JEMSI: Jurnal Ekonomi Manajemen Sistem Informasi
E-ISSN: 2686-5238
P-ISSN: 2686-4916
https://dinastirev.org/JEMSI dinasti.info@gmail.com +62 811 7404 455
DOI: https://doi.org/10.38035/jemsi.v7i3
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Received: 06 Januari 2026 | **Revised:** 20 Januari 2026 | **Accepted:** 16 Februari 2026

Post-Purchase Customer Experience in Fresh Food Online Delivery: A Multi-Generational Perspective of Generations X, Y, and Z

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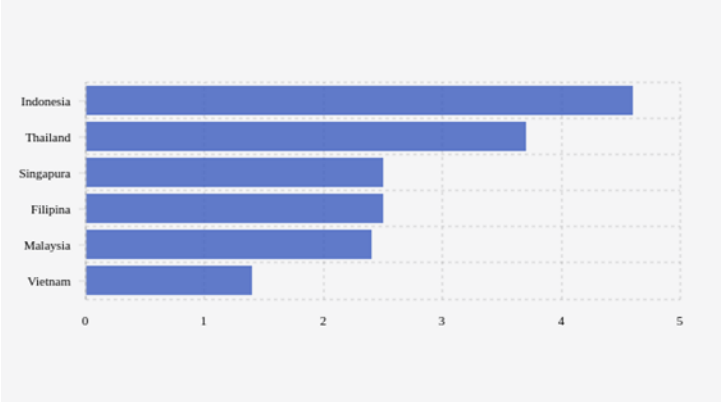
Abstract: This research intends to understand the effect of delivery, product-in-hand, customer support, benefits, and packaging on customer satisfaction in online fresh food delivery among Generation X, Y, and Z and to explore the moderating role of corporate image. The Partial Least Square Structural Equation Modeling (PLS-SEM) model is used in this study's quantitative analysis of primary data from 390 respondents who use online applications for purchasing fresh food in Indonesia, selected using purposive sampling in the non-probability sampling category. The results for entire sample indicate that several variables such as benefits and packaging significantly affect customer satisfaction, whereas delivery, product-in-hand, and customer support are not significantly affecting customer satisfaction. Meanwhile, customer satisfaction has a significant effect on repurchase intention. However, corporate image does not significantly moderate the relationship between customer satisfaction and repurchase intention.

Keywords: Fresh Food Online, Delivery, Customer Satisfaction

INTRODUCTION

E-commerce is one of the industries that grow the fastest in this digital era, even in Indonesia. A study in Indonesia showed that the volume of the fresh food e-commerce market increased significantly, driven by the COVID-19 pandemic which accelerated the adoption of online shopping. According to Jitin Sethi & Bhusan Bhutada (2021), the GMV (Gross Merchandise Value) of e-grocery in Indonesia will increase from approximately 500 million USD in 2019 to 6 billion USD in 2025, an increase of six times over five years. Furthermore, Momentum Works (2024) also revealed that the GMV transaction value of online food delivery services in Indonesia reached approximately 72.12 trillion Rupiah in 2023 and is estimated to continue experiencing rapid growth. In Indonesia, the major platforms that dominate the online food delivery market are Gojek, Grab, and Shopee applications Azzahra et al. (2025).



Source: Databoks (2024)

Figure 1. Gross Transaction Value of Online Food Delivery in ASEAN Countries in 2023

When it comes to purchasing fresh food products online, understanding changes in consumer behavior becomes important. These changes occur especially among Generations X, Y, and Z, who are the primary target market for e-commerce. According to a survey by Jakpat (2025), Generation Z are the users who most frequently use online food ordering applications, while Generations X and Y are more likely to use online delivery applications for shopping for daily necessities and fresh food. Because of the rapid growth in this sector, competition has become increasingly intense, so business financial growth depends on customers' intentions to make repeat purchases. Customers' intentions to make repeat purchases are influenced by the customer experience during the post-purchase stage.

