The Effect of E-Service Quality, Sales Promotion, and Price on Customer Satisfaction in the City of Bandung (Study on Millennial and Gen Z Shopee Food Users)

Rayhan Azman Taher[1], Maya Ariyanti[2], Riski Taufik Hidayah[2]

[1]*Student of Economic and Business Faculty, Telkom University, Bandung, Indonesia*
[2]*Lecturer of Economic and Business Faculty, Telkom University, Bandung, Indonesia*
Email: rayhanazman@gmail.com

The online food delivery sector has become a cornerstone of digital services in Indonesia. Predominantly used by Generation Z and Millennials, these services are often selected based on factors like price, promotions, and service quality. This research seeks to understand the factors influencing customer satisfaction with Shopee Food among Generation Z and Millennial users in Bandung City. The study identified electronic service quality, sales promotions, and price as key determinants of customer satisfaction.Additionally, trust and application design were explored as potential moderators in these relationships. A quantitative research approach was employed, utilizing the Structural Equation Model (SEM) with Smart PLS 3.2.9 software. Data was collected through purposive sampling. Findings revealed that electronic service quality, sales promotions, and price perception positively and significantly impact customer satisfaction. However, the study indicated that trust and application design do not moderate the relationship between electronic service quality and customer satisfaction.

Keywords: E-Service Quality, Sales Promotion, Price Perception, and Customer Satisfaction.

1. Introduction

Technological advancements continue to accelerate. In Indonesia, internet penetration has surged, with 212.9 million individuals now online. This represents a significant portion of the country's population, reaching 77% of the total 276.4 million inhabitants. (Pertiwi, 2023). With the rapid use of the internet in Indonesia, the lives of many Indonesians rely on digital services in their daily lives, one of which is food delivery services. 63% of people who were respondents used food delivery service applications actively (e-conomy SEA, 2022).

In Indonesia itself, the online food delivery market is dominated by 3 services based on the

GMV value achieved, namely Grab food (49%), Go food (44%), and Shopee food (7%). From the total GMV value, Shopee food is still far adrift and cannot compete with its competitors, namely Grab food and Go food.

Most users of online food delivery are Millennials and Generation Z (Antara News, 2022). It is said that Gen Z and millennials order food online 2-3 times. In fact, Gen Z has a tendency to buy food online at an even higher frequency (Southeast Strategics, 2022). Southeast Strategics says that 7 out of 10 online food delivery consumers in Indonesia have more than 1 online food delivery service. This is an opportunity for Shopee food to compete with Grab and Gojek, depending on how Shopee food can attract customers and make them loyal (Southeast Strategics, 2023).

According to some researchers, customer satisfaction is the beginning of customer loyalty. According to Kotler et al (2021) customer satisfaction is a comparison between customer expectations and what customers get. A survey conducted by Southeast Strategics shows that Go food is the most convenient service provider for consumers to use, followed by Grab food in second place and Shopee food in last place (Annur, 2022). based on this, it is known that the Service Quality provided by Shopee Food cannot compete. In fact, for Generation Z and the Millennial generation, price is the top consideration for determining the food delivery service used, but also taking into account the quality of service and the availability of promos from e-Retail services (Rahajeng, 2021; Nurcahyani, 2023).

The price factor is one of the factors that most determines whether customers will be loyal or not (Curry and Gao, 2012). In providing prices, Shopee Food is considered to provide the cheapest service prices (Setyowati, 2023). this is also supported by a survey conducted by Southeast Strategics that Shopeefood is considered the Top Oo Mind online delivery that offers the most price promos (Dihni, 2022).

Based on this description, it can be concluded that Shopeefood provides attractive Sales Promotion for its consumers so that Shopee food can become the top-of-mind online food delivery service that provides the most promotions. This is a positive thing considering that the factors that determine the selection of online food delivery services for Millennials and Gen Z are Price and Promotion (Rahajeng, 2023). According to Mishra et., al (2012) adds that "Customers often realize perceived sales promotions regarding price. Simply put, promotion is to reduce the price or cost of the product to the customer". It can be concluded that Sales Promotion and Price are two things that are related because the existence of Sales Promotion will affect prices.

