Research Article

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The Influence of E-Service Quality and Sales Promotion on Customer Satisfaction Mediated by Purchase Decisions and Their Impact on Customer Loyalty

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Abstract: *The purpose of this research is to find out how consumer satisfaction can increase consumer loyalty, which is influenced by the quality of electronic services and the decision to make a purchase after seeing the sales promotion given. Data collection was carried out by distributing surveys via Google forms to 300 respondents who had used GoFood. Data is processed using SMART-PLS 3.2.9. The sample selection used a non-probability sampling technique, namely purposive sampling. The analysis technique used is SEM. The results of the study show consumer satisfaction can increase loyalty after satisfaction is influenced by the quality of electronic services received by consumers and purchase decisions that have been made after seeing the sales promotions given.*

Keywords*: electronic service quality, sales promotion, purchase decision, customer satisfaction, customer loyalty.*

Introduction

Technology plays a very important role in public's lives. One of the benefits of today's technology is digitalization, for example in terms of transactions, shopping, access to transportation, entertainment and so on. All of these activities become faster and easier to do only through a mobile application that is available on the smartphones owned by the public (Widiarini, 2020).

The use of mobile phones and the internet which increases every year can provide opportunities for the online food delivery industry to develop business. We-are-social (2022) states that online food delivery users in Indonesia have increased by 68.1% from 2021, besides that total annual revenue and the value of food orders have also increased by 70.1% (Putri, 2022).

Online food delivery services have become an integral part of public's daily lives in the age group 17 years and over in Indonesia (Tenggara Strategics, 2022). Where the majority of them have used online food delivery as a support for productivity, socializing, and making purchases. Online food delivery is becoming a trend in Indonesia.

In Indonesia, one of the companies providing online food delivery services is Gojek with GoFood. The JAKPAT Survey Report (2022) reports that GoFood leads the online food delivery market with the title of being the most popular and most widely used by the public (Jemadu, 2022). This is supported by the Nielsen Singapore Report (2020) which proves that customer satisfaction is the main focus of GoFood as a food delivery service that is superior to competitors and is most widely used in Indonesia. (Jayani, 2021).

Apart from superior service quality, consumers will feel satisfied and loyal to using GoFood, when consumers received the attractive promotion. Promotion goes to the three main factors of society using online food delivery services (Jemadu, 2022). GoFood provides sales promotions in the form of vouchers and cashback, this is an effective marketing strategy in attracting consumers to decide to buy from restaurants that offer promotions (Fachrizal, 2021).

Through consumer reviews on the GoFood application, there are still founded consumer's complaints regarding the quality of electronic services and sales promotions provided by GoFood. In terms of the quality of electronic services, Mey (2022) as a GoFood consumer, explained her bad experience regarding the call center service which could not solve the problem she was experiencing, the account was temporarily banned on the grounds of carrying out unusual activities, even though the account was never used by anyone else and always used the account properly. Then, in terms of sales promotion, Samer (2022) as a loyal GoFood user, complained that the voucher he owned could not be used and was lost because his account was penalized for reasons that were not clear by Gojek.

Another review founded from GoFood aplication (2022) the complain is about the application which still frequently encounters bugs and errors, unable to track maps for orders, difficulties in making complaints related to problems experienced through call centers, etc. Then, in terms of sales promotion, GoFood also still has problems where it is not optimal in distributing promotion and there are technical problems, this is certainly not in line with consumer expectations.

Electronic service quality are facilities on the website that are designed effectively and efficiently to make it easier for consumers to make purchase online (Parasuraman et al., 2005). Electronic service quality is the competence of an organization to realize the needs and desires of consumers by using internet facilities (Hendra et al., 2018). The effect of service quality is the higher level of quality provided by a company give the higher level of customer satisfaction that will be obtained. So, companies need to measure the quality of their services, because the internet provides consumers to submit complaints very quickly (Kotler & Keller, 2016). There are seven dimensions of electronic service quality in this study, namely efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact.