Previous studies identified several factors, including specific consumer perceptions and loyalty when buying fresh food online Ma et al. (2022). The post-purchase customer experience comprises product quality upon delivery, customer support, and packaging. These variables consistently emerge as factors that influence customer satisfaction and repurchase intention Ma et al. (2022). Previous studies also found that corporate image, as a form of brand perception, shapes trust and guides repurchase decisions (Sharma et al. (2020); Poushneh (2021)). In the case of fresh food e-commerce, customer satisfaction, which is influenced by expectations, has a significant impact on preference and loyalty (Alkire (née Nasr) et al. (2020); Mencarelli et al. (2021)). Furthermore, the customer brand relationship, characterized by trust, brand love, and perceived value, has been shown to strengthen attitudinal and behavioral loyalty in online purchases (Huang et al. (2021); Jeaheng & Han (2020).

Although these factors have been extensively researched, most previous research has been conducted in an international context, while attention to Indonesia is still limited. In Indonesia, the adoption of digital technology is growing rapidly, but consumer behavior here may differ from general patterns found elsewhere Sharma et al. (2020). In addition, many previous studies have only looked at post-purchase experiences or corporate image, without combining them into one complete framework by considering the influence factors of moderation. This study tries to close this gap by looking into three crucial aspects, customer experience after purchase, customer satisfaction, and corporate image, as well as the combined impact of these three on repurchase intentions, with corporate image as the variable that moderates the relationship. The focus of this research is on Generations X, Y, and Z consumers in Indonesia, thus providing broader insights to understand and adjust the behavior of individual consumers in Indonesia's growing urban market. The main goal of this study is to find out the influence of post-purchase customer experience and customer satisfaction on repurchase intent, as well as the role of corporate image moderation in these relationships, in terms of online fresh food purchases in Indonesia. Additionally, this study aims to analyze generational differences that affect online fresh food purchasing behavior.

Hypotheses Development

Delivery and Customer Satisfaction

Delivery plays a critical role in shaping customer satisfaction because it represents the final and most tangible stage of the service experience in online transactions Mofokeng (2021). Customers who are satisfied with the process of delivery are more satisfied and tempted to buy Mofokeng (2021). According to the logistics service quality theory, effective delivery ensures that promised lead times and product conditions are met, fostering trust and reducing perceived risks in online transactions Akıl & Ungan (2022).

H1: Delivery has a positive and significant effect on Customer Satisfaction.

Product-in-hand and Customer Satisfaction

Product-in-hand is crucial in determining customer satisfaction because it represents the tangible outcome of online purchases, where customers physically inspect the products condition, completeness, and alignment with expectations Koesmariadi & Agusinta (2024). When products are delivered intact, correspond accurately to its description, and can be used immediately, customers feel confident and pleased with their purchasing decision Esper et al. (2010). In line with logistics service quality theory, a flawless product-in-hand experience reduces gaps between expected and actual outcomes, thereby increasing perceived value and overall customer satisfaction Mentzer et al. (2001).

H2: Product-in-hand has a positive and significant effect on Customer Satisfaction.

Benefits and Customer Satisfaction

Benefits are crucial in forming customer satisfaction as they embody the perceived value customers gain from online purchases beyond the product alone, bridging expectations with tangible outcomes like cost savings, convenience, and added utilities Zeithaml (1988). Customers who perceive clear and meaningful benefits, such as discounts or time efficiency, become more satisfied and inclined to buy again Woodruff (1997). According to expectancy-disconfirmation theory, benefits meeting or surpassing expectations generate positive disconfirmation, resulting in greater satisfaction Oliver (1980).

H3: Benefits has a positive and significant effect on Customer Satisfaction.

Customer Support and Customer Satisfaction

Customer support plays an important role in shaping customer satisfaction because it offers responsive human interaction that helps resolve issues and concerns in online purchasing Wolfinbarger & Gilly (2003). When customers receive effective support, they tend to feel more satisfied and confident in their purchasing decisions Swaid & Wigand (2009). Based on service recovery theory, prompt and competent customer support can turn potentially negative experiences into positive outcomes, thereby fostering trust and customer loyalty Maxham & Netemeyer (2002).

H4: Customer support has a positive and significant effect on Customer Satisfaction.

