



Generation Z's Satisfaction with Online Purchases of Local Brand Coffee during the Covid-19 Pandemic in Greater Jakarta: The Impact of E-Service Quality and Food Quality

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ABSTRACT

For any coffee shop business to achieve client happiness, especially when selling online, e-service and food quality are crucial considerations. Customers who could previously order directly are now using an internet meal delivery service to order the desired food or drink due to the COVID-19 epidemic. The purpose of this study was to ascertain whether the quality of food and electronic services had an impact on Generation Z's happiness with local brand coffee purchases made online during the Covid-19 pandemic. A survey method is employed in this study. An online questionnaire will be used to gather the data. Data collection will take place in October 2020 during the Covid-19 epidemic, with the target audience being Generation Z clients in Jabodetabek with an age range of 18 to 25. using a convenience sampling strategy for data collection. The PLS-SEM will be used to test the data analysis. According to the study's findings, the quality of electronic services has a favorable impact on customer happiness, and the quality of the food has a substantial impact as well.

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1. INTRODUCTION

Currently, the food and beverage industry in Indonesia is growing. This can be seen from the number of food and beverage businesses that have emerged. The food and beverage industry is a sector still a mainstay in improving the economy in Indonesia (Ministry of Industry, 2017). This industry is increasingly in demand because food and beverages are basic needs in people's daily lives. For this reason, the food and beverage business is a business that will never die, so the food and beverage provider business has an important role to play in meeting the needs of the community.

According to Cousins, Lillicrap & Weekes (2014, p. 6), food and beverage operations are related to providing food and drinks that are ready to be consumed. The food and beverage business consists of formal restaurants, cafes, coffee shops, hotel dining rooms, family restaurants, and fast-food restaurants (Palacio & Theis, 2009, pp. 6–7). Of the various types of food and beverage businesses, the coffee shop is one of the businesses currently trending and developing in Indonesia. According to the International Coffee Organization (ICO), coffee consumption in Indonesia continues to increase from 2014 to 2019. Based on the research of PT. Toffin Indonesia (2020), the number of coffee shops from 2016 to 2019 has increased by three times; as of August 2019, the number of coffee shops in Indonesia has reached more than 2,950 outlets.

In the food and beverage business, customer satisfaction is the main thing that must be met. According to Cousins, Lillicrap & Weekes (Cousins et al., 2014), food and beverage business operations aim to achieve customer satisfaction. According to Shin, Hwang & Lee (2015), it is important to understand customer satisfaction with coffee shops according to customer desires. According to Rasmansyah (2017), customer satisfaction generally occurs when a product or service reaches or exceeds customer expectations. Various factors can affect customer satisfaction, two of which are e-service quality and food quality. According to Kotler & Keller (2016, p. 156), customer satisfaction depends on the quality of the products and services. Quality is the overall characteristics of products or services provided by providers of goods and services (Kotler & Keller, 2016, p. 156). According to Mohammed et al. (2016), e-service quality affects customer satisfaction. According to Abdullah et al. (2018), food quality significantly influences customer satisfaction in a restaurant.

Although the food and beverage business is currently developing, this business is experiencing challenges due to the global pandemic, namely COVID-19. In Indonesia, with the COVID-19 pandemic, the government issued regulations to suppress the spread of COVID-19, which was written in Government Regulation No. 21 of 2020 concerning Large-Scale Social Restrictions (PSBB). With the enactment of these regulations, the activities of Indonesian people outside the home are limited. These limitations include restrictions on activities in public places, such as eating directly at restaurants.

Based on Kominfo news (2020), COVID-19 has forced the Indonesian people to use the internet because activities that could normally be done offline are now turning online. In addition, the pattern of buying food and drinks from customers has also changed from what can normally be done directly or offline to online. Currently, another alternative to purchasing food and beverages is ordering food online through an online food delivery application (He et al., 2018). According to Li, Miroso & Bremer (2020), online delivery service is a process in which food is ordered online, then prepared and delivered to customers. So that with the alternative of buying food and drinks online can make it easier for buyers to order these foods and beverages, especially Generation Z.

