,568, greater than the β value of Go-Food product quality as 0.337.

F-test

To find out whether there is an influence together or not the Go-Food product quality variable (X1) and the Go-Food service quality variable (X2) on consumer satisfaction (Y), the F test is needed. If the p-value shows a result <0.05, it can be said that Ho is rejected and Ha is accepted, which means there is a significant effect. The following is the calculation results using the SPSS.24 program obtained as follow:

Table 4.ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	6884.102	2	3442.051	338.936	.000[b]
Residual	2203.735	217	10.155		

	Total	9087.836	219			

a. Dependent Variable: Go-Food consumer satisfaction
b. Predictors: (Constant), Go-Food product quality, Go-Food Service quality

Source: Data processing using SPSS 24

From the table 4 showed the calculated F value of 338,936 and F table is 1.28, it can be said that the F count> F table, so that it can be interpreted that there is a significant influence of the Go-Food product quality (X1) and Go-Food service quality (X2) on Go-Food consumer satisfaction (Y) simultaneously. To find out how much the contribution of the independent variable to the dependent variable is needed a coefficient of determination test.

Table 5. Coefficient of Determination

Model	R	R Square	Adjusted R.Square	Std.Error of the Estimate
1	.870[a]	.758	.755	3.187

a. Predictors: constant, X1, X2
b. Source: Data processing using SPSS 24

From the results of table 5 the value of R-Square showed a value of 0.758. This value mean that the contribution of Go-Food product quality and Go-Food service quality variables on Go-Food consumer satisfaction by 75.8%, while the remaining 24.2% is explained by other variables that are not included in the study.

Based on the results of this study, it showed that Go-Food product quality has a significant effect on Go-Food consumer satisfaction. Where this results is in line with previous research by [18] and [19]. This means that if the quality of the product in this case mobile apps has good quality, consumers will feel satisfy with the apps. Go-Food service quality has a significant effect on Go-Food consumer satisfaction, this is in line with research of [18] and [19]. This means that consumers will feel satisfied if the quality of services provided is good. In this study, the quality of mobile apps of Go-Food and Go-Food service quality has a significant effect on satisfaction of consumers, so that if the quality of mobile apps and service quality is improved, customer satisfaction will also increase.

V.CONCLUSIONS

Based on the results of the research that has been conducted and the discussion described above, it can be concluded that:

a. There is a significant influence of Go-food product quality variable on Go Food consumer satisfaction.
b. There is a significant influence of Go-Food service quality variable on Go Food consumer satisfaction
c. There is a significant influence of Go-Food product quality and Go-Food service quality variables on Go Food consumer satisfaction simultaneously.

VI. RECOMMENDATIONS

From the conclusion of the above research results, the researcher will give advice related to the results and discussion of this research. Go Food drivers are advised to continue to maintain the quality of their service to consumers because with that consumers will have a taste to re-use the Go-Food application, and also for the company, it is advisable to continue to maintain and also improve the quality of its mobile apps by always providing new innovations , such as more easier for consumer in ordering and transaction in Go-Food application so that consumers will continue to feel satisfied and will always use the Go-Food application. By maintaining the quality of service, it is expected that there will be more Go-Food consumer, so that it will have an impact on increasing company income, and ultimately increase the profits

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