

## Effect of service quality on Go-Food customer satisfaction in Bandung

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**Abstract** The rapid advancement of digital technology has made online food delivery services an integral aspect of modern lifestyles, enhancing convenience through technology-based marketing initiatives. GoFood, a feature within the GoJek application, is an online food ordering service with significant influence on user activity and experience. This study aims to examine the effect of service quality on customer satisfaction, specifically for GoFood users in the city of Bandung. The quantitative research design employed incidental sampling to select 110 respondents who met the predetermined criteria. The questionnaire used was intended for students, lecturers, activists, or other occupations who are active as GoFood customers on the GO-JEK application. Data were analysed to evaluate the relationship between service quality variables, including reliability, empathy, and responsiveness, with customer satisfaction using multiple regression analysis techniques. The analysis results show that service quality variables such as reliability and empathy significantly affect consumer satisfaction, and one variable, responsiveness, negatively impacts customer satisfaction. With an adjusted R-square value of 55.1%, the independent variable in the model accounts for 55.1% of the dependent variable, with other factors outside the model accounting for the remaining portion. The finding suggests that overemphasising speed or responsiveness may not necessarily improve GoFood customer satisfaction and, in the context of this study, may even have a negative effect. These results can be interpreted as indicating that consumers may prioritise other service qualities, such as order accuracy or reliability, over response speed.

**Keywords:** customer satisfaction; online application; quality of service

### INTRODUCTION

Everything leads to the internet world in accordance with the current global developments in communication technology and information (Agusyanto, 2007). The development of information and communications technology has also been influenced by the business world, such as selling and buying goods or services, which are currently being carried out online. Through the current digital era, it can open up great opportunities to achieve success in business. It is also possible that this opportunity is used by culinary entrepreneurs who are booming in Indonesia by opening an online meal ordering service for their culinary business (Agusyanto, 2007).

Technological developments that occurred have brought major changes in the world of technology marketing by changing the existing marketing system (Graesch et al., 2021). From those who only market products directly to being online or better known as marketing 4.0. Currently marketing 4.0 is technology-based marketing that supports all its users to be involved in marketing to create a new market for example, as currently service marketing can be done online. One type of food delivery service or often called Go-food (Prabowo & Nugroho, 2019).

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In the increasingly developing digital era, application-based services have become an inseparable part of people's lives, including online food ordering services (Tayal et al., 2023). One of the services that has high popularity in Indonesia is Go-Food, which is part of the Gojek ecosystem (Rahmat et al., 2024). As a platform that connects customers with a variety of restaurant choices, service quality is the main factor that influences customer satisfaction (Ali et al., 2021).

In the city of Bandung, which is known as a culinary and lifestyle centre, competition in the food ordering service industry is getting tighter. Customers have many alternatives, such as GrabFood, ShopeeFood, and independent delivery services from restaurants. Therefore, Go-Food needs to maintain its service quality in order to remain the main choice for customers (Massaid & Winarsih, 2024). A study conducted by Jayanti et al. (2023) demonstrates that the intention to repurchase is not significantly influenced by service quality. Meanwhile, customer satisfaction shows significant results.

The quality of service in the Go-Food application can be measured from several aspects, such as delivery speed, ease of use of the application, accuracy of orders, driver friendliness, and the quality of food received (Barusman, 2024). Customers tend to be satisfied if the service provided meets or even exceeds their expectations. Conversely, complaints such as late delivery, wrong orders, or unresponsive customer service can cause dissatisfaction and potentially reduce customer loyalty to Go-Food (Frey, 2022).

With more easy-to-use resources at consumers' disposal, it has become increasingly common in Indonesia to order food on the net. A variety of causes lead to the trend: whereas people think your digital meal home delivery convenience and timesaving is out of this world. Besides making food easy to get at the same time, many of these platforms offer people promotions and special price reductions. Adji & Bernarto (2024) stated that customer satisfaction and loyalty are significantly enhanced by price fairness and promotions. These further impetuses consumer adoption. Also, the availability of abundant financial functions and secure transactions makes going online to buy food much safer and convenient than doing so in person (Wertheim-Heck et al., 2014). This is supported by a study which demonstrated a generally high level of satisfaction in fundamental service areas such as delivery accuracy, order fulfilment, and customer service (Orculo & Grefalde, 2025).

