

**THE EFFECT OF E-SERVICE QUALITY THROUGH
MEDIATION OF E-SATISFACTION TOWARD
E-LOYALTY ON GRAB-FOOD**



**BY:
STEPHANIE GERALDINE SANTOSO
3303016006**

**INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2020**

**THE EFFECT OF E-SERVICE QUALITY THROUGH
MEDIATION OF E-SATISFACTION TOWARD
E-LOYALTY ON GRAB-FOOD**

FINAL ASSIGNMENT

Addressed to

BUSINESS FACULTY

WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA

To fulfill the requirements for the management bachelor degree

International Business Management Program

BY:

STEPHANIE GERALDINE SANTOSO

3303016006

**INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2020**

APPROVAL PAGE

FINAL ASSIGNMENT

THE EFFECT OF E-SERVICE QUALITY THROUGH MEDIATION OF E-SATISFACTION TOWARD E-LOYALTY ON GRAB-FOOD

Written by:

STEPHANIE GERALDINE SANTOSO

3303016006

Has been approved and accepted

To be submitted to the Examiner Team

Advisor I



Dr. Wahyudi Wibowo, ST., MM.

NIDN. 0715047402

Date..... 7/1/2020

Advisor II



Deatri Arumsari Agung, SE., M.Sc

NIDN. 0714128703

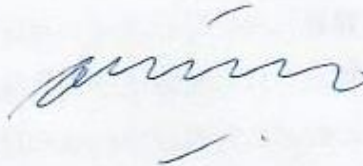
Date..... 7/1/2020

VALIDATION PAGE

Thesis written by: Stephanie Geraldine Santoso NRP 3303016006

Has been examined on 15th January, 2020 and declared to have passed by the panel of examiners

Head of Examiners:



Dr. Dra. Ec. Lydia Ari Widyarini, MM.
NIDN 0727036701

Confirmed by:



DE. LODOVICUS Lasdi, MM., Ak.,
NIDN 0713097203

Head of Program,



Robertus Sigit H., SE., M.Sc.
NIDN 0703087902

**AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND
PUBLICATION APPROVAL OF SCIENTIFIC PAPER**

For the sake of knowledge development, I as a student of Widya Mandala Catholic University Surabaya:

I, the undersigned below:

Name : Stephanie Geraldine Santoso

NRP : 3303016006

Title : The Effect of E-Service Quality Through Mediation of E-Satisfaction toward E-Loyalty on Grab-Food

Acknowledge that this final assignment report is authentically written by me. If it is proved that this paper is a plagiarism, I am ready to receive any sanctions from the Business Faculty of Widya Mandala Catholic University Surabaya. I also approve that this papers to be published or shown in the internet or other medias (The digital library of Widya Mandala Catholic University Surabaya) for academic importance to the extent of copyright law.

Thereby the authenticity statement and the publication approval that I made sincerely.

Surabaya, 8 January 2020

Stated by,



(Stephanie Geraldine Santoso)

FOREWORDS

All praises to God, for all of His blessing and guidance so the author was able to complete this undergraduate thesis titled “The Effect of E-Service Quality Through Mediation of E-Satisfaction toward E-Loyalty on Grab-Food”. This undergraduate thesis is required to obtain a degree in International Business Management at Business Faculty of Widya Mandala Catholic University Surabaya. During the writing process of this undergraduate thesis, the author gotten many helps, supports, and guidance from many sources. Therefore, the author would like to give a great gratitude to:

1. Ruddy Santoso my father, Lina my mother, Patricia and Florencia my sisters and other families that support the author for finishing this undergraduate thesis.
2. Dr. Lodovicus Lasdi, MM., Ak., CA., as the Dean of Business Faculty, Widya Mandala Catholic University Surabaya.
3. Robertus Sigit Haribowo Lukito, SE., M.Sc., as the Head of Management Department of Business Faculty, Widya Mandala Catholic University Surabaya.
4. Dr. Wahyudi Wibowo, ST., MM., as the Head of International Business and also as Advisor I, who give a lot of time and effort to guide, advice, and counsel the author to finish this undergraduate thesis.
5. Deatri Arumsari Agung, SE., M.Sc., as Advisor II, who give a lot of time and effort to guide, advice, and counsel the author to finish this undergraduate thesis.
6. All of the lecturers and staffs that give a big contribution in providing a good college life and sharing the experience to author.
7. Alex, Pauline, and Sita as college friends that always help author to finish the undergraduate thesis through their information, joke and attention.
8. My lovely cousin Merry who give me her place for doing my undergraduate thesis
9. All people that has not been mentioned above, for supporting by filling the questionnaire and supporting the author indirectly during the undergraduate thesis writing.

This undergraduate thesis has been completed, however the author aware that this undergraduate thesis is far from perfect. This undergraduate thesis will open for any further suggestions. Hopefully, this undergraduate thesis will be one of the knowledge sources for the readers and other researchers.

