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The Effect of E-Service Quality on E-Loyalty with E-Satisfaction as a Mediation Among GoFood Users in the City of Padang

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Abstract: *This study aims to analyze the effect of e-service quality on e-loyalty with e-satisfaction as a mediating variable among GoFood users in Padang City. This study uses a quantitative approach with a sample of 140 respondents selected through purposive sampling. Data were collected through an online questionnaire and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The results indicate that e-service quality has a positive and significant influence on e-loyalty, e-service quality has a positive and significant influence on e-satisfaction, and e-satisfaction has a positive and significant influence on e-loyalty. Additionally, e-satisfaction acts as a mediator in the relationship between e-service quality and e-loyalty. These findings conclude that improving e-service quality can enhance user satisfaction, which in turn strengthens customer loyalty toward the GoFood platform. This study contributes to understanding how digital service quality and customer satisfaction influence loyalty in the online food delivery industry.*

Keyword: E-Service Quality, E-Satisfaction, E-Loyalty, GoFood, Padang.

INTRODUCTION

In today's digital age, advances in information technology have changed people's behavior in meeting their daily needs. One of the most noticeable impacts is the increase in the use of online food delivery (OFD) services such as GoFood, GrabFood, and ShopeeFood. According to data from the Indonesian Internet Service Providers Association (APJII, 2024), the number of internet users in Indonesia in 2024 reached 221.5 million people, or 79.5% of the total population. This shift in lifestyle has driven society to increasingly rely on digital applications, including food delivery services. This is reflected in the emergence of various OFD platforms in Indonesia, such as GrabFood, GoFood, and ShopeeFood, which have triggered fierce competition among platforms to achieve their goals and create customer satisfaction and loyalty.

Elektronic loyalty (e-loyalty) is a strategic factor for application-based companies, as it is reflected in repeat purchases, positive reviews, and user recommendations. E-loyalty is influenced by the quality of electronic services (e-service quality) and user satisfaction (e-satisfaction), which play an important role in retaining customers amid fierce competition.

According to Pramuditha et al. (2021), e-loyalty is customer loyalty to a digital platform, demonstrated through repeat purchases, positive reviews, and recommendations to others. However, GoFood, one of the largest OFD platforms in Indonesia, still faces challenges in maintaining customer loyalty, particularly in the city of Padang.

GoFood, which is part of the Gojek ecosystem, has become one of the major players in this industry. However, fierce competition in the Indonesian OFD market poses serious challenges. The following is data on online food delivery service transactions in Indonesia:

Table 1. Online Food Delivery Service Transactions in Indonesia

Platform OFD	Tahun 2022		Tahun 2023		Persentase Perubahan
	Pangsa Pasar	Nilai	Pangsa Pasar	Nilai	
GrabFood	49%	US$ 2,2 miliar	50%	US$ 2,3 miliar	4,55%
GoFood	44%	US$ 1,98 miliar	38%	US$ 1,75 miliar	-11,62%
ShopeeFood	7%	US$ 315 juta	12%	US$ 552 juta	75,24%

Source: Katadata.co.id, 2024.

Data from Katadata (2024) shows that in 2023, GoFood's transaction value fell by 11.62% (from US$ 1.98 billion to US$ 1.75 billion), while GrabFood and ShopeeFood experienced growth of 4.55% and 75.24%, respectively. In addition to the decline in transactions, GoFood also faced numerous customer complaints on its social media platforms, including system outages, order delays, unsatisfactory customer service, and fake orders. These complaints directly impacted a decline in customer satisfaction (e-satisfaction) and loyalty (e-loyalty).

This condition shows that customer expectations regarding GoFood's e-service quality do not match their experience. In digital marketing, customer satisfaction and service quality are key factors in customer loyalty. According to previous research Avania et.,al (2023) and Noor, (2022), electronic satisfaction will increase with good service quality, which in turn will increase electronic loyalty. However, due to intense competition in Padang City, empirical research is needed to determine the extent to which this relationship applies to local GoFood customers.

Based on this phenomenon, this study was conducted with the aim of analyzing the effect of e-service quality on e-loyalty with e-satisfaction as a mediating variable among GoFood users in Padang City. The findings of this study are expected to contribute to the development of digital marketing management theory and serve as a basis for strategies to improve GoFood service quality in order to build user satisfaction and loyalty.

