

UDC 332

THE ROLE OF CUSTOMER SATISFACTION IN MEDIATING THE EFFECT OF PERCEIVED BENEFIT AND TRUST ON REUSE INTENTION: A STUDY ON GRABFOOD SERVICE USERS IN DENPASAR CITY

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ABSTRACT

Digital services are one of the consumer choices because it's easier for users to do reservations using only a smartphone application. One application that is popularly used is the food delivery application in Indonesia is GrabFood. The purpose of this study is to examine and explain the role of perceived benefit, trust and customer satisfaction in growing reuse intention on GrabFood services. This research is classified as an associative quantitative research conducted in Denpasar City. The data consists of 160 samples, collected by distributing questionnaires using Google Forms. The criteria for respondents in this study are GrabFood consumers who are over 18 years old, have a minimum education of high school / equivalent, domiciled in Denpasar City, and have experience using GrabFood services at least 2 times. The analytical technique used is the Structural Equation Model (SEM) and analysis tool utilized the SmartPLS 3.2.9. The results showed that perceived benefit, trust, and customer satisfaction had a positive and significant effect on reuse intention of GrabFood services in Denpasar City. The result also showed that customer satisfaction is capable of mediating the relationship between perceived benefit and trust on reuse intention of GrabFood service in Denpasar City. This study is expected to provide empirical evidence for future studies and enrich the literature of marketing management studies related to the perceived benefits, trust, customer satisfaction and reuse intention. In terms of managerial practice, it hoped that this research can provide input and information to GrabFood management to overcome competition problems and take advantage of opportunities to increase reuse intentions based on perceived benefits, trust, and customer satisfaction.

KEY WORDS

Perceived benefit, trust, customer satisfaction, reuse intention

The massive growth of information technology, smartphones and mobile application software has become an important part of modern life (Al Amin et al., 2020). One application that is popularly used is a food delivery application, according to (Chotigo and Kadono, 2021) food delivery applications are becoming increasingly popular without any signs of popularity as it will decline in the near future because it offers flexibility, and choice. In early March 2020, Indonesia announced the first cases of the COVID-19 virus that came from the closing and opening events. With the regulations in place, many people are turning to food delivery services as a way of choosing their food. According to Kaur et al. (2020) delivery order can help users easily view restaurants, listed menus and service ratings, complete and confirm via online payments, and track order status with no physical or telephone interaction with restaurants. According to the page (databoks.katadata.co.id), Indonesia is the country with the highest use of delivery applications in the world as of 2020. It was recorded that in the past month, food delivery applications accounted for 74.4% of internet use in Indonesia. One of the food delivery applications in Indonesia is GrabFood, which was launched in Indonesia in 2016. GrabFood is one of the service features of Grab, the largest mobile technology company in Southeast Asia that has an extensive customer network connecting millions of drivers, merchants, and consumers. also businesses that take advantage of the OVO feature as a means of payment that is safe and easy for consumers.

Food delivery applications are gradually becoming a trend in the development of the

online-based food and service industry, GrabFood's success in Indonesia is not far from the competition it faces in maintaining its existence in the business world. The relationship between companies and consumers is an important factor in pursuing GrabFood's success in entering global competition. The results of a survey conducted by Rakuten Insight, that the most frequently used food-delivery application in Indonesia in 2020 was GoFood with around 78% of respondents, the second rank was GrabFood with around 73%. The survey found that GoFood is still the market leader in food delivery services in Indonesia, the application was developed by the first startup and unicorn company in the country, namely GoJek and is the main competitor of GrabFood. Competition in the food delivery business in Indonesia is no longer only between Grab and Gojek, one of the largest e-commerce companies in Indonesia, namely Shopee has penetrated this service through ShopeeFood which launched the delivery feature in April 2020 (Katadata, 2021).

A pre-survey was conducted in October 2021 on 20 respondents from the Denpasar City community who have used the GrabFood application. The results of the pre-survey show that in the next month, 9 respondents will still use and deliver food back to the GrabFood application. There were 5 respondents who stated that they would try to use other applications (GoFood and ShopeeFood) because they wanted to get new experiences, while 6 respondents stated that they would continue to use the GrabFood application again but use other applications as well. The results of the pre-survey stated that GrabFood still has several shortcomings, including the lack of accuracy of the location with the map contained in the application, and when you want to save the location there are often problems that the selected location cannot be saved. In addition, Grab cannot make transactions by combining cash and non-cash (cash and OVO cash), so the remaining balance on OVO will settle. Consumers who want to make non-cash payments with OVO, also need to activate and verify the OVO feature first, which is considered ineffective and quite time consuming, this is almost the same as activating ShopeePay which requires several steps to be verified. With GoPay which can be used immediately when the account on the GoFood application is active, then add balance by entering the mobile number registered in the application.