Surabaya, January 2019

Author

TABLE OF CONTENT

	Pages
COVER PAGE	i
TITLE PAGE	ii
APPROVAL	iii
VALIDATION PAGE	iv
AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER	v
FOREWORDS	vi
TABLE OF CONTENT	vii
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF APPENDICES	xii
ABSTRAK	xiii
ABSTRACT	xiv
CHAPTER 1. INTRODUCTION	
1.1 Background	1
1.2 Research Questions	6
1.3 Research Objectives	6
1.4 Significance of the Study	7
1.4.1 Theoretical Significance.....	7
1.4.2 Practical Significance	7
1.5 Writing Systematic	7
CHAPTER 2. LITERATURE REVIEW	
2.1 Theoretical Foundation	9
2.1.1 Electronic Service Quality (E-Service Quality).....	9
2.1.2 Electronic Customer Satisfaction (E-Satisfaction).....	11
2.1.3 Electronic Customer Loyalty (E-Loyalty).....	13
2.2 Previous Research	14
2.3 Relation between Variables	17
2.3.1 Relationship between E-Service Quality and E-Satisfaction	17
2.3.2 Relationship between E-Satisfaction and E-Loyalty.....	18
2.3.3 Relationship Between E-Service Quality and E-Loyalty	19
2.3.4 Relation between E-Service Quality toward Customer Loyalty Through the mediation of E-Satisfaction	19
2.4 Research Framework.....	21
CHAPTER 3. RESEARCH METHOD	
3.1 Research Design	22
3.2 Variables Identification, Variables Operational Definition, and Variable Measurement.....	22

3.2.1 Identification of Variables.....	22
3.2.2 Operational Definition of Variable	23
3.2.2.1 E-Service Quality	23
3.2.2.2 E-Satisfaction	24
3.2.2.3 E-Loyalty	24
3.2.3 Variable Measurement	24
3.3 Type and Source of Data	25
3.4 Tools and Methods of Data Collection	25
3.5 Population, Sample, and Sampling Technique	26
3.6 Data Analysis Technique	27
3.6.1 Normality Test	27
3.6.2 Validity Test	27
3.6.3 Reliability Test	28
3.6.4 Model Fit Test	28
3.6.5 Structural Equation Model Fit Test	29
3.6.6 Hypothesis Testing	29
CHAPTER 4. DATA ANALYSIS AND DISCUSSION	
4.1 Overview of Research Objects.....	30
4.1.1 Respondent Characteristic Based on Use of Grab-Food.....	30
4.1.2 Respondent Characteristic Based on City of Residence	30
4.1.3 Respondent Characteristic Based on Age	31
4.1.4 Respondent Characteristic Based on Gender	31
4.1.5 Respondent Characteristic Based on Frequency of using Grab-Food in a week	32
4.2 Data Description.....	32
4.2.1 Descriptive Statistic of E-Service Quality	33
4.2.2 Descriptive Statistic of E-Satisfaction.....	34
4.2.3 Descriptive Statistic of E-Loyalty	34
4.3 Data Analysis Result.....	35
4.3.1 Normality Test	35
4.3.2 Validity Test	37
4.3.3 Reliability Test	38
4.3.4 Model Fit Test	40
4.3.5 Structural Equation Model Fit Test	41
4.3.6 Hypotheses Testing	42
4.4 Discussion	43
4.4.1 The Impact of E-Service Quality on E-Satisfaction.....	43
4.4.2 The Impact of E-Satisfaction on E-Loyalty	44
4.4.3 The Impact of E-Service Quality on E-Loyalty	45

4.4.4 The Impact of E-Service Quality on E-Loyalty through the mediation of E-Satisfaction	46
CHAPTER 5. CONCLUSION AND SUGGESTION	
5.1 Conclusion	47
5.2 Research Limitation	48
5.3 Suggestion	48
5.3.1 Theoretical Suggestion	48
5.3.2 Practical Suggestion	49
REFERENCES	50
APPENDICES	52

LIST OF TABLES

	Pages
Table 1.1 Grab Food Competitor Based on Download Amount in Google Playstore	4
Table 2.1 Previous Research	16
Table 4.1 Respondent Characteristic Based on Use of Grab-Food.....	30
Table 4.2 Respondent Characteristic Based on City of Residence	31
Table 4.3 Respondent Characteristic Based on Age	31
Table 4.4 Respondent Characteristic Based on Gender	31
Table 4.5 Respondent Characteristic Based on Frequency of using Grab-Food in a week	32
Table 4.6 Interval Ratings	32
Table 4.7 Descriptive Statistic of E-Service Quality	33
Table 4.8 Descriptive Statistic of E-satisfaction	34
Table 4.9 Descriptive Statistic of E-Loyalty	35
Table 4.10 Result of Univariate Normality Testing	35
Table 4.11 Result of Multivariate Normality Testing	36
Table 4.12 Result of Validity Test	37
Table 4.13 Result Reliability Test of E-Service Quality (ESQ)	38
Table 4.14 Result Reliability Test of E-satisfaction (ES).....	39
Table 4.15 Result Reliability Test of E-Loyalty (EL).....	40
Table 4.16 Model Fit Test Result	40
Table 4.17 Hypotheses Testing	42

