

DETERMINANTS OF CONSUMER SATISFACTION AND INTENTION TO REUSE ONLINE FOOD DELIVERY SERVICES: Influence of *E-Servqual*, *Utilitarian Value*, and Sales Promotion

I Gst. Ngr. Jaya Agung Widagda K.¹, I Gusti Ayu Dewi Adnyani², Cok Istri Anastasia Wedari³, Putu Laksmita Dewi Rahmayanti⁴, I Gusti Ayu Tirtayani⁵

^{1,2,3,4,5}Faculty of Economics and Business, Udayana University, Bali, Indonesia

Coresponding author: agjayawidagda@unud.ac.id

ABSTRACT

The objective of this study is to elucidate the mediating effect of satisfaction on the relationship between e-service quality, utilitarian value, sales promotion, and the intention to reuse online food delivery services. The research population comprises individuals who utilize online meal delivery services in Denpasar City, with an undisclosed quantity. A purposive sampling strategy was employed to select a sample size of 210 individuals. The employed analytical methodology involves the utilization of Path Analysis through Structural Equation Modeling with Partial Least Squares (SEM-PLS). The findings of the study indicate that e-service quality, utilitarian value, and sales promotions exert a favorable and statistically significant impact on both consumer happiness and the desire to reuse online food delivery services. Similarly, it may be observed that satisfaction plays a partial mediating role in the relationship between e-service quality, utilitarian value, sales promotion, and reuse intentions. Hence, it is essential for service providers to continually enhance the quality of e-service quality, utilitarian value, and sales promotions to augment consumer satisfaction and foster the intention to reuse online meal delivery services. **Keywords:** *e-servqual*, *utilitarian value*, sales promotion, consumer satisfaction, intention to reuse

INTRODUCTION

The Covid-19 pandemic has led to a transformation in consumer behavior. In particular, the study focuses on the examination of consumer behavior pertaining to the consumption of ready-to-eat meals. Culinary entrepreneurs operating in Denpasar City have expressed their grievances regarding a decline in their business turnover amidst the ongoing pandemic. Nevertheless, this development has presented novel prospects, as the pandemic has led to a surge in the utilization of digital services within the culinary domain, particularly in the realm of online meal delivery services. The growing food delivery industry provides consumers with the advantage of time and energy savings, as well as enhanced convenience when it comes to purchasing food and beverages. According to a survey conducted by the Demographic Institute of the Faculty of Business Economics at the University of Indonesia, in September 2020, a total of 4,199 individuals were surveyed. The findings revealed that 97% of the respondents' regular expenses during the Covid-19 epidemic

were allocated towards the purchase of food through online delivery services (Kata data, 2021). Gojek, Grab, and Shop Food have had significant growth and development in Indonesia and across Asia, becoming as popular platforms for those seeking to order food from a diverse range of businesses.

Service providers should consider the intention of consumers to reuse food delivery services online. Satisfaction is a critical determinant that exerts significant influence on the intention to engage in further reuse activities (Pandiangan et al., 2021; Sudarti & Rhemananda, 2020; Wilson et al., 2021). Consumer satisfaction can be defined as the evaluation made by consumers regarding the extent to which the quality of service they have experienced aligns with their initial expectations (Pandiangan et al., 2021). The significance of e-service quality management within the domain of online applications is in its potential to impact user happiness and the likelihood of reusing an online service (Sasono et al., 2021; Anggraini et al., 2020). Nevertheless, consumers continue to encounter issues pertaining to their utilization of food delivery service applications. These concerns encompass application failures, unresponsive complaint services, and inadequate order processing speed (Consumer Media, 2021; UrbanAsia, 2021). The aforementioned circumstance possesses the capacity to result in a decline in consumer contentment and the inclination to utilize programs for food delivery services. Muharram et al. (2021) and Rita et al. (2019) have proposed that there exists a positive and statistically significant relationship between e-service quality and consumer satisfaction. In addition, Rohwiyati et al. (2019) asserted that the quality of e-service quality exhibits a favorable and noteworthy impact on the intention to engage in subsequent usage.

In addition to e-service quality, utilitarian value is identified as a crucial determinant of consumer happiness. Numerous theoretical perspectives underscore the prominent significance of consumer values in elucidating satisfaction (Arizzi, 2020; Cha & Lee, 2020), therefore influencing behavioral outcomes. The field of marketing research has identified several key attributes of consumers that are indicative of their decision-making style. One such attribute is a tendency towards considering the benefits and quality of a product or service, sometimes referred to as utilitarian value (Ashraf et al., 2019). When availing meal delivery services, consumers possess certain values that they seek to attain in the form of benefits and quality that they derive from their food orders made through a mobile application. The findings of Evelina et al. (2020), Lee and Wu (2017), and Zainurrafiqi et al. (2021) collectively demonstrate that the utilitarian value exerts a favorable and substantial impact on satisfaction. In addition to its impact on happiness, utilitarian value has been found to exert influence on individuals' inclinations to engage in reuse activities (Gunawan and Sondakh, 2020; Seo and Lee, 2021).

Food delivery firms use several promotional strategies to enhance client engagement. Food delivery service businesses engage in fierce competition by

offering enticing specials to draw clients away from their competitors. Online meal delivery service providers frequently implement sales campaigns, such as offering discounts or cashback, as a means to entice clients. It is not uncommon for suppliers of food delivery services to employ the "burn money" method as a means of offering substantial discounts or cashback incentives. The findings of Adriansyah and Saputri (2020) and Rahmayanti and Ekawati (2021) indicate a significant relationship between sales promotions and both consumer happiness and intention to reuse.

The objective of this study is to elucidate the impact of e-service quality, utilitarian value, and sales promotion on consumer satisfaction, and subsequently, their intention to reuse online food delivery services in Denpasar. This research is motivated by the backdrop of the problem and the existing problem formulation. In addition, it is important to understand the extent of utilitarian value, sales promotion, consumer contentment, and intention to reuse online meal delivery services in Denpasar City.

LITERATURE REVIEW

Conceptual Framework

The influence of e-service quality on consumers' intentions to reuse is an important consideration. A number of studies, including those by Lestari and Ellyawati (2019), Wuisan et al. (2020), and Rohwiyati et al. (2021), support this claim. These studies collectively demonstrate a notable and positive correlation between the quality of e-services and the desire to reuse them. The influence of e-service quality on consumer satisfaction has been identified in several studies (Kaya et al., 2021; Anggraini et al., 2021; and Rita et al., 2019).

The consideration of utilitarian value holds significant importance in the anticipation of consumer behavior, specifically in relation to consumer perceived value. Multiple studies have demonstrated that utilitarian value has a significant role in shaping individuals' motivations to engage in reuse activities (Gunawan and Sondakh, 2020; Seo and Lee, 2021). The utilitarian value associated with online purchasing has the potential to exert a substantial impact on consumer satisfaction, as evidenced by the studies conducted by Evelina et al. (2020), Lee and Wu (2017), and Zinnurafiqi et al. (2021).

Sales promotion is a common marketing strategy that providers of online food delivery services are currently using extensively. The findings of Adriansyah and Saputri (2020) and Rahmayanti and Ekawati (2021) indicate a significant relationship between sales promotions and both consumer happiness and intention to reuse. The current study investigates the connections between e-service quality, utilitarian value, sales promotions, satisfaction, and intention to reuse, as put forth by Pandiangan et al. (2021), Sudarti and Rhemananda (2020), and Wilson et al. (2021). The conceptual model analyzed in this research is depicted in Figure 1.