Generation Z was born between 1995-2010 (Seemiller & Grace, 2017). Generation Z was born when technology and the internet were developing, so they highly understood internet technology (Simangunsong, 2018). According to Simangunsong (Simangunsong, 2018), Generation Z likes to shop online, especially for food and beverage products. So, with the online food delivery platform, Generation Z is getting easier to order the food and drinks they want.

Based on DetikFood (2016), young people born above 1995 have a higher tendency to consume coffee than the previous generation. According to the news of Voice of Indonesia (2019), the current trend of Generation Z is to gather with friends or family at coffee shops rather than at malls. So based on the news above, it can be said that Generation Z likes coffee, but during the COVID-19 era, coffee purchases cannot be made directly. The solution is to make purchases online through online food delivery platforms such as GoFood and GrabFood. Although buyers order food and drinks through an online food delivery platform, the service and food quality must still be maintained so that customers can feel satisfied.

Many studies on service quality affect customer satisfaction have been investigated by (Juliana et al., 2020; Juliana et al., 2021; Juliana et al., 2020; Juliana, 2019; Pramezwarly et al., 2021), but there are still few who have researched e-service quality. E-service quality, also known as internet service quality, is defined as the extent to which a website can facilitate consumer activities in shopping, making purchases, and delivering products and services efficiently and effectively (Zeithaml et al., 2002). Maintaining the quality of e-service is important to retain customers and can increase customer desire to repurchase (Myunghee & Miyoung, 2017). Providing websites and internet-based applications that have high quality is an important aspect of achieving a successful marketing strategy (Lu et al., 2020).

E-service quality is an important factor that influences customers when providing evaluations and assessments related to the delivery of e-service quality in the virtual market (Ting et al., 2016). According to Ting et al. (Ting et al., 2016), the assessment of e-service quality improves the quality of online services, which can affect buyer satisfaction.

According to the aforementioned claims, client satisfaction with online ordering through restaurant-owned websites or connecting applications like GoFood and GrabFood is influenced by the quality of the e-service. Customer opinions of the restaurant as a whole are also influenced by the caliber of the e-service it offers. Customers will be happier and give the restaurant a better review if the quality of the restaurant's electronic service is higher. The four pillars of e-service quality, according to Lu et al. (2020), are system accessibility, efficacy, secrecy, and fulfillment. E-service quality dimensions include system accessibility, effectiveness, fulfillment, remuneration, contact, responsiveness, and privacy, according to Ting et al. (2016).

The purpose of this study was to ascertain whether the quality of food and electronic services had an impact on Generation Z's happiness with local brand coffee purchases made online during the Covid-19 pandemic.

2. RESEARCH METHOD

A survey method is employed to acquire the data. The survey approach involves gathering questions to pose to respondents in order to collect data. Non-probability sampling, a convenience approach, and an online questionnaire were utilized in this study to collect data from Greater Jakarta-based members of generation Z who are 18 to 25 years old. The minimal number of observations needed to determine the study sample, according to Hair et al. (2014, p. 100), is five times as many as the number of indicators to be examined. However, a 10:1 ratio between the sample and the number of indicators held is preferable. 30 indicators are used in this study. 191 people responded to the questionnaire, and there were 175 pieces total in this study.

The respondent's profile is presented in the first section of the questionnaire, and the indicators for the three test variables—e-service quality, food quality, and customer satisfaction—are presented in the second section. Adapted from Suhartanto et al., 2019, Ting et al., 2016, Shipman, 2020, and Lu et al., 2020 are the E-Service Quality Indicators. Indicators of Food Quality taken from Zhong & Moon, 2020; Nindiani et al., 2018 Customer satisfaction indicators taken from studies by Huang et al., 2014 and Lu et al., 2020. The Likert scale used in this study has a range from 1 to 6. PLS-SEM statistical analysis software.