Packaging and Customer Satisfaction

Packaging plays a special role in shaping customer satisfaction because it protects products during delivery and forms the customer's first tangible impression of the purchase Silayoi & Speece (2007). When customers receive products in safe, clean, and well-designed packaging, they are more likely to feel satisfied and confident in the product's quality as well as the seller's professionalism Rundh (2016). From the perspective of signaling theory, attractive and functional packaging acts as a signal of quality that reduces uncertainty and reinforces customers' expectations Spence (1973).

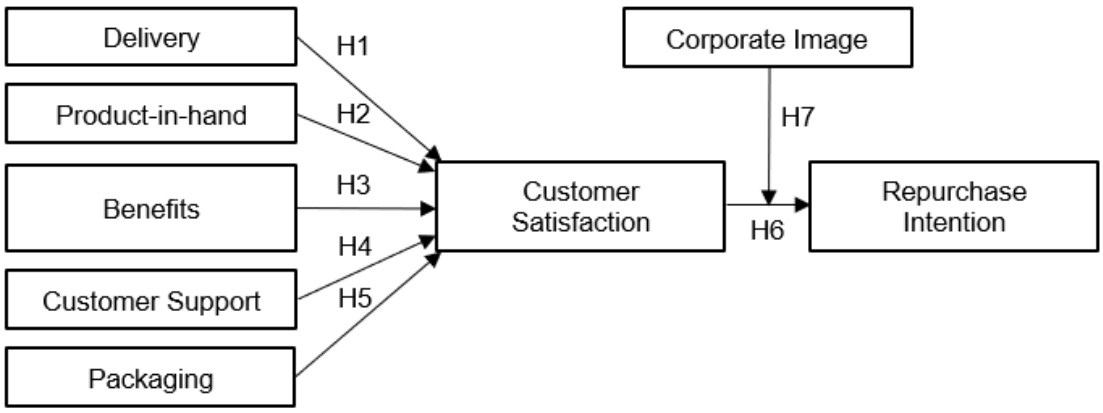
H5: Packaging has a positive and significant effect on Customer Satisfaction.

Customer Satisfaction and Repurchase Intention

Customer satisfaction is a key determinant of repurchase intention, as it represents a positive evaluation formed after the purchase experience that encourages repeat buying behavior in e-commerce settings Afinia & Tjahjaningsih (2024). Customers who feel satisfied with their previous transactions tend to revisit and repurchase from the same online platform Abdullah et al. (2023). According to expectation–confirmation theory, satisfaction arises when perceived performance meets or exceeds initial expectations, which in turn enhances customer loyalty and strengthens repurchase intentions M Nabil Akmal & Thamrin Thamrin (2025).
H6: Customer Satisfaction has a positive and significant effect on Repurchase Intention.

Role of Corporate Image

Corporate images serve as an important moderating factor in the relationship between customer satisfaction and repurchase intention by strengthening the connection through increased trust in post-purchase evaluations during online transactions Keller (1993). A favorable corporate image strengthens the effect of customer satisfaction on repurchase intention, as consumers are more likely to link positive service experiences with well-regarded brands Sari & Darma (2022). Based on schema theory, corporate image operates as a cognitive schema that shapes how satisfaction cues are interpreted, thereby strengthening loyalty formation through enhanced brand associations J R Anderson (1983).
H7: Corporate Image has a moderating effect on the indirect effect of post–purchase OCE on Repurchase Intention through Customer Satisfaction.



Source: Developed by the authors (2025)
Figure 2. Research Framework

METHOD

The study utilizes primary data with a quantitative approach, where data were gathered through online questionnaires using Google Forms. The research method applied is basic research, aiming to expand scientific understanding of the effects of delivery variables, product-in-hand, benefits, customer support, and packaging on customer satisfaction and repurchase intention, including the role of corporate image among Generations X, Y, and Z. The population in this research consists of active online fresh food delivery application users who have made at least three transactions in the last six months and have previously used customer support services on the fresh food online delivery platform, with an age range of 13 to 60 years old, including those in Generations X, Y, and Z. The sample was selected using a non-probability sampling technique with the purposive sampling method, ensuring participants complete the questionnaire according to predetermined characteristics so that the data obtained are relevant and aligned with the research objectives.