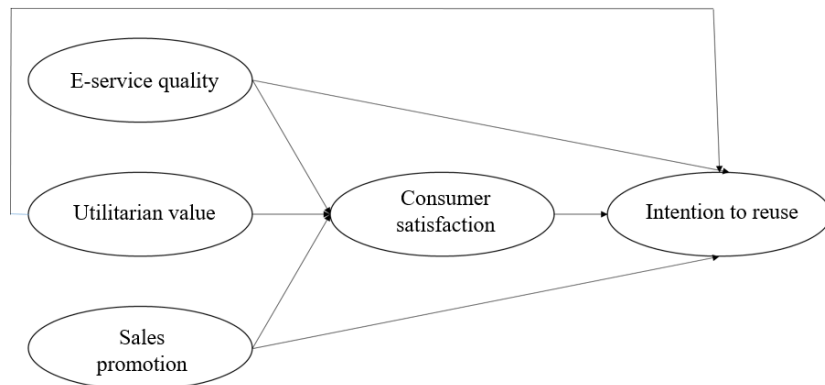


Figure 1
Conceptual Framework

Research Hypothesis:

Based on the existing conceptual framework, the research hypothesis that can be formulated is as follows.

Influence of e-service quality on intention to reuse

According to Rohwiyati et al. (2021), there is a positive correlation between the level of e-service quality and the likelihood of consumers who have previously utilized a product to have a greater propensity to engage with it again. This finding is consistent with the outcomes of studies undertaken by many researchers, like Lestari and Ellyawati (2019) and Wuisan et al. (2020), who have demonstrated that e-service quality has a notable and constructive impact on the intention to reuse a product. Based on a review of multiple empirical studies, the subsequent hypothesis can be made.

H1 : E-service quality has a positive and significant effect on intention to reuse.

Influence of utilitarian value on intention to reuse

Seo and Lee (2021) found through their research that there exists a positive and statistically significant relationship between utilitarian value and the intention to reuse a product. There is a corresponding increase in the intention to engage in reuse as a client's perception of utilitarian value rises. Several scholars, including Djauhsiet al. (2018), Gunawan and Sondakh (2020), and Hasiao et al. (2019), have demonstrated findings that are consistent with this. Based on a comprehensive analysis of available empirical studies, the present discourse aims to propose a hypothesis.

H2 : Utilitarian value has a positive and significant effect on intention to reuse.

Influence of sales promotion on intention to reuse

Sales promotion is a strategic approach employed to effectively communicate compelling messages pertaining to the products or services offered by an organization (Faizah and Lestari, 2021). Sales promotions are a strategic tool employed by corporations to exert influence over consumers through the provision of discounted prices and the offering of various freebies, thereby stimulating product purchases and fostering an increased propensity for repeat consumption (Wangsa et al., 2022). In addition, extant literature indicates that the implementation of sales promotions has been found to positively influence individuals' inclination to engage in repeat product usage (Kaveh et al., 2021). Similarly, several other researchers, including Rahmayanti and Ekawati (2021), Fiona and Hidayat (2020), and Adriansyah and Saputri (2021), have posited that there exists a positive relationship between a company's sales promotion efforts and the consumer's inclination to engage in repeat purchases. Based on the findings of this empirical investigation, it is possible to formulate the subsequent hypothesis.

H3 : Sales promotion has a positive and significant effect on intention to reuse.

Influence of e-service quality on consumer satisfaction

Kaya et al. (2021) asserts that there exists a positive relationship between e-service quality and client satisfaction. E-service quality is a novel iteration of service quality that has been specifically designed to assess the quality of services delivered via the internet network. E-service quality refers to the overall capacity and proficiency of a website in facilitating various online activities such as shopping, purchasing, and distribution in an effective and efficient manner. All of these factors contribute to the enhancement of client happiness. According to Anggraini et al. (2021), several studies have found that e-service quality has a notable and favorable impact on consumer satisfaction. Other researchers, like Anggraeni and Yasa (2012), Rita et al. (2019), Lin et al. (2016), and Mathew et al. (2020), have also demonstrated similar findings. Their research indicates that there is a positive relationship between e-service quality and consumer satisfaction, suggesting that higher levels of e-service quality are associated with better levels of consumer satisfaction. Based on a comprehensive review of available empirical data, the present analysis aims to formulate the following hypothesis.

H4 : E-service quality has a positive and significant effect on consumer satisfaction.

Influence of utilitarian value on consumer satisfaction

The utilitarian value refers to the advantages experienced by consumers, such as the ease of accessing product information, placing orders effortlessly, and saving time and effort (Evelina et al., 2020). According to a study conducted by Lee and Wu

(2017), it has been found that the utilitarian value of a product or service has a positive impact on consumer satisfaction. According to the research findings of Prebensen and Rosengren (2016), it has been established that utilitarian value has a positive and considerable impact on consumer satisfaction. In the context of service firms, clients may perceive utilitarian value through several manifestations, including but not limited to the efficiency of product ordering and the accessibility of product information. Several studies conducted by Zinnurafiqi et al. (2021), Explain et al. (2018), Nejati and Parakhodi (2013), and Lee and Wu (2017) have demonstrated that the utilitarian value of a product or service has a positive and significant impact on consumer satisfaction. Based on current studies, the subsequent hypothesis can be proposed.

H5 : Utilitarian value has a positive and significant effect on consumer satisfaction.

Influence of sales promotion on consumer satisfaction

The implementation of sales promotions by a corporation can potentially influence the level of consumer satisfaction. According to Muderawan et al. (2020), there is a positive correlation between the level of sales promotion and the growth in consumer satisfaction. Previous researchers who have shown that sales promotions have a positive and statistically significant impact on consumer satisfaction, such as Fiona and Hidayat (2020) and Adriansyah and Saputri (2021), have corroborated the findings of this study. Based on existing studies, the subsequent hypothesis can be proposed.

H6 : Sales promotion has a positive and significant effect on consumer satisfaction.

Influence of consumer satisfaction on intention to reuse

Consumer satisfaction refers to the evaluation made by a consumer of the performance of a product. When the performance of the product surpasses the consumer's expectations, it leads to a sense of satisfaction for the consumer. According to Dewiet et al. (2020), an increase in consumer satisfaction has the potential to positively influence consumers' likelihood of making repeat purchases or engaging in reuse behaviors. Similarly, a number of later scholars have also provided support for similar findings, asserting that the pleasure of consumers has a positive and substantial influence on their inclination to engage in repeat purchase behavior (Pramyda and Yasa, 2021; Asmarina et al., 2022; Kama and Yasa, 2022). Based on current studies, a subsequent hypothesis can be suggested.

H7 : Consumer satisfaction has a positive and significant effect on intention to reuse.

The role of consumer satisfaction in mediating the influence of e-service quality on intention to reuse

Consumer satisfaction is a variable that can be increased by enhancing the quality of e-services. Similarly, according to Hermawan and Yasa (2021), an increase in consumer satisfaction leads to a greater likelihood of repeat purchases. This finding is supported by Anggraeni and Yasa (2012), who suggest that consumer satisfaction also plays a role in promoting product reuse. Consumer satisfaction is identified as a significant factor in influencing e-service quality, which in turn affects the intention to reuse (Demir et al., 2021). Similarly, a number of other scholars concur that consumer satisfaction serves as a mediator in the relationship between e-service quality and the desire to reuse a product (Gounaris et al., 2010; Carlson and O'Cass, 2010; Al-dweeri et al., 2019). Based on the present studies, the subsequent hypothesis can be proposed.

H8 : Consumer satisfaction is able to significantly mediate the influence of e-service quality on the intention to reuse.

The role of consumer satisfaction in mediating the influence of utilitarian value on intention to reuse

Consumer satisfaction refers to the emotional state that people go through after using a product or service. The establishment of a sense of satisfaction can be achieved by providing utilitarian value to consumers. Consequently, when consumer satisfaction increases, it is likely to foster product reuse (Mrand Wang, 2017; Han et al., 2018). Similarly, a number of the following scholars have also corroborated similar findings, asserting that the mediating effect of consumer satisfaction on the relationship between utilitarian value and the intention to reuse a product (Kautish et al., 2021). Drawing upon the existing evidence, it is conceivable to formulate the following hypothesis.

H9 : Consumer satisfaction is able to significantly mediate the influence of utilitarian value on the intention to reuse.

