Determinants of Customer Loyalty: An Empirical Study from Online Food Delivery Services

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ABSTRACT

The rapid growth of information technology and communication today has disrupted various sectors, including the food sector. Consumers' behavior in ordering food has shifted from offline to online with the presence of a number of food delivery service applications. This situation encourages the growth of online applications that provide food delivery services, so intense competition is unavoidable. The research aimed to investigate the role of e-service quality and sales promotion in influencing customer e-trust and e-satisfaction and its implications for customer loyalty. The research applied a quantitative approach with the survey method. The population was online food delivery service application users who lived in the Jakarta area, with a sample of 250 respondents. Data were collected through a questionnaire designed with a 5-point Likert scale and analyzed using SEM-PLS. The research findings show that customer e-service quality and sales promotion significantly influence customers' e-trust and e-satisfaction. Other findings show that customers' e-trust and e-satisfaction significantly affect customer loyalty. The results also indicate that customers' e-trust and e-satisfaction significantly mediate the effect of e-service quality and sales promotion on customer loyalty. In the era of digital economy, good service and effective promotion still have an important role in increasing trust and satisfaction and a positive impact on increasing consumer loyalty ultimately.

Keywords: customer loyalty, online food delivery services, e-service quality, sales promotion, e-trust, e-satisfaction

INTRODUCTION

In the last decade, information technology has progressed rapidly. The development of it has accelerated digital transformation (Niu et al., 2023), thereby creating major changes in society and industry through the use of digital technology (Vial, 2019). In other words, the economic community is entering a new era with digital features (Chen & Xu, 2022) which have disrupted various aspects of human life, including the way people order food and drinks with the presence of online food delivery (Melián-González, 2022). Online food delivery refers to an online channel that consumers use to order food from restaurants (Shankar et al., 2022). Previously, people have to go directly to restaurants to enjoy food or drinks, and now, they can order from home via smartphones or other supported devices. Hence, it is easy for consumers to get ready-to-eat food (Pillai et al., 2022) as well as convenience in terms of delivery, payment, and menu choice. In addition to offering convenience, this food delivery service application can save time and money with the various offered features and promotions.

Indonesia is a potential market for food service delivery service providers. The number of Internet users in Indonesia continues to grow. In 2021, there were 202,6 million users, and it increased to 204,7 million users in January 2022 (Kemp, 2022). Google, Temasek, and Bain Company also project that the Gross Merchandise Value (GMV) of food delivery and online transportation services in Indonesia is IDR 225,6 trillion in 2025 (Jayani, 2021). Indonesia is also in the first rank in terms of the use of food-delivery applications, outperforming other countries such

as Brazil, Malaysia, China, United Arab Emirates, Singapore, Saudi Arabia, Mexico, and Thailand (Burhan, 2022). This situation is also supported by the consumption pattern of the Indonesian people. Based on Nielsen's survey, no less than 95% of Indonesians prefer ready-to-eat food, and 58% of them order using a delivery service application (Lingga, 2019). The huge market potential has prompted the emergence of a number of food service delivery service providers in Indonesia, such as GoFood, GrabFood, ShopeeFood, Kulina, Traveloka Eats, Atoz Go, and Waku. Therefore, competition between food service delivery service providers is unavoidable in acquiring customers. The tight competition is proven by the marketing wars and the offered services.

One key factor in winning the competition in online food service delivery is building and strengthening consumer loyalty. Loyalty plays a significant role in improving company performance, so many companies are trying hard to utilize their resources to build and maintain customer loyalty (Li et al., 2017), as well as to measure and investigate the factors that influence it (Hwang et al., 2021). Building customer loyalty is also an effective way to improve company performance (Li et al., 2017). Therefore, large companies continue to struggle to find the best way to build customer loyalty (Boakye et al., 2017).

Customer loyalty is also beneficial in reducing company costs, such as advertising, promotion, and other sales activities (Zhang et al., 2021). It also can drive higher purchases, reduce customer service costs, and encourage promotions from customers, word of mouth, lower price sensitivity, and amortization of acquisition costs over a longer period (Wirtz & Lovelock, 2022). Customer loyalty also benefits companies because customers will make repeated purchases or business and give preference to others and word-of-mouth advocacy (Molinillo et al., 2022). Thus, customer loyalty plays an important role in maintaining the company's survival (Fianto et al., 2020), including for companies engaged in online food delivery systems (Pee et al., 2018; Suhartanto et al., 2019).