According to Kotler (2016), "Satisfaction is the emotion a person has when they feel that the performance of the product (or outcome) meets or exceeds their expectations". Every online food ordering service provider strives to provide satisfaction for its customers (Gupta, 2019). Thus, it goes without saying that companies offering online ordering services need to be aware of the variables that may impact client satisfaction (Iqbal et al., 2015). In addition, according to Masnun et al. (2024), the study said that the better the quality of the product, the higher the level of consumer satisfaction. Then, according to Damanik & Ramadhani (2024), said that customer satisfaction has a positive effect on sales levels. Good operational performance improves the quality of products and services, which in turn increases customer satisfaction and drives higher sales. To be able to produce satisfaction to customers is not an easy thing, customer satisfaction can be generated by several factors, namely food quality, perceived value, and promotion (Kusumawati & Sri Rahayu, 2020).

According to Tjiptono & Chandra (2012), there are several indicators of customer satisfaction. First, exceeding expectations. The extent to which a product's performance either matches or exceeds the expectations of the client is known as conformity of expectations. Cases in point are: (a) The product fulfils or exceeds the expectations of the customer; (b) The employees provide service that meets or exceeds expectations; and (c) The amenities that buyers acquire meet or exceed their expectations. Second, Intention to repurchase. This indicates the customer's propensity to repurchase or acquire related products again. Examples of this include: (a) Being interested in making another purchase due to the quality and advantages of the product; (b) wanting to make another purchase due to the service received; and (c) being Attracted to the facilities offered and inclined to repurchase. Third, is Willingness to recommend. This refers to a customer's desire to tell their friends and family about a product they have used. Examples of this include: (a) Telling friends and family to purchase the services because they were provided with good service; (b) Telling friends and family to purchase the merchandise since the visitor amenities are sufficient; and (c) Endorsing friends or family to purchase the given goods or services due to the advantages or value realised after using them.

While online food delivery is convenient and popular, there are still areas for improvement to fully satisfy consumers (Priyadharshini et al., 2024). In addition, it was found that the majority of factors pertaining to the quality of the delivery service were significantly correlated with customer satisfaction and intention to repurchase (Wu et al., 2024).

The need to be at home because of the pandemic that has occurred since 2019 means that everyone must be able to obey existing regulations (Gruszczynski et al., 2021). With various activities that must be carried out at the same time, the alternative of ordering food through an online application is one solution. Besides being practical, there are also many kinds of menus offered by the restaurant. According to Traynor et al. (2024), they conclude that restaurants navigated the COVID-19 crisis by implementing innovative operational, technological, and financial strategies, with government financial support proving crucial for their survival, especially during the pandemic. The GoFood application from GoJek is one of the pioneers of online food ordering that still exists today. However, there are dissatisfactions that are felt by consumers when ordering food through the Go Food application, for example, the display of photos that do not match the food that comes or drivers who deliver food who are not careful when delivering food and so on. According to Dong et al. (2023), larger food pictures attracted more attention, and the overall page user experience was better than in other situations. It can be inferred that attractive and informative images help increase user attention and their satisfaction when using food delivery services.

The city of Bandung is one of the cities dubbed as a culinary city because it is famous for its delicious food with Sundanese flavours. According to Aria & Hidayanti (2024), Bandung has great potential to develop culinary tourism because of its culinary diversity, cultural factors, and creativity. From the description of the background, the researcher wants to know how much influence service quality has on Go-Food customer satisfaction on the Go-Jek application in the city of Bandung.

In the era of digital transformation, technology has significantly influenced numerous sectors, such as the food delivery industry. The emergence of online food delivery services has transformed the way customers order and receive their meals. One of the leading players in Indonesia's online food delivery market is Go-Food, a service provided by GO-JEK. Go-Food enables customers to conveniently order food from a wide range of restaurants and have it delivered directly to their location. The rapid adoption of this service highlights the growing demand for efficient and high-quality food delivery platforms in urban areas like Bandung City. Based on the study, service quality positively and significantly affects customer satisfaction when using Go-Food services in Palembang (Sari et al., 2024).

Service quality is a critical factor influencing customer satisfaction in online food delivery services. According to Parasuraman, Zeithaml, and Berry's SERVQUAL model, service quality comprises five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. This statement is supported by a study, which states that service quality, promotions, and ease of use of the app all have a significant influence on customer satisfaction (Suhardjo et al., 2023). In the context of Go-Food, these dimensions play a crucial role in determining customer perceptions of the service. Customers expect timely delivery, accurate order fulfilment, responsive customer support, and a seamless digital experience. Any deficiency in these aspects may lead to dissatisfaction and a decline in customer loyalty. A total of 30 unique dimensions are found to enhance satisfaction of stakeholders in contactless last-mile delivery, with respect to the perspective of both the customers and logistics service providers (LSPs) (Go et al., 2025).