In this research, there are 29 indicators used to assess eight main variables, all evaluated on a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). The total sample is

390 respondents, which exceeds the minimum threshold, so the subsequent analysis will be stronger and more reliable. Data processing is performed using the Partial Least Square (PLS) approach, one of the methods within Structural Equation Modeling (SEM) that is effective for analyzing survey data and examining the connections between exogenous and endogenous variables. The data analysis is performed using Smart PLS version 3.0.

RESULTS AND DISCUSSION

Demographics of Respondents

Table 2 shows that out of 390 respondents, the majority are women, totaling 284 respondents (72.8%), while men account for 106 respondents (27.2%). The age group of respondents from Generation Z (13-28 years) consists of 137 respondents (35.1%), Generation Y (29-44 years) has 128 respondents (32.8%), and Generation X (45-60 years) has 125 respondents (32.1%). A total of 276 (70.8%) participants in this study are university graduates (S1). As many as 173 (44.4%) respondents are employed as private sector employees. Meanwhile, 159 respondents (40.8%) have made 9–10 online fresh food purchases in the last six months.

Table 2. Demographic of Respondents

Category	Subcategory	Frequency (n)	Percentage (%)
Gender	Male	106	27.2%
	Female	284	72.8%
Age	13-28 years	137	35.1%
	29-44 years	128	32.8%
	45-60 years	125	32.1%
Education level	Middle school	8	2.1%
	Senior high school	37	9.5%
	Diploma	31	7.9%
	Bachelor's degree	276	70.8%
	Master's degree	38	9.7%
Occupation status	Student	66	16.9%
	Government employee	19	4.9%
	Private employee	173	44.4%
	Self-employee	101	25.9%
	Others	31	7.9%
Shopping frequency in the last 6 months	3-5 times	29	7.4%
	6-8 times	124	31.8%
	9-10 times	159	40.8%
	More than 10 times	78	20%

Source: Processed data (2025)

Validity and Reliability Tests

Convergent validity assesses how well a construct explains the variance in its indicators Hair et al. (2017). It is evaluated using the factor loading values and the Average Variance Extracted (AVE). A factor loading of at least 0.7 indicates that the indicator is valid. The AVE represents the average amount of variance that a construct captures from its indicators, with a threshold of 0.5 or higher considered valid Hair et al. (2017). Composite reliability measures the consistency of respondents' answers. This is assessed through the composite reliability coefficient and Cronbach's alpha. A composite reliability score of 0.7 or above is deemed acceptable Hair et al. (2017), while a Cronbach's alpha value of 0.6 or higher indicates acceptable reliability Hair et al. (2014).

Table 3. Validity and Reliability Whole Sample

Variables	Items	Outer Loadings	Composite Reliability	Cronbach's Alpha	AVE	Conclusion
Delivery	Del1	0.865	0.929	0.897	0.765	Valid and Reliable
	Del2	0.877				
	Del3	0.882				
	Del4	0.874				
Product-in-hand	Prod1	0.916	0.923	0.874	0.800	Valid and Reliable
	Prod2	0.904				
	Prod 3	0.863				
Benefits	Bene1	0.873	0.932	0.903	0.774	Valid and Reliable
	Bene2	0.864				
	Bene3	0.892				
	Bene4	0.890				
Customer Support	Supp1	0.890	0.945	0.927	0.773	Valid and Reliable
	Supp2	0.866				
	Supp3	0.858				
	Supp4	0.888				
	Supp5	0.893				
Packaging	Pack1	0.890	0.919	0.868	0.792	Valid and Reliable
	Pack2	0.912				
	Pack3	0.867				
Customer Satisfaction	CS1	0.895	0.920	0.868	0.792	Valid and Reliable
	CS2	0.913				
	CS3	0.861				
Corporate Image	Corp1	0.886	0.932	0.902	0.774	Valid and Reliable
	Corp2	0.857				
	Corp3	0.884				
	Corp4	0.890				
Repurchase Intention	RI1	0.896	0.921	0.872	0.796	Valid and Reliable

Source: Processed data (2025)

Based on Table 3, all variables indicate that the AVE value has exceeded 0.5 and the loading factor has exceeded 0.7, so it can be said that all variables are valid. It can also be seen that Cronbach's Alpha exceeds 0.6 and the Composite Reliability exceeds the threshold of 0.7. This confirms the reliability of each variable, which indicates that the measurement instrument used in this research is internally consistent and accurate in assessing the intended variables

R-Square Test

R-Square / Coefficient of Determination (R2), which is the coefficient of determination of the dependent variable Hair et al. (2017). The purpose of this measurement is to examine the strength level of the dependent variable. An R2 value with a range of 0.75 is considered strong or substantial, a range of 0.50 is considered moderate, and a value of 0.25 is considered weak Hair et al. (2017).