Customer loyalty refers to a deep commitment. Specifically, customers will return to buy a product or service from the same place in the future (Mansouri et al., 2022). Customer loyalty is often explained as behavior or attitude. Behavior is related to purchase intention and actual purchase behavior, while the notion of attitude reflects the customer's long-term commitment to the company (Kim & Kim, 2018). Customer loyalty is multidimensional, involving components of behavior and attitudes (Kimura, 2022) toward a service, product, brand, or business (Cakici et al., 2019). This deep commitment from customers to make repeat purchases has a positive impact, such as increasing profitability, performance, and competitive advantage (Arslan, 2020; Hichri & Ltifi, 2021; Lin & Bowman, 2022; Salam et al., 2022). Thus, getting customer loyalty is an important step to realizing the company's success. Developing and increasing

customer loyalty is a focal point for many companies in directing their marketing activities (Cakici et al., 2019).

Food service delivery service providers need loyal customers to survive and realize competitive advantage. Two important things that need to be done in creating and maintaining customer loyalty are building trust and satisfying customers. In relation to the first factor, trust is the main basis for customers to be willing to maintain long-term relationships. The concept of trust refers to the willingness of the customer to rely on the seller in a situation of uncertainty, with the customer believing that the seller will satisfy and do what is important to the customer (Tahir, 2021). In other words, trust indicates that a party is willing to be vulnerable to the actions of another party based on the expectation that the other party will perform certain actions that are important to the trusting party, regardless of the ability to control the other party (Cheng et al., 2021). Particularly in the context of online transactions, online trust or e-trust refers to the degree to which online customers perceive merchants to be reliable and confident in engaging in online exchanges (Yousaf et al., 2018). The concept of e-trust also refers to online consumer beliefs and expectations of online sellers (Amin et al., 2021). According to Tabrani et al. (2018), the two main dimensions of trust are credibility and benevolence. Credibility refers to the customer's perception that words and promises can be trusted, whereas benevolence is the customer's belief that the company's motives and intentions are beneficial to the customer.

In the context of consumer and producer relations, if consumers have strong trust in producers, they will tend to continue to use their products or services. Previous research has proven the important role of trust in influencing loyalty. For example, Quoquab et al. (2020) on the food industry indicated that trust positively affected loyalty. Mansouri et al. (2022) and Albaity and Rahman (2021) also confirmed trust as a predictor of customer loyalty. These findings reinforce the belief that companies must build high trust to obtain and maintain customer loyalty as a strategy to improve competitiveness and company performance. Thus, the first hypothesis can be formulated as follows.

H1: E-trust has a positive effect on loyalty.

The second important factor to create loyalty is to provide satisfaction to customers. Satisfaction is one of the main things every customer expects when purchasing. The concept of customer satisfaction is comparative, namely the comparison between expectations and actual conditions (Mcneil & Young, 2019). So, customers will feel satisfied if what is expected is in accordance with the reality received. According to Zeithaml et al. (2018), satisfaction is related to whether the product or service has met customer needs and expectations, so that failure to meet needs and expectations will lead to dissatisfaction.

Satisfied customers will tend to make transactions repeatedly as a form of loyalty. According to Utz et al. (2023), a decrease in customer satisfaction will lead to a decrease in loyalty because satisfaction is an important antecedent of loyalty. Previous studies have provided evidence of the importance of satisfaction in influencing loyalty in various industries. For example, Hwang et al. (2021) found satisfaction as a predictor of loyalty in the retail industry. Moosa and Kashiramka (2022) also showed satisfaction as a variable that significantly affected bank customer loyalty. Then, Cakici et al. (2019) proved satisfaction as a determinant of restaurant visitor loyalty. The second hypothesis is proposed as follows.

H2: E-satisfaction has a positive effect on loyalty.

Companies must understand that consumer trust and satisfaction are not completely independent. In other words, the condition of trust and customer satisfaction is also determined by other factors, especially the quality of service and promotional activities carried out by the company. It means that companies must provide customers with the best service and run effective promotional programs. With regard to service quality factors in the food service delivery industry, service providers must provide an interesting and easy experience for customers in using the application. It is because most service processes are carried out electronically or in e-service quality and not directly or face-to-face. E-service quality is a form of service to meet customers' needs both during shopping and post-shopping (Demir et al., 2021). A number of studies have proven that quality service, both online and offline, is a determining factor for customer trust (Anser et al., 2021; Uzir et al., 2021).