LIST OF FIGURES

	Pages
Figure 1.1 Mobile, Internet, and Social Media Use in Indonesia	2
Figure 1.2 Various Kind of Device Usage in Indonesia	2
Figure 2.1 Research Framework	21

LIST OF APPENDICES

- Appendix 1. Questionnaire
- Appendix 2. Questionnaire Result
- Appendix 3a. Questionnaire Result of E-Service Quality (ESQ) Part 1
- Appendix 3b. Questionnaire Result of E-Service Quality (ESQ) Part 2
- Appendix 3c. Questionnaire Result of E-Satisfaction (ES) and E-loyalty (EL)
- Appendix 4. LISREL Output
- Appendix 5. LISREL Output (Syntax)
- Appendix 6. Diagram Result

ABSTRAK

Revolusi Industri 4.0 telah mengubah cara kita hidup, bekerja, dan berkomunikasi satu sama lain. Inteligensi buatan dan analisis data adalah bahasa dibutuhkan seseorang untuk menggunakan teknologi dan melihat sesuatu yang tidak diketahui oleh orang lain — apakah itu tentang pola, peluang, atau bahkan kesalahan. Perusahaan transportasi online Grab telah berkembang pesat selama beberapa tahun terakhir hingga akhirnya merambah dunia pengantaran makanan dengan nama layanan Grab-Food. Dengan dukungan yang tepat dalam kualitas layanan elektronik, Grab dapat meraih kepuasan pelanggan, dan memenangkan loyalitas pelanggan pada akhirnya.

Tujuan dari penelitian ini adalah untuk meningkatkan pengetahuan kita tentang hubungan antara kualitas layanan elektronik, kepuasan pelanggan, dan loyalitas pelanggan. dengan demikian, penelitian ini berkontribusi untuk meningkatkan pengetahuan kita tentang pengaruh kualitas layanan dan kualitas layanan elektronik akan kepuasan pelanggan dan loyalitas pelanggan pada sebuah aplikasi pengantaran makanan bernama Grab-Food.

Penelitian ini adalah penelitian *explantory*. Responden dalam penelitian ini adalah seluruh pelanggan yang telah menggunakan Grab-food, dengan sampel sebanyak 150 responden. Data yang digunakan dalam penelitian ini adalah data primer. Data dalam penelitian ini dikumpulkan dengan menyebarkan kuesioner. Analisis data adalah Structural Equation Modeling (SEM) menggunakan program LISREL.

Hasil penelitian ini dapat disimpulkan sebagai berikut: (1) kualitas layanan elektronik berpengaruh positif terhadap kepuasan pelanggan. (2) kepuasan pelanggan berpengaruh positif terhadap loyalitas pelanggan. (3) kualitas layanan elektronik berpengaruh positif terhadap loyalitas pelanggan. (4) kualitas layanan elektronik berpengaruh positif terhadap loyalitas pelanggan melalui mediasi kepuasan pelanggan.

Kata Kunci: Kepuasan Pelanggan, Kualitas Pelayanan Elektronik, Loyalitas Pelanggan, Grab-Food

THE EFFECT OF E-SERVICE QUALITY THROUGH MEDIATION OF E-SATISFACTION TOWARD E-LOYALTY ON GRAB-FOOD

ABSTRACT

Due to Industrial Revolution 4.0, technology has altered the way we live, work, and communicate with each other. Artificial Intelligence and Big Data Analysis are everyone's lexicons these days, but it takes someone to use technology to see something that others do not—whether it be about patterns, opportunities, or even fallacies. The online transportation company Grab has been thriving for the past few years so they start to enter food delivery service and they call their service as Grab-Food. With the right advocacy of E-Service Quality, Grab-Food can aim for the ultimate E-Satisfaction, and win E-Loyalty in the end.

The purpose of this study was to improve our knowledge of connections between E-Service Quality, E- Loyalty, and E-Satisfaction. Thus, this study contributes to the development of our knowledge regarding the effect of E-Service Quality on E-Satisfaction and E-Loyalty on a food delivery application called Grab-Food.

This research is an explanatory research. Respondents in this study are all the customers of Grab-food, while samples taken are as many as 150 respondents. The data used in this study are primary data. Data in this study were collected by distributing questionnaires. The data analysis technique used in this research is Structural Equation Modeling (SEM) using the LISREL program.

The results of this study can be concluded as: (1) E-Service Quality has a positive effect on E-Satisfaction. (2) E-Satisfaction has a positive effect on E-Loyalty. (3) E-Service Quality has a positive effect on E-Loyalty. (4) E-Service Quality has a positive effect on E-Loyalty through the mediation of E-Satisfaction

Keywords: Customer Satisfaction, E-Service Quality, Service Quality, Customer Loyalty, Grab-Food