Table 4. R-Square Test Whole Sample

Variables	R-Square	R-Square Adjusted	Conclusion
Corporate Image	0.925	0.925	High
Customer Satisfaction	0.945	0.944	High
Repurchase Intention	0.913	0.913	High

Source: Processed data (2025)

Hypothesis Testing

The results of the hypothesis test were carried out by looking at the results of t-statistics and p-value values. The values that must have t-statistics and p-value for the hypothesis to be accepted are the t-statistics value ≥ 1.645 and the p-value ≤ 0.1 (α − 10%). If the t-statistical value that appears is ≤ 1.645 with a significance level or p-value ≥ 0.1, then it can be interpreted that the hypothesis is not supported.

Table 5. Direct Effect Whole Sample

Direction	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P-Values	Conclusion
Del → CS (H1)	0.249	0.165	1.508	0.132	Not Accepted
Prod → CS (H2)	0.107	0.094	1.143	0.253	Not Accepted
Bene → CS (H3)	0.291	0.096	3.025	0.003	Accepted
Supp → CS (H4)	0.126	0.145	0.866	0.386	Not Accepted
Pack → CS (H5)	0.218	0.087	2.499	0.012	Accepted
CS → RI (H6)	0.235	0.056	4.185	0.000	Accepted

Source: Processed data (2025)

Table 6. Indirect Effect Whole Sample

Direction	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P-Values	Conclusion
Corp × CS → RI (H7)	0.002	0.013	0.142	0.887	Not Accepted

Source: Processed data (2025)

The analysis showed that the highest path coefficient occurred in the relationship between benefits and customer satisfaction, followed by the effect of delivery on customer satisfaction.

Table 7. Direct Effect Generation Z

Direction	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P-Values	Conclusion
Del → CS (H1)	0.091	0.194	0.470	0.639	Not Accepted
Prod → CS (H2)	0.221	0.155	1.424	0.155	Not Accepted
Bene → CS (H3)	0.239	0.141	1.699	0.089	Not Accepted
Supp → CS (H4)	0.404	0.195	2.078	0.038	Accepted
Pack → CS (H5)	0.033	0.109	0.308	0.758	Not Accepted
CS → RI (H6)	0.138	0.104	1.329	0.184	Not Accepted

Source: Processed data (2025)

Table 8. Indirect Effect Generation Z

Direction	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P-Values	Conclusion
Corp × CS → RI (H7)	0.018	0.020	0.879	0.379	Not Accepted

Source: Processed data (2025)

The analysis shows that in Generation Z, the highest path coefficient occurs in the relationship between customer support and customer satisfaction, followed by benefits to customer satisfaction.

Table 9. Direct Effect Generation Y

Direction	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P-Values	Conclusion
Del → CS (H1)	0.154	0.133	1.157	0.247	Not Accepted
Prod → CS (H2)	0.041	0.104	0.393	0.695	Not Accepted
Bene → CS (H3)	0.389	0.135	2.891	0.004	Accepted
Supp → CS (H4)	0.152	0.128	1.187	0.235	Not Accepted
Pack → CS (H5)	0.260	0.098	2.654	0.008	Accepted
CS → RI (H6)	0.447	0.080	5.609	0.000	Accepted

Source: Processed data (2025)

Table 10. Indirect Effect Generation Y

Direction	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P-Values	Conclusion
Corp × CS → RI (H7)	-0.015	0.018	0.861	0.389	Not Accepted

Source: Processed data (2025)

The analysis shows that in Generation Y, the highest path coefficient occurs in the relationship between customer satisfaction and repurchase intention, followed by the effect of benefits on customer satisfaction.