The role of consumer satisfaction in mediating the influence of sales promotion on intention to reuse

Sales promotions can increase consumer satisfaction and consumer satisfaction can lead to repeat purchases (Hermawan and Yasa, 2021); or they can encourage product reuse (Tsenget et al., 2022). Similarly, a number of following researchers have provided additional support for these findings, asserting that the impact of sales promotions on the desire to reuse a product can be mediated by consumer satisfaction (Tck and Cyril, 2013; Gorji and Siamese, 2020; Longet al., 2021; and Caveh et al., 2021). Based on existing evidence, the subsequent hypothesis can be posited.

H10 : Consumer satisfaction is able to significantly mediate the influence of sales promotion on the intention to reuse.

RESEARCH METHODS

Based on the inherent characteristics of the issue at hand, this study can be classified as a form of causal research. The objective of this study is to examine the causal association among the variables of e-service quality, utilitarian value, sales promotion, consumer satisfaction, and reuse intention. The present study will be carried out on the consumer base of online meal delivery platforms inside the urban area of Denpasar City. The participants of this study consist of clients of online meal delivery services residing in Denpasar City. The focus of this study is to examine the factors that influence the intention to reuse online food delivery services, namely e-service quality, utilitarian value, sales promotion, and satisfaction.

This study will examine two forms of variable data, namely: The exogenous factors in this study are e-service quality (X₁), utilitarian value (X₂), and sales promotions (X₃). The endogenous variables, on the other hand, are consumer satisfaction (Y₁) and intention to reuse (Y₂). The measurement of each variable is conducted using the following research indicators:

1) E-service quality (Exogenous Variables)

The first exogenous variable in this research is e-service quality (X₁) which is measured by seven indicators according to Sasono et al. (2021). Indicators in measuring e-service quality are as follows:

- a. Efficiency
- b. Reliability
- c. Fulfillment
- d. Privacy
- e. Responsive
- f. Compensation
- g. Contact

2) Utilitarian value (Exogenous Variables)

The second exogenous variable in this research is utilitarian value (X₂) which is measured by four indicators according to Evelina et al. (2020). Indicators in measuring utilitarian value are as follows.

- a. Product offers
- b. Product information
- c. Money savings
- d. Convenience

3) Sales promotion (Exogenous Variables)

The third exogenous variable in this research is sales promotion (X₃) which is measured by three indicators according to Sari and Hermawati (2020). The indicators for measuring sales promotions are as follows:

- a. Shopping voucher
- b. Discount

c. Lottery

4) Consumer satisfaction (Endogenous Variables)

The first endogenous variable in this research is consumer satisfaction which is measured by 3 indicators. The indicators for measuring consumer satisfaction used in this research based on Wirawan et al. (2019) studies, which include the following:

- a. Overall satisfaction
- b. Expectation
- c. Experience

5) Intention to reuse (Endogenous Variables)

The second endogenous variable in this study is intention to reuse. Using 3 indicators to assess reuse intentions modified from research by Hiu (2020) and Karina (2020). Indicators for measuring intention to reuse are as follows:

- a. Willingness to use the system in the future,
- b. Recommending others to use the service,
- c. Loved the provided services,
- d. Intend to use continuously.

The research population encompasses all individuals who are consumers of food delivery services within Denpasar City. According to Roscoe in Sugiyono (2018: 164), in research utilising multivariate analysis such as correlation or multiple regression, it is recommended to have a sample size that is at least 5-10 times larger than the number of indicators being examined in order to ensure representativeness. This study employs a set of 21 indicators, thereby necessitating a sample size ranging from a minimum of 105 (5x21) to a maximum of 210 (10x21). This study employed a sample size of 210 participants, which was determined by multiplying 21 indicators by 10. Consequently, the maximum conditions for the inclusion of 210 respondents were met.

The variables e-service quality, utilitarian value, sales promotion, satisfaction, and intention to reuse were assessed among consumers of food delivery services. Participants rated these variables on a five-level Likert scale, ranging from strongly disagree (1) to strongly agree (5).

The data gathering methodology involved the distribution of questionnaires to clients of meal delivery services in Denpasar City, both through offline questionnaires and online platforms such as Google Forms. The validity and reliability of the instruments employed are assessed to ensure their capacity to accurately measure the intended constructs and ascertain the consistency of respondents' replies. The assessment of the instrument's validity is conducted through the application of correlation techniques. The Pearson product-moment correlation coefficient, as described by Sugiyono (2017: 150), is utilised with a

minimum threshold of $r = 0.3$. The assessment of instrument reliability is conducted through the computation of Cronbach's Alpha reliability coefficient, with a specified threshold of $\text{Alpha} > 0.6$ (Sekaran, 2003: 312). Both tests were conducted using the SPSS 24.0 computer software. The findings from the assessments of validity and reliability indicate that all of the tests have demonstrated both validity and reliability, as depicted in Table 1.

Table 1.
Instrument Validity and Reliability Test Results

| Variable / variables indicator | Item | r correlation | Cronbach's Alpha α |
|--------------------------------------|------|---------------|---------------------------|
| E-service quality (X1) | X1 | | 0.935 |
| | X1.1 | 0.863 | |
| | X1.2 | 0.918 | |
| | X1.3 | 0.807 | |
| | X1.4 | 0.737 | |
| | X1.5 | 0.932 | |
| | X1.6 | 0.830 | |
| | X1.7 | 0.908 | |
| Utilitarian value (X2) | X2 | | 0.821 |
| | X2.1 | 0.855 | |
| | X2.2 | 0.867 | |
| | X2.3 | 0.884 | |
| | X2.4 | 0.591 | |
| Promosi penjualan (X3) | X3 | | 0.675 |
| | X3.1 | 0.837 | |
| | X3.2 | 0.820 | |
| | X3.3 | 0.681 | |
| Kepuasan pelanggan (Y1) | Y1 | | 0.844 |
| | Y1.1 | 0.963 | |
| | Y1.2 | 0.941 | |
| | Y1.3 | 0.695 | |
| Niat menggunakan kembali (Y2) | Y2 | | 0.831 |
| | Y2.1 | 0.707 | |
| | Y2.2 | 0.746 | |
| | Y2.3 | 0.947 | |
| | Y2.4 | 0.842 | |

Source: processed data, 2023

This study employs inferential analysis, namely Structural Equation Modelling (SEM) using the Partial Least Squares (PLS) approach.

RESULT AND DISCUSSION

Descriptive Analysis of Respondents Characteristics

The characteristics of respondents in this study were seen from sex, age, education, employment and monthly income. The composition of the characteristics of research respondents is presented in Table 2.

Table 2
Respondents Characteristics

| No | Variable | Classification | Number of respondents | Percentage (%) |
|----|--------------------|--------------------|-----------------------|----------------|
| 1 | Sex | Male | 90 | 42.86 |
| | | Female | 120 | 57.14 |
| | | Total | 210 | 100 |
| 2 | Age | 19 - 24 | 44 | 20.95 |
| | | 25 - 30 | 68 | 32.38 |
| | | 31 - 36 | 56 | 26.67 |
| | | 37 - 42 | 22 | 10.48 |
| | | 43 - 48 | 14 | 6.67 |
| | | 49 - 54 | 6 | 2.85 |
| | | Total | 210 | 100 |
| 3 | Level of education | High school | 75 | 35.71 |
| | | Diploma | 20 | 9.52 |
| | | Bachelor | 100 | 47.62 |
| | | Master | 15 | 7.15 |
| | | Total | 210 | 100 |
| 4 | Occupation | Civil servants | 40 | 19.05 |
| | | Private employee | 100 | 47.62 |
| | | Self-employed | 50 | 23.81 |
| | | Others | 20 | 9.52 |
| | | Total | 210 | 100 |
| 5 | Penghasilan | Rp 1 - 3 million | 10 | 4.76 |
| | | >Rp. 3 – 5 million | 25 | 11.91 |
| | | >Rp. 5 – 7 million | 105 | 50.00 |
| | | >Rp. 7 million | 70 | 33.33 |
| | | Total | 210 | 100 |

Source: primary processed data, 2023

The demographic profile of the participants in this research can be delineated as follows: The number of female respondents exceeds that of male respondents, with 120 women and 90 men participating in the study. During the period spanning from 25 to 30 years of age, a significant proportion of individuals expressed a desire to engage in the repeated utilisation of online platforms for meal delivery services. When examining the phenomenon via an educational lens, it becomes evident that the majority of individuals utilising online meal delivery platforms have undergraduate degrees, as indicated by 100 out of the total 210 respondents. Similarly, with regards to employment, the majority of individuals are engaged as private employees, specifically 100 individuals. Among them, the highest earning bracket is within the range of more than Rp. 5 million to Rp. 7 million, comprising a total of 105 individuals.