Sales promotion is the main key in marketing campaigns consisting of intensive tools that are mostly short-term in nature, designed to stimulate the purchase of a particular product or service more quickly by consumers (Kotler & Keller, 2016). Sales promotion is a fast way to stimulate purchases within a limited period of time and become an effective marketing activity (Suresh et al., 2015). There are three dimensions of Sales Promotion in this study, namely coupons, rebates and price packs.

Purchase decisions can be influenced by sales promotions through various programs offered such as discounts, vouchers, prizes, etc (Cahyani & Sulistyowati, 2021). Purchase decisions are a choice of actions from two or more choices, where if an individual will be faced with two choices, namely buying and not buying, then if he chooses to buy, then he will be faced with making a decision (Kotler & Armstrong, 2018). Purchase decisions are actions taken by consumers to make decisions in forming product selection, brand selection, discount conditions and purchase quantities (Djatmiko & Pradana, 2016). There are five dimensions of purchase decisions in this study, namely product choice, brand choice, purchase amount, purchase timing and purchase method.

It is important for a company to always measure customer satisfaction after making a purchase transaction. Customer satisfaction does not only come from quality service, but also from how well the company can solve the problems faced by its customers (Kotler & Armstrong, 2018). Customer satisfaction becomes a conformity or discrepancy expected by consumers, which means that satisfaction is the result of a comparison process. Customer compare their perceptions of service results with a set of quality standards, then customer satisfaction is also considered as one of the key variables in developing consumer loyalty (Pamies, 2012).

A high level of customer satisfaction will result in greater customer loyalty, and ultimately create better company performance (Kotler & Armstrong, 2018). Customer loyalty has been considered as an

important factor leading to gain a competitive advantage over other companies under a highly competitive and dynamic environment. This is a multi-dimensional construction built on two components, namely attitude and behavior (Leninkumar, 2017).

Based on the problems found by researchers and previous research, it is necessary to conduct further research to find out how far consumer satisfaction can increase GoFood consumer loyalty, which is influenced by the quality of electronic services and the decision to make a purchase after seeing the sales promotion given by GoFood.

Method

The respondents in this study are GoFood users in Indonesia. Because the population is unknown, this study uses a non-probability sampling method, with purposive sampling technique. Samples that can be selected as respondents in this study are those who are Indonesian citizens and have purchased food and beverages through GoFood. Data collection was carried out by distributing questionnaires to respondents through the Google Form application, the number of respondents collected was 300 respondents.

The questionnaire in this study was divided into two parts. The first part contains demographics characteristics to describe respondent profile. The second part contains a measurement of research variables used to verify hypothesis. Observed variables are measured using research instruments developed by previous studies with modified as needed. All of observed variables in this study were measured using a five-point Likert scale. The score interval is between 1 and 5, where score 1 for a strongly disagree and a score 5 for strongly agree (Sekaran & Bougie, 2016). The causal relationship between variables that form the structural equation is solved by using structural equation model (SEM), with data are processed by the SmartPLS 3.2.9 application.

Convergent validity was examined by calculating the Average Variance Extracted (AVE), Cronbach's Alpha and the Composite Reliability (CR). The cut-off value of AVE is above 0,5, while Cronbach's Alpha is accepted if the value is above 0,6. CR test is accepted if the value is above 0,7. Output of application shows that all AVE, Cronbach's alpha and CR values are higher than the cut-off value. The following table is summarized from validity and reliability tested by SmartPLS 3.2.9:

Table 1. Reliability And Validity Test Result

Variable	Indicator	Loading Factor	Average Variance Extracted (AVE)	Cronbach's Alpha	CompositeReliability
CL	CL1	0,888	0,792 (Valid)	0,912 (Accepted)	0,938 (Reliable)
	CL2	0,918			
	CL3	0,892			
CS	CS1	0,922	0,845 (Valid)	0,909 (Accepted)	0,943 (Reliable)
	CS2	0,909			
	CS3	0,927			
PD	PD1	0,789	0,608 (Valid)	0,941 (Accepted)	0,949 (Reliable)
	PD2	0,821			
	PD3	0,748			
	PD4	0,810			
	PD5	0,769			
	PD6	0,745			