Research results from Southeast Strategics show that consumers who choose Shopee food services are consumers who are more concerned with competitive prices, while consumers who are more concerned with the quality of electronic services tend to choose Gofood services (Antara News, 2022).

In making consumers satisfied, in the online food delivery market. The results of a survey conducted by katadata.id for Generation Z and Millennial Generation, several factors that can satisfy these generations in the context of online food delivery are service quality or E-Service Quality, Price and Sales Promotion. By managing this, online food delivery customers who belong to Generation Z and the Millennial Generation will feel satisfied. (Rahajeng, 2023) By

managing factors such as Price, Service quality and Sales Promotion will make consumers satisfied and become the beginning of customer loyalty (Lee and Moghavvemi, 2015; Amin et al., 2013; Caruana, 2002; Rahajeng, 2023).

Apart from these 3 factors, the effect of service quality on Customer Satisfaction with online services can be supported by App Design and Trust factors (Venkatakrishnan et al, 2022). Based on the phenomena that have been described, this research is related to analyzing the factors that influence Customer Satisfaction and Customer Loyalty in Shopeefood application users in order to become a sustainable company and successfully compete with competitors so that the title of this research is "The Effect of E-Service Quality, Sales Promotion, and Price on Customer Satisfaction in Bandung City (Study on Millennial Generation and Gen Z Shopee Food Users)".

2. Literature Review

E-Service Quality

According to Kotler (2021), service quality encompasses the attributes of goods and services that fulfill customer needs,both explicit and implicit. Kotler et al. (2021) posit that service quality is a primary driver of customer satisfaction. E-service quality, as defined by Venkatakrishnan et al. (2023), is the capacity of e-retailers to effectively meet customer expectations through their websites, ensuring successful transactions. Venkatakrishnan et al. (2023) further describe e-service quality as a customer's overall evaluation of the delivery of electronic services in online purchases. The dimensions of e-service quality used in this study align with Venkatakrishnan et al. (2023), which propose six key dimensions: responsiveness, ease of use, credibility, accessibility, personalization,and assurance.

1.   Responsiveness, is the extent to which service providers respond quickly to consumer problems and provide fast responses through available platforms.

2.   Ease of use, describes how easily the service provider can be operated, used, and understood by users, without making it difficult for them to use the service.

3.   Credibility, encompasses consistent service availability, accuracy, efficiency, and the ability of service providers to deliver reliable,trustworthy, and precise services in accordance with their commitments.

4.   Accessibility, refers to the ease with which consumers can navigate and utilize all the features offered through the application or website provided by the service provider.

5.   Personalization, is the ability of service providers to provide personalized services by identifying the needs, demands, and expectations of each consumer individually.

6.   Assurance, The service provider's capacity to fulfill their commitments and deliver products and services on schedule, thereby fostering trust among consumers.

Sales Promotion

According to Napitulu et al, (2021) Sales promotion is all marketing activities that try to

stimulate the action of purchasing a product quickly or making a purchase in a short time. According to Kotler et al (2021) Sales promotions can generate high sales response in the short term but little permanent gain in the long-term Sales promotions can be used to attract attention and usually provide information that can lead consumers to make purchase transactions. Sales promotion tools consist of coupons, contests, premium prices and others.

Price Perception

Price, a component of the marketing mix, is a revenue-generating element, while others contribute to costs. Price also conveys the company's intended value proposition for its product or brand (Kotler et al., 2021). Tjiptono, as cited by Napitulu et al. (2021), defines price as a monetary unit or other measure (including goods and services) exchanged for ownership or usage rights of a good or service. Unlike other marketing mix elements (product, promotion, and distribution), price is the sole component that directly generates income or revenue for the company. Price perception is a consumer's evaluation of the trade-off between the sacrifice made and the perceived benefits derived from products and services (Zeithaml, 1988).

Based on Collier & Bienstock (2006) and Činjarević et al. (2010), there are two dimensions of price perception used in this study:

a.   Price transparency, which includes clarity and ease for consumers in knowing the prices offered by the company, including clarity, completeness, and actuality of price information.

b.   Reference Price, which involves the ability of consumers to compare the price of a service provider with other service providers.