SEM PLS Analysis Results

A two-step process is used in this study to test the model before it is used to test hypotheses. The goal is to confirm the research model's validity and reliability. The initial step involves an examination of convergent validity, followed by an investigation of discriminant validity.

Outer Model Test

Convergent Validity

The purpose of conducting an outer model test is to ascertain the appropriateness of research indicators in effectively measuring research variables. In order to determine the validity of a model as a foundation for research, three specific criteria must be satisfied, namely: 1) All indicator loadings should surpass a threshold of 0.65. 2) The Composite Reliability (CR) should exceed 0.8. 3) The Average Variance Extracted (AVE) for each construct should surpass 0.5.

Table 3
Model Size Results

| Construct | Indicator | Outer Loading | Composite Reliability | Average Variance Extracted (AVE) |
|------------------------|-----------|---------------|-----------------------|----------------------------------|
| E-service quality (X1) | X1.1 | 0.736 | 0.918 | 0.617 |
| | X1.2 | 0.755 | | |
| | X1.3 | 0.757 | | |
| | X1.4 | 0.821 | | |
| | X1.5 | 0.866 | | |
| | X1.6 | 0.824 | | |
| | X1.7 | 0.727 | | |

| | | | | |
|----------------------------|------|-------|-------|-------|
| Utilitarian Value (X2) | X2.1 | 0.872 | 0.938 | 0.791 |
| | X2.2 | 0.906 | | |
| | X2.3 | 0.925 | | |
| | X2.4 | 0.852 | | |
| Sales Promotion (X3) | X3.1 | 0.906 | 0.921 | 0.796 |
| | X3.2 | 0.909 | | |
| | X3.3 | 0.861 | | |
| Consumer Satisfaction (Y1) | Y1.1 | 0.962 | 0.956 | 0.879 |
| | Y1.2 | 0.947 | | |
| | Y1.3 | 0.903 | | |
| Intention to Reuse (Y2) | Y2.1 | 0.903 | 0.960 | 0.858 |
| | Y2.2 | 0.945 | | |
| | Y2.3 | 0.946 | | |
| | Y2.4 | 0.909 | | |

Source: processed data, 2023

Based on the findings presented in Table 3, it is evident that all outer loading indicators exhibit values exceeding 0.65, ranging from 0.727 to 0.962. This indicates that the indicators meet the recommended threshold. Additionally, the composite reliability (CR) values range from 0.918 to 0.960, all of which surpass the minimum threshold of 0.8. These results suggest that the constructs formed in the research model exhibit strong internal consistency. Furthermore, the average variance extracted (AVE) values for all constructs exceed 0.5, ranging from 0.617 to 0.879. Consequently, it can be concluded that the research model employed in this study demonstrates good validity.

Discriminant Validity

To evaluate discriminant validity, a research model is suggested to ensure that the root value Average Variance Extracted (VAVE) of a latent variable must be greater than 0.5.

Table 4
Correlation Between Latent Variables

| Construct | E-service quality | Utilitarian value | Sales promotion | Consumer satisfaction | Intention to reuse |
|-------------------|-------------------|-------------------|-----------------|-----------------------|--------------------|
| E-service quality | 1.000 | 0.442 | 0.425 | 0.480 | 0.513 |
| Utilitarian value | 0.442 | 1.000 | 0.883 | 0.779 | 0.859 |
| Sales promotion | 0.425 | 0.883 | 1.000 | 0.756 | 0.842 |

| | | | | | |
|-----------------------|-------|-------|-------|-------|-------|
| Consumer satisfaction | 0.480 | 0.779 | 0.756 | 1.000 | 0.813 |
| Intention to reuse | 0.513 | 0.859 | 0.842 | 0.813 | 1.000 |

Source: processed data, 2023

Table 5
AVE Root Value

| Construct | AVE Root Value |
|-----------------------|----------------|
| E-service quality | 0.785 |
| Utilitarian value | 0.889 |
| Sales promotion | 0.892 |
| Consumer satisfaction | 0.938 |
| Intention to reuse | 0.926 |

Source: processed data, 2023

A discriminant validity is considered acceptable when the square root of the average variance extracted (√AVE) as presented in Table 5, exceeds 0.5. The research model provided in this study can be regarded as appropriate, as the minimum √AVE value observed is 0.785.

Inner Model Test

Structural models primarily centre their attention on postulated correlations among latent variables. The outcomes of the assessment of the inner model test are depicted in Figure 2.

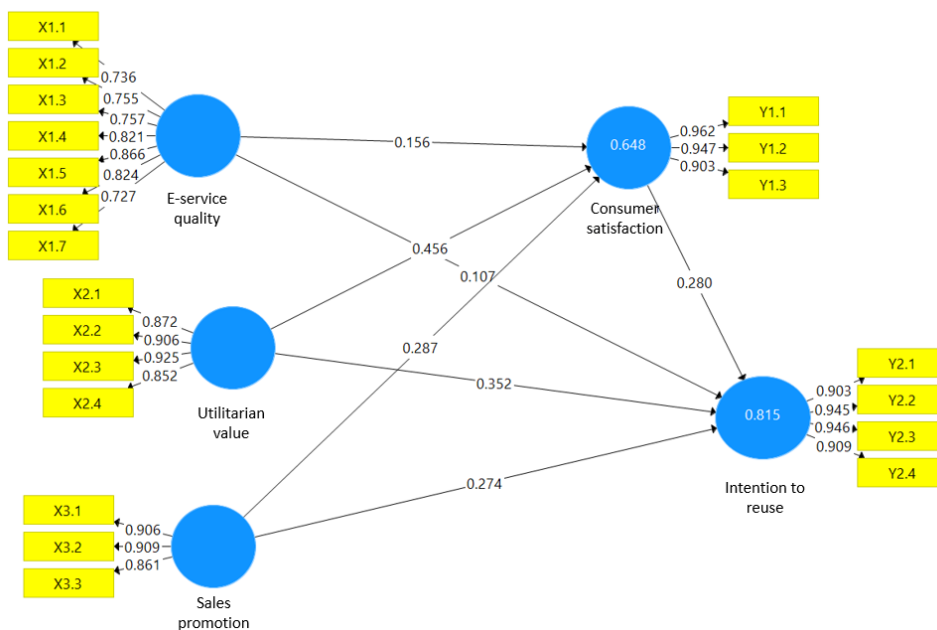


Figure 2.
Structural Model (Inner model)

The evaluation of the structural model involved assessing the R-square values for both the dependent and test components, as well as examining the significance of the structural path parameter coefficients.

Coefficient of Determination (R²)

This study uses the bootstrap method to generate two metrics for evaluating the structural model: the t-value (t-test) and R², which will be interpreted similarly to multiple regression analysis in a more general setting. The efficacy of a research model's predictions may be assessed by examining the R-squared value generated through the bootstrap procedure. Table 6 will provide the R² value for each exogenous variable included in the model.