Several factors affect the service quality of Go-Food, including the efficiency of the application interface, the professionalism of drivers, restaurant collaboration, and external factors such as traffic congestion and weather conditions. Additionally, customer expectations regarding food hygiene, packaging, and payment options further shape their perception of service quality. According to Ardianti et al. (2025), in online meal delivery services, customer satisfaction and loyalty are greatly impacted by perceived pricing, product quality, and e-service quality. A well-optimised service can enhance customer satisfaction, foster brand loyalty, and contribute to positive word-of-mouth marketing.

The impact of service quality on customer satisfaction has been widely studied in various industries, including e-commerce, hospitality, and transportation. However, studies specifically focusing on online food delivery services, particularly in Indonesia, remain limited. By examining the relationship between service quality and Go-Food customer happiness in Bandung City, this

study seeks to close the gap. Given the competitive nature of the food delivery market, understanding customer expectations and addressing service quality concerns are crucial for Go-Food to maintain its market position.

This study is important as it provides valuable insights into the tastes and behaviour of customers in the digital meal delivery sector. By examining the key determinants of service quality, this research will offer recommendations to enhance Go-Food's service performance and customer experience. Furthermore, the findings can be beneficial for restaurant partners and policymakers in developing strategies to improve the overall food delivery ecosystem.

The objectives of this study are: (1) to assess the impact of service quality dimensions on customer satisfaction in Go-Food, (2) to identify the most influential factors contributing to customer satisfaction, and (3) to provide strategic recommendations for improving Go-Food's service quality. The study's findings will help Go-Food optimise its operations and strengthen customer relationships, ultimately contributing to sustainable business growth.

Several stakeholders are anticipated to gain from the findings of this study, including Go-Food management, restaurant partners, delivery drivers, and policymakers. By understanding the dynamics of service quality and customer satisfaction, businesses can implement targeted improvements that enhance user experience and ensure long-term customer retention.

In the era of digital transformation, technology has significantly influenced various industries, including the food delivery sector. One of the leading players in Indonesia's online food delivery market is Go-Food, a service provided by GO-JEK. Go-Food enables customers to conveniently order food from a wide range of restaurants and have it delivered directly to their location. The rapid adoption of this service highlights the growing demand for efficient and high-quality food delivery platforms in urban areas like Bandung City.

When it comes to online meal delivery services, consumer happiness is greatly influenced by service quality. The SERVQUAL model developed by Parasuraman, Zeithaml, and Berry states that there are five components to service quality: tangibility, assurance, responsiveness, reliability, and empathy. These factors are essential in deciding how customers view the service in the context of Go-Food. Consumers anticipate a flawless online experience, prompt delivery, precise order fulfilment, and attentive customer service. Any shortcomings in these areas could result in discontent and a drop in client loyalty.

The effectiveness of the application interface, the professionalism of the drivers, restaurant cooperation, and outside variables like weather and traffic congestion are some of the elements that influence Go-Food's service quality. Customers' perceptions of service quality are also influenced by their expectations for food hygiene, packaging, and payment methods. Positive word-of-mouth advertising, brand loyalty, and customer happiness can all be increased with a well-optimised service.

Numerous businesses, including e-commerce, hotels, and transportation, have studied the connection between customer satisfaction and service excellence in detail. However, there are still a few studies that exclusively address online meal delivery services, especially in Indonesia. By examining the relationship between service quality and Go-Food customer happiness in Bandung City, this study seeks to close the gap. According to Joshi (2023), the study highlights that customer service is a vital component for businesses, especially for logistics service providers (LSPs), in securing a competitive advantage. Given how competitive the meal delivery industry is, Go-Food must comprehend client expectations and resolve issues with service quality if it hopes to keep its place in the market.

Due to shifting consumer habits and technology breakthroughs, the food delivery sector has experienced exponential expansion in recent years. Mobile-based meal ordering platforms have become more popular due to the growing number of smartphones and internet users, which has increased accessibility to services like Go-meal. Industry projections predict that Indonesia's online meal delivery sector will expand dramatically, with Bandung playing a major role in this growth. Customer happiness, however, becomes a crucial factor in determining long-term success as competition heats up. Businesses that don't live up to client expectations run the danger of losing market share to rivals who provide better services.