App Design

According to Baran & Barutçu (2022) Mobile applications, or apps, are software programs designed to operate on mobile device operating systems, enhancing their capabilities for end-users.. There are many features that influence consumer preferences in choosing a mobile application for shopping. According to Tarute et al (2017), mobile application design is also an important feature that influences consumer choice in shopping via mobile applications. Dimensions of App Design According to Collier & Bienstock (2006) are:

1.   Navigation, is the position and accuracy of navigation features available in the app, such as navigation maps that make it easy for users.

2.   Graphic design, is the design created to fulfill the right visual aspects in the application.

3.   User friendliness, is the ease with which users can use and learn the application.

4.   Aesthetics, is an application design that displays beauty and has artistic value.

5.   Alignment, is the symmetrical placement and design between two axes in the application.

6.   Layout, is the layout of the space in the application that is designed to be placed according to a predetermined portion and plan.

7.   Integration, is an application design that is integrated with other subsystems or components that have been arranged in order to run the application according to its function.

Trust

As noted by Kalia et al. (2021), trust involves a willingness to be vulnerable, and there is ample opportunity for e-retail companies to engage in exploitative practices. Conversely, e-commerce in Indonesia is still in its nascent stages of adoption. According to (Wijoseno WR and Ariyanti (2017) Online shopping is a challenge for most Indonesian consumers, especially traditional consumers in Indonesia. The Trust dimension used in this study uses the dimensions according to Lee & Moghavvemi, (2015) suggests there are three dimensions as follows:

1.   Ability, The seller's or organization's ability and characteristics that influence various aspects of the transaction, including how they provide, serve, and protect it. This fosters satisfaction and trust.

2.   Benevolence (Kindness), he seller's ability to establish a mutually beneficial relationship with consumers, focusing not only on profit maximization but also on delivering high customer satisfaction. This fosters a mutually beneficial partnership and demonstrates the seller's commitment to customer well-being.

3.   Integrity, relates to the seller's behavior and habits in conducting business. This includes the truthfulness of the information provided to consumers and trust in the quality of the products sold. A seller with integrity will provide true and trustworthy information to consumers, and maintain trustworthy product quality.

Customer Satisfaction

Customer satisfaction is an individual's emotional response stemming from the comparison of a product's perceived performance or outcomes against their expectations (Kotler et al., 2021). As Ranjbarian, cited by Tobagus (2018),suggests, the ease of navigating a website and its perceived value (e.g., entertainment, convenience, community) can influence both usage frequency and satisfaction. Furthermore, satisfaction in the online realm may also be driven by the benefits consumers derive from using self-service technologies.

3. Case and Methodology

This research investigates the relationship between e-service quality, sales promotions, price perception, application design, trust, and customer satisfaction within the context of Shopee Food. Specifically, it aims to determine if e-service quality, sales promotions, and price perception influence customer satisfaction, with application design and trust as potential moderators on the online food delivery platform. A survey was administered to 200 Shopee Food users. A quantitative research approach was employed, utilizing a Structural Equation Model (SEM) with SmartPLS software version 3.2.9 and purposive sampling for data collection.

Based on the research objectives, the following hypotheses were proposed:

H1: E-Service Quality positively impacts customer satisfaction among Shopee Food users in Indonesia.

H2: Sales Promotion positively influence customer satisfaction among Shopee Food users in Indonesia.

H3: Price positively affects customer satisfaction among Shopee Food users in Indonesia.

H4: Trust positively influences customer satisfaction among Shopee Food users in Indonesia.

H5: App Design moderates the relationship between e-service quality and customer satisfaction among Shopee Food users in Indonesia.