Table 6
Coefficient of Determination

| Construct | R² |
|-----------------------|----------------------|
| Consumer satisfaction | 0.648 |
| Intention to reuse | 0.815 |

Note: only endogenous (dependent) variables have R² value

Source: processed data, 2023

The R² value can be elucidated based on the information presented in Table 6. The highest coefficient of determination (R²) value is observed in the intention to reuse variable, which stands at 0.815. This indicates that approximately 81.50% of the intention to reuse variable can be accounted for by the constructs included in the model, namely e-service quality, celebrity endorsement, sales promotion, and consumer satisfaction. On the other hand, the lowest R² value is found in the consumer satisfaction variable, amounting to 0.648. This implies that approximately 64.80% of the variation in the consumer satisfaction variable can be explained by the constructs that influence it, namely e-service quality, celebrity endorsement, and sales promotion. Based on the analysis of the coefficient of determination (R²), it may be inferred that the research model demonstrates a satisfactory level of predictive capability. This inference is supported by the observation that two variables exhibit a R² value over 50%.

Hypothesis Test

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in output *path coefficients* which is presented in Table 7.

Table 7
Path Coefficient

| Hypothesis | Correlation Between Variabel | Path Coefficient | t-statistic | p-values | Description |
|------------|--|------------------|-------------|----------|-------------|
| H1 | E-service quality → intention to reuse | 0.107 | 2.668 | 0.008 | accepted |
| H2 | Utilitarian value → intention to reuse | 0.352 | 3.261 | 0.001 | accepted |
| H3 | Sales promotion → intention to reuse | 0.274 | 2.471 | 0.014 | accepted |
| H4 | E-service quality → consumer satisfaction | 0.156 | 2.651 | 0.008 | accepted |
| H5 | Utilitarian value → consumer satisfaction | 0.456 | 3.703 | 0.000 | accepted |
| H6 | Sales promotion → consumer satisfaction | 0.287 | 2.228 | 0.026 | accepted |
| H7 | Consumer satisfaction → intention to reuse | 0.280 | 3.125 | 0.002 | accepted |
| H8 | E-service quality → consumer satisfaction → intention to reuse | 0.044 | 1.819 | 0.070 | rejected |
| H9 | Utilitarian value → consumer satisfaction → intention to reuse | 0.128 | 2.529 | 0.012 | accepted |
| H10 | Sales promotion → consumer satisfaction → intention to reuse | 0.080 | 1.574 | 0.116 | rejected |

Source: processed data, 2023

Hypothesis testing is conducted by utilising t-statistics and the significance level (p-value). In the context of hypothesis testing, it is generally believed that a p-value ≤ 0.05 indicates statistical significance, leading to the acceptance of the alternative hypothesis. According to the findings presented in Table 7, it can be

observed that there is a statistically significant relationship between e-service quality and intention to reuse. The t-statistic value of 2.668, accompanied by a p-value of 0.008, ≤ 0.05 , leads to the acceptance of the H1. This implies that there is a positive correlation between the intention to use the online food delivery application system and the improvement in e-service quality. The utilitarian value towards the intention to reuse demonstrates a statistically significant t-statistic of 3.261, with a p-value of 0.001, ≤ 0.05 . Therefore, we accept hypothesis H2. This implies that the utilitarian value of the online food delivery application system in Denpasar City increases as the intention to reuse it grows. The sales promotion of reuse intents demonstrates a statistically significant value with a t-statistic of 2.471 and a p-value of 0.014, ≤ 0.05 . Therefore, we accept hypothesis H3. This implies that there is a positive correlation between the level of sales promotion and the intention to reuse the online meal delivery application system. In addition, the quality of e-service has a significant impact on consumer satisfaction, as evidenced by a t-statistic value of 2.651 and a p-value of 0.008, ≤ 0.05 . Therefore, we can conclude that hypothesis H4 is accepted. The utilitarian value placed on consumer satisfaction is supported by a statistically significant t-statistic of 3,703, with a p-value of 0.000, ≤ 0.05 . Therefore, we accept hypothesis H5. This implies that as consumer satisfaction increases, the utilitarian value also increases. The sales promotions' impact on consumer satisfaction is statistically significant, as evidenced by a t-statistic value of 2,228 and a p-value of 0.026, ≤ 0.05 . Therefore, we can accept the H6. This implies that the implementation of more effective sales promotions has the potential to enhance the satisfaction of consumers. Similarly, the t-statistic value for consumer satisfaction with reuse intents is 3.125 with a p-value of 0.002, ≤ 0.05 , then the H7 can be accepted. This implies that an elevated level of consumer satisfaction has the potential to enhance the inclination to utilise the online meal delivery service application system again. In terms of indirect influence, the study found that there is a significant relationship between e-service quality and intention to reuse through consumer satisfaction. The t-statistic value for this relationship was 1.819, with a p-value of 0.070, > 0.05 . Therefore, the H8 is rejected. On the other hand, the study also found a significant relationship between utilitarian value and intention to reuse through consumer satisfaction. The t-statistic value for this relationship was 2.529, with a p-value of 0.012, ≤ 0.05 . Therefore, the null hypothesis H9 is accepted. However, the study did not find a significant relationship between sales promotion and intention to reuse through consumer satisfaction. The t-statistic value for this relationship was 1.574, with a p-value of 0.116, > 0.05 . Therefore, the H10 is rejected. This implies that the impact of e-service quality on intention to reuse is not mediated by consumer satisfaction, and similarly, the effect of sales promotion on intention to reuse is not mediated by consumer satisfaction.

Discussion

Influence of e-service quality on intention to reuse

The findings indicate that there is a significant relationship between e-service quality and intentions to reuse the online food delivery system. The beta coefficient value of 0.107, obtained with a significance threshold of $0.008 \leq 0.05$, supports the rejection of the H_0 and the acceptance of the H_1 . The findings of this study indicate that there is a substantial and positive relationship between the variable of e-service quality and the intention to reuse the online food delivery service application system in Denpasar City. This implies that a higher level of e-service quality, as indicated by efficiency, reliability, fulfilment, privacy, responsiveness, compensation, and contact, is positively associated with an increased intention to reuse the online food delivery application system.

The findings of this study further support the conclusions drawn in a prior study conducted by Lestari and Ellyawati (2019), which posited that e-service quality significantly influences the propensity to repeat online food delivery applications. Previous research conducted by Lin et al. (2016) has yielded comparable findings, indicating that e-service quality is consistent with the results found in this study. High-quality ones have the potential to further enhance the intention to reuse the system. The findings of this study are further supported by the research conducted by Rohwiyati et al. (2021), which revealed a favourable and statistically significant relationship between e-service quality and the intention to reuse.

Influence of utilitarian value on intention to reuse

The results indicate that the utilitarian value has a significant influence on the intention to reuse, as evidenced by a beta coefficient value of 0.352 and a significance level of $0.001, \leq 0.05$. This implies that the H_0 is rejected, and the H_1 is accepted. The obtained results exhibit relevant and changeable utilitarian value, demonstrating a favorable and significant impact on the intention to reuse. The perceived utilitarian value experienced by users when they engage in online meal ordering is on the rise. This is evident through several factors such as the availability of product offers, comprehensive product information, potential cost savings, and the convenience of the ordering process. These elements collectively contribute to an increased inclination among users to utilize the online food ordering system.

The findings of this study align with the findings of prior research conducted by Djauhsiet al. (2018), which proposes that the variable of utilitarian value exerts a positive and statistically significant impact on the desire to engage in reuse. The findings of this study are supported by Hasiao et al. (2019), who discovered that varying outcomes have a positive and statistically significant impact on the intention to reuse. Therefore, it can be inferred that utilitarian value, being the most influential factor, has a positive and substantial effect on the intention to reuse.

Influence of sales promotion on intention to reuse

The analysis of the effect of sales promotions on intention to reuse yielded a beta coefficient value of 0.274, which was found to be statistically significant at a significance level of 0.014, indicating that the H_0 is rejected in favor of the H_1 . The findings show that the implementation of sales promotions has a statistically significant and beneficial impact on individuals' propensity to engage in future reuse. This implies that a more effective sales promotion strategy using vouchers, discounts, and raffles has the potential to enhance the intention to reuse the online food delivery service application system in Denpasar City.