Table 11. Direct Effect Generation X

Direction	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P-Values	Conclusion
Del → CS (H1)	0.664	0.302	2.197	0.028	Accepted
Prod → CS (H2)	0.066	0.130	0.509	0.610	Not Accepted
Bene → CS (H3)	-0.144	0.189	0.758	0.448	Not Accepted
Supp → CS (H4)	-0.034	0.166	0.208	0.836	Not Accepted
Pack → CS (H5)	0.435	0.142	3.056	0.002	Accepted
CS → RI (H6)	0.162	0.092	1.762	0.078	Not Accepted

Source: Processed data (2025)

Table 12. Indirect Effect Generation X

Direction	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P-Values	Conclusion

Corp × CS → RI (H7)	-0.007	0.023	0.290	0.772	Not Accepted

Source: Processed data (2025)

The analysis shows that in Generation X the highest path coefficient occurs in the relationship between the effect of delivery on customer satisfaction, followed by the effect of packaging on customer satisfaction.

Hypothesis Comparison Results

Table 13 shows that in the overall model packaging and benefits are proven to have a positive and significant effect on customer satisfaction. The moderating effect of corporate image on the relationship between customer satisfaction and repurchase intention is proven to be not significant across all generations and the whole sample. This means that corporate image can't strengthen or weaken the relationship between customer satisfaction and repurchase intention, indicating that the effect of customer satisfaction on repurchase intention remains consistent regardless of the company's corporate image. However, when tested by generation, packaging has a significant impact on customer satisfaction only among Generation Y and Generation X, while benefits are significant for Generation Y, and customer support is significant exclusively for Generation Z. In addition, delivery significantly influences customer satisfaction only for Generation X. With this research, it confirms that effective strategies for increasing customer satisfaction and repurchase need to prioritize aspects of product-in-hand quality, overall customer experience, and strengthening the corporate image. Meanwhile, the delivery variable, packaging, as well as customer support and benefits, turns out not always relevant to all age groups, therefore, a more specific approach needs to be taken according to the characteristics of each generation to optimize customer loyalty and repurchase intention.

Table 13. Hypothesis Comparison Results

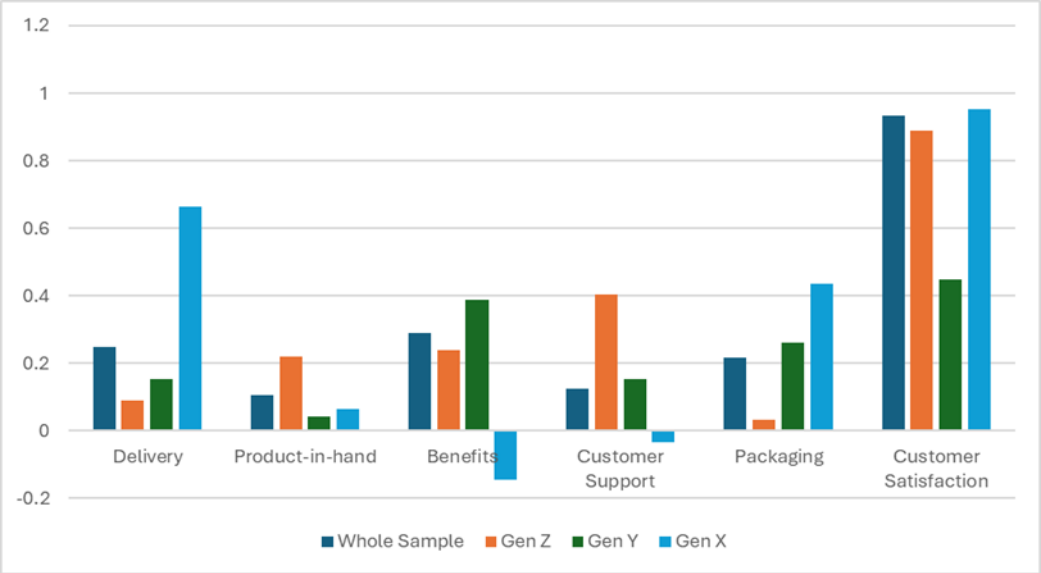
Code	Variable	Whole Sample	Gen Z	Gen Y	Gen X
H1	Del → CS	Not Accepted	Not Accepted	Not Accepted	Accepted
H2	Prod → CS	Not Accepted	Not Accepted	Not Accepted	Not Accepted
H3	Bene → CS	Accepted	Not Accepted	Accepted	Not Accepted
H4	Supp → CS	Not Accepted	Accepted	Not Accepted	Not Accepted
H5	Pack → CS	Accepted	Not Accepted	Accepted	Accepted
H6	CS → RI	Accepted	Not Accepted	Accepted	Not Accepted
H7	Corp × CS → RI	Not Accepted	Not Accepted	Not Accepted	Not Accepted