Ensuring service consistency across several geographies and consumer groups is one of the biggest issues facing the food delivery sector. Even while cities like Bandung have more restaurants and better infrastructure, problems like traffic jams, delayed orders, and inconsistent

food quality are still common. Furthermore, relying on outside delivery drivers makes upholding service standards much more difficult. A well-rounded strategy incorporating operational effectiveness, technical advancements, and efficient customer relationship management is needed to address these problems.

Go-Food's competitive edge rests in its broad network of restaurant partners and delivery drivers. However, customer happiness is not just based on food availability, but also on the complete experience given by the platform. According to (Amalia et al., 2025), digital service companies, such as Gojek, need to continue to improve the quality of user experience to maintain and strengthen customer loyalty. Consumer perceptions are greatly influenced by elements including usability, the precision of delivery time estimates, and the effectiveness of handling consumer complaints. Therefore, in order to improve its market positioning and maintain customer loyalty, Go-Food needs to understand the relationship between customer happiness and service quality aspects.

This study is significant because it offers insightful information on consumer preferences and behaviour in the digital meal delivery sector. Through an analysis of the primary factors that influence service quality, this study will provide suggestions for improving Go-Food's customer experience and service performance. Additionally, restaurant partners and policymakers may find the information useful in formulating plans to enhance the meal delivery ecosystem. The study's goals are to: (1) evaluate how Go-Food's service quality dimensions affect customer satisfaction; (2) pinpoint the key elements influencing customer satisfaction; and (3) offer tactical suggestions for raising Go-Food's service quality. The results of the study will help Go-Food improve customer relations and streamline operations, which will ultimately lead to long-term company success.

It is anticipated that Go-Food management, restaurant partners, delivery drivers, and legislators will all gain from the study's findings. Businesses can make focused changes that improve user experience and guarantee long-term customer retention by comprehending the dynamics of service quality and customer happiness.

## **METHODOLOGY**

This study employed a survey research design with 5-point Likert scale data measurement methodologies. Customers who use Go-Jek services, particularly food and go-food delivery services via the Go-Jek app, make up the study's sample. The following statement is used in this study to estimate the minimum sample size. (Malhotra, 2006), "The number of statement indicators used in the questionnaire, assuming  $n \times 5$  to  $n \times 10$  indicators, must be taken into account while figuring out how many samples responders need to submit." There are 22 questions in this study; hence, 110 respondents were included in the sample. This questionnaire was intended for students, lecturers, activists, or other occupations who are active as Go-Food customers on the GO-JEK application. As part of the data collection processes, online surveys were distributed using Google Forms.

A hypothesis is a provisional assumption whose truth remains to be tested. This hypothesis is intended to provide direction for research analysis. The hypotheses in this study are as follows:

H1 = "Tangible Variable (X1) affects Customer Satisfaction (Y)."

H2 = "Reliability Variable (X2) affects Customer Satisfaction (Y)."

H3 = "Responsiveness Variable (X3) affects Customer Satisfaction (Y)."

H4 = "Assurance Variable (X4) affects Customer Satisfaction (Y)."

H5 = "Empathy Variable (X5) affects Customer Satisfaction (Y)."

This study collected two types of data: primary and secondary. Distributing questionnaires was the main method used to collect data. Over the course of two weeks, online questionnaires were distributed to each sample to collect research data. To enable speedy statistical analysis of the data from the questionnaire, respondents were asked to complete closed-ended questions on an instrument designed to collect data from them. The measurement scale employed is the Likert scale, in which respondents select an option to indicate how much they agree or disagree with a statement when completing the questionnaire. The format used is: "strongly disagree = 1, disagree = 2, neutral = 3, agree = 4, strongly agree = 5." Secondary data collection is done by studying the literature, research journals, lecture materials and other sources from internet related research.

According to Imam (2011), A technique for evaluating a questionnaire that acts as an indicator of a variable or construct is called a reliability test. When someone consistently or steadily responds to a question on a questionnaire, it is considered dependable (Imam, 2011). A statistical test is performed to determine the reliability of a variable by examining its Cronbach's Alpha value. The following criteria can be applied (Imam, 2011) : a) The questions used to measure these variables are deemed credible if the Cronbach Alpha value is more than 0.60. b) The questions utilised to measure these variables are not reliable if the Cronbach Alpha score is less than 0.60.