From the results of the pre-survey, it was reviewed how the development of GrabFood in winning the hearts of consumers and still being able to provide the best service in the midst of competition. Customer loyalty is important in maintaining good relationships between customers and companies, (Mainspring and Bain & Company, 2000; Bao et al., 2016) existing customer loyalty and retention are very important for the success of e-commerce. Reuse intention increases the potential to develop mutually beneficial long-term consumers, which ultimately determines the company's success (Oertzen and Schroder, 2020). After introducing a product, a perception will emerge. One of the perceptions perceived by consumers can be in the form of perceptions of benefits which refer to the perceived usefulness and benefits of buying food through applications (Piroth et al., 2020). According to Al Amin et al. (2020) the benefits that consumers get are found to be antecedents of customer attitudes and reuse intentions. The same thing was also obtained from research (Zhou et al., 2015; Han et al., 2018; Hosain et al., 2020; Narahdita et al., 2020; Mangoting, 2020) that perceived benefit has a positive and significant effect on reuse intention. However, there are studies that are not in line with Pramanawati and Astuti (2016) which state that perceived benefits have no significant effect on reuse intention. In this study, the perceived usefulness of usefulness had no effect on the decision to reuse. The existence of this gap occurs because respondents use technology applications because it is considered a habit so that its usefulness is gradually no longer felt.

How many times do customers continue to feel satisfied with the application, how many times do customers tend to use it (Mundy, 2018). In the digital business context, trust is seen as very important in the process of building and maintaining customer relationships. Therefore, businesses must provide adequate information, such as company info, policies, and customer service and support, which is necessary to build customer trust. Information should also be accessible, and efforts should be made to avoid confusion for people (Chotigo and Kadono, 2021). This is supported by research (Ashraf et al., 2020; Ladkoom and Thanasopon, 2020; Narahdita et al., 2020; Zhao and Bacao, 2020; Masri et al., 2021) that

trust directly and positively affects reuse intention. However, there are studies that are not in line, namely research conducted by Liu and Tang (2018) that trust has no significant effect on reuse intention, in this study a possible explanation for trust in e-marketplaces depends on the overall operating strategy and business model as well as reputation. the good one. However, from this gap, it is found that trust in reputation in the use of online services is also very important.

Based on the differences from the results of previous studies, it is necessary to have a mediating variable. In the food service industry (customer satisfaction) customer satisfaction is a key factor that benefits businesses to maintain long-term relationships with customers (Ryu et al., 2008; Han et al., 2019). It can be argued that if the actual results of using a food delivery application match or exceed customer expectations, customers are more likely to be happy with their experience. Customers who are happy with their experience with delivery applications will be more motivated to continue using such applications (Alalwan, 2020). According to Trivedi et al. (2018) in research on e-commerce there are many focuses on assessing service reuse intentions with customer satisfaction. The results of the pre-survey show that there is satisfaction in using the GrabFood application, the appearance of the application is attractive, there are several payment features (cash and non-cash), and what is offered in the application (vouchers, advertisements, and promos) is able to meet consumer expectations. The emergence of satisfaction felt by consumers will show positive behaviors such as continuous use of services, recommending and providing promotions by word of mouth (Sulaiman and Haron, 2013; Slack et al, 2020). This is supported by research conducted by (Han et al., 2018; Alalwan, 2020; Al Amin et al., 2020; Ashraf et al., 2020; Rosell and Allen, 2020; Wang et al., 2020; Wang et al. , 2021) which states that customer satisfaction has a positive and significant effect on reuse intention.

Seeing the gaps in previous research, the results of the pre-survey, and the phenomena that have been described in the background, it is interesting to further investigate the role of customer satisfaction in mediating the effect of perceived benefit and trust on reuse intention of GrabFood service users in Denpasar City.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Technology acceptance models (TAM) proposed by (Davis, 1989) are models that can be used as a basis for exploring the effect of one's intention to adopt new technology acceptance. According to a study conducted by Kesharwani and Bisht (2012), that perceived benefit can represent the function of TAM itself by combining perceived ease of use and perceived usefulness. The perceived benefits of providing satisfaction in the minds of consumers will usually appear positive feedback in the form of reuse intention. In a study conducted by Zhou et al. (2015) that perceived benefits have a positive and significant relationship to sustainable use in the social virtual world. In the research of Han et al. (2018) stated that there was a positive relationship between perceived benefits and reuse intention in online china brand communities. Research by Hosain et al., (2020) states that perceived benefit has a positive relationship to reuse intention in m-learning applications. In Narahdita et al. (2020) there is a positive relationship between perceived benefit and reuse intention in mobile payment services. Research by Mangoting (2020)) stated that perceived benefit has an effect on reuse intention in the use of e-filling for taxpayers. Based on previous research, the following hypothesis is formulated:

H1: Perceived benefit has a significant positive effect on reuse intention.