According to Pramuditha, et.al. (2021), “E-service quality is the development of a website's ability to enable people to shop, buy, and deliver goods efficiently.” Meanwhile, according to Wilis and Nurwulandari (2020), “E-service quality is a company's ability to provide and meet customer needs through virtual service facilities.” For companies, e-service quality can enhance productivity and operational profitability. According to Rahmawaty et al. (2021), “E-service quality is increasingly recognized as an important component and also a key factor in determining competitive advantage and long-term retention for companies operating online.” According to Zhou et al. (2019), the indicators of e-service quality are Efficiency, Fulfillment, System Availability, Privacy, and Responsiveness.

According to Syahril, et.al. (2022), "E-satisfaction is the level of conformity between expectations and reality obtained by customers from previous online purchasing experiences. Furthermore, according to Oliver in Anderson and Srinivasan (2003), “E-satisfaction is a psychological state that arises when a customer is satisfied, where they no longer seek

alternatives other than the website currently being used. Satisfaction with an e-commerce website depends on how well the customer's needs are met and their expectations regarding the quality they experience when using the website. Overall satisfaction often leads to a positive overall attitude toward the e-commerce website. According to Ranjbarian in Avania (2023), the indicators for measuring e-satisfaction are: Convenience, Merchandising, Site Design, Security, and Serviceability.

According to Anderson and Srinivasan (2003), "Electronic customer loyalty (E-loyalty) is based on the fact that customers tend to make transactions with the application, so they feel a positive influence and spread it to others." Furthermore, according to Liani and Yusuf (2021), "E-loyalty is a customer's commitment to make regular transactions without being influenced by competitors' promotions." And according to Mar'ati et al. (2021), "E-loyalty is the attitude and commitment of customers toward a company, which encourages them to purchase again from that company in the future." Therefore, it can be concluded that e-loyalty is the attitude of customers who tend to make transactions on an application. These customers feel a positive influence and then spread the word about the application. According to Jeon and Jeong (2017), the indicators of e-loyalty are Cognitive, Affective, Conative, and Action.

The Influence of E-Service Quality on E-Loyalty

Based on research by Santi, et.al. (2020), "E-service quality has a significant positive influence on Traveloka customer e-loyalty." This shows that the better the quality of electronic services provided by Traveloka, the higher the level of customer loyalty to the platform. Good service quality includes efficiency, reliability, and ease of navigation on the website, all of which contribute to a positive customer experience. Therefore, improving e-service quality can encourage customers to remain loyal and recommend it to others, thereby increasing e-loyalty.

H_1: E-Service Quality has a significant effect on E-Satisfaction among GoFood users in Padang City.

The Influence of E-Service Quality on E-Satisfaction

Customer satisfaction is very important for a company. There are many factors that can influence customer satisfaction, one of which is e-service quality. According to previous research conducted by Gotama, et al. (2019), "E-service quality has a significant positive influence on the e-satisfaction of Bebas Bayar app users." This shows that the higher the quality of electronic services provided, the greater the level of user satisfaction with the app. Good service quality, such as speed, reliability, and ease of access, contributes to a positive experience for users, thereby increasing their e-satisfaction.

H_2: E-Service Quality has a significant effect on E-Loyalty among GoFood users in Padang City.

The Influence of E-Satisfaction on E-Loyalty

Customer loyalty can arise because they feel satisfied with what they receive. Customers who get what they want tend to be loyal to the company. According to previous research conducted by Ashiq and Husain (2024), "E-Satisfaction has a significant positive influence on customer e-loyalty in the context of e-commerce in Pakistan." This shows that the higher the level of customer satisfaction with their online shopping experience, the more likely they are to show loyalty to the e-commerce platform.

H_3: E-Satisfaction significantly influences E-Loyalty among GoFood users in Padang City.

The Influence of E-Satisfaction as a Mediating Variable between E-Service Quality and E-Loyalty

In the study by Avania et al. (2023), "The role of e-satisfaction as a mediator between e-service quality and e-loyalty has had a positive effect in creating customer loyalty toward the e-commerce platform." In the study by Qatauneh et al. (2024), "The role of e-satisfaction as a mediator between e-service quality and e-loyalty has been proven to have a positive influence

in shaping user loyalty toward e-government services." High levels of satisfaction felt by customers due to good electronic service quality will increase their loyalty to continue using the e-commerce application. Thus, e-satisfaction functions as a key factor influencing customers' decisions to remain loyal and make repeat purchases in the future.