Service Quality according to Lupiyoadi (2006)- service quality is the degree to which consumers' expectations and reality differ about the services they receive or obtain. Service quality, on the other hand, is a measure of how well a customer compares the level of service they perceive (called perceived service) to the amount of service they expect (expected value), according to Subihaiani (2001). Therefore, the degree to which a customer's expectations and their perception of the actual service they receive from a service provider (business), both in part and in full, diverge is what determines the quality of that service. When individual consumers view services like the ongoing sought, the quality of the service is considered good; When customers view service not what is pursued, the quality of the service is considered bad. Consequently, whether or not the service provider can regularly match the expectations of its clients will determine the quality of the service. Tjiptono & Chandra (2012) list the following as measures of service quality: "a. Reliability b. Responsiveness c. Guaranteed. Empathy e. Physical Evidence."

Client Contentment Customer satisfaction, according to Zeithaml (2000), is a reaction or response from customers on the fulfilment of need. The evaluation of a product's or service's attributes, or the product itself, that gives the customer a certain degree of satisfaction in relation to meeting their needs for consumption, is known as satisfaction. Customer satisfaction, then, is the satisfaction that results from someone's requirements or desires being met, even when doing so involves making a sacrifice or an effort. Customers' pleasure stems from an appraisal of the attributes of the goods or services they use to suit their needs, where the performance meets or exceeds their expectations. Meanwhile, the quality indicators according to Akbar & Parvez (2009) are: a) The company's ability to meet consumer expectations. b) The company's ability to provide satisfaction through service improvement efforts.

## RESULTS AND DISCUSSION

Numerous studies have shown that service quality has a major impact on Go-Food customers' satisfaction in Bandung City. Delivery reliability, menu diversity, food quality, and responsiveness are all essential aspects that shape customer satisfaction. (Zhong et al., 2020). These elements are crucial to improving user experience and ensuring customer loyalty, especially in the context of the Go-Food application by GOJEK (Tua, 2024). The following section examines specific aspects of service quality that influence customer satisfaction.

Judging from the profile of the respondents in this study, the number of respondents was dominated by women, namely 77.6 per cent, while respondents with male gender were only 22.4 per cent. This can be due to the fact that the owners of the Go-Food application are generally women, while men are more likely to have their own motorised vehicles (Muchlisin et al., 2024). Furthermore, in terms of age, it is known that most of the respondents in the study are young, between 11-20 years old, which is 40.08 percent, then 21-30 years, which is 20.38 percent, then 31-40 years, which is 18.08 percent, then 41-50 years old that is 11.38 percent, then 51-55 years old that is 10.08 percent. The tendency of Go-Food users who are teenagers or growing up can be caused by the younger generation who use smartphone applications and are active in using it for other purposes, in addition to online questionnaires distributed to students and mothers who live in cities. In Bandung City, the target respondents are dominated by young respondents. Meanwhile, in terms of employment, most of them are students/students, namely 50.6 per cent, respondents who work as entrepreneurs are 15.3 per cent, respondents who work as private employees are 14.1 per cent, respondents who work as civil servants are 12.9 per cent, and 7.1 per cent of respondents have not worked. The research locations are mostly for students and mothers in housing complexes located in cities, making the respondents' targets more dominated by students.

**Table 1.** Reliability test results

Variable	Cronbach alpha	Standard value	Description
Tangible	0,742	0,6	Reliable
Reliability	0,792	0,6	Reliable
Responsiveness	0,793	0,6	Reliable
Insurance	0,706	0,6	Reliable
Empathy	0,647	0,6	Reliable
Customer Satisfaction	0,833	0,6	Reliable

Source: Researcher (2023)

Based on the results (See Table 1) of data processing using SPSS from the Service Quality variable statement consisting of "X1 Tangible, X2 Reliability, X3 Responsiveness, X4 Assurance, X5 Empathy and Y Customer Satisfaction" on the questionnaire shows that the question items in each variable are all reliable with Cronbach alpha coefficient > 0.60, indicating that each respondent's responses are periodically regarded as constant or stable, indicating that the questionnaire given to customers is genuine, able to show what is measured by the questionnaire, and dependable.

### Hypothesis test

Table 2 below displays the findings of a study conducted on the impact of service quality on customer satisfaction. The study involved sending questionnaires to 110 Go-Food application users in the Bandung city region, of whom 85 were valid samples for further analysis.