The findings of this study further support the findings of the research conducted by Fiona and Hidayat (2020) pertaining to the impact of sales promotions on the propensity to engage in repeat usage. The findings presented in this study are further supported by the research conducted by Rahmayanti and Ekawati (2021) as well as Household et al. (2022), which shown a strong and beneficial impact of sales promotions on the intention to reuse. It can be inferred that in order to enhance the inclination towards reusing the online food delivery service application system, the implementation of sales promotions is imperative.

Influence of e-service quality on consumer satisfaction

The findings of the influence analysis indicate that there is a significant relationship between e-service quality and consumer satisfaction in the context of online food ordering systems. The derived beta coefficient value of 0.156, with a significance level of 0.008, ≤ 0.05 , supports the rejection of H_0 and the acceptance of H_1 . The findings of this study indicate that there is a substantial and positive relationship between the variability of e-service quality and user satisfaction with the online food delivery application system in Denpasar City. This implies that higher levels of e-service quality, as indicated by attributes such as efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contact, are positively associated with increased user satisfaction with online meal delivery service applications.

The findings of this study further reinforce the findings of the research conducted by Rita et al. (2019), which posits that e-service quality significantly contributes to enhancing consumer happiness with online meal delivery service applications. Previous research conducted by Lin et al. (2016) found comparable findings, indicating that e-service quality is a significant factor. An effective meal distribution system has the potential to enhance user happiness. The findings of this study are further supported by the research conducted by Mathew et al. (2020), which shown a favorable and statistically significant impact of varied e-service quality on consumer satisfaction.

Influence of utilitarian value on consumer satisfaction

The results indicate that there is a significant influence of the utilitarian value on consumer satisfaction, as evidenced by a beta coefficient value of 0.456 and a significance level of $0.000 \leq 0.05$. This indicates the rejection of the H_0 and acceptance of the H_1 , further supports the notion that the utilitarian value has a meaningful impact on consumer contentment. The obtained results demonstrate a considerable and beneficial impact on consumer satisfaction, indicating a meaningful and changeable utilitarian value. The increasing utilitarian value experienced by consumers while ordering food online, as evidenced by factors such as product offers, product information, discounts, and simplicity of ordering, has the potential to enhance consumer happiness.

The findings of this study align with the findings of prior research conducted by Nejati and Parakhodi (2013), which indicate that the variable of utilitarian value exerts a positive and statistically significant impact on consumer satisfaction. The findings of this study are supported by previous research conducted by Zinnurafiqi et al. (2021), Explain et al. (2018), and Lee and Wu (2017). These studies have reported mixed results, indicating that utilitarian value has a positive and statistically significant impact on consumer satisfaction. Therefore, it can be inferred that utilitarian value has a positive and significant influence on consumer satisfaction.

Influence of sales promotion on consumer satisfaction

The investigation of the effect of sales promotions on consumer satisfaction yielded a beta coefficient value of 0.287, which was found to be statistically significant at a significance level of $0.026, \leq 0.05$ indicating that the H_0 is rejected in favor of the H_1 . The findings of this study show that sales promotions exert a favorable and statistically significant impact on consumer satisfaction. This implies that the utilization of sales promotion strategies such as vouchers, discounts, and raffles can potentially enhance consumer happiness in the context of online food delivery applications in Denpasar City.

The findings of this study further support the findings of the research conducted by Muderawan et al. (2020) pertaining to the impact of sales promotions on consumer satisfaction. This finding is further supported by the research findings of Fiona and Hidayat (2020), as well as Adriansyah and Saputri (2021), which indicate that sales promotions exert a positive and statistically significant impact on consumer satisfaction. It may be inferred that in order to enhance client happiness through an online meal delivery application system, the use of sales promotions is necessary.

Influence of consumer satisfaction on intention to reuse

The analysis yielded a beta coefficient value of 0.280 for the relationship between consumer satisfaction and intention to reuse. This coefficient was found to be statistically significant at a significance level of $0.002, \leq 0.05$. Consequently, the H_0 was rejected, and the H_1 was accepted. The findings indicate that the variable of consumer satisfaction has a statistically significant and positive impact on the intention to reuse the online food delivery service application system in Denpasar City. This implies that there is a positive relationship between consumer satisfaction indicators such as overall satisfaction, fulfilled expectations, and positive experiences, and the likelihood of consumers intending to reuse the online food delivery service application system.

The findings of this study further support the conclusions drawn in a prior study conducted by Pramyda and Yasa (2021), which posits that consumer satisfaction significantly influences the propensity to engage in repeated usage of an application. Other researchers, specifically Asmarina et al. (2022), have also achieved comparable findings, indicating that a strong correlation exists between consumer satisfaction and the propensity to utilize the system. The findings of this study are further bolstered by the research conducted by Kama and Yasa (2022), which demonstrated a positive and statistically significant relationship between the consumer satisfaction variable and the intention to reuse variable.

The role of consumer satisfaction in mediating the influence of e-service quality on intention to reuse

The influence of e-service quality on intention to reuse is mediated by consumer satisfaction. The obtained beta coefficient for this relationship is 0.044, with p-values of $0.070, > 0.05$. This implies that the impact of e-service quality on the intention to reuse is not mediated by consumer happiness. The influence of e-service quality on intention to reuse remains unchanged, as the consumer satisfaction variable does not mediate this relationship.

The role of consumer satisfaction in mediating the influence of utilitarian value on intention to reuse

The intention to reuse is influenced by utilitarian value, which is mediated by consumer satisfaction. The analysis reveals a beta coefficient of 0.128, with p-values indicating statistical significance at the 0.05 level ($p \leq 0.05$). This implies that the impact of utilitarian value on the intention to reuse can be moderated by consumer satisfaction. The consumer satisfaction variable acts as a partial mediator, as it influences the relationship between utilitarian value and intention to reuse. Prior to the introduction of the consumer satisfaction variable, the influence of utilitarian value on intention to reuse is both positive and significant. The significance of the

influence of consumer satisfaction on intention to reuse through the utilitarian value variable persists.

The role of consumer satisfaction in mediating the influence of sales promotion on intention to reuse

Sales promotions exhibit an influence on the intention to reuse by means of consumer satisfaction, as evidenced by a beta coefficient of 0.080 and p-values > 0.05 . This implies that the influence of sales promotion on the intention to reuse is not mitigated by consumer satisfaction. The considerable influence of sales promotions on the intention to reuse online food delivery services was already seen prior to any mediation.

Research Implications

As reported in the analysis and discussion section, this study has the potential to establish connections between latent variables such as e-service quality, utilitarian value, sales promotion, consumer satisfaction, and reuse intentions. Additionally, it aims to construct a novel conceptual model that elucidates the interrelationships among the aforementioned variables.

This study has the potential to offer valuable insights for marketplace managers and e-commerce platforms operating in the online food delivery sector. By continuously enhancing their systems, these entities can strive to deliver the highest quality e-service, maximize utilitarian value, and implement effective sales promotions. Consequently, such improvements can lead to increased user satisfaction and foster a greater intention among users to regularly utilize the food delivery service application system through online.

Research Limitations

Several limitations in this research, primarily attributable to the following factors: This study exclusively utilizes consumer respondents that utilize online meal delivery application systems, which are readily accessible both online and offline. Consequently, the generalizability of the research findings may be limited. The focus of this study was the examination of the consumer satisfaction variable, which was found to have a noteworthy impact on the intention to reuse. Consequently, future research should consider exploring alternative mediating variables, such as consumer trust, which plays a crucial role in the decision-making process of continued system usage.

CONCLUSION AND RECOMMENDATION

Based on the research results, discussions and interpretations that have been described previously with reference to several theories and previous research results, several conclusions can be drawn as follows.