H4: E-Service Quality significantly influences E-Loyalty through E-Satisfaction as a mediator among GoFood users in Padang City.

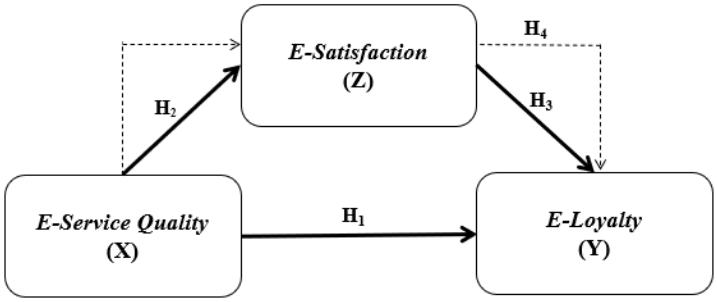


Figure 1. Research Framework

METHOD

This study uses a quantitative approach with a causal research design. The quantitative approach was chosen because the study focuses on processing numerical data to test the relationship between variables, while the causal design is used to determine the extent to which independent variables influence dependent variables. This study will also examine whether there is a direct or indirect influence between independent and dependent variables through mediating variables. The research was conducted in the city of Padang, which was chosen because it has a large GoFood user base. Data collection was carried out during June 2025.

According to Sugiyono (2018), "The population is the generalizable domain consisting of objects or subjects with specific qualities and characteristics defined by the researcher for study and subsequent conclusion-drawing." The population of this study is all GoFood app users in the city of Padang. Since the actual population size cannot be determined, sampling was conducted using non-probability sampling through purposive sampling techniques. The sample was selected based on the following criteria: residents of Padang City, have made at least one purchase on GoFood, and are between 17 and 45 years old. They are the productive age group and frequently use digital services, particularly online food delivery services (OFD) such as GoFood. Since the population size for this study is unknown, the sample size was estimated using the formula by Hair et al. (2021), which indicates that the ideal sample size is 10 times the number of indicators. There are 14 indicators in this study, so the number of respondents for this study is 140.

The research data consists of primary and secondary data. Primary data was obtained directly through the distribution of a Google Form-based questionnaire to respondents, while secondary data was collected from various sources such as books, scientific articles, and research journals. The research instrument was a questionnaire with a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questions in the questionnaire were designed based on the indicators of each variable.

Data analysis was conducted using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) with the assistance of the SmartPLS 4 application. The analysis process included testing the measurement model (outer model) to ensure convergent validity, discriminant validity, and reliability, followed by testing the structural model (inner model) to examine the R-square value and Goodness of Fit. Hypothesis testing was conducted by examining the path coefficients and comparing the t-statistic and p-value values, where the hypothesis was considered significant if the t-statistic > 1.96 and the p-value < 0.05.

RESULTS AND DISCUSSION

1. Description of Respondent Characteristics

Table 2. Sample Criteria (N = 140)

Measurement	N	%
Gender		
Man	47	34%
Female	93	66%
Age (years-old)		
17 – 22	94	67%
23 – 28	35	25%
29 – 34	7	5%
35 – 40	2	1%
41 – 45	2	1%
Occupation		
Students	110	79%
Civil Servants	1	1%
Entrepreneurs/Traders	9	6%
Private Employee	9	6%
Freelance	8	6%
Others	3	2%
Income		
< Rp 1.000.000	95	68%
Rp 1.000.000-Rp 2.999.999	25	18%
Rp 3.000.000-Rp 4.999.999	12	9%
> Rp 5.000.000	8	6%

Source: Data Processed 2025

Based on the table, it can be concluded that the most common gender among respondents in this study was female. There were 93 female respondents in this study, or 66%, while there were 47 male respondents, or 34%. Based on the data, the age group that dominates this study is 17-22 years old, with 94 respondents or 67% of the total respondents. This is followed by respondents aged 23-28 years old, with 35 respondents or 25%, followed by respondents aged 29-34 years, totaling 7 people or 5%, followed by respondents aged 35-40 years, totaling 1 person or 1%, and finally respondents aged 41-45 years, totaling 1 person or 1%. Based on the respondents' occupations, the most common occupation among those who completed the questionnaire was student/college student, with 110 respondents or 79%. Therefore, it can be concluded that the respondents in this study were predominantly students/college students. Based on the respondents' income, the most common income level was <Rp 1,000,000, with 95 respondents or 68%. Therefore, it can be concluded that the respondents in this study were predominantly those with an income of <Rp 1,000,000.