**Table 2.** Multiple linear regression test results

		Coefficients				
		Unstandardised coefficients		Standardised coefficients		
Model		B	Std. Error	Beta	t	Itself.
1	(Constant)	5,183	1,678		3,089	0,003
	TANGIBLE	0,104	0,083	0,132	1,250	0,215
	RELIABILITY	0,246	0,092	0,293	2,681	0,009
	RESPONSIVNESS	-0,071	0,164	-0,035	-0,436	0,664
	INSURANCE	0,115	0,067	0,169	1,730	0,088
	EMPATHY	0,362	0,117	0,328	3,101	0,003

a. Dependent Variable: CUSTOMER SATISFACTION

Source: Researcher (2023)

The regression equation's findings, as determined by data analysis with SPSS 25, are as follows  $y = 5.183 + 0.104X_1 + 0.246X_2 - 0.071X_3 + 0.115X_4 + 0.362X_5 + e$

The link between the dependent and independent variables is somewhat depicted in the regression equation above, and it can be inferred that the constant value is 5.183, which indicates that if the variables for tangibles, dependability, certainty, responsiveness, and empathy do not change "the value of X1, X2, X3, X4, X5 is 0" then customer satisfaction in the Go-Food application is 5.183 units. An analysis of the unstandardised coefficients reveals that several dimensions contribute positively to customer contentment. Customer satisfaction on the Go Food application increased by 0.104 if the tangible variable (X1) increased by 1% under the assumption that the values of X1, X2, X3, X4, X5, and constant (a) are 0 (zero) and the reliability, responsiveness, assurance, and empathy variables are 0 as well. This is indicated by the tangible regression coefficient value of 0.104. This demonstrates that the tangible factors offered have a beneficial impact on customer satisfaction; hence, customers' levels of satisfaction increase with the completeness of the tangibles offered by the Go-Food application. The reliability regression coefficient is 0.246, which indicates that if the tangible, responsiveness, assurance, and empathy variables are assumed to have values of 0 (zero) for X1, X3, X4, X5, and the constant (a) at zero, then customer satisfaction on the Go Food application increased by 0.246. This demonstrates

how the reliability variable offered has a beneficial impact on customer happiness; consequently, customers are better satisfied when the Go-Food application offers dependable service quality.

The responsiveness regression coefficient is -0.071, which indicates that customer satisfaction on the Go Food application increased by -0.071 if the responsiveness variable (X3) increases by 1% under the assumptions that the tangible, reliable, assurance, and empathy variables are X1, X2, X4, X5, and that the constant (a) is 0 (zero). This demonstrates that the reliability variable offered has a negative impact on customer satisfaction; hence, customers are less satisfied the more responsive the Go-Food application provides high-quality service.

Customer satisfaction on the Go Food application increased by 0.115 if the assurance variable (X4) increases by 1% under the assumption that the variables are concrete, dependable, responsive, and empathic, and "the values of X1, X2, X3, and X5 are 0 (zero)" and the constant (a) is 0 (zero). This is indicated by the assurance regression coefficient value of 0.115. This demonstrates how the reliability variable offered has a beneficial impact on customer happiness; thus, customers are more satisfied when they feel more secure about the quality of service offered by the Go-Food application. The regression coefficient for empathy is 0.362, which indicates that customer satisfaction on the Go Food application increased by 0.362 if the variable empathy (X5) increases by 1% under the assumption that "the variables tangible, responsiveness, assurance, and empathy value X1, X2, X3, X4 are 0 (zero) and constant (a) is 0 (zero)." This demonstrates that the reliability variable offered has a good impact on customer satisfaction; hence, customers are more satisfied when the Go-Food application offers sympathetic service.

### T-test results (partial)

The value of tcount is employed, in accordance with Ratlan & Reinhard (2014), to partially assess the impact of "tangible (X1), responsiveness (X3), assurance (X4), and empathy (X5) on the dependent variable." With a 5% mistake rate, is there a substantial relationship between this variable and the customer satisfaction variable (Y) Using a significance level of less than 0.05, the significance column for each independent variable (free) was examined to conduct this test. The t-test that was run is displayed in Table 3.

**Table 3.** T-test results (partial)

		Coefficients				
		Unstandardised coefficients		Standardised coefficients		
Model		B	Std. Error	Beta	t	Itself.
1	(Constant)	5,183	1,678		3,089	0,003
	TANGIBLE	0,104	0,083	0,132	1,250	0,215
	RELIABILITY	0,246	0,092	0,293	2,681	0,009
	RESPONSIVENESS	-0,071	0,164	-0,035	-0,436	0,664
	INSURANCE	0,115	0,067	0,169	1,730	0,088
	EMPATHY	0,362	0,117	0,328	3,101	0,003

a. Dependent Variable: CUSTOMER SATISFACTION

Source: Researcher (2023)

By looking at the row, column t, and sig in Table 3, Initial findings suggest that most variables lack a statistically significant effect. The Effect of Tangible Variables on Customer Satisfaction (H1) in the Go-Food application in the city of Bandung, consumer happiness is positively impacted by the tangible variable (X1). "The value of ttable =  $t(\alpha/2; nk-1) = t(0.05/2; 85-5-1) = (0.025; 79) = 1.99045$ " indicates that the value of tcount is smaller than ttable ( $1.250 < 1.99045$ ), indicating that H0 is accepted and H1 is rejected, indicating that there is no significant effect. This is demonstrated by the tangible significance (X1)  $0.215 > 0.05$ .