The research model is established using the explanation of how the hypothesis developed as follows:

3. RESULTS AND DISCUSSIONS

3.1 Descriptive Analysis

Table 1. Respondent Profile

Characteristics of Respondents		Frequency	Percentage (%)
Gender	Female	125	71.4
	Male	50	28.6
Age	18-19	14	8
	20-21	135	77.1
	22-23	20	11.4
	24-25	6	3,4
Occupation	Student	156	89
	Businessman	2	1.1
	Government employees	0	0
	Private employees	16	9.1
	Other	1	0.6
Residential Area	DKI Jakarta	65	37.1
	Bogor	4	2.3
	Depok	0	0
	Tangerang	86	49.1
	Bekasi	20	11.4
Frequency	1-2 kali	85	48.6
	3-4 kali	48	27.4
	> 4 kali	42	24
Average Expenditure	< Rp 50.000	87	49.7
	Rp 50.000 – Rp 100.000	74	42.3
	> Rp 100.000	14	8

Source: Processed Data (2020)

The number of samples used in this study was 175; the explanation of the respondent's profile is as follows: 71.4% are female respondents, and 28.6 are male respondents. Respondents aged 18-19 years were 8%, aged 20-21 were 77.1%, aged 22-23 were 11.24% and aged 24-25 were 3.4%. Based on occupation, students are 89%, entrepreneurs are 1.1%, civil servants are 0%, private employees are 9.1%, and other jobs are 0.6%. The frequency of purchasing food and beverages at local coffee shops within one month during the COVID-19 pandemic: 48.6% 1-2 times, 27.4% 3-4 times, and > 4 times 24%. The average expenditure incurred by respondents on every purchase of food and beverages at local brand coffee shops: 49.7% < Rp 50,000, Rp 50,000 - Rp 100,000 as much as 42.3%, and > Rp 100,000 as much as 8%.

We began by calculating the Average Variance Extracted (AVE) and outer loading values to assess the validity and dependability of all constructs and indicators. A minimum of 0.5 and 0.7 served as the criteria for choosing the Average Variance Extracted (AVE) value and the outer loading, or factor loading, value (Hair et al., 2014). The Fornell-Lacker criteria, which specify that each variable's average (AVE) value is greater than the correlation value between constructs in the model, were the subject of a count discrimination analysis as the next step in the validity test.

According to Hair et al. (2014), if the AVE value can be raised, the outer loading value between 0.4 and 0.7 can be maintained. Ghazali and Latan (2015) state that a composite reliability value should be sought during reliability testing; this study's CR values varied from 0.913 to 0.92, above the minimal value requirement of 0.7. (Hair et al., 2014)