In addition to having implications for trust, e-service quality also significantly impacts satisfaction. According to Utz et al. (2023), satisfaction is rooted in customers' perceived service quality. Empirically, the importance of service quality in influencing satisfaction has been proven that service quality has a positive effect on satisfaction (Hwang et al., 2021). In the context of food delivery service providers, service quality is a predictor of satisfaction (Salwa et al., 2022). Likewise, e-service quality affects customer satisfaction (Rita et al., 2019). Based on this description, the third and fourth hypotheses are proposed.

H3: E-service quality has a positive effect on e-trust,

H4: E-service quality has a positive effect on e-satisfaction.

In addition to the e-service quality factor, promotional activities are also an important determinant of trust and satisfaction. Attractive sales promotions will help the company in leading the competition. One of the goals of sales promotion is to stimulate customer buying behavior directly. Promotions carried out by the company also encourage customer trust. According to Ebrahim (2020), the marketing mix in the form of promotion significantly affects trust. It is also found that interactive, informative, and entertaining marketing has a positive impact on trust (Hanaysha, 2017). Meanwhile, in relation to satisfaction, promotional activities carried out by the company can provide a number of benefits for customers. For example, it can be discounts and cashback as well as other rewards that are beneficial to customers. This promotion certainly has an impact on customer satisfaction, as shown by Kim et al. (2019). Promotional activities, such as menu promotions, basic information, customer service, and endorsements, significantly influence customer satisfaction. Similarly, promotional activities, both monetary and non-monetary, have a significant impact on customer satisfaction (Blom et al., 2021). The fifth and sixth hypotheses are proposed as follows.

H5: Sales promotion has a positive effect on e-trust,

H6: Sales promotion has a positive effect on e-satisfaction.

Based on the previous explanation, it is suspected that e-service quality and sales promotion have a direct effect on customer e-trust and e-satisfaction. At the same time, customer e-trust and e-satisfaction have a direct effect on loyalty. This pattern of influence creates the potential for indirect influence mediated by customer e-trust and e-satisfaction. Therefore, the research also formulates the indirect effect hypotheses.

H7: Customer e-trust mediates the effect of e-service quality on customer loyalty,

H8: Customer e-satisfaction mediates the effect of e-service quality on customer loyalty,

H9: Customer e-trust mediates the effect of sales promotion on customer loyalty,

H10: Customer e-satisfaction mediates the effect of sales promotion on customer loyalty.

The research is conducted because there are still relatively limited previous studies that take the object of the food delivery services business in Indonesia, like examining customer loyalty based on factors such as e-service quality, sales promotion, e-trust, and e-satisfaction. Based on the explanation, the research goal is to reveal the factors that influence customer loyalty in online food service delivery. In this case, the factors tested are e-service quality and sales promotion as exogenous variables and e-trust and e-satisfaction as intermediary variables. Therefore, the research is expected to enrich references in the marketing field in the digital transformation era, specifically in online food delivery literature. The research is also expected to provide useful information for food delivery service providers in building customer loyalty in the midst of intense market competition. The research framework can be seen in Figure 1.
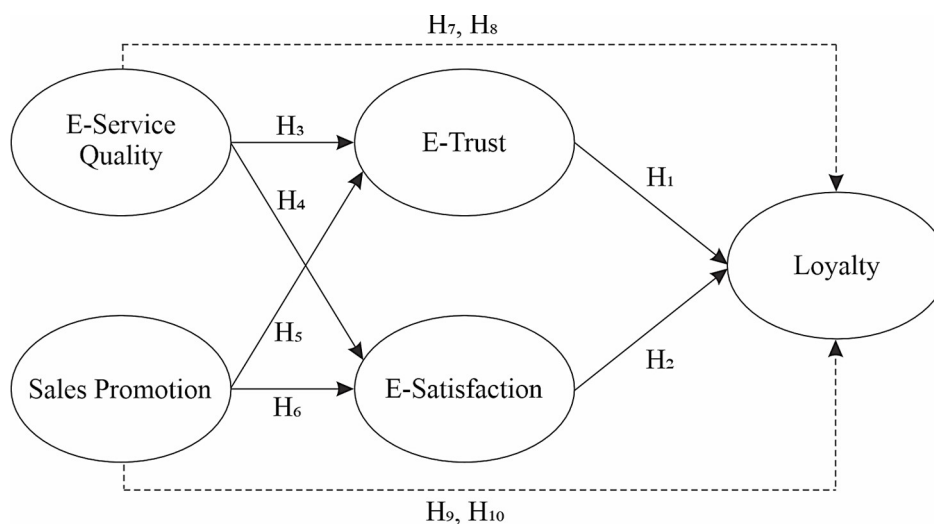
Figure 1 Research Framework

METHODS

The research applies a quantitative approach based on the philosophy of positivism to examine a particular population or sample. The data collection uses research instruments. Then, data analysis is quantitative and aims to test hypotheses. The research uses theory and the results of previous studies to build a research framework (see Figure 1), which explains and predicts the relationship between research variables.