Furthermore, the assessment for the responsiveness and assurance variables yielded similar conclusions regarding their significance. The Effect of Responsiveness Variable on Customer Satisfaction (H1) regarding the Go-Food application in Bandung, there is no positive correlation between consumer satisfaction and the responsiveness measure (X3). This is evident

from the fact that the response significance (X3) is  $0.215 > 0.05$  and the t-table value is " $t(\alpha/2; nk-1 = t(0.05/2; 85-5-1) = (0.025; 79) = 1.99045$ " indicating that there is no significant effect. When the t-count value is less than the t-table value ( $-0.436 < 1.99045$ ),  $H_0$  is accepted, and  $H_1$  is rejected. The Influence of Assurance Variables on Customer Satisfaction ( $H_1$ ) regarding the Go-Food application in Bandung, consumer happiness is positively impacted by the assurance variable (X4). "The value of t-table =  $t(\alpha/2; nk-1 = t(0.05/2; 85-5-1) = (0.025; 79) = 1.99045$ " indicates that the value of t-count is smaller than t-table ( $1.730 < 1.99045$ ), leading to the acceptance of  $H_0$  and the rejection of  $H_1$ , indicating that it has a positive effect but no significant effect. This is evident from the tangible (X4) significance of  $0.215 > 0.05$ .

In contrast to these findings, both reliability and empathy were found to have a considerable and positive influence on customer satisfaction. The Effect of Reliability Variables on Customer Satisfaction ( $H_1$ ) regarding the Go-Food application in the city of Bandung, consumer satisfaction is positively and significantly impacted by the reliability variable (X2). This is seen in "the value of t-table =  $t(\alpha/2; nk-1 = t(0.05/2; 85-5-1) = (0.025; 79) = 1.99045$ " and the importance of reliability (X2)  $0.215 > 0.05$ . This indicates that there is a considerable positive influence because t-count is less than t-table ( $2,681 > 1.99045$ ), which leads to the rejection of  $H_0$  and the acceptance of  $H_1$ . The Effect of Empathy Variable on Customer Satisfaction ( $H_1$ ) in the Go-Food application regarding the city of Bandung, consumer happiness is positively and significantly impacted by the empathy variable (X5). "The value of t-table =  $t(\alpha/2; nk-1 = t(0.05/2; 85-5-1) = (0.025; 79) = 1.99045$ " and the significance of empathy (X5)  $0.215 > 0.05$  clearly show that there is a positive and substantial effect.  $H_0$  is rejected, and  $H_1$  is approved when t-count is less than t-table ( $3.101 > 1.99045$ ). Overall, the analysis highlights the critical role of reliability and empathy as statistically significant drivers of customer satisfaction, while the other dimensions require further investigation to confirm their relationship.

### F test results (simultaneous)

The F test can be used to evaluate the effect on the dependent variable (Y) simultaneously, according to Pardede and Manurung (2014: 28), in the event when the independent variable influences the dependent variable (Y) concurrently. This test is completed accurately. Using the values of F-table =  $f(k; nk)$ ,  $F=(5; 85-5)$ ,  $F\text{-table} = (5; 80) = 2, 33$  with an error rate of 5%, it can be determined that the regression model is valid if the value of F-count  $>$  F-table, indicating that it has a joint impact. Table 4 shows the results of the F test that was run.

**Table 4.** F test results

ANOVA						
	Model	Sum of squares	Df	Mean square	F	Itself.
1	Regression	151,305	5	30,261	21,606	,000b
	Residual	110,648	79	1,401		
	Total	261,953	84			

a. Dependent Variable: CUSTOMER SATISFACTION

b. Predictors: (Constant), EMPATHY, RESPONSIVENESS, TANGIBLE, ASSURANCE, RELIABILITY

Source: Researcher (2023)

It is evident from the test results in the above table that the service quality variable simultaneously has a significant impact on customer satisfaction with the Go-Food application in the city of Bandung. Since the F-table value is 2.33 and the F-count value is 21.606, the  $F\text{-count} > F\text{-table}$ , or  $21.606 > 2.33$ . Given that  $0.000 < 0.05$  is the significance level,  $H_0$  is ruled out, and  $H_1$  is accepted. Coefficient of Determination Test Results.