Source: Processed data (2025)

Based on Figure 3, the variables of customer satisfaction have the highest total effect across all sample groups (Whole sample, Generations X, Y, and Z), with total effects ranging from approximately 0.76 to 0.82. This indicates that customer satisfaction strongly determines repurchase intention across all generations and the entire sample. Regarding the delivery variable, the total effect differs notably across generations, with Generation X showing the strongest effect (0.66), followed by Generation Y with a lower effect (0.15), and Generation Z exhibiting the weakest effect (0.09). This implies that delivery holds a more significant important role in influencing customer satisfaction for Generation X compared to other generations. For the customer satisfaction variable, there is also variation in effect across generations, with Generation Z and Generation X showing a greater effect (around 0.89-0.95) compared to Generation Y (0.45), indicating differences in customer expectations or service experiences across age groups.

Variable benefits, product-in-hand, and packaging show a relatively small effect with an average total effect value below 0.15, even some negative values in certain generations,

indicating that these factors hold a less significant role in shaping the intention to repurchase fresh food online. Overall, these results show differences in the impact of key factors on repurchase intention and customer satisfaction across generations, with customer satisfaction and packaging as the most important variables overall, but with varying levels of influence on each generation.



Source: Processed data (2025)

Figure 3. Total Effect Influence on the Whole Sample, Generations X, Y, and Z Models

Discussion

The Effect of Deliver on Customer Satisfaction

The statistical findings presented in Table 5 indicate no significant effect of delivery on customer satisfaction for the whole sample (t=1.508, p=0.132), though it is accepted for Generation X (t=2.197, p=0.028). This result aligns Mofokeng (2021), who found delivery reliability enhances satisfaction in online transactions, particularly among older consumers valuing timeliness. In this Indonesian fresh food delivery context, Generation X prioritizes dependable logistics amid busy lifestyles, while younger generations tolerate delays due to digital familiarity and multiple platform options, explaining the hypothesis rejection overall.

The Effect of Product-in-hand on Customer Satisfaction

Table 5 shows that there is not a significant effect between product in hand and customer satisfaction across all samples and generations. This contradicts Dharma Arya Pamungkas (2023), who emphasized product condition as a crucial factor in perceived value in online sales. Indonesian customers in this study are likely to consider fresh food quality as baseline expectations satisfied by platforms such as Gojek and Grab, with satisfaction influenced more by promotional benefits than physical receipt, resulting in hypothesis rejection.

The Effect of Benefits on Customer Satisfaction

Table 5 indicates that benefits have a significant effect on customer satisfaction (t = 3.025, p = 0.003) across the overall sample, particularly among Generation Y (t = 2.891, p = 0.004). Consistent with this finding Nabila et al. (2025) report that discounts and cashback programs increase customer satisfaction in Indonesian online food delivery services. Given Indonesia's economic challenges, tangible incentives such as loyalty points are especially important for value-conscious consumers in Generations Y who must balance household budgets, thereby supporting this argument.

The Effect of Customer Support on Customer Satisfaction

Table 5 shows a significant positive effect of customer support on customer satisfaction for only Generation Z (t = 2.078, p = 0.038). Wolfinbarger & Gilly (2003) support this finding by stating that responsive service enhances trust in e-commerce. In Indonesia's competitive market, Generation Z's high level of technological familiarity increases their expectations for rapid responses to issues such as order errors in perishable goods, which supports the notion that the effectiveness of customer support varies across platforms.