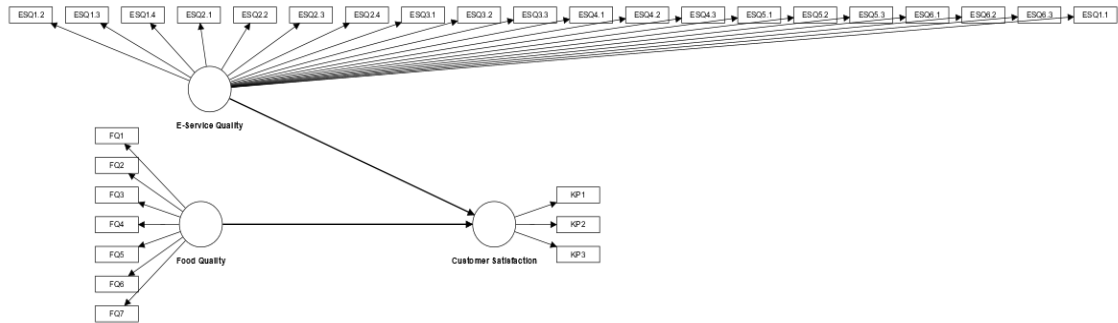


Figure 2. Conceptual Model

3.2 Construct Validity

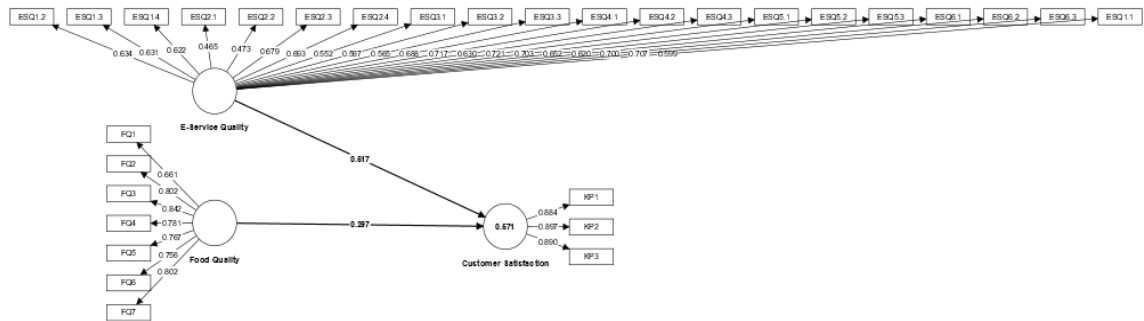


Figure 3. Initial PLS-Path Model

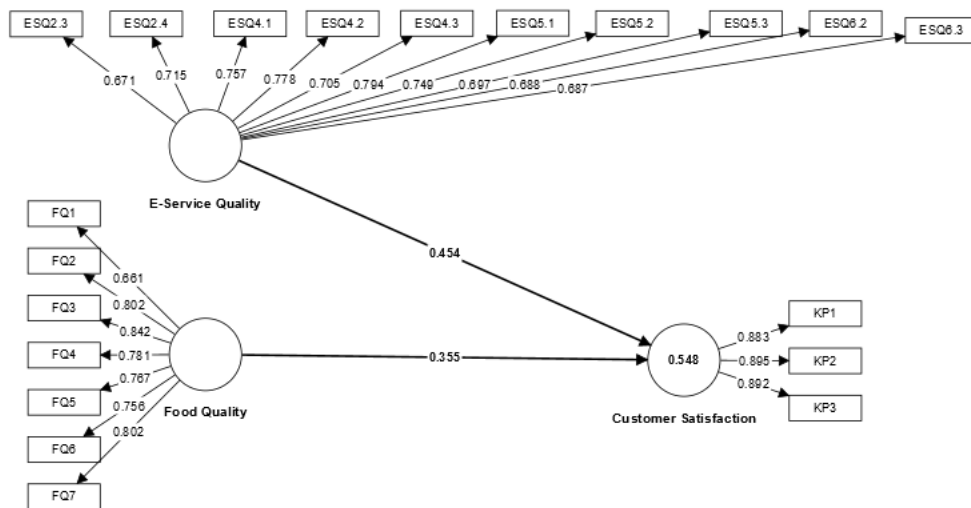


Figure 4. Modified PLS-Path Model

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Table 2. Convergent Validity and Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Customer Satisfaction	0.869	0.87	0.92	0.792
E-Service Quality	0.9	0.901	0.917	0.526
Food Quality	0.888	0.892	0.913	0.6

To verify that each notion of each latent variable is distinct from other latent variables, discriminant validity has been conducted. Based on the cross loading of measures with variables, the discriminant validity of the measurement model with reflecting indicators has been evaluated (Purwanto & Juliana, 2022). If each latent variable indicator's loading value is the highest relative to other loading values for other hidden variables, the model has good discriminant validity. The model has an excellent discriminant validity value, which is > 0.7 for each variable, according to the findings of the discriminant validity test, where each latent construct indicator has the biggest loading factor value when compared to other loading values (Ghozali & Latan, 2015)

Table 3 Discriminant Validity: Heterotrait-Monotrait Ratio (HTMT) Statistics

	Heterotrait-monotrait ratio (HTMT)
E-Service Quality -> Customer Satisfaction	0.772
Food Quality -> Customer Satisfaction	0.739
Food Quality -> E-Service Quality	0.747

Cross-loading of the indicator, the Fornell and Larcker criterion, and the heterotrait-monotrait (HTMT) correlation ratio can all be used to evaluate the discriminant validity. If the factor loading cut-off value is more than 0.70, the factor loading indications on the assigned construct must be larger than all loading on other constructs when considering cross-loading (Hair et al., 2014). If $HTMT > 0.90$ for conceptually comparable constructs, there may be a problem with discriminant validity (Henseler et al., 2015)

Table 4 Collinearity Statistics: Variance Inflation Factors (VIF)

	Customer Satisfaction	E-Service Quality	Food Quality
Customer Satisfaction			
E-Service Quality	1.819		
Food Quality	1.819		

The collinearity test is intended to determine whether the research model has a propensity toward collinearity; if the VIF value limit is greater than 5.0, then this tendency is present (Hair et al., 2014). Table 4 demonstrates that the VIF value in the model is less than 5.0, indicating that the model is not collinear.