Table 5 shows the adjustable square value of 0.551 has the contents of the coefficient of determination value. This shows the ability of the independent variable to represent the dependent variable is 55.1%, at the remaining 44.9% is explained by the variables that are not in the study, such as the customer's location on the Go-Food application in Bandung City and the distance between the restaurant and it.

**Table 5.** Coefficient of determination test results

<b>Model summary</b>				
Model	R	R square	Adjusted R square	Std. error of the estimate
1	,760a	0,578	0,551	1,183

a. Predictors: (Constant), EMPATHY, RESPONSIVENESS, TANGIBLE, ASSURANCE, RELIABILITY

Source: Researcher (2023)

The results showed that all relationships between variables had an effect, although not all were significant, and there was one variable that had a negative effect. The difference between what clients expect and what they receive in terms of services is a measure of service quality. It is a way for consumers to compare the perceived level of service with the expected level of service (Subihaini, 2001). Customer satisfaction, on the other hand, refers to the buyer's perception of the proportion or equivalency between the sacrifices made and the results achieved (Tjiptono, 2007). Gusti Ayu Putu Ratih Kusuma Dewi's (2014) study at "PT BPR Hoki in Tabanan Regency" aims to determine the effect of service quality on loyalty and client satisfaction. The results showed a variety of factors related to satisfaction and customer quality have a substantial and positive relationship, with a rise of 1 unit in the quality of service translated to 0.513 units in customer satisfaction. Similar to how the quality of service will increase customer satisfaction up, the study shows that 1 unit on the quality of Go-food service will increase up 5,183 units on customer satisfaction. This indicates that every little service quality improvement will be noticed by Go-Food customers and will have a two-fold impact on their level of satisfaction. In Table 2, the dimensions of reliability and empathy have the greatest impact on service quality. service, which is 0.246 units, followed by the empathy dimension, namely understanding of customer needs and driver courtesy, which is 0.362 units. Therefore, Go-Jek management must provide a sense of security and train Go-Food drivers to be more reliable and empathetic to consumers, so that customers feel that service quality is increasing, which will ultimately increase customer satisfaction.

Customer satisfaction is a buyer's cognitive situation with regard to the equivalence or disproportion between the results obtained and the sacrifices made (Tjiptono, 2007), satisfied customers are expected to have loyalty in using products for services, because according to Tjiptono (2007) loyal customers to certain brands tend to be attached to the brand and will buy the same product again even if there are many other alternatives. Customer loyalty is positively and significantly impacted by customer satisfaction, according to Slamet Heri Winarno's (2012) research, which attempts to analyse the factors that influence customer satisfaction and loyalty at Sofyan Hotel Betawi. This can be because the Go-Food application on Go-Jek is felt to be quite good in providing service quality, but there is one responsiveness variable that has a negative influence, which means that Go-Food management must improve service quality related to the speed in responding to customer complaints, for example, the ease of changing orders, ease of cancellation. orders that do not cause the driver to degrade in performance.

This study reinforces the theoretical implications that service quality, especially in the context of digital services like meal delivery apps, has a major impact on consumer happiness, which in turn promotes loyalty. The research specifically identifies reliability and empathy as the most crucial dimensions upon which service providers should focus to enhance satisfaction. Interestingly, these findings also challenge conventional assumptions by demonstrating that responsiveness can, at times, have a negative impact, necessitating an expansion of existing theoretical models to account for the effectiveness of responses in a digital environment. Consequently, this research extends the theory of consumer satisfaction into the realm of digital platforms, emphasising that future models must integrate digital experience factors—such as flexibility in order modification and efficient complaint handling—as key elements in shaping satisfaction and loyalty.

## CONCLUSION

The results of the analysis demonstrate that the quality of service significantly influences Go-Food customer satisfaction in Bandung City, particularly through the dimensions of reliability and empathy, which increase user satisfaction. Although Go-Food's overall service quality meets customer expectations, improvements are required in responsiveness to customer complaints.

The responsiveness dimension exhibits a negative effect, suggesting that excessive response speed may reduce customer satisfaction. The research model accounts for 55.1% of the variance in customer satisfaction, with the remaining 44.9% attributable to unexamined factors. These findings suggest that Go-Food customers prioritise order accuracy, service reliability, and personal attention over response speed. Service providers should therefore balance response speed with other service quality dimensions to enhance customer experience and loyalty. Future research should investigate the reasons underlying the negative impact of responsiveness.

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