The Effect of Perceived Ease of Use and Perceived Enjoyment on Customer Trust and Loyalty in Online Food Delivery Service

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ABSTRACT

Competition in the online food delivery industry is getting tougher. Hence, companies in the industry must increase customer trust and loyalty to continue to compete. Factors expected to increase trust and loyalty are perceived ease of use and enjoyment. The research aimed to determine whether there is an influence between perceived ease of use and enjoyment on customer loyalty in the online food delivery service industry in Indonesia, with trust as a mediating variable. The research applied a quantitative method, using SEM with WarpPLS 7.0 software. In addition, the unit of analysis was the users of online food delivery services in various cities in Indonesia with purposive sampling. Using online questionnaires, the research obtained 215 participants. Then, data analysis was done by testing the inner and outer models. The analysis results show an influence between perceived ease of use and perceived enjoyment on customer loyalty, with trust as an intervention variable. All the relationships are found to be positive. Perceived ease of use and perceived enjoyment have a positive and significant effect on the trust of online food delivery service users in Indonesia. Similarly, perceived ease of use and perceived enjoyment affect customer loyalty of online food delivery service users in Indonesia positively and significantly. Last, trust positively and significantly influences customer loyalty of online food delivery service users in Indonesia.

Keywords: perceived ease of use, perceived enjoyment, trust, loyalty, online food delivery service

INTRODUCTION

Before the existence of online food delivery services in the community, Indonesian people only had two choices to consider when they want to buy food (Eka, 2022). The first choice is that people have to go out to look for food. The second one is that people must cook food. The emergence of online food delivery changes the less effective things in people's activities when they want to eat by providing various kinds of benefits and conveniences for its users. Online food delivery service lets customers connect virtually with restaurants/culinary businesses (Az-zahra et al., 2021).

In Indonesia, the use of online food delivery services is common. The development of online food delivery services in Indonesia began when Gojek, an Indonesian company engaged in the online transportation business, launched the GoFood service in 2015 (Pamungkas, 2020). As time goes by and the changes in people's lifestyles, the use of online food delivery in Indonesia increases. The increase in the use of online food delivery services can be seen from a survey conducted by We Are Social regarding the percentage of Internet users using online food delivery services. As a result, Indonesia ranked first in the world, amounting to 74,4%in 2020 (Lidwina, 2021). In addition, based on the information from Hariyanti (2022), the Gross Merchandise Value (GMV) of online food delivery services in Indonesia in 2020 reached US$3,7 billion. In the following year (2021), there was an increase in the GMV, reaching US$4,6 billion (Darmawan, 2022).

The large volume of the market and the increase

in the use of online food delivery services make the dynamics of competition in the industry tighter. Therefore, companies must formulate the right strategy for retaining their customers (Reynaldo, 2020). One of the ways to achieve customer loyalty is by gaining customer trust (Triyuni et al., 2021). Customer trust is defined as individuals' general expectation that other parties' words can be trusted (Leninkumar, 2017). Customers' willingness to trust a brand that can give positive results can lead them to a brand (Rachman & Oktavianti, 2021). Then, customer loyalty can reflect the commitment formed in the customers' minds to repurchase certain products or services in the future. Therefore, it is considered a basic factor in the survival of a company (Hikaru et al., 2021).

Therefore, it is very important for companies in the food delivery service industry to gain customer trust because it can affect customer loyalty. This statement is supported by previous research conducted by Triyuni et al. (2021). It shows that customer trust affects loyalty for online food delivery service users in Bandung.

Several factors can affect trust and customer loyalty, namely perceived ease of use and enjoyment. Perceived ease of use is a person's level of perception that using a certain system will be free or reduce the spent effort (Perwitasari, 2022). Ease of use can reduce individual effort, both time and energy, to learn and use technology. Then, it affects the increase of individual trust in technology. This statement is supported by previous research conducted by Wilson et al. (2021). Ease of use is known to influence computer users' trust in China. According to Sawitri and Giantari (2020), the Shopee users' trust in Denpasar is significantly affected by the ease of use of the Shopee application. In addition, if a system is relatively easy to use, users will be more willing to learn the features of the technology and ultimately intend to continue using it (Sati & Ramaditya, 2020). The desire to use technology continuously is an indicator of customer loyalty. Previously, in a research conducted by Hikaru

et al. (2021), ease of use has influenced the loyalty of Grab online transportation users in the Greater Jakarta area. Another research also produces similar results that the ease of use of the OVO application affects the loyalty of its users in Bandung (Anugrah, 2020).