The research uses primary data sources collected by distributing questionnaires to individual users of food delivery service application services who live in Jakarta. The questionnaire is made using a 5-point Likert scale ranging from strongly disagree to strongly agree. The sampling technique used is non-probability sampling with a purposive sampling type. However, the size is unknown for sure, so to determine the number of samples, the research applies the Rule of Thumb in the analysis using Structural Equation Modelling (SEM). According to Hair et al. (2019), there is a minimum ratio of 5 to 10 respondents for each parameter in determining the sample size. The research uses criteria of 10 respondents for each parameter, so the sample used is 250 respondents (25 parameters in the research instruments).

The data analysis method used in the research is Structural Equation Modelling with Partial Least Square (SEM-PLS). It is a variance-based structural equation modeling that uses total variance to estimate model parameters (Mehmetoglu & Venturini, 2021). Therefore, it can be used to test a series of relationships that are difficult to measure simultaneously and aim to predict the relationship between constructs and get the value of latent variables. Then, the data processing uses SmartPLS software version 3.0. The SEM-PLS analysis is divided into two stages: testing the outer model and inner model (Hair et al., 2016). The outer model consists of validity testing (convergent and discriminant validity) and reliability testing (Cronbach's alpha and composite reliability). Meanwhile, the inner model test consists of R-Square, path coefficients, t-value, and p-value for hypothesis testing.

RESULTS AND DISCUSSIONS

The research's respondents are dominated by female (57,6%), while male respondents are 42,4%. Based on the age range, most of the respondents are between 21—25 years (43,2%), followed by 26—30 (34,8%), 15—20 years (8,8%), > 35 years (6,8 %), and 31—35 years (6,4%). The age distribution shows that the dominant respondents are categorized in Generation Z. Based on the occupation, it is known that respondents who work as civil servants and private employees dominate with 46,8%. The result is followed by students (34,4%), entrepreneurs (15,2%), and housewife (3,6%). Next, referring to the domicile of the respondents, it shows that most of the respondents come from the West Jakarta area (37,6%), followed by South Jakarta (24,8%), Central Jakarta (14,4%), North Jakarta (12,8%), and East Jakarta (10,4%). Table 1 shows the result.

Next, the evaluation results of the measurement model (outer model) aim to determine the validity and reliability. The validity test is carried out with convergent validity and discriminant validity. The convergent validity test is carried out by looking at the value of the outer loading on each indicator with the criteria. It is valid if the outer loading is bigger than 0,70 (Ghozali, 2021). The results of the convergent validity test in Table 2 show that all 25 indicators have an outer loading value greater than 0,7. Hence, all indicators are valid. All indicators can be used to measure the construct so that no indicators must be excluded because they have met the criteria for convergent validity.

Table 1 Demographic Profiles

Demographic Profiles	Attributes	Frequency	Percentage (%)
Gender	Male	144	42,4
	Female	106	57,6
Age	15−20	22	8,8
	21−25	108	43,2
	26−30	87	34,8
	31−35	16	6,4
	>35	17	6,8
Occupation	Civil Servant/Private Employee	117	46,8
	Students	86	34,4
	Entrepreneurs	38	15,2
	Housewife	9	3,6
Domicile	West Jakarta	94	37,6
	South Jakarta	62	24,8
	Central Jakarta	36	14,4
	North Jakarta	32	12,8
	East Jakarta	26	10,4