2. Measurement Model

a. Convergent Validity

The validity test in this study uses two measurement methods, namely convergent validity and discriminant validity. According to Ghozali and Latan (2012), convergent validity is determined using the outer loading value and AVE (Average Variance Extracted) value parameters. Measurements can be categorized as having good convergent validity if the outer loading value is >0.7 and the AVE value is >0.5." The following are the results of the convergent validity instrument testing in Table 3:

Table 3. Output Outer Loading and AVE

	Variable (X)	Variable (Y)	Variable (Z)	AVE

E-Service Quality 1	0.719			0.522
E-Service Quality 10	0.731			
E-Service Quality 2	0.711			
E-Service Quality 3	0.718			
E-Service Quality 4	0.739			
E-Service Quality 5	0.726			
E-Service Quality 6	0.735			
E-Service Quality 7	0.707			
E-Service Quality 8	0.741			
E-Service Quality 9	0.7			
E-Loyalty 1		0.818		0.685
E-Loyalty 2		0.826		
E-Loyalty 3		0.862		
E-Loyalty 4		0.838		
E-Loyalty 5		0.851		
E-Loyalty 6		0.859		
E-Loyalty 7		0.724		
E-Loyalty 8		0.835		
E-Satisfaction 1			0.703	0.538
E-Satisfaction 10			0.737	
E-Satisfaction 11			0.709	
E-Satisfaction 12			0.725	
E-Satisfaction 2			0.727	
E-Satisfaction 3			0.77	
E-Satisfaction 4			0.721	
E-Satisfaction 5			0.721	
E-Satisfaction 6			0.766	
E-Satisfaction 7			0.718	
E-Satisfaction 8			0.789	
E-Satisfaction 9			0.711	

Source: Data Processed 2025

The results of data analysis in Table 3 show 30 valid statement indicators. If there is an outer loading value below 0.7 on an indicator, then that indicator must be removed because it does not represent the existing construct. Thus, in this study, no indicators were removed or deleted. Therefore, all indicators are declared to meet convergent validity. The results also indicate that the AVE values for all variables are above 0.5. Therefore, convergent validity is considered valid.

b. Discriminant Validity

Discriminant validity is used to ensure that each indicator of each variable is greater than the other variables. Discriminant validity testing uses cross loading values. An indicator is said to meet discriminant validity if the crossloading value of the indicator on the variable is the largest compared to other variables. Cross loading can be seen in Table 4:

Table 4. Output Cross Loading

	Variable (X)	Variable (Y)	Variable (Z)
E-Service Quality 1	**0.719**	0.516	0.640

E-Service Quality 10	**0.731**	0.55	0.655
E-Service Quality 2	**0.711**	0.455	0.529
E-Service Quality 3	**0.718**	0.467	0.537
E-Service Quality 4	**0.739**	0.399	0.589
E-Service Quality 5	**0.726**	0.497	0.612
E-Service Quality 6	**0.735**	0.515	0.579
E-Service Quality 7	**0.707**	0.512	0.601
E-Service Quality 8	**0.741**	0.440	0.584
E-Service Quality 9	**0.700**	0.458	0.585
E-Loyalty 1	0.546	**0.818**	0.586
E-Loyalty 2	0.484	**0.826**	0.563
E-Loyalty 3	0.552	**0.862**	0.602
E-Loyalty 4	0.569	**0.838**	0.591
E-Loyalty 5	0.559	**0.851**	0.604
E-Loyalty 6	0.591	**0.859**	0.641
E-Loyalty 7	0.495	**0.724**	0.584
E-Loyalty 8	0.617	**0.835**	0.625
E-Satisfaction 1	0.634	0.507	**0.703**
E-Satisfaction 10	0.542	0.529	**0.737**
E-Satisfaction 11	0.607	0.541	**0.709**
E-Satisfaction 12	0.629	0.610	**0.725**
E-Satisfaction 2	0.575	0.497	**0.727**
E-Satisfaction 3	0.606	0.577	**0.770**
E-Satisfaction 4	0.587	0.537	**0.721**
E-Satisfaction 5	0.659	0.440	**0.721**
E-Satisfaction 6	0.602	0.453	**0.766**
E-Satisfaction 7	0.509	0.584	**0.718**
E-Satisfaction 8	0.652	0.609	**0.789**
E-Satisfaction 9	0.608	0.480	**0.711**