1. E-service quality has a positive and significant effect on the intention to reuse online food delivery services in Denpasar City. This implies that when the e-service quality of online food delivery services improves, there is an increase in the intention to reuse these services.
2. Utilitarian value has a positive and significant effect on intention to reuse. This implies that as the perceived utilitarian value experienced by individuals utilizing food delivery services online increases, their intention to reuse such services also increases.
3. Sales promotion has a positive and significant effect on intention to reuse. This implies that as the level of sales promotion increases, there is a corresponding increase in the intention to reuse these services.
4. E-service quality has a positive and significant effect on consumer satisfaction of online food delivery services in Denpasar City. This implies that when the e-service quality of online food delivery services improves, consumer happiness also increases.
5. The presence of a higher utilitarian value experienced by consumers of online meal delivery services in Denpasar City has a favorable and significant impact on consumer satisfaction.
6. Sales promotions have a positive and significant effect on consumer satisfaction. This implies that as the level of sales promotion increases, the level of consumer contentment also increases in Denpasar City.
7. Consumer satisfaction has a positive and significant effect on the intention to reuse food delivery services online in Denpasar City. This implies that as consumer satisfaction increases, there is an accompanying rise in the intention to reuse food delivery services online.
8. There is no significant mediating effect of consumer satisfaction on the relationship between e-service quality and the intention to reuse online food delivery services in Denpasar City. In other words, the results indicate that consumer satisfaction does not play a role in enhancing the intention to reuse online food delivery services in Denpasar City, despite the presence of e-service quality.
9. Consumer satisfaction is able to mediate the influence utilitarian value towards the intention to reuse food delivery services online in Denpasar City, which suggests that consumer satisfaction enhances the influence of utilitarian value on the intention to reuse such services.

10. Consumer satisfaction is unable to mediate the effect of sales promotions on intention to reuse food delivery services online in Denpasar City. This implies that in the absence of consumer satisfaction, the impact of sales promotions may amplify the inclination to engage in repeat usage of online food delivery services in Denpasar City.

Recommendations

Based on the results of this research, several things can be suggested as follows. Suggestions for online food delivery service providers online in Denpasar City:

1. Based on empirical evidence, it has been observed that e-service quality, utilitarian value, and sales promotions have a positive impact on consumer satisfaction and intention to reuse online food delivery services. Therefore, it is crucial for actors/operators of online food delivery service applications to prioritize these variables in order to enhance consumer satisfaction and encourage repeat usage.
2. It is recommended that small and medium-sized enterprises (SMEs) within the food industry actively participate in the promotion of their products using online marketplace meal delivery service applications. These businesses demonstrate awareness of multiple aspects that contribute to the increasing popularity of online meal delivery services among the citizens and markets in Denpasar City.

Based on the limitations of this research, the following can be suggested to future researchers:

1. It is conceivable to expand the research respondents in future studies to include not only consumers but also company actors who engage in the online sale of food. This would allow for the gathering of information from both consumer and corporate perspectives.
2. Future researchers may conduct studies by further developing techniques aimed at enhancing the operational efficiency of small and medium-sized enterprises (SMEs) operating in the online food sector.

REFERENCES

- Adriansyah, D., & Saputri, M. E. (2020). Pengaruh Promosi Penjualan Terhadap Kepuasan Pelanggan Melalui Keputusan Pembelian Sebagai Variabel Intervening Pada Pengguna Go-Food Di Kota Bandung. *Journal of Entrepreneurship, Management and Industry (JEMI)*, 3(3), pp. 123-128.
- Al-dweeri, R.M., Ruiz Moreno, A., Montes, F.J.L., Obeidat, Z.M. and Al-dwairi, K.M. (2019), The effect of e-service quality on Jordanian student's e-loyalty: an empirical study in online retailing, *Industrial Management & Data Systems*, 119 (4), pp. 902-923.

- Anggraeni, NMS. & Yasa, N.N.K. (2012), E-service quality terhadap kepuasan dan loyalitas pelanggan dalam penggunaan internet banking, *Jurnal Keuangan dan Perbankan*, 16 (2).
- Anggraini, N. P. N., Jodi, I. W. G. A. S., & Putra, D. P. (2020, October). The Influence of Experiential Marketing and E-Service Quality on E-Satisfaction and Repurchase Intention. In *Journal of International Conference Proceedings- (JICP)*, 3 (2), pp. 50-58.
- Apriyansyah, B., Dinni, S. R., & Wibawa, B. M. (2021). Determinant of Satisfaction and Repurchase Intention on E-commerce: A Case Study of Housewife in Indonesia. *Procedia Business and Financial Technology*, 1.
- Arizzi, G., Breitenreiter, J., Khalsa, R., Iyer, R., Babin, L. A., & Griffin, M. (2020). Modeling business student satisfaction: utilitarian value and hedonic value as drivers of satisfaction. *Marketing Education Review*, 30 (4), pp. 196-207.
- Asmarina, NLPGM, Yasa, N.N.K., Ekawati, N.W. (2022), The role of satisfaction in mediating the effect of perceived ease of use and perceived usefulness on purchase intention, *International Research Journal of Management, IT and Social sciences (IRJMIS)*, 9 (5), pp. 1-10.
- Ashraf, R. U., Hou, F., & Ahmad, W. (2019). Understanding continuance intention to use social media in China: The roles of personality drivers, hedonic value, and utilitarian value. *International Journal of Human-Computer Interaction*, 35(13), pp. 1216-1228.
- Carlson, J. and O'Cass, A. (2010), Exploring the relationships between e-service quality, satisfaction, attitudes and behaviours in content-driven e-service web sites, *Journal of Services Marketing*, 24 (2), pp. 112-127.
- Cha, S. S., & Lee, S. H. (2020). The effect of convenience store dessert on consumers value and satisfaction. *The Journal of Asian Finance, Economics, and Business*, 7(3), pp. 191-199.
- Demir, A., Maroof, L., Sabbah Khan, N.U. and Ali, B.J. (2021), The role of E-service quality in shaping online meeting platforms: a case study from higher education sector, *Journal of Applied Research in Higher Education*, 13 (5), pp. 1436-1463.
- Djelassi, S., Godefroit-Winkel, D. and Diallo, M.F. (2018), Does culture affect the relationships among utilitarian and non-utilitarian values, satisfaction and loyalty to shopping centres? Evidence from two Maghreb countries, *International Journal of Retail & Distribution Management*, 46 (11/12), pp. 1153-1169.
- Dewi, CRA, Yasa, N.N.K., Giantari, IGAK, Sukawati, TGR, Setiawan, PY, Setini, M. (2020), The Effect of Security, Trust and Ease of Use Towards Repurchase Intentions Mediated by E-Satisfaction on Online Travel Agent, *Journal of Advanced Research in Dynamical and Control Systems*, 12 (8), pp. 340-354.
- Evelina, T. Y., Kusumawati, A., & Nimran, U. (2020). The influence of utilitarian value, hedonic value, social value, and perceived risk on consumer satisfaction: survey of e-commerce consumers in Indonesia. *Business: Theory and Practice*, 21(2), pp. 613-622.