Table 2 The Results of Outer Loading Value

Variable	Indicators	Description	Outer Loading	Decision
E-Service Quality	ESQ1	Provide information clearly	0,755	Valid
	ESQ2	Easy to use or operate	0,776	Valid
	ESQ3	Protect personal information	0,737	Valid
	ESQ4	Required permission to use personal data	0,760	Valid
	ESQ5	Have an attractive visual design appearance	0,782	Valid
	ESQ6	The quality of service as promised	0,720	Valid
Sales Promotion	SP1	Interested in promotions	0,789	Valid
	SP2	Interested in discounts	0,791	Valid
	SP3	Regularly provide promotions	0,809	Valid
	SP4	Promotions to encourage people to make transactions as soon as possible	0,744	Valid
	SP5	Promotion according to needs	0,767	Valid
Customer E-Trust	CET1	Provide the best service	0,805	Valid
	CET2	Prioritize comfort	0,788	Valid
	CET3	Able to provide convenience	0,772	Valid
	CET4	Able to provide security in transactions	0,741	Valid
	CET5	Information on the terms and conditions of the promo as promised	0,763	Valid
Customer E-Satisfaction	CES1	Satisfied with the quality of the application	0,729	Valid
	CES2	Satisfied with the completeness of the restaurant	0,770	Valid
	CES3	Satisfied with the completeness of the information	0,802	Valid
	CES4	Satisfied because the service meets expectations	0,744	Valid
	CES5	Satisfied with the promotion	0,757	Valid
Customer Loyalty	CL1	Be willing to continue to use the application	0,769	Valid
	CL2	Applications are the main choice	0,858	Valid
	CL3	Recommend to others	0,800	Valid
	CL4	Demonstrate immunity to the appeal of similar products from competitors	0,750	Valid

In addition to using the outer loading value, convergent validity is also assessed using the Average Variance Extracted (AVE) value for each variable. The construct is concluded to meet convergent validity if the AVE value is more than 0,5 (Ghozali, 2021). The results of calculating the AVE value for each variable are shown in Table 3. The results show that the AVE value for all constructs is greater than 0,5. So, all constructs meet the criteria for convergent validity.

Table 3 The Results of Average
Variance Extracted (AVE)

Variable	AVE
E-Service Quality	0,579
Sales Promotion	0,599
Customer E-Trust	0,632
Customer E-Satisfaction	0,570
Customer Loyalty	0,609

Validity testing is also carried out with discriminant validity using cross-loading values and the Fornell Larcker Criterion test. For cross-loading, the indicator is concluded valid if the value of the cross-loading indicator on the construct is greater than the value of cross-loading on other constructs. The acceptable value of the cross-loading factor must be greater than 0,7 (Ghozali, 2021). Table 4 shows the cross-loading value for each construct. Based on the evaluation results, it is known that all cross-loading indicator values for the constructs are greater than the cross-loading values for other constructs.

The next validity test uses the Fornell Lacker Criterion, which compares the value of the square root of the AVE with the correlation between other constructs in the model. The model has good discriminant validity if the square root value of AVE is greater than the correlation value between each construct and the other constructs. A construct with good discriminant validity is required to have a value above 0,70 (Ghozali, 2021). Table 5 presents the results of the Fornell-Lacker Criterion test. It shows that each construct has an AVE square root value greater than the correlation coefficient between each construct and the other constructs. Therefore, it can be concluded that the construct has a good discriminant validity value and has met the criteria for discriminant validity requirements.

Table 4 The Results of Cross-Loading Value

No.	E-Service Quality	Sales Promotion	Customer E-Trust	Customer E-Satisfaction	Customer Loyalty
1.	0,755	0,789	0,805	0,729	0,769
2.	0,776	0,791	0,788	0,770	0,858
3.	0,737	0,809	0,772	0,802	0,800
4.	0,760	0,744	0,741	0,744	0,750
5.	0,782	0,767	0,763	0,757	-
6.	0,720	-	-	-	-

Table 5 The Results of the Validity Test Using Fornell-Lacker Criterion

Variables	E-Service Quality	Sales Promotion	Customer E-Trust	Customer E-Satisfaction	Customer Loyalty
E-Service Quality	0,755	0,000	0,610	0,614	0,621
Sales Promotion	0,620	0,780	0,631	0,646	0,609
Customer E-Trust	0,000	0,000	0,774	0,605	0,000
Customer E-Satisfaction	0,000	0,000	0,000	0,761	0,000
Customer Loyalty	0,000	0,000	0,795	0,620	0,795

After testing the validity and showing that all indicators are valid, a reliability test is carried out using composite reliability and Cronbach's alpha. The results can be seen in Table 6. The construct is concluded to be reliable if the composite reliability and Cronbach's alpha values are more than 0,7 (Ghozali, 2021). The test results show that the composite reliability and Cronbach's alpha values for all variables are greater than 0,7, so the research instrument is reliable.

The results of the outer model evaluation have shown that the construct has good validity and reliability so that the research data are feasible to continue with the analysis of the inner model. The calculation results of the coefficient of determination show that the customer e-trust has an R-Square value of 0,476. These results indicate that 47,6% of the customer e-trust are influenced by e-service quality and sales promotion. Furthermore, the customer e-satisfaction has an R-Square value of 0,491. It means 49,1% of the customer e-satisfaction is influenced by e-service quality and sales promotion. Meanwhile, customer loyalty has an R-Square value of 0,489, indicating that 48,9% of customer loyalty is influenced by customer e-trust and e-satisfaction.