H6: Trust moderates the moderating effect of application design on the relationship between e-service quality and customer satisfaction among Shopee Food users in Indonesia.
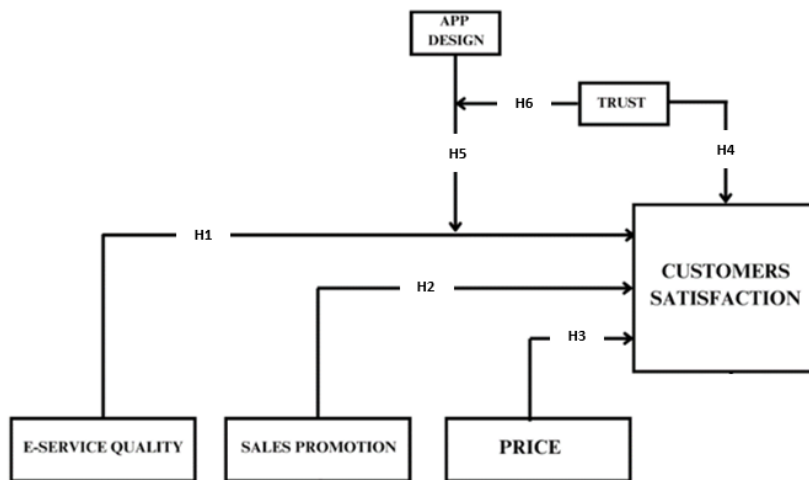

Figure 1 Conceptual Framework

4. Result

The analysis, conducted using PLS-SEM, reveals the interconnections between e-service quality, sales promotions, price perception, customer satisfaction, app design, and trust, with customer satisfaction acting as a mediating factor.

Outer Model Test:

The evaluation of the measurement model includes assessing individual convergent validity by examining outer loadings, average variance extracted (AVE), discriminant validity, and composite reliability. Convergent validity of the measurement model with reflective indicators is evaluated based on the correlation between items and construct scores. A loading factor exceeding 0.7 indicates that all indicators are valid for measuring their respective variables.

Table 1 Outer Loadings & Average Variance Extraced (AVE)

Indicator	Outer Loading	AVE	Indicator	Outer Loading	AVE
X1.1	0.833		X2.1	0.866	
X1.2	0.798		X2.2	0.904	
X1.3	0.825		X2.3	0.873	0.787
X1.4	0.813		X2.4	0.893	
X1.5	0.82		X2.5	0.89	
X1.6	0.787		X2.6	0.895	
X1.7	0.798		X3.1	0.828	
X1.8	0.773		X3.2	0.863	
X1.9	0.819		X3.3	0.87	
X1.10	0.774		X3.4	0.851	0.739
X1.11	0.799		X3.5	0.893	
X1.12	0.816		X3.6	0.879	
X1.13	0.843		X3.7	0.84	
X1.14	0.821		X3.8	0.851	
X1.15	0.818		Y1.1	0.835	
X1.16	0.794		Y1.2	0.868	
X1.17	0.819		Y1.3	0.889	0.702
X1.18	0.807	0.653	Y1.4	0.76	
X1.19	0.796		Y1.5	0.87	
X1.20	0.803		Y1.6	0.799	
X1.21	0.787		M1.1	0.828	
X1.22	0.742		M1.2	0.889	
X1.23	0.831		M1.3	0.894	
X1.24	0.836		M1.4	0.902	0.768
X1.25	0.803		M1.5	0.831	
X1.26	0.807		M1.6	0.866	
X1.27	0.798		M1.7	0.903	
X1.28	0.839		M1.8	0.894	
X1.29	0.824		M2.1	0.87	
X1.30	0.812		M2.2	0.915	
X1.31	0.787		M2.3	0.892	0.787
X1.32	0.849		M2.4	0.875	
X1.33	0.773		M2.5	0.885	
X1.34	0.799		M2.6	0.886	
X1.35	0.819		M1	0.901	1
			M2	0.835	1

As indicated by the AVE values, a threshold of 0.7 is required to establish validity. Based on the convergent validity results presented in Table 1, all indicators of the e-service quality, sales promotion, price perception, app design, trust,customer satisfaction, and customer loyalty variables employed in this study are deemed valid. Each indicator demonstrates convergent validity, with a loading factor exceeding 0.7 and an AVE value greater than 0.5.

The subsequent test involves assessing discriminant validity. Cross outer loading values are crucial for determining if latent variables exhibit sufficient differentiation. This involves comparing the correlation of indicators with their respective latent variables, which should surpass the correlation between indicators and other latent variables.