- Gan, C. and Wang, W. (2017), "The influence of perceived value on purchase intention in social commerce context", *Internet Research*, Vol. 27 No. 4, pp. 772-785.
- Gorji, M. and Siami, S. (2020), How sales promotion display affects consumer shopping intentions in retail, *International Journal of Retail & Distribution Management*, 48 (12), pp. 1337-1355.
- Gounaris, S., Dimitriadis, S. and Stathakopoulos, V. (2010), An examination of the effects of service quality and satisfaction on consumers' behavioral intentions in e-shopping, *Journal of Services Marketing*, 24 (2), pp. 142-156.
- Gunawan, H. M., & Sondakh, O. (2020). The impact of hedonic value and utilitarian value on repurchase intention through attitude toward brand: comparison on Tokopedia and Shopee marketplace.
- Han, H., Lee, M.J. and Kim, W. (2018), Role of shopping quality, hedonic/utilitarian shopping experiences, trust, satisfaction and perceived barriers in triggering consumer post-purchase intentions at airports", *International Journal of Contemporary Hospitality Management*, 30 (10), pp. 3059-3082.
- Hermawan, A and Yasa, N.N.K. (2021), The Effect of Store Atmosphere, Promotion, and Retail Service on Consumer Satisfaction and Repurchase Intention, *European Journal of Business and Management*, 13 (8), pp. 160-169
- Hiu, J. J. Y. (2020). Pengaruh Harapan Kinerja, Pengaruh Sosial, Dan Keamanan Terhadap Niat Menggunakan Kembali Sistem Pembayaran Elektronik. *Agora*, 8(1).
- Hsiao, K.-L., Lin, K.-Y., Wang, Y.-T., Lee, C.-H. and Zhang, Z.-M. (2019), Continued use intention of lifestyle mobile applications: the Starbucks app in Taiwan, *The Electronic Library*, 37 (5), pp. 893-913.
- Katadata.co.id. (2021). Potensi Bisnis Pesan-Antar Makanan Daring Makin Besar - Analisis Data Katadata , <https://katadata.co.id/muhammadridhoi/analisisdata/60093900cbo2f/potensi-bisnis-pesan-antar-makanan-daring-makin-besar>
- Kaveh, A., Nazari, M., van der Rest, J.-P. and Mira, S.A. (2021), Consumer engagement in sales promotion, *Marketing Intelligence & Planning*, 39 (3), pp. 424-437.
- Kautish, P., Guru, S. and Sinha, A. (2021), Values, satisfaction and intentions: online innovation perspective for fashion apparels, *International Journal of Innovation Science*,. <https://doi.org/10.1108/IJIS-10-2020-0178>
- Langga, A., Kusumawati, A. and Alhabsji, T. (2021), Intensive distribution and sales promotion for improving consumer-based brand equity (CBBE), re-purchase intention and word-of-mouth (WOM), *Journal of Economic and Administrative Sciences*, 37 (4), pp. 577-595.
- Lee, S., & Kim, D. Y. (2018). The effect of hedonic and utilitarian values on satisfaction and loyalty of Airbnb users. *International Journal of Contemporary Hospitality Management*.
- Lee, C. H., & Wu, J. J. (2017). Consumer online flow experience: The relationship between utilitarian and hedonic value, satisfaction and unplanned purchase. *Industrial Management & Data Systems*. 117 (10), pp. 2452-2467.

- Lin, Y., Luo, J., Cai, S., Ma, S. and Rong, K. (2016), Exploring the service quality in the e-commerce context: a triadic view, *Industrial Management & Data Systems*, 116 (3), pp. 388-415.
- Mathew, S., Jose, A., G, R. and Chacko, D.P. (2020), Examining the relationship between e-service recovery quality and e-service recovery satisfaction moderated by perceived justice in the banking context, *Benchmarking: An International Journal*, 27 (6), pp. 1951-1980.
- Muderawan, MANW, Rahanata, GB, Yasa, N.N.K. (2020), Building Consumer Loyalty Through Consumer Satisfaction that Influenced by Promotion, Trust and Perceived Ease of Use, *American Journal of Humanities and Social Sciences Research*, 4 (11), pp. 102-112
- Muharam, H., Chaniago, H., Endraria, E., & Harun, A. B. (2021). E-Service Quality, Consumer Trust and Satisfaction: Market Place Consumer Loyalty Analysis. *Jurnal Minds: Manajemen Ide dan Inspirasi*, 8(2), pp. 237-254.
- Nejati, M. and Parakhodi Moghaddam, P. (2013), The effect of hedonic and utilitarian values on satisfaction and behavioural intentions for dining in fast-casual restaurants in Iran, *British Food Journal*, 115 (11), pp. 1583-1596.
- Pandiangan, S. M. T., Resmawa, I. N., Simanjuntak, O. D. P., Sitompul, P. N., & Jefri, R. (2021). Effect of E-Satisfaction on Repurchase Intention in Shopee User Students. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4 (4), pp. 7785-7791.
- Pramyda, BA and Yasa, N.N.K. (2021), The Effect of Servicescape on Consumer Satisfaction and Repurchasing Intentions in Millenials (Study at the Bali Branch of Simpang Raya Restaurant), *SSRG - International Journal of Economics and Management Studies*, 8 (10), pp. 115-125
- Prebensen, N.K. and Rosengren, S. (2016), Experience value as a function of hedonic and utilitarian dominant services", *International Journal of Contemporary Hospitality Management*, 28 (1), pp. 113-135.
- Purba, M., Samsir, S., & Arifin, K. (2020). Pengaruh Persepsi Kemudahan Penggunaan, Persepsi Manfaat dan Kepercayaan Terhadap Kepuasan dan Niat Menggunakan Kembali Aplikasi OVO Pada Mahasiswa Pascasarjana Universitas Riau. *Jurnal Tepak Manajemen Bisnis*, 12(1), pp. 151-170.
- Putri, KAMA and Yasa, N.N.K. (2022), The Role of Consumer Satisfaction as mediating variable on The Effect of Brand Image towards Coffee Shop Consumer's Repurchase Intention, *European Journal of Business and Management Research*, 7 (2), pp. 149-154
- Rahmayanti, P. L. D., & Ekawati, N. W. (2021). Pengaruh Kualitas Layanan Dan Promosi Penjualan Terhadap Kepuasan Dan Loyalitas Pelanggan Menggunakan Online Food Delivery Service Di Bali. *Jurnal Manajemen dan Bisnis Equilibrium*, 7 (2), pp. 146-161.
- Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and consumer satisfaction on consumer behavior in online shopping. *Heliyon*, 5(10), pp. 2690.
- Rohwiyati, R., & Praptiestrini, P. (2019). The Effect of Shopee e-Service Quality and Price Perception on Repurchase Intention: Consumer Satisfaction as

- Mediation Variable. *Indonesian Journal of Contemporary Management Research*, 1(1), pp. 47-54.
- Sasono, I., Jubaedi, A. D., Novitasari, D., Wiyono, N., Riyanto, R., Oktabrianto, O. & Waruwu, H. (2021). The impact of e-service quality and satisfaction on consumer loyalty: Empirical evidence from Internet banking users in Indonesia. *The Journal of Asian Finance, Economics and Business*, 8 (4), pp. 465-473.
- Seo, K. H., & Lee, J. H. (2021). Understanding Risk Perception toward Food Safety in Street Food: The Relationships among Service Quality, Values, and Repurchase Intention. *International Journal of Environmental Research and Public Health*, 18(13), pp. 6826.
- Sudarti, K., & Rhemananda, H. (2020, July). Online consumers satisfaction on repurchase intention: role of mobile shopping perceived consumer. In *Conference on Complex, Intelligent, and Software Intensive Systems* (pp. 444-453). Springer, Cham.
- Teck Weng, J. and Cyril de Run, E. (2013), Consumers' personal values and sales promotion preferences effect on behavioural intention and purchase satisfaction for consumer product, *Asia Pacific Journal of Marketing and Logistics*, 25 (1), pp. 70-101.
- Tseng, T.H., Lee, C.T., Huang, H.-T. and Yang, W.H. (2022), Success factors driving consumer reuse intention of mobile shopping application channel, *International Journal of Retail & Distribution Management*, 50 (1), pp. 76-99.
- Wangsa, INW, Rahanatha, IGB, Yasa, N.N.K., Dana, IM. (2022), The Effect of Sales Promotion on Electronic Word of Mouth and Purchase Decision (Study on Bukalapak Users in Denpasar City), *European Journal of Business and Management Research*, 7 (2), pp. 176-182
- Wirawan, A. A., Sjahrudin, H., & Razak, N. (2019). Pengaruh Kualitas Produk dan Lokasi Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening Pada Lamuna Coffee di Kabupaten Bone.
- Zainurrafiqi, Z., Amar, S. S., Rohmaniyah, R., Aristin, R., Muchtar, R. M., Rusnani, R., & Hidayati, N. (2021). The Effect of Utilitarian Value and Hedonic Value on Consumer Loyalty with Consumer Satisfaction As an Intervening Variable: Empirical Evidence from Indonesia. *International Journal of Multicultural and Multireligious Understanding*, 8 (5), pp. 291-305.