Next is perceived enjoyment. Perceived enjoyment refers to the level of perception that a person can feel satisfied and happy with something they get (Puspitasari & Briliana, 2017). The higher the level of the users' perceived enjoyment is, the lower the users' worries are when using a technology (To & Trinh, 2021). From the previous statement, a high level of perceived enjoyment can increase the users' trust in the technology they use. This idea aligns with research conducted by Yuliana and Wahyudi (2021). It shows that perceived enjoyment positively affects user trust in Zalora. Next, according to Masri et al. (2021), perceived enjoyment is also found to have a positive influence on the trust of online vendor users in Taiwan. Customers who have felt pleasure in making an online transaction have a great tendency to repurchase. The repurchase is one indicator of a customer's loyalty (Oktarini & Wardana, 2018). The customers' perceived enjoyment affects customer loyalty in the service industry (Al-Maamari & Abdulrab, 2017).

The research focuses on finding the relationship between the factors determining customer trust and loyalty in the online food delivery service industry. Based on the literature and previous research, the research model and hypothesis are formed as follows (see Figure 1).

The research result is expected to provide benefits to online food delivery service companies in Indonesia regarding the effect of perceived ease of use and perceived enjoyment on customer trust and loyalty. Although previous research on the effect of trust on customer loyalty is common in the online food delivery industry, it is still rare to find research that takes perceived ease of use and enjoyment as factors that influence customer trust and loyalty in the online food delivery service industry. Previous research on
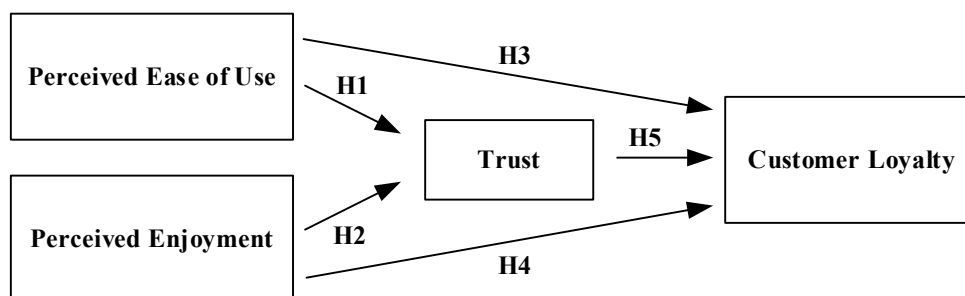

Figure 1 Conceptual Model in the Research

H1 : Perceived ease of use affects trust
H2 : Perceived enjoyment affects trust
H3 : Perceived ease of use affects customer loyalty
H4 : Perceived enjoyment affects customer loyalty
H5 : Trust affects customer loyalty

the effect of perceived ease of use on trust has been conducted in several industries, such as Wilson et al. (2021) in the computer industry and Sawitri and Giantari (2020) in the e-commerce industry. However, the current research focuses on the online food delivery industry.

In addition, previous research on the effect of perceived ease of use on customer loyalty conducted by Anugrah (2020) is only in the scope of the digital wallet industry. Meanwhile, the current research scope is in the online food delivery industry. Another previous research on the effect of perceived ease of use on trust conducted by Hikaru et al. (2021) is in the online food delivery industry in Bandung. Meanwhile, the research takes samples from several cities in Indonesia.

The effect of perceived enjoyment on trust is also found in the e-commerce industry (Yuliana & Wahyudi, 2021). Similarly, the effect of perceived enjoyment on trust is also seen in the e-commerce industry (Masri et al., 2021). After that, previous research on the effect of perceived enjoyment on customer loyalty is also in the footwear industry (Al-Maamari & Abdulrab, 2017). However, it is different from the current research, which is in the online food delivery industry.

To summarize, most of the previous research on the effect of perceived ease of use and enjoyment on trust and customer loyalty is conducted in various industries. However, almost none of the previous research focuses on the effect of perceived ease of use and perceived enjoyment on trust and customer loyalty in the online food delivery industry. Therefore, the research is conducted to determine whether perceived ease of use and enjoyment affect the trust and loyalty of online food delivery users in Indonesia. It is essential for the research to be carried out so that online food delivery service companies can find out the factors that can improve their ability to retain their customers and compete in a tight competitive environment.