The following analysis is the path coefficient results to test the research hypothesis. Based on data processing with SmartPLS 3.0 software, the test results are obtained as shown in Figure 2 and Table 7. The effect of the customer e-trust on customer loyalty is obtained by a path coefficient of 0,407 with a t-value of 3,972 and p-value of 0,000. The results show that the t-value is bigger than 1,96, and the p-value is smaller than 0,5. So, H1 is supported. It means that customer e-trust significantly affects customer loyalty. The path coefficient is positive, so the higher the customer e-trust is, the higher the level of customer loyalty will be. Similarly, in the effect of the customer e-satisfaction variable on customer loyalty, it obtains the path coefficient of 0,373 with a t-value of 3,785 and p-value of 0,000. The results support H2. It can be concluded that customer e-satisfaction significantly affects customer loyalty. The path coefficient value is positive, which means the higher the customer e-satisfaction will cause a higher level of user loyalty.

Table 6 The Results of the Reliability Test

Variable	Composite Reliability	Cronbach's Alpha
E-Service Quality	0,888	0,849
Sales Promotion	0,886	0,839
Customer E-Trust	0,882	0,833
Customer E-Satisfaction	0,873	0,818
Customer Loyalty	0,873	0,805

Table 7 Hypothesis Testing Summary

| Hypothesis	Path Coefficients	T-Value	P-Value	Decision
H1: Customer E-Trust → Customer Loyalty	0,407	3,972	0,000	H1 is supported
H2: Customer E-Satisfaction → Customer Loyalty	0,373	3,785	0,000	H2 is supported
H3: E-Service Quality → Customer E-Trust	0,356	2,647	0,009	H3 is supported
H4: E-Service Quality → Customer E-Satisfaction	0,346	2,569	0,011	H4 is supported
H5: Sales Promotion → Customer E-Trust	0,411	3,304	0,001	H5 is supported
H6: Sales Promotion → Customer E-Satisfaction	0,432	3,337	0,001	H6 is supported
H7: E-Service Quality → Customer E-Trust → Customer Loyalty	0,145	2,025	0,044	H7 is supported
H8: E-Service Quality → Customer E-Satisfaction → Customer Loyalty	0,129	1,995	0,047	H8 is supported
H9: Sales Promotion → Customer E-Trust → Customer Loyalty	0,167	2,313	0,021	H9 is supported
H10: Sales Promotion → Customer E-Satisfaction → Customer Loyalty	0,161	2,269	0,024	H10 is supported
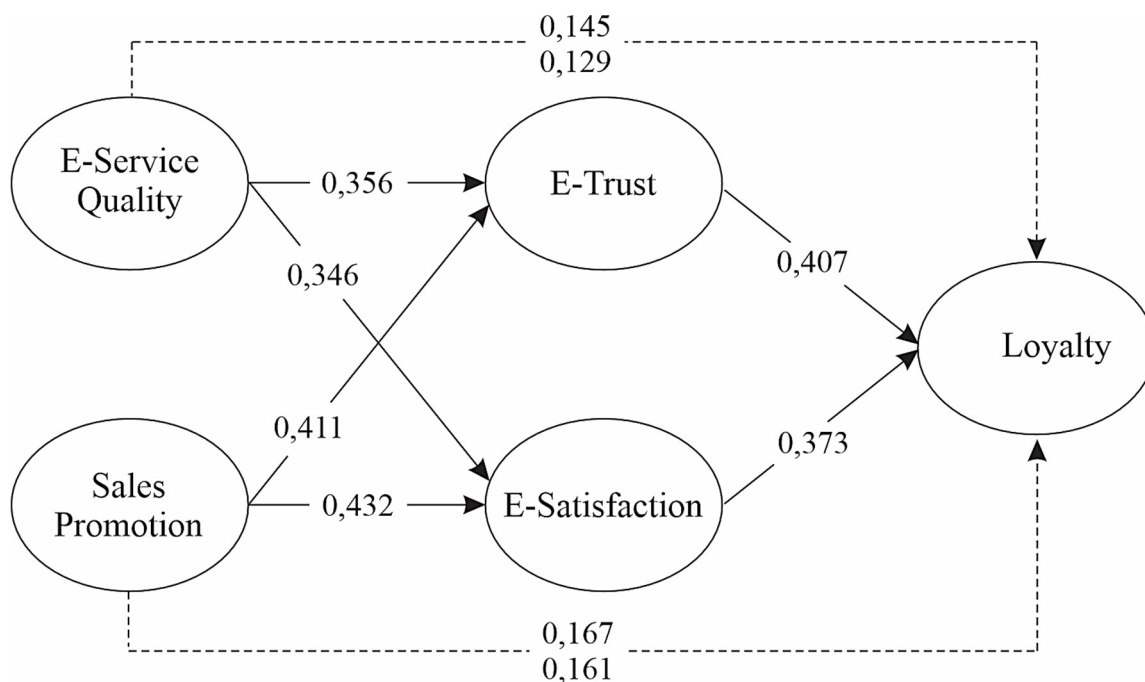
Figure 2 The Results of Path Coefficients