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	PD7	0,807		
	PD8	0,781		
	PD9	0,754		
	PD10	0,769		
	PD11	0,798		
	PD12	0,764		
SP	SP1	0,744	0,597 (Valid)	0,916 (Accepted)	0,930 (Reliable)
	SP2	0,713		
	SP3	0,712		
	SP4	0,813		
	SP5	0,747		
	SP6	0,756		
	SP7	0,805		
	SP8	0,822		
	SP9	0,829		
eSQ	eSQ1	0,730	0,554 (Valid)	0,958 (Accepted)	0,961 (Reliable)
	eSQ2	0,792		
	eSQ3	0,713		
	eSQ4	0,743		
	eSQ5	0,742		
	eSQ6	0,713		
	eSQ7	0,735		
	eSQ8	0,762		
	eSQ9	0,756		
	eSQ10	0,752		
	eSQ11	0,767		
	eSQ12	0,737		
	eSQ13	0,779		
	eSQ14	0,718		
	eSQ15	0,735		
	eSQ16	0,745		
	eSQ17	0,741		
	eSQ18	0,751		
	eSQ19	0,727		
	eSQ20	0,732		

The strength of the relationship between variables in the path diagram is measured by the path coefficient. Coefficients are significant if t-value ≥1,65. l. The figure of path diagram is the following:

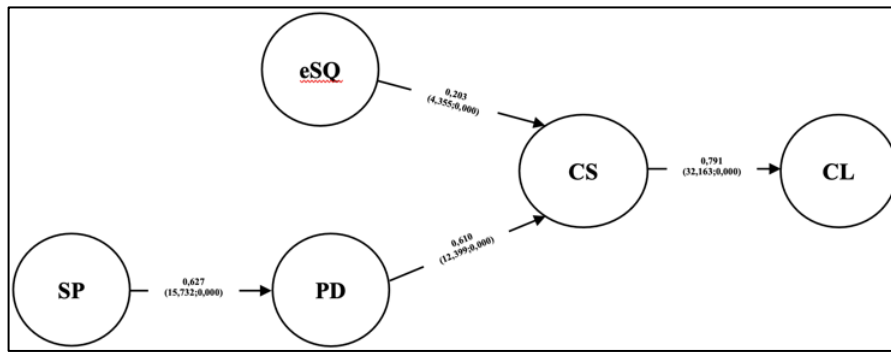**Image:** path diagram

Note

CL   = Customer Loyalty

CS   = Customer Satisfaction

PD   = Purchase Decision

SP   = Sales Promotion

eSQ   = e-Service Quality

The goodness of fit indicess are summurizes below:

Table 2. Goodness of Fit Test Result

GoF Index	Cut-off Value	Saturated Model	Remarks
SRMR	<0,08	0,078	Fit
NFI	>0,90	0,658	Moderate Fit
RMS_theta	Near to 0	0,162	Moderate Fit
Chi-Square	<3x df	4853,741	Moderate Fit

The hypothesis is acceptable if the relationship between variables has t-value ≥1,65 as a cut-off value. Output of application shows that all paths have the t-value is higher than the cut-off value, means that each antecedent variable has a positive and significant effect on its consequency variable, or in other words the whole hypothesis are accepted.

