

Pengaruh Service Quality, Customer Perceived Value, dan Trust pada Pengemudi Layanan Pesan-Antar Makanan Daring ShopeeFood terhadap Customer Satisfaction = The Effects of Service Quality, Customer Perceived Value, and Trust in ShopeeFood Online Food Delivery Service Drivers on Customer Satisfaction

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Abstrak

Pembelian makanan melalui online food delivery platform belakangan ini menjadi pilihan banyak masyarakat dan penggunaannya diprediksi akan terus bertumbuh beberapa tahun ke depan. Pelayanan dari pengemudi online food delivery merupakan faktor penting untuk mencapai kepuasan dari pengguna layanan. Penelitian ini bertujuan untuk meneliti pengaruh dari Service Quality, Customer Perceived Value, dan Trust yang ada pada pengemudi online food delivery service terhadap Customer Satisfaction dengan Trust juga berfungsi sebagai variabel mediasi. Penelitian ini mengambil studi kasus pada pelayanan dari pengemudi ShopeeFood, yaitu salah satu platform online food delivery di Indonesia. Desain penelitian ini menggunakan single cross-sectional secara kuantitatif dan metode pengumpulan data dilakukan dengan menggunakan judgemental sampling. Terdapat sebanyak 287 data yang diperoleh dari pengguna ShopeeFood di area Jabodetabek dan dianalisis menggunakan metode Partial Least Square-Structural Equation Modelling (PLS-SEM). Hasil penelitian ini menemukan bahwa Service Quality memiliki pengaruh positif terhadap Customer Satisfaction apabila dimediasi oleh Trust. Selain itu Customer Perceived Value dan Trust juga ditemukan memiliki pengaruh positif terhadap Customer Satisfaction. Penelitian ini juga menemukan bahwa Trust merupakan variabel mediasi yang memiliki dua efek sekaligus yaitu full-mediation terhadap hubungan antara Service Quality dan Customer Satisfaction dan partial-mediation terhadap hubungan antara Customer Perceived Value dan Customer Satisfaction. Penelitian ini memberikan kontribusi berupa saran manajerial untuk meningkatkan pelayanan dari para pengemudi online food delivery.

.....The purchase of food through online food delivery platforms has recently become the main choice of many people and its use is predicted to continue to grow in the next few years. The service from the online food delivery personnel or driver is an important factor to achieve satisfaction from service users. This study aims to examine the effect of Service Quality, Customer Perceived Value, and Trust on online food delivery service drivers on Customer Satisfaction with Trust also functioning as a mediating variable. This research takes a case study on services from ShopeeFood drivers, which is one of the online food delivery platforms in Indonesia. The design of this study is a single cross-sectional with quantitative methods and data collection is done by judgmental sampling. There are 287 data obtained from ShopeeFood users in the Greater Jakarta area and analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method. The results of this study found that Service Quality can only have a positive effect on Customer Satisfaction if it is intervened by Trust. In addition, Customer Perceived Value and Trust were also found to have a positive effect on Customer Satisfaction. This study also found that Trust can be a mediating variable by producing two types of effects at once, namely full-mediation and partial-mediation. This study contributes managerial advice to improve the services of online food delivery drivers.