Based on the results of testing the hypothesis, it is known that the loyalty of users of the food delivery service application is significantly influenced by customer e-trust and e-satisfaction. The findings confirm the hypotheses proposed that the trust and satisfaction factors are the key to the loyalty of food delivery service users. Related to trust, trust is an important basis for maintaining good relations between consumers and producers. In the context of online transactions, when the customers trust the seller, they believe that they will be treated fairly, and the seller will not behave opportunistically (Tran & Strutton, 2019). Trust is also considered very important for the success of e-commerce activities, so sellers must give confidence to prospective buyers so that there is no harmful treatment (Savila et al., 2019). With such treatment, consumers will have good relationships with producers in the long term. According to Mahmoud et al. (2018), trust is an important element in developing relationships with customers. The quality of the relationship between customers and producers will positively impact loyalty (Gao & Huang, 2021; Tseng, 2021). The findings in the research support previous research, showing trust as a predictor of loyalty (Albaity & Rahman, 2021; Mansouri et al., 2022; Quoquab et al., 2020; Wilis & Nurwulandari, 2020).

In addition to customer e-trust, e-satisfaction shows its significance in influencing loyalty. One of the main goals of consumers in a transaction is to fulfill and satisfy their needs. Customer e-satisfaction is obtained by buyers after comparing the purchase experience and perceived expectations with post-purchase experiences. The satisfied consumers feel that their experience exceeds what is expected (Ahmad et al., 2017). Satisfied respondents will feel comfortable making transactions repeatedly with the same seller because their expectations can be fulfilled. Conversely, if customer satisfaction decreases, it will reduce loyalty (Utz et al., 2023). The results support the previous studies which indicate that e-satisfaction is a determinant of loyalty (Cakici et al., 2019; Hwang et al., 2021; Moosa & Kashiramka, 2022; Rodríguez et al., 2020).

Next, the effect of e-service quality on customer e-trust is shown by the path coefficient of 0,356, t-value of 2,647, and p-value of 0,009. Hence, H3 is accepted. E-service quality significantly affects customer e-trust. The effect is directly proportional, as indicated by a positive path coefficient. The better e-service quality will cause a higher level of trust.

Regarding trust, the results find that customer e-trust is significantly influenced by e-service quality and sales promotion. These findings indicate that building trust requires service quality and effective promotional activities. The development of digital technology causes companies to continue to transform in optimizing the use of information technology in providing services to customers. Digitization of services makes services to customers faster, transparent, flexible, and easily accessible. Therefore, when a company can develop a reliable application to provide services, it will make customers trust and be willing to use its products and services. The results strengthen previous research, which indicates a significant role of e-service quality in influencing customer trust (Anser et al., 2021; Uzir et al., 2021; Sudarusman & Partina, 2022).

Similarly, the effect of e-service quality on customer e-satisfaction obtains a path coefficient of 0,346, t-value of 2,569, and p-value of 0,011. So, H4

is accepted. The path coefficient is positive that the better the e-service quality is, the higher the level of customer e-satisfaction will be.

E-service quality also significantly affects customer e-satisfaction. The finding indicates that efforts to improve service quality need to be carried out to provide customer satisfaction. Satisfaction relates to whether the customers' expectations are met or not. Customers will be satisfied if the services provided by the application provider are at least in line with customer expectations. The services expected by customers are ease of making complaints, the speed of responding to customer questions, a user-friendly menu, and application security. Previous research has also shown that e-service quality is a predictor of e-satisfaction (Hwang et al., 2021; Rita et al., 2019; Salwa et al., 2022). Therefore, the results support previous research that e-service quality significantly influences e-satisfaction.