Table 3. Hypotesis of Fit Test Result

Hypothesis	Cause Effect Relationship	Path Coeff	P Value	T- Statistic	Decission
H1	eSQ –> CS	0,203	0,000	4,355	Accepted
H2	SP –> PD	0,627	0,000	15,732	Accepted
H3	PD –> CS	0,610	0,000	12,339	Accepted
H4	CS –> CT	0,791	0,000	32,163	Accepted

Results and Discussion

Respondents in this study are GoFood users who are Indonesian citizens and have made purchases through GoFood. Based on the results of research that was conducted on 300 respondents, it was found that 72.33% of respondents were dominated by female, with ages around 21 to 30 years as much as 68.67% and with recent education, namely bachelor (S1) as much as 51.33%. The profession of the respondents in this

study was dominated by university students as much as 49.47% with an average monthly income of IDR 2,000,000 to 5,000,000 as much as 36.00%, while the respondent's domicile from this study was dominated in JABODETABEK as much as 38%. And the average respondent makes a purchase through GoFood, which is 4 to 6 times a month.

Based on the structural model test, it was found that the Sales Promotion has a path coefficient value of 0.627, which means this variable has a greater influence on Customer Satisfaction and Customer Loyalty variables, compared to the value generated by the e-Service Quality variable of 0.203. This shows that the distribution of Sales Promotions carried out by GoFood in the form of coupon offers, price packages, and subscription rewards offered can make consumers decide to buy food through GoFood.

The first hypothesis in this study shows that the e-Service Quality has a positive and significant influence on Customer Satisfaction. This shows that the better level of service quality provided the higher level of consumer satisfaction at GoFood. Wang *et al*. (2020) also found that the higher level of service quality provided, the more motivated consumers would be to continue using the services by the company. This result is confirmed by Khatoon *et al*. (2020) in banking industry in Qatar with the characteristics of respondents who are dominated by the age range of 30-39 years with the last education being a master's degree (S2). Although there are differences in the objects and characteristics of the respondents who were studied in this study, this research was dominated by respondents aged 21-30 years with the last education of bachelor's degree (S1).

The second hypothesis in this study shows that Sales Promotion has a positive and significant effect on Purchase Decision. Supported by Cahyani and Sulistyowati (2021) shows that sales promotion has a positive and significant influence on purchase decisions among users of the TIX ID application. In research conducted by Sihotang and Hidayat (2022) it is explained that sales promotion is an incentive that motivates consumers because the prices of the products offered are cheaper in a limited period of time. So that during the sales promotion period it makes consumers emotionally aroused to immediately decide to buy the product.

The third hypothesis in this study shows that Purchase Decisions has a positive and significant effect on Customer Satisfaction. Susanto (2013) states that purchase decisions become a force factor to attract consumer satisfaction, when companies can capture consumer messages to decide to buy a product and can satisfy consumers, consumers will continue to be motivated to buy the products or services offered. The same findings in research conducted by Djan and Adawiyyah (2020) prove that sales promotion has a significant effect on customer satisfaction among e-commerce users.

The fourth hypothesis in this study shows that Customer Satisfaction has a positive and significant effect on Customer Loyalty, supported by Leninkumar (2017) in Commercial Banks in Sri Lanka and Ginting et al. (2022) in e-commerce users validates that customer satisfaction has a positive and significant correlation to customer loyalty. Atmojo and Widodo (2022) state that consumers who have reached the highest level of satisfaction will create a strong emotional bond with a service, satisfied consumers will be more loyal to a service.

Conclusion

This research proves to increase consumer loyalty in GoFood, it can be done through sales promotion activities which are even better than improving the quality of electronic services, because the results obtained that the effect of sales promotion activities is greater than the effect of electronic service quality.

Therefore, GoFood is more focused on its promotional activities than the quality of the service. There are several aspects of sales promotion that need more attention, such as the provision of coupons are the free shipping coupons and the discounts on food purchases.

In terms of electronic service quality, GoFood needs to develop their website or application to produce greater service quality. Several aspects of the quality of electronic services in GoFood application need more attention, especially in the efficiency of the GoFood application, such as the eligibility of the application so that there are no bugs when it is used, then GoFood needs to pay attention to regulations regarding compensation for problems faced by consumers in order to encourage consumer satisfaction.

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