METHODS

The method applied in the research is quantitative. The research emphasizes the analysis of numerical data processed by statistical methods. In addition, the unit of analysis is the users of online food delivery services in various cities in Indonesia. The sampling technique used is purposive sampling with several criteria. The respondents must be users of online food delivery service applications and have used the service at least twice a week or eight times a month. The sample criteria are placed on the first page of the questionnaire to screen the respondents who have used online food delivery actively from those who rarely use the service. After determining the criteria for the research sample, the determination of the number of samples is carried out. According to Setyo (2017), the minimum sample size of research can be determined by multiplying the total indicator with the value of five to ten. Therefore, the minimum number of samples that must be collected is 210 (21 indicators × maximum value of 10).

The research uses a Likert scale of one to five points, consisting of strongly agree, agree, neutral, disagree, and strongly disagree, to measure the questionnaire answer. Sample collection is done through a questionnaire created in Google Forms. In addition, questionnaires that researchers have made are distributed online in personal chats and groups through instant messaging (Line and Whatsapp) and social media (Instagram, Twitter, and Facebook). The sample collection process is carried out for three weeks, with 215 samples successfully collected. For data analysis, researchers use SEM-PLS with WarpPLS 7.0 as the software. In this method, two models need to be tested: the outer and inner models. The outer model test is conducted to determine the validity and reliability of the latent variables. Meanwhile, the inner model is conducted to predict the relationship between latent variables. Then, the fit and quality indices model is carried out to find out whether the research model is a good fit or not (Kock, 2022).

There are four latent variables in the research. The indicators are needed to measure those variables. The indicators of perceived ease of use are adapted from Anugrah (2020), Prasetyo et al. (2021), Putri and Iriani (2021) (clear and easy to understand-PEOU1, easy to learn-PEOU2, easy to be skilled-PEOU3, ease of search-PEOU4, ease of transaction-PEOU5, and flexibility-PEOU6.The indicators of perceived enjoyment are interest-PE1, comfort-PE2, and pleasure-PE3 from Joe et al. (2020), Masri et al. (2021), and Oktarini and Wardana (2018). Next, the indicators of trust (TRST) are the company's ability to meet the customers' needs-TRST1, the company's care about the customers-TRST2, complaints or problems submitted by customers that the company accepts-TRST3, safe information-TRST4, trusted information-TRST5, security in purchasing products or services-TRST6, and a company that can keep its promise-TRST7 (Ariningsih et al., 2022; Putri & Iriani, 2021; Wilson et al., 2021; Wong, 2017; Yogananda & Dirgantara, 2017). Finally, the indicators of customer loyalty are making regular purchases of goods or services-CL1, purchasing goods or services in the future-CL2, saying positive words about goods or services to other people-CL3, recommending the goods or services to other people-CL4, and encouraging other people to use the goods or services-CL5 (Leninkumar, 2017; Mandasari & Giantari, 2017; Sidharta et al., 2021; Wilson et al., 2021).

RESULTS AND DISCUSSIONS

After the questionnaires are shared, the respondents' characteristics of the research can be analyzed. It is found that 63,3% of the respondents are women, and the remaining 36,7% are men. It shows more female users compared to male online food delivery users. Furthermore, regarding the age of the respondents, the top three age ranges are between

17−25 years old (48,8%), 26−30 years old (11,2%), and below 17 years old (11,2%). Most of the users are still young. Regarding the province, most of the respondents are from South Sulawesi (33,5%), DKI Jakarta (17,2%), and West Java (13,5%). Respondents from the other 19 provinces contribute the remaining 35,8%.

First of all, for testing the inner model, validity and reliability tests are carried out. The validity test in the research is divided into two tests, which are convergent and discriminant validity. Convergent validity shows the level of positive correlation between the indicator score and the construct scores. The criteria for convergent validity can be seen from the loading value of each variable indicator ≥ 0,7, p-value < 0,05, and Average Variance Extracted (AVE) value > 0,5 (Kock, 2022).

Based on the result in Table 1, the loading value of each variable indicator has a value more or equal to 0,7, and the p-value of each indicator is below 0,001. In addition, the AVE in Table 2 of perceived ease of use, perceived enjoyment, trust, and customer loyalty are 0,658, 0,712, 0,601, and 0,670, respectively. All AVE values are more than 0,5. Therefore, the data meet the convergent validity.