Table 2 Cross Loadings in All Variable

Indicator	E-SQ	SP	PR	CS	TR	AD	M1	M1
X1.1	0.833	0.517	0.714	0.664	0.631	0.585	-0.252	-0.248
X1.2	0.798	0.487	0.565	0.579	0.578	0.55	-0.125	-0.224
X1.3	0.825	0.495	0.63	0.609	0.601	0.574	-0.283	-0.279
X1.4	0.813	0.429	0.637	0.606	0.588	0.546	-0.147	-0.169
X1.5	0.82	0.504	0.649	0.649	0.649	0.608	-0.354	-0.283
X1.6	0.787	0.471	0.614	0.603	0.614	0.578	-0.217	-0.278
X1.7	0.798	0.471	0.618	0.592	0.623	0.555	-0.24	-0.218
X1.8	0.773	0.417	0.622	0.601	0.578	0.526	-0.145	-0.174
X1.9	0.819	0.507	0.61	0.597	0.645	0.565	-0.279	-0.342
X1.10	0.774	0.477	0.578	0.607	0.604	0.559	-0.234	-0.285
X1.11	0.799	0.459	0.633	0.598	0.605	0.534	-0.308	-0.343
X1.12	0.816	0.493	0.636	0.642	0.656	0.613	-0.305	-0.353
X1.13	0.843	0.478	0.671	0.639	0.649	0.599	-0.277	-0.276
X1.14	0.821	0.463	0.612	0.617	0.641	0.546	-0.226	-0.275
X1.15	0.818	0.449	0.621	0.608	0.64	0.559	-0.275	-0.289
X1.16	0.794	0.466	0.672	0.631	0.614	0.587	-0.196	-0.162
X1.17	0.819	0.487	0.625	0.641	0.613	0.616	-0.236	-0.25
X1.18	0.807	0.482	0.646	0.635	0.634	0.587	-0.262	-0.308
X1.19	0.796	0.467	0.619	0.592	0.566	0.573	-0.192	-0.204
X1.20	0.803	0.463	0.613	0.608	0.562	0.518	-0.205	-0.27
X1.21	0.787	0.421	0.547	0.604	0.575	0.533	-0.26	-0.322
X1.22	0.742	0.407	0.588	0.552	0.555	0.436	-0.148	-0.155
X1.23	0.831	0.482	0.625	0.648	0.621	0.585	-0.254	-0.297
X1.24	0.836	0.508	0.635	0.627	0.617	0.576	-0.238	-0.263
X1.25	0.803	0.441	0.61	0.583	0.591	0.549	-0.239	-0.229
X1.26	0.807	0.486	0.622	0.67	0.66	0.643	-0.171	-0.301
X1.27	0.798	0.448	0.574	0.567	0.588	0.484	-0.168	-0.175
X1.28	0.839	0.509	0.63	0.634	0.617	0.57	-0.261	-0.261
X1.29	0.824	0.476	0.604	0.642	0.598	0.551	-0.233	-0.273
X1.30	0.812	0.529	0.619	0.634	0.639	0.553	-0.22	-0.238
X1.31	0.787	0.506	0.632	0.657	0.612	0.559	-0.175	-0.194
X1.32	0.849	0.504	0.68	0.69	0.655	0.619	-0.23	-0.278
X1.33	0.773	0.493	0.648	0.63	0.628	0.522	-0.218	-0.237
X1.34	0.799	0.494	0.62	0.63	0.637	0.593	-0.227	-0.247