Table 5 Hypothesis Testing

Hypothesis	Path	Coefficient	T statistics	P values	Decision
H1	E-Service Quality -> Customer Satisfaction	0.087	5.208	0.000	Supported
H2	Food Quality -> Customer Satisfaction	0.081	4.392	0.000	Supported

This test was carried out using the bootstrapping method using re-sampling and processed with SmartPLS 3.0 (Ramayah et al., 2018; Ringle et al., 2015). As for the results of testing whether a hypothesis can be supported (supported), it is done by assessing the results of the empirical test, namely the significance and coefficient values. The direction of the coefficients must be in accordance with the direction of the previously proposed hypothesis, because the nature of this hypothesis is directional. Because the direction of influence has been stated in the hypothesis, a one-tailed statistical test is carried out. If the T-statistic value from bootstrapping is greater than the T-table value, namely 1.645 (with a significance level or alpha of 0.05) According to Table 5, Hypothesis 1: The effect of (X) on Y has a path coefficient of 0.087 and a statistical value of t that is higher than the critical value (5.208 > 1.645). As a result, H0 is disregarded and H1 is supported demonstrating that e service quality has a major impact on the customer satisfaction, and Hypothesis 2: The effect of (X) on Y has a path coefficient of 0.081 and a statistical value of t that is higher than the critical value (4.392 > 1.645). As a result, H0 is disregarded and H2 is supported demonstrating that food quality has a major impact on the customer satisfaction.

Table 6. R Square

	R Square	R Square Adjusted
Customer Satisfaction	0.548	0.543

The results of R-Square for the variable, is 0.548, which means the dependent variable of customer satisfaction is influenced by the proposed model of the remaining value of 54.8% is described by other variables which are outside of the model.

Based on the test results above, it can be concluded that H1 is accepted where the e-service quality variable consisting of efficiency, fulfillment, system availability, privacy, contact and payment partially and simultaneously has a positive influence on customer satisfaction in purchasing local brand coffee. online during the COVID-19 pandemic. Then, H2 is also accepted where the food quality variable which consists of menu variations, taste, freshness, temperature, aroma, packaging and price fairness partially and simultaneously has a significant influence on customer satisfaction when buying local brand coffee online. COVID-19 pandemic. Based on these results, it can be said that the better the quality of both e-service or food quality, the higher the customer satisfaction. So it is very important for food and beverage entrepreneurs and online food delivery service providers to pay attention to the e-service quality and food quality that will be provided to customers so that their satisfaction can be fulfilled. The results in this study can be said to be in line with previous research conducted by Lu et al. (2020) which states that there is a strong relationship between e-service quality, food quality and customer satisfaction.

4. CONCLUSION

Customer satisfaction is an important aspect that must be achieved by every food and beverage entrepreneur in running their business. In addition, the quality of the food and beverages sold and the quality of electronic services have a very important role for business continuity in the market. Based on the results of hypothesis testing, it can be concluded that e-service quality has a significant effect on customer satisfaction and food quality also has a positive effect on customer satisfaction. Based on these aspects, food and beverage entrepreneurs must pay attention to what factors can affect customer satisfaction in order to meet customer expectations. Food and beverage entrepreneurs are also expected to improve the quality of food and online food delivery service providers can also improve the quality of electronic services so that the level of customer satisfaction can be maximized.

The limitation in this study is the number of respondents as many as 175, most of whom are students and do not have a fixed income so that it will affect the results to be obtained. Future research is expected to target respondents who already have a fixed income and increase the number of respondents as research samples to obtain more accurate and reliable results. This study was only conducted to examine customer satisfaction at local brand coffee shops. For further research, it is hoped that research can be studied more deeply in other food and beverage businesses. This study focuses on the variables of e-service quality and food quality. Further research is also expected to examine other variables that can be factors that affect customer satisfaction.

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