Next is discriminant validity. It shows the level of a variable that is different from other variables. The criteria for discriminant validity can be seen from the loading factor of an indicator variable. It has to be greater than the loading factor of other variable indicators (Kock, 2022).

As seen in Table 3, the loading value of each variable indicator is greater than the loading value of other variable indicators. Therefore, the data meet the discriminant validity. After the validity test, a reliability test is carried out. The aim is to measure the reliability of the questionnaire. The criteria of the reliability test are that the value of composite reliability and Cronbach's alpha must be more or equal to 0,7 (Kock, 2022).

Table 1 The Result of Loading Factors

Indicator	Loading Factor
PEOU1	0,893
PEOU2	0,884
PEOU3	0,834
PEOU4	0,719
PEOU5	0,780
PEOU6	0,743
PE1	0,809
PE2	0,880
PE3	0,840
TRST1	0,773
TRST2	0,844
TRST3	0,745
TRST4	0,773
TRST5	0,787
TRST6	0,710
TRST7	0,786
CL1	0,787
CL2	0,796
CL3	0,827
CL4	0,846
CL5	0,834

Note: Perceived Ease of Use (PEOU), Perceived Enjoyment (PE), Trust (TRST), and Customer Loyalty (CL).

Table 2 The Result of the Average Variance Extracted

Variable	AVE
Perceived Ease of Use	0,658
Perceived Enjoyment	0,712
Trust	0,601
Customer Loyalty	0,670

Table 3 The Results of Cross Loadings

Indicator	PEOU	PE	TRST	CL
PEOU1	0,893	0,156	-0,186	-0,007
PEOU2	0,884	0,121	-0,180	0,054
PEOU3	0,834	-0,060	-0,122	0,189
PEOU4	0,719	-0,060	0,216	0,177
PEOU5	0,780	-0,129	0,075	-0,087
PEOU6	0,743	-0,070	0,287	-0.348
PE1	0,058	0,809	-0,084	0,083
PE2	-0,034	0,880	-0,010	-0,045
PE3	-0,020	0,840	0,092	-0,033
TRST1	-0,140	0,038	0,773	0,304
TRST2	0,089	0,029	0,844	-0,102
TRST3	0,095	-0,089	0,745	-0,176
TRST4	0,085	-0,078	0,773	-0,178
TRST5	0,024	0,005	0,787	-0,213
TRST6	-0,001	0,110	0,710	0,018
TRST7	-0,154	-0,012	0,786	0,349
CL1	0,093	-0,101	0,016	0,787
CL2	0,042	0,094	-0,227	0,796
CL3	0,046	-0,140	0,205	0,827
CL4	-0,154	0,082	0,006	0,846
CL5	-0,017	0,062	-0,007	0,834

Note: Perceived Ease of Use (PEOU), Perceived Enjoyment (PE), Trust (TRST), and Customer Loyalty (CL).

Table 4 The Results of Reliability Tests

Variable	Composite Reliability	Cronbach's Alpha
Perceived Ease of Use	0,920	0,895
Perceived Enjoyment	0,881	0,797
Trust	0,913	0,889
Customer Loyalty	0,910	0,876

As can be seen in Table 4, the composite reliability on perceived ease of use, perceived enjoyment, trust, and customer loyalty are 0,920, 0,881, 0,913, and 0,910, respectively. Then, the values of Cronbach's alpha on perceived ease of use, perceived enjoyment, trust, and customer loyalty are 0,895, 0,797, 0,889, and 0,876, respectively. The composite reliability and Cronbach's alpha values for each variable in the research are more than/equal to 0,7. So, it can be said that the criteria of composite reliability have been met.

After all tests on the outer model have been carried out, the next step is to test the inner model. The first test performed on the inner model is model fit and quality indices. Model fit and quality indices determine whether the research model that has been designed is fit or not. A research model can be said to be fit if it meets the criteria. According to Kock (2022), the criteria in this test are Path Coefficient (APC), Average R-squared (ARS), Average Adjusted R-squares (AARS), Average Block VIF (AVIF), Average Full Colliarity VIF (AFVIF), Tenenhaus Goodness of Fit (GoF), Sympson's Paradox Ratio (SPR), R-squared Contribution Ratio (RSCR), Statistical Suppression Ratio (SSR), and Nonlinear Bivariate Causality Direction Ratio (NLBCDR).