X1.35	0.819	0.47	0.661	0.639	0.616	0.619	-0.245	-0.271
X2.1	0.491	0.866	0.438	0.602	0.583	0.587	-0.152	-0.176
X2.2	0.526	0.904	0.488	0.638	0.58	0.599	-0.216	-0.151
X2.3	0.54	0.873	0.457	0.637	0.56	0.558	-0.233	-0.216
X2.4	0.502	0.893	0.483	0.633	0.571	0.581	-0.18	-0.143
X2.5	0.552	0.89	0.49	0.639	0.564	0.541	-0.171	-0.123
X2.6	0.529	0.895	0.508	0.644	0.57	0.612	-0.216	-0.168
X3.1	0.65	0.498	0.828	0.569	0.549	0.521	-0.127	-0.069
X3.2	0.677	0.476	0.863	0.576	0.558	0.51	-0.196	-0.109
X3.3	0.672	0.496	0.87	0.624	0.551	0.534	-0.164	-0.09
X3.4	0.661	0.454	0.851	0.603	0.509	0.521	-0.168	-0.108
X3.5	0.672	0.472	0.893	0.587	0.518	0.496	-0.078	-0.002
X3.6	0.665	0.461	0.879	0.616	0.532	0.5	-0.134	-0.083
X3.7	0.65	0.413	0.84	0.585	0.515	0.493	-0.129	-0.083
X3.8	0.68	0.433	0.851	0.594	0.548	0.554	-0.162	-0.088
Y1.1	0.682	0.604	0.656	0.835	0.657	0.65	-0.137	-0.163
Y1.2	0.697	0.608	0.566	0.868	0.674	0.659	-0.193	-0.235
Y1.3	0.74	0.643	0.627	0.889	0.705	0.712	-0.247	-0.295
Y1.4	0.534	0.511	0.502	0.76	0.498	0.453	-0.24	-0.184
Y1.5	0.665	0.618	0.621	0.87	0.668	0.659	-0.125	-0.185
Y1.6	0.515	0.592	0.483	0.799	0.531	0.536	-0.26	-0.172
M1.1	0.643	0.567	0.54	0.66	0.828	0.668	-0.038	-0.257
M1.2	0.695	0.585	0.543	0.686	0.889	0.669	-0.079	-0.271
M1.3	0.715	0.59	0.551	0.666	0.894	0.644	-0.211	-0.355
M1.4	0.674	0.557	0.575	0.661	0.902	0.618	-0.115	-0.297
M1.5	0.601	0.497	0.481	0.633	0.831	0.587	-0.154	-0.295
M1.6	0.628	0.587	0.54	0.635	0.866	0.616	-0.139	-0.336
M1.7	0.705	0.581	0.552	0.664	0.903	0.658	-0.203	-0.347
M1.8	0.666	0.544	0.575	0.643	0.894	0.611	-0.095	-0.286
M2.1	0.553	0.558	0.492	0.627	0.593	0.87	-0.198	-0.193
M2.2	0.702	0.633	0.563	0.714	0.669	0.915	-0.323	-0.318
M2.3	0.62	0.577	0.517	0.659	0.638	0.892	-0.278	-0.3
M2.4	0.597	0.558	0.532	0.636	0.646	0.875	-0.24	-0.235
M2.5	0.623	0.575	0.534	0.63	0.655	0.885	-0.268	-0.252
M2.6	0.626	0.575	0.555	0.66	0.652	0.886	-0.256	-0.239
ESQ * TR	-0.285	-0.22	-0.169	-0.234	-0.147	-0.295	1	0.529
TR*AD	-0.318	-0.183	-0.092	-0.248	-0.349	-0.29	0.529	1

As depicted in Table 2, the correlation between a construct and its indicator surpasses the correlation with other constructs. This suggests that each latent construct exhibits robust discriminant validity.

Reliability testing was conducted to evaluate the reliability and trustworthiness of the measurement tool. Within the PLS methodology, indicator reliability in this study was assessed using Cronbach's Alpha for each indicator block and Composite Reliability. A general guideline for acceptable alpha and composite reliability values is that they should exceed 0.6, ideally reaching 0.70. As demonstrated by the results presented in Table 3 for

Cronbach's Alpha and Composite Reliability, each value exceeds 0.70, indicating that the research model meets the Cronbach's Alpha criteria.