The Effect of Packaging on Customer Satisfaction

The results from Table 5 demonstrate that packaging has a significant effect on customer satisfaction throughout the whole sample (t=2.499, p=0.012), especially for Generation X (t=3.056 p=0.002) and Generation Y (t=2.654, p=0.008). Silayoi & Speece (2007) agree that packaging indicates quality and professionalism in food delivery. For Indonesian Generations X and Y, durable, informative packaging aligns with their emphasis on family practicality, health consciousness, and value for money expectations, prioritizing reliability over aesthetics and encouraging hypothesis acceptance.

The Effect of Customer Satisfaction on Repurchase Intention

The statistical findings presented in Table 5 indicate a significant positive relationship between customer satisfaction and repurchase intention across the whole sample (t=4.185, p=0.000) and for Generation Y (t=5.609, p=0.000). This demonstrates that satisfied customers among Generations X, Y, and Z are more inclined to continue using online fresh food delivery platforms, driven by positive post-purchase experiences. These results align with previous studies such as Afinia & Tjahjaningsih (2024) and Abdullah et al. (2023), which highlight satisfaction as a key driver of repurchase behavior in e-commerce through expectation-confirmation theory. In this study's Indonesian context, the hypothesis is accepted due to the high frequency of transactions, where reliable platforms like Gojek and Grab foster habitual repurchasing amid competitive markets and urban convenience needs.

The Moderation Role of Corporate Image

The statistical findings presented in Table 6 show no significant moderating effect of corporate image on the relationship between customer satisfaction and repurchase intention for the whole sample. Corporate image, encompassing brand reputation and endorsements, failed to strengthen the satisfaction-repurchase link across Generations X, Y, and Z. This suggests that while image influences initial perceptions, it does not alter post-purchase loyalty in fresh food delivery. The results are consistent with Ma et al. (2022), who found limited moderating roles for corporate image in online food contexts, and Sari & Darma (2022), noting its weaker impact in commoditized services. In this Indonesian study, rejection occurs because consumers prioritize tangible factors like benefits and packaging over brand image in perishable goods purchases, where platforms are functionally similar and economic pressures emphasize value over prestige.

CONCLUSION

This study examined the influence of delivery, product-in-hand, benefits, customer support, and packaging on customer satisfaction, as well as the effect of customer satisfaction on repurchase intention, with corporate image acting as a moderating factor among Generations X, Y, and Z within Indonesia's online fresh food delivery sector. Using PLS-SEM analysis with 390 respondents, the results reveal that the determinants of customer satisfaction and repurchase intention differ among generations. For the whole sample, benefits and customer support were identified as having significant and positive effects on customer satisfaction, whereas delivery, product-in-hand, and packaging did not have a significant impact. Furthermore, customer satisfaction was confirmed to exhibit a significant and positive effect on repurchase intention,

indicating that higher satisfaction levels directly increase the likelihood of customers making repeat purchases. Generation X's satisfaction is most influenced by delivery and customer support; Generation Y is more affected by benefits, customer support, and satisfaction; and Generation Z places the highest importance on packaging. These distinctions highlight generational differences in expectations and digital consumption behaviors in online fresh food delivery.

The findings indicate that the moderating role of corporate image in the connection between customer satisfaction and repurchase intention is not crucial, as this effect was consistently not significant across all generations. This shows that regardless of age differences, the company's reputation and image do not significantly moderate the relationship between customer satisfaction and repurchase intention. Consumers repurchase behavior appears driven primarily by satisfaction itself, without corporate image playing a strengthening role in fostering trust, emotional attachment, or perceived reliability. Therefore, e-commerce platforms should prioritize direct satisfaction drivers over corporate image enhancement to build long-term loyalty and sustain competitiveness in the online fresh food market. From a managerial perspective, these results offer valuable guidance for businesses and policymakers within digital commerce and MSME sectors to craft generation-targeted marketing and retention strategies. By prioritizing essential experiential elements such as packaging, benefits, and customer support, along with reinforcing core satisfaction factors, companies can achieve higher customer satisfaction, stimulate repeat purchases, and contribute to the sustainable expansion of Indonesia's digital economy. Future studies are encouraged to incorporate other moderating or mediating factors such as perceived value, trust, or digital literacy to better capture generational behavioral nuances and further validate this framework in various product categories within the broader e-commerce landscape.

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