Based on Table 5, the ten criteria have been met. The research model can be deemed as fit and ideal. After that, hypothesis testing is carried out to determine the effect between variables in the research. The basis for decision-making on the hypothesis testing is a smaller p-value than 0,05. If the p-value is smaller than 0,05, the hypothesis is accepted. The coefficient value also affects the direction of the relationship between variables in the research positively or negatively.

The results of the p-value and the coefficient value can be seen in Table 6. The results of the statistical tests on the effect of perceived ease of use on trust have a coefficient value of 0,182 and a p-value of 0,003. Therefore, H1 is accepted. In addition, the effect of perceived enjoyment on trust has a coefficient value of 0,539 and a smaller p-value than 0,001. So, H2 is accepted. Furthermore, the effect of perceived ease of use on customer loyalty has a coefficient value of 0,254 and a p-value smaller p-value than 0,001. Hence, H3 is accepted. Next, the effect of perceived enjoyment on customer loyalty has a coefficient value

Table 5 The Results of Model Fit and Quality Indices

Criteria	Value	Result
Average Path Coefficient (APC)	0,001 (p < 0,05)	Fit
Average R-squared (ARS)	0,001 (p < 0,05)	Fit
Average Adjusted R-square (AARS)	0,001 (p < 0,05)	Fit
Average Block VIF (AVIF)	2,170	Ideal
Average Full Collinearity VIF (AFVIF)	2,517	Ideal
Tenenhaus Goodness of Fit (GoF)	0,601	Fit
Sympson's Paradox Ratio (SPR)	1,000	Ideal
R-Squared Contribution Ratio (RSCR)	1,000	Ideal
Statistical Suppression Ratio (SSR)	1,000	Fit
Nonlinear Bivariate Causality Direction Ratio (NLBCDR)	1.000	Fit

Table 6 The Results of Path Coefficient and P-Value

Hypothesis	Path Coefficients	P-Value	Result
Perceived Ease of Use → Trust	0,182	0,003	H1 is accepted
Perceived Enjoyment → Trust	0,539	0,001	H2 is accepted
Perceived Ease of Use → Customer Loyalty	0,254	0,001	H3 is accepted
Perceived Enjoyment → Customer Loyalty	0,170	0,005	H4 is accepted
Trust → Customer Loyalty	0,478	0,001	H5 is accepted

Note: Perceived Ease of Use (PEOU), Perceived Enjoyment (PE), Trust (TRST), and Customer Loyalty (CL).

of 0,170 with a smaller p-value than 0,001. Therefore, H4 is accepted. Finally, the effect of trust on customer loyalty has a coefficient value of 0,478 and a smaller p-value than 0,001. Hence, H5 is accepted.

Next, R^2 shows how one variable can explain other variables in the research. Based on Figure 2, perceived ease of use and enjoyment affect trust by 46%. In addition, perceived ease of use, perceived enjoyment, and trust affect customer loyalty by 63%.

Based on the findings, perceived ease of use has a positive and significant effect on the trust of online food delivery users in Indonesia. According to Nangin et al. (2020), if a website developer can make the website easier to use and understand, it can be interpreted that the company is committed to maintaining its relationship with customers. This commitment can give customers confidence that the company is sincere in doing business. From there, customer trust can be built. In the context of the research, online food delivery companies, as developers of online food delivery service applications, can make the applications easier to use and understand to build the application users' trust. The results align with previous research conducted by Sawitri and Giantari (2020) that perceived ease of use positively influences Tokopedia users' trust. Furthermore, according to Wilson et al. (2021), perceived ease of use affects the trust of computer users in China.

Furthermore, perceived enjoyment also has a positive and significant effect on the trust of online food delivery users in Indonesia. It means that the higher the users' perceived enjoyment of a technology or company is, the more users' trust in the technology or company will increase. The results are in line with previous research conducted by Masri et al. (2021) that enjoyment has a positive influence on customer trust in online vendors in Taiwan. In addition, the results of previous research on m-wallet users in Vietnam conducted by To and Trinh (2021) also align with the research results. It shows that enjoyment positively affects the trust of m-wallet users.