Table 3 Cronbach's Alpha & Composite Reability

	Cronbach's Alpha	Terms	Composite Reliability	Terms	Ket
E-service Quality	0.984	> 0.70	0.985	> 0.70	Valid
Sales Promotion	0.946	> 0.70	0.957	> 0.70	Valid
Price Perception	0.949	> 0.70	0.958	> 0.70	Valid
Customer Satisfaction	0.915	> 0.70	0.934	> 0.70	Valid
App Design	0.946	> 0.70	0.957	> 0.70	Valid
Trust	0.957	> 0.70	0.964	> 0.70	Valid
Moderation 1	1	> 0.70	1	> 0.70	Valid
Moderation 2	1	> 0.70	1	> 0.70	Valid

Inner Model Test:

This model elucidates the relationships among latent variables, often referred to as inner relationships. This testing phase explores the nature and magnitude of the influence of independent latent variables on dependent latent variables. The analysis utilizes the R-squared coefficient of determination, where the R-squared value signifies the proportion of independent variables hypothesized in the equation that can explain the dependent variable. As outlined by Ghozali & Latan (2017), the significance of the R-squared value can be categorized as substantial (0.67), moderate (0.33), and weak (0.19)

Table 4 R-Square and Adjusted R-Square

	R Square	R Square Adjusted	Description
App Design	0.525	0.522	Moderate
Customer Satisfaction	0.739	0.730	Moderate

Hypothesis Test:

Hypothesis testing between constructs was conducted using the bootstrap resampling method. The evaluation of hypothesis testing using SmartPLS 3.3.2 involves examining the path coefficient, which represents the t-statistic value of the relationship between variables in the study. The critical t-table value at a significance level (α) of 0.05 is 1.64. The decision-making process follows these criteria:

a. If P-values > 0.05 or t-count < t-table, the null hypothesis (H0) is accepted, and the alternative hypothesis (Ha) is rejected. b. If P-values < 0.05 or t-count > t-table, the null hypothesis (H0) is rejected, and the alternative hypothesis (Ha) is accepted.

Based on Table 5, the results of testing the hypotheses regarding the impact of social media marketing on purchase intention, with brand image and brand trust as mediating variables, are as follows:

1.   With a T-Statistic value of 2.696 and a P-values value of 0.007, which is less than α = 0.05, hypothesis H1 is accepted, indicating a significant influence of e-service quality (X1) on customer satisfaction (Y).

2.   With a T-Statistic value of 4.074 and a P-values value of 0.000, which is less than α = 0.05, hypothesis H2 is accepted, indicating a significant influence of sales promotion (X2) on customer satisfaction (Y).

3.   With a T-Statistic value of 2.657 and a P-values value of 0.008, which is less than α = 0.05, hypothesis H3 is accepted, indicating a significant influence of price perception (X3) on customer satisfaction (Y).

4.   With a T-Statistic value of 2.141 and a P-values value of 0.033, which is less than α = 0.05, hypothesis H4 is accepted, indicating a significant influence of trust (M1) on customer satisfaction (Y).

5.   With a T-Statistic value of 0.155 and a P-values value of 0.877, which is greater than α = 0.05, hypothesis H5 is rejected, indicating no moderating effect of app design (M2) on the relationship between e-service quality (X1) and customer satisfaction (Z).

6.   With a T-Statistic value of 0.155 and a P-values value of 0.876, which is greater than α = 0.05, hypothesis H6 is rejected, indicating no moderating effect of trust (M1) as a second moderator on the moderating effect of app design (M2) on the relationship between e-service quality (X1) and customer satisfaction (Y).

5. Discussion

Based on the results of the research conducted, it shows that there is a positive and significant influence between the E-Service Quality variable on Customer Satisfaction. These positive results indicate that the better and higher quality E-Service Quality is provided, the greater the resulting Customer Satisfaction. Research by E. Herington and Weaver (2009) proves a positive relationship between the dimensions of service quality and customer satisfaction. These findings reinforce the view that perceived service quality is the main driving factor for customer satisfaction. This relationship is also supported by previous research conducted by Naik et al. (2010) and Yee et al. (2011). In other words, the higher the service quality perceived by customers, the higher their satisfaction. Herington and Weaver's (2009) research along with other studies emphasize the importance of maintaining and improving service quality to increase customer satisfaction.