Source: Data Processed 2025

Table 4 shows that the score (correlation) values of variables to indicators are higher than the score (correlation) values of variables to other indicators. It can be concluded that all indicators tested in the study are declared to have discriminant validity.

c. Reliability Test

Reliability was measured by looking at the output of composite reliability and Cronbach's alpha. The following are the results of the reliability test for each variable using SmartPLS software.

Table 5. Cronbach Alpa

	Cronbach's alpha	Composite Reliability
Variabel X	0,898	0.916
Variabel Y	0.934	0.945
Variabel Z	0.922	0.933

Source: Data Processed 2025

Table 5 shows that the variables have good reliability. A variable is considered reliable if it has a Cronbach's alpha > 0.6 and composite reliability > 0.7.

3. Structural Model Testing

a. R-Square (R^2)

The R-Square value is a number between 0 and 1 that indicates the extent to which exogenous variables influence endogenous variables. The closer the value is to 1, the better the regression model is at explaining the relationship. The following are the results of the R-Square value calculation:

Table 6. R-Square Value

Variable	R-Square Value
E-Loyalty	0.543
E-Satisfaction	0.674

Source: Data Processed 2025

Based on Table 6, it shows that the r square value of the e-loyalty variable is 0.543, which means that the e-loyalty variable can be explained by the e-service quality and e-satisfaction variables by 54.3%, while the remaining 45.7% is explained by other variables not included in this study. Additionally, the r-square value of the e-satisfaction variable can be explained by e-service quality by 67.4%, while the remaining 32.6% is explained by other variables not included in this study.

b. Goodness of Fit (GoF)

The Goodness of Fit test is a test of the suitability or goodness between certain observations and the frequencies obtained based on their expected values. The following are the results of the Goodness of Fit test:

Table 7. Goodness of Fit Value

	Saturated Model	Estimated Model
SRMR	0.07	0.07
d_ULS	2.291	2.291
d_G	1.327	1.327
Chi-square	906.984	906.984
NFI	0.723	0.723

Source: Data Processed 2025

Based on Table 7, the Standardized Root Mean Square Residual (SRMR) has a small value of 0.10, namely 0.07, which reflects that the model has a correlation fit.

4. Hypothesis Testing

Hypothesis testing can be conducted based on the significance level and the path coefficient values between latent variables. Significance is determined by p-values below 0.05 or t-statistics > 1.96. The following are the results of statistical analysis using PLS SEM:

Table 8. Path Coefficient

	Original Sampel	T statistik	P values
Variabel X -> Variabel Y	0.224	2.064	0.039
Variabel X -> Variabel Z	0.821	24.626	0.000
Variabel Z -> Variabel Y	0.542	4.708	0.000
Variabel X -> Variabel Z -> Variabel Y	0.445	4.625	0.000

Source: Data Processed 2025

Based on the results of the PLS analysis in Table 8, it can be concluded that:
Hypothesis 1 is accepted, because the t-statistic value (2.064) > 1.96 and the p-value (0.039) <0.05, which means that e-service quality has a significant positive effect on e-loyalty.
Hypothesis 2 is accepted, as the t-statistic value (24.626) > 1.96 and the p-value is (0.000) < 0.05, indicating that e-service quality has a significant positive effect on e-satisfaction.
Hypothesis 3 is accepted because the t-statistic value (4.708) > 1.96 and the p-value (0.000) < 0.05, indicating that e-satisfaction has a significant positive effect on e-loyalty
Hypothesis 4 is accepted because the t-statistic value (4.625) > 1.96 and the p-value (0.000) < 0.05, indicating that e-service quality has a positive and significant effect on e-loyalty through e-satisfaction as a mediating variable.