Perceived ease of use affects the customer loyalty of online food delivery users in Indonesia. According to Wilson et al. (2021), customer loyalty to the product/company will increase if customers do not require much effort, cost, and time to learn to use the product. Therefore, increasing users' perceived ease of use towards technology can increase the loyalty of the users. These results are in line with research conducted by Anugrah (2020), showing a positive influence between perceived ease of use and customer loyalty on OVO services, and Hikaru et al. (2021) with Grab in Greater Jakarta with the same results. Furthermore, not only perceived ease of use but perceived enjoyment also has a positive and significant influence on the customer loyalty of online food delivery users in Indonesia. If the users' perceived enjoyment when using the online food delivery application increases, they will be more loyal to the application. The results are supported by the previous research conducted by Al-Maamari and Abdulrab (2017) that perceived enjoyment has a positive influence on customer loyalty in the service industry.

Finally, based on the hypothesis test that has been carried out, trust has a positive and significant effect on the customer loyalty of online food delivery users in Indonesia. Users of online food delivery services who have a high level of trust will also have high loyalty. The research results are consistent with previous findings by Albayrak et al. (2020) that trust has a positive and significant effect on customer loyalty on online flight agent websites. Similarly, in the banking industry, there is a positive and significant influence between trust and customer loyalty (Ha, 2020).

CONCLUSIONS

The research aims to determine the effect of perceived ease of use and enjoyment on customer trust and loyalty in Indonesia's online food delivery industry. From the research, perceived ease of use
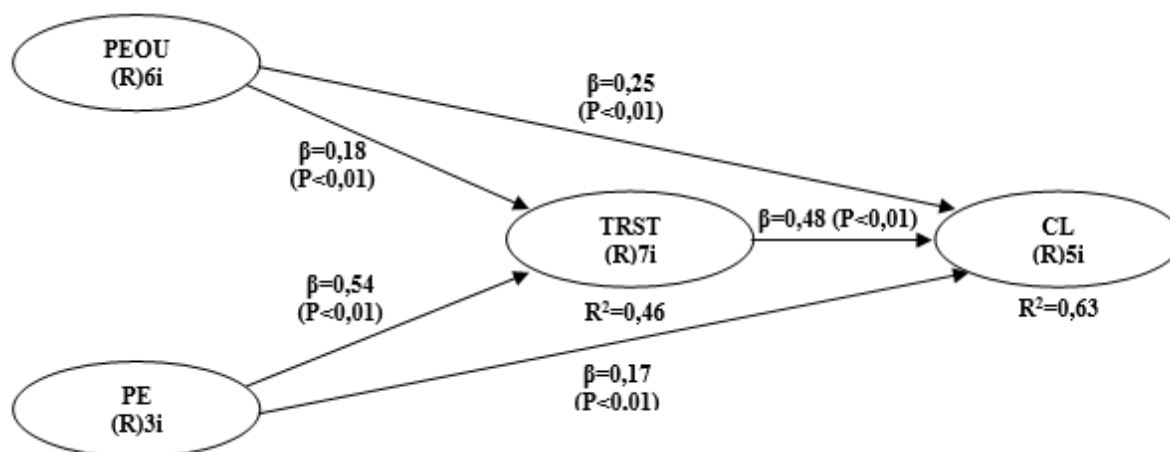

Figure 2 Research Model

and enjoyment are important factors in increasing the trust and loyalty of online food delivery service users. These factors can be the key for companies competing in the tight online food delivery industry environment to retain their customers.

From the research, perceived ease of use and enjoyment positively and significantly affect the trust of online food delivery service users in Indonesia. Then, perceived ease of use and perceived enjoyment affect customer loyalty of online food delivery service users in Indonesia positively and significantly. Last, trust has a positive and significant influence on customer loyalty of online food delivery service users in Indonesia.

As for the recommendations for online food delivery service providers in Indonesia, it is hoped that the companies can improve the ease of use in conducting searches within applications, such as searching for food or restaurant. Furthermore, companies can also increase the number of merchants in the application so that users can easily search for more types of food or restaurants. In addition, the company is also expected to improve the user experience when using online food delivery services by improving the quality of the driver services as partners who deliver food to users and customer service as company representatives to solve problems experienced by the users. By paying attention to these things, Indonesian online food delivery service users' trust and loyalty are expected to increase.

The research limitation is the sample collected. It includes respondents only from 22 provinces. Future research is expected to take samples from more provinces to increase the generalization of the conclusions of the research results of online food delivery users in Indonesia. Moreover, future research can add other variables, such as perceived usefulness and security, to determine whether these factors can affect the trust and customer loyalty of online food delivery users in Indonesia.

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