This study also shows that there is a positive and significant influence between Sales Promotion (X2) on Customer Satisfaction (Y). These positive results indicate that the better and higher quality Sales Promotion provided, the greater the resulting Customer Satisfaction (Y). Even so, sales promotion cannot be done continuously, because it will eventually become ineffective. This means that for sales promotions to be truly effective, they must be short and attractive, offered for a limited time, and considered to provide benefits to customers (Ngolanya, et al, 2006). The results of this study are in line with the results of research conducted by Lau et al. (2006), Nagar (2009), Zhang and Tang, (2010) which state that Sales Promotion has a positive and significant effect on Satisfaction. The results of these studies are

also in line with the research of Nguyen-Phuoca et al (2020) which states that the better the Sales Promotion provided, the better the resulting Customer Satisfaction.

This study also shows that there is a positive and significant influence between Price Perception (X3) on Customer Satisfaction (Y). These positive results indicate that the better and higher quality Price Perception is given, the greater the resulting Customer Satisfaction (Y). The results of this study are in line with the results of research conducted by Venkatakrishnan et al. (2022) which states that Price Perception has a positive and significant effect on Customer Satisfaction. The results of these studies are also in line with the research of Shen & Yahya (2020) which states that the price given also significantly affects customer satisfaction.

Consumers will only choose and consider purchasing products limited to the images and information listed on the website page. So this is where the purchase will fully depend on consumer perceptions and trust in site managers and manufacturers. One of the main foundations of online shopping is the level of consumer trust (Hidayah, 2017). This study also shows that there is a positive and significant influence between Trust on Customer Satisfaction. These positive results indicate that the better and higher quality Trust is given, the greater the resulting Customer Satisfaction. The results of this study are in line with the results of research conducted by Rahmawaty et al. (2021), which states that Trust has a positive and significant effect on Customer Satisfaction. The results of these studies are also in line with the research of Hakam et al., (2022) which even states that Trust affects the relationship between E-satisfaction and Customer Loyalty. Therefore, it can be concluded that the greater the trust that customers have in a service, the greater the resulting customer satisfaction.

This study also shows that there is no moderator effect of the App Design and Trust (Second Moderator) variables on the E-Service Quality variable on Customer Satisfaction (Y). These results contradict the results of the analysis conducted by Ventakrishnan et al. (2022) which states that App design and Trust (Second Moderator) can moderate the E-Service Quality variable on Customer Satisfaction. These conflicting results can be caused by differences in the research location and the object under study. In this study, the object under study is a Mobile App Based platform located in Bandung City in Indonesia, while in the previous study used as a reference the object under study is a Web Based platform located in India. There are also differences in characteristics between objects in previous research (Web Based) and the research conducted (Mobile App Based), one of which is in terms of platform security which affects consumer confidence. Security on the website depends on the protocol used so that it is more vulnerable to phishing and malware, besides that the data accessed is stored on the web so that the data is more vulnerable to data leakage, in contrast to Mobile App Based where the data entered by the user is stored on the device used and encrypted so that it is safer from phishing and data leakage (Thalesgroup.com, 2024). Based on this, it can be concluded that the Trust factor is no longer an issue in using the Mobile App and has no effect on the App Design provided. Based on previous research conducted by Raptis et el (2005), it is stated that what can affect App Design is the display quality of the interface design of the application provided, but this is influenced by the culture and culture of and the characteristics of the place where the object is located (El-Gohary and Eid, 2012; Tarute et al., 2017). According to Marcus et al. (2011) also stated that it would be useful to consider the culture of a country where the application will be used when designing a mobile application.

6. Conclusion

This research aims to evaluate the impact of e-service quality, sales promotions, price perception, app design, and trust on customer satisfaction within the context of Shopee Food, specifically focusing on Millennial and Gen Z users in Bandung City. Additionally, the study seeks to provide insights for companies developing effective digital marketing strategies. The findings reveal that all variables have a direct, positive, and significant influence. However, the research did not identify any moderating effects of app design or trust that could alter the relationship between e-service quality and customer satisfaction.

7. Suggestion

The results showed that Sales Promotion is the most important factor with an influence of 33.5%. Shopee needs to improve the quality of Sales Promotion and focus on "Promotional Clarity". In addition, Customer Satisfaction can also be increased by improving E-Service Quality, Sales Promotion, and Price Perception. Regarding App Design on Mobile App Based Shopee Food, Shopee needs to focus on App Design that is Compact, Reliable, and in accordance with the behavior of Indonesian people in shopping online.

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