Discussion

a. The Influence of E-Service Quality on E-Loyalty

The research results indicate that the e-service quality variable has a positive and significant influence on e-loyalty, with a t-statistic value of 2.064 and a p-value of 0.039. Since the t-statistic value is greater than 1.96 and the p-value is less than 0.05, it can be concluded that there is a significant relationship between electronic service quality and customer loyalty among GoFood users. This finding is consistent with the research conducted by Santi et al. (2020), who stated that e-service quality has a positive and significant influence on e-loyalty and mentioned that good electronic service quality can encourage customers to remain loyal and make repeat purchases in the future. In GoFood, this means that the higher the quality of digital services such as user-friendly app features, delivery speed, and secure payment systems, the more likely customers are to continue using GoFood rather than switching to competing services.

b. The Influence of E-Service Quality on E-Satisfaction

This study also found that e-service quality has a positive and significant influence on e-satisfaction, with a t-statistic value of 24.626 and a p-value of 0.000. This means that customers' positive perceptions of GoFood's service quality will drive an increase in the level of satisfaction they feel. This result is consistent with Gotama et al. (2019), who stated that "the higher the quality of electronic services provided, the greater the level of user satisfaction with the application." Service quality factors such as response speed, system reliability, transaction security, and application convenience are crucial in shaping positive customer experiences. Therefore, it can be concluded that the better and higher the e-service quality, the more significant the impact on the level of satisfaction felt by customers.

c. The Influence of E-Satisfaction on E-Loyalty

This study shows that e-satisfaction has a positive and significant influence on e-loyalty, with a t-statistic value of 4.708 and a p-value of 0.000. This means that customer satisfaction is an important factor in shaping user loyalty to GoFood in the city of Padang. These results align with the findings of Ashiq and Husain (2024), who state that the higher the level of customer satisfaction, the greater the likelihood of them remaining loyal to the digital platform. Satisfied customers are more likely to make repeat purchases, recommend the app to others, and not switch to competing services. If the level of satisfaction felt by GoFood users, such as satisfaction with the service received, creates a positive experience, this will significantly impact the high level of user loyalty.

d. The Influence of E-Service Quality on E-Loyalty through E-Satisfaction as a Mediator

E-service quality has a significant influence on e-loyalty through e-satisfaction. This result is supported by the t-statistic value of 4.625, which is greater than 1.96, with a path

coefficient of 0.445, indicating that the parameter is significant. Thus, there is an indirect influence of the e-service quality variable on e-loyalty through e-satisfaction. The direct influence coefficient of e-service quality on e-satisfaction is 0.821. Meanwhile, the direct influence of e-satisfaction on e-loyalty is 0.542. The indirect influence is 0.445. This indicates that the e-satisfaction variable can enhance the influence of e-service quality on e-loyalty and provide a positive mediating effect. With e-satisfaction, the influence of e-service quality on e-loyalty will increase. This finding supports the research of Avania et al. (2023) and Qatawneh et al. (2024), which states that e-satisfaction mediates the influence between e-service quality and e-loyalty. This means that even though service quality has a direct influence on loyalty, this influence will be stronger if customers feel satisfied first.

CONCLUSION

Based on the results of this study, it can be concluded that e-service quality and e-satisfaction have a positive and significant effect on the e-loyalty of GoFood users in Padang City, while e-service quality is also proven to directly influence e-satisfaction. The results show that good GoFood digital services are very important for creating positive experiences and customer satisfaction, which ultimately results in loyalty. GoFood should focus on the technical features of its app, such as system reliability, order processing speed, delivery timeliness, data security, and customer service responsiveness, in terms of e-service quality. Positive experiences that enhance satisfaction are generated by fast, stable, and easily accessible services. From the E-Satisfaction perspective, customer satisfaction serves as an important bridge that strengthens the relationship between service quality and loyalty. The higher the level of customer satisfaction, the greater the likelihood that they will continue to use GoFood, recommend it to others, and make repeat purchases.

The research findings indicate that GoFood management should focus on improving digital services to maintain and enhance customer loyalty through customer satisfaction, especially amid intense competition with other platforms in the online food delivery industry. This study can serve as a reference for future researchers to examine other factors that may influence user e-loyalty. To obtain more comprehensive results, future research is also recommended to use a broader sample, covering more regions and a more diverse user background.

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