Next, the effect of sales promotion on customer e-trust is indicated by a path coefficient of 0,411, t-value of 3,304, and p-value of 0,001. Based on these results, it supports H3. Therefore, sales promotion has a significant effect on customer e-trust. Referring to the positive path coefficient value, the better sales promotion is, the higher the level of customer e-trust will be. Moreover, for the influence of sales promotion on customer e-satisfaction, it obtains a path coefficient of 0,432, a t-value of 3,337, and a p-value of 0,000. H6 is accepted. The path coefficient is positive that the better sales promotion causes the higher level of customer e-satisfaction.

Sales promotion is also proven to have a significant positive impact on customer e-trust and e-satisfaction. Promotion is a marketing activity that mainly aims to offer consumers goods or services. Therefore, in the promotion process, it is necessary to be honest about what is offered with the actual goods or services. In reality, customers often find that the purchased goods or services are not in accordance with what is promoted. Such conditions can make customers feel distrustful and dissatisfied. In the context of online food delivery service applications, honest and attractive promotions are important to foster customer trust and satisfaction. Previous research has confirmed that promotion affects trust (Ebrahim, 2020; Hanaysha, 2017) and customer satisfaction (Al-Dweeri et al., 2019; Blom et al., 2021; Kim et al., 2019). Therefore, the results support previous research on the importance of sales promotion in influencing customer trust and satisfaction.

Furthermore, the indirect or mediating effect of e-service quality on customer loyalty through customer e-trust is indicated by a path coefficient of 0,145, t-value of 2,025, and p-value of 0,044. So, H7 is supported. Customer e-trust mediates the effect of e-service quality on customer loyalty. Similarly, customer e-satisfaction mediates the effect of e-service quality on customer loyalty. It is shown by a path coefficient of 0,129, t-value of 1,995, and p-value of 0,047. H8 is supported.

Then, the indirect effect of sales promotion on customer loyalty through customer e-trust is shown by path coefficient of 0,167, t-value of 2,313, and p-value of 0,021. H9 is accepted. Customer e-trust mediates the effect of sales promotion on customer loyalty. Last, customer e-satisfaction mediates the effect of sales promotion on customer loyalty. It obtains a path coefficient of 0,161, a t-value of 2,269, and a p-value of 0,024. H10 supported.

The results demonstrate that customer e-trust and e-satisfaction significantly mediate the effect of e-service quality and sales promotion on customer loyalty. Thus, the level of e-trust and e-satisfaction will determine the size of the influence of e-service quality and sales promotion on customer loyalty. Based on testing the direct effect of e-service quality and sales promotion, it has a significant effect on customer e-trust and e-satisfaction. These two mediator variables are also known to affect customer loyalty directly. Then, the pattern of influence allows an indirect effect. Increasing e-service quality and sales promotion will have the effect of increasing customer e-trust and e-satisfaction. Then, it will further increase customer loyalty. Basically, increasing e-service quality and sales promotion not only has a positive impact on customer e-trust and e-satisfaction, but also on customer loyalty.

CONCLUSIONS

The research findings conclude that customer e-service quality and sales promotion are the determinants of e-trust and e-satisfaction for customers of online food service delivery. Then, the outcome of e-trust and e-satisfaction is customer loyalty. These results indicate that in building customer loyalty, an important factor that must exist is service quality and sales promotions, which impact customer trust and satisfaction and ultimately have implications for increasing customer loyalty. The research also concludes that customer e-trust and e-satisfaction significantly mediate the effect of e-service quality and sales promotion on customer loyalty.

The novelty that can contribute to the results is mapping the factors that influence customer loyalty to online food delivery services. Customer e-trust has a more dominant influence on customer loyalty, so online food delivery service providers can make trust an advantage factor in their services. Customer e-trust is empirically more dominantly influenced by sales promotion. However, effective promotional activities are important for online food delivery service providers to strengthen consumers' trust.

The research results imply that online food delivery service application providers must be more innovative in developing customer service features. Application providers should be more active in soliciting feedback from customers regarding service features that need to be added. In addition, application providers must also carry out creative

sales promotions by utilizing various social media channels and providing a number of attractive rewards for customers.

Finally, the researchers must admit some limitations in the research, especially related to the relatively small number of samples compared to the total population. In addition, the number of variables is still limited when referring to the factors that can affect customer loyalty. Therefore, the researchers suggest further research to use a larger sample size and a more varied number of variables. In this way, the research results can reach a wider area of generalization and formulate customer loyalty models comprehensively, especially customers for online food service delivery.

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