The perceived benefit obtained in using the online delivery service is one of the positive perceptions felt by consumers. This means that the benefits of the service can affect customer satisfaction. Investigating application usage intentions by integrating the technology acceptance model and expectancy disconfirmation theory (EDT) (Oliver, 1977) represents the overall positive feeling that results when perceived outcomes are greater than expected outcomes. In line with the research conducted by Susanti and Riptiano (2019), the results show that perceived utilitarian and hedonic benefits have an effect on customer satisfaction. Research conducted by Fatikhaturrohmah et al. (2020) that perceived relational

benefit has an influence on customer satisfaction. The same results were also obtained from Mangoting's (2020) research that perceived functional benefits had an effect on customer satisfaction using e-filling. Based on previous research, the following hypothesis is formulated:

H2: Perceived benefit has a significant positive effect on customer satisfaction.

In order to maintain the trust of GrabFood consumers, this can be done through the provision of adequate information and service reliability. These efforts can meet consumer satisfaction and will also affect reuse intentions in the future. The hypotheses discussed below integrate commitment trust theory (Morgan and Hunt 1994), a general theory for explaining psychological cognition to maintain trust relationships. Trust refers to the customer's belief in the reliability and integrity of the service, thereby guaranteeing reuse. In line with research conducted by Ashraf et al. (2020) namely trust has an effect on the reuse of online product recommendations. Ladkoom and Thanasopon (2020) state that trust has an effect on reuse intention in e-payments in Thailand. Narahdita et al. (2020) in his research there is a positive relationship between trust and reuse intention in mobile payment services. Zhao and Bacao (2020) from their research stated that trust has an effect on online reuse intention in the use of online food delivery applications during the COVID-19 pandemic. Furthermore, Masri et al. (2021) stated that trust has a positive effect on reuse intention in online vendors. Based on previous research, the following hypothesis is formulated:

H3: Trust has a significant positive effect on reuse intention.

Bhattacharjee (2001) extends EDT to explain the behavior of using sustainable technology and calls his research model as expectation confirmation models (ECM). Consumer trust is one of the important factors in an effort to develop a business. ECM has formed the basis of a post-acceptance model for studying the dynamics of users' beliefs and attitudes on technology use and reuse (Bhattacharjee, 2001). So that consumer satisfaction is influenced by trust which is a consequence of belief after initial use. This is in line with research conducted by Sativa and Astusi (2016) that trust has an effect on e-satisfaction in e-commerce users. Saleem (2017) states that trust has an effect on reuse intention through customer satisfaction. Triverdi et al., 2018 with research results that trust has an effect on customer satisfaction studies in generation Y. In Ashraf et al. (2020) namely trust has an effect on customer satisfaction in online product recommendations. Based on previous research, the following hypothesis is formulated:

H4: Trust has a significant positive effect on customer satisfaction.

Consumer satisfaction can be a factor in the emergence of a positive impression after using the service, with a sense of satisfaction, what consumers expect can be fulfilled properly. Reuse intention is a behavior that appears after the experience of using GrabFood services, customers will show positive behavior, namely reusing. Based on expectation disconfirmation theory (Oliver, 1977) when the result is better than expected, consumers tend to have positive disconfirmation, which in turn facilitates user satisfaction. There is a study conducted by Han et al. (2019) that reuse intention is influenced by customer satisfaction in online China brand communities. Alalwan's research (2020) found that customer satisfaction had an effect on reuse intention in mobile food ordering applications. Al Amin et al. (2020) stated that e-satisfaction has an influence on reuse intention on the use of mobile food ordering applications in Bangladesh. Research Ashraf et al. (2020) namely customer satisfaction has an effect on reuse intention in online product recommendations. Rosell and Allen (2020) state that customer satisfaction has an influence on reuse intention in test-driving the driverless bus. Wang et al. (2020) stated that customer satisfaction has a positive and significant effect on reuse intention on urban rail transit in China. In the research of Wang et al. (2021) there are also results that customer satisfaction has a positive and significant effect on reuse intention in massive open online courses. Based on previous research, the following hypothesis is formulated:

H5: Customer satisfaction has a significant positive effect on reuse intention.

Consumers who have the perception that after shopping and using GrabFood services and get the benefits as expected, consumers will have a tendency to reuse intentions and what consumers expect can be fulfilled properly with perceived benefits. This is in line with

research conducted by Basyar (2016) which states that perceived benefits have a positive influence on reuse intention mediated by customer satisfaction. Research conducted by Han et al. (2018) states that customer satisfaction is able to mediate perceived benefits in online china brand communities. In Susanti and Riptiano's research (2019) it is stated that customer satisfaction is able to mediate perceived benefits. Based on previous research, the following hypothesis is formulated:

H6: Customer satisfaction is able to mediate the effect of perceived benefits on reuse intention.

Reuse intention is one of the main drivers that motivates buyers to continue buying products or services. In line with that, customer satisfaction is the driving force for repeat purchases due to the trust that consumers have. In line with the research conducted by Saleem et al. (2017) stated that customer satisfaction mediates the effect of trust on reuse intention. In the study of Triverdi et al. (2018) there are also results which state that customer satisfaction is able to mediate the effect of trust on reuse intention. Research conducted by Ashraf et al. (2020) that customer satisfaction mediates the effect of trust on reuse intention. Based on previous research, the following hypothesis is formulated:

H7: Customer satisfaction is able to mediate the effect of trust on reuse intention.

The existence of the role of customer satisfaction mediating the effect of perceived benefit and trust on reuse intention can conceptually be described in a model or conceptual framework as shown in Figure 1.

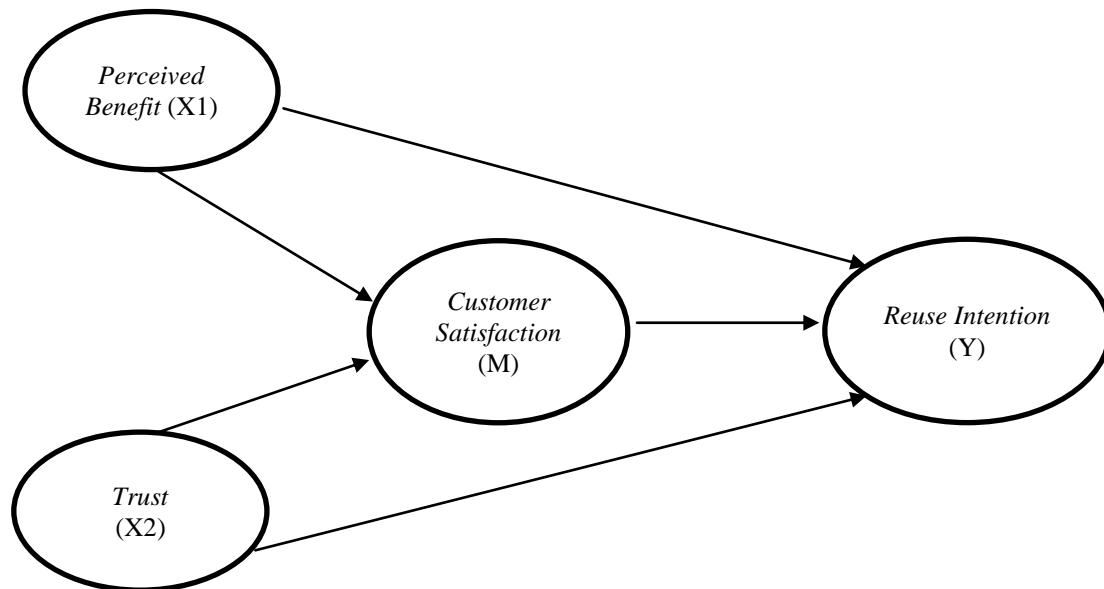


Figure 1 – Research Conceptual Framework

METHODS OF RESEARCH

This study uses an associative research design with a quantitative approach. The population in this study is the general public who live in Denpasar City, the population of this study cannot be predicted with certainty and is infinite. The sampling technique in this study used a purposive sampling technique, the number of samples used in this study was 160 people. The consideration of determining the sample in this study was based on the criteria, namely people aged 18 years and over, and had completed a minimum of high school education. (SMA)/Equivalent with status domiciled in Denpasar City and has used the GrabFood service more than twice. Data collection in this study was carried out by distributing questionnaires distributed in Denpasar City using the Google Form application in connection with a pandemic outbreak that required avoiding crowds, and not allowing for direct contact with many people. The data analysis method used was descriptive statistical analysis and inferential statistical analysis which were analyzed with Smart-PLS software.

RESULTS OF STUDY

Based on the results of hypothesis testing in Table 1, it shows that each relationship between variables is positively related to t-statistics > 1.96 and p-Values <0.05. This means that the variables perceived benefit, trust, and customer satisfaction have a positive and significant effect on the variable reuse intention. The perceived benefit and trust variables also have a positive and significant effect on the customer satisfaction variable. The mediating role of the variable customer satisfaction is shown in Table 2 and 3.

Table 1 – Value of Path Coefficients

	Coef. Correlation	T-Statistics	p Values	Information
Customer satisfaction (M) -> Reuse intention (Y)	0.275	3.719	0.000	Significant
Perceived benefit (X1) -> Customer satisfaction (M)	0.433	6.266	0.000	Significant
Perceived benefit (X1) -> Reuse intention (Y)	0.393	4.298	0.000	Significant
Trust (X2) -> Customer satisfaction (M)	0.460	6.597	0.000	Significant
Trust (X2) -> Reuse intention (Y)	0.279	4.558	0.000	Significant

Source: Primary Data, processed (2021).

Table 2 – Indirect Effect Results

Mediation Variable	Effect			
	(A)	(B)	(C)	(D)
Perceived benefit (X1)-> Customer satisfaction (M) -> Reuse intention (Y)	0.121	0.275	0.433	0.279
Trust (X2) -> Customer satisfaction (M)-> Reuse intention (Y)	0.128	0.393	0.460	0.279

Table 3 – Direct Effects, Indirect Effects, Total Variables, and VAF Calculations

Variable/Construct	Indirect effect	
	Coef. Correlation	T-Statistics
Perceived benefit (X1)-> Customer satisfaction (M) -> Reuse intention (Y)	0.121	3.579
Trust (X2) -> Customer satisfaction (M)-> Reuse intention (Y)	0.128	2.871
Variable/Construct	Total effect	
	Coef. Correlation	T-Statistics
Perceived benefit (X1)-> Reuse intention (Y)	0.396	4.298
Perceived benefit (X1) -> Customer satisfaction (M)	0.433	6.266
Trust (X2) -> Reuse intention (Y)	0.521	4.558
Trust (X2) -> Customer satisfaction (M)	0.460	6.597
Customer satisfaction (M)-> Reuse intention (Y)	0.279	3.719
VAF -> Indirect effect / Total effect (0.121/0.396)	0.305	
VAF -> Indirect effect / Total effect (0.128/0.521)	0.245	

Source: Primary Data, processed (2021).

The test results as shown in Table 2 show that the effect of all tested variables (A, B, C and D) has a significant coefficient. Thus, customer satisfaction is able to mediate the effects of perceived benefits and trust on reuse intention. The role of customer satisfaction mediating perceived benefits on reuse intention can be seen in Table 3 where the VAF value is 0.305. This figure is in the range of 20 percent to 80 percent, so it can be stated that this variable is classified as a partial mediation variable. Based on these results, it can be interpreted that customer satisfaction is partially able to mediate the effect of perceived benefits on reuse intention. The better the perceived benefits, the better the customer satisfaction and ultimately the reuse intention will increase. The role of customer satisfaction in mediating trust on reuse intention can be seen in Table 3 where the VAF value is 0.245. This figure is in the range of 20 percent to 80 percent, so it can be stated that this variable is classified as a partial mediation variable. Based on these results, it can be interpreted that customer satisfaction is able to partially mediate the effect of trust on reuse intention. The better the trust, the better the customer satisfaction and in the end the reuse intention will increase.

DISCUSSION OF RESULTS

Effect of perceived benefit on reuse intention

Based on the results of hypothesis testing, perceived benefit has a positive and significant effect on reuse intention. The results of this study support the results of previous studies (Zhou et al., 2015; Han et al., 2018; Hosain et al., 2020; Mangoting, 2020 and Narahdita et al., 2020) which state that perceived benefits have a positive and significant effect on reuse intentions. It can be explained that the higher the benefits provided by the GrabFood service, the higher the consumer's intention to reuse it. This study conceptualizes the perceived benefit of perceived usefulness. TAM is the theory that underlies perceived usefulness and perceived ease of use as a factor why customers use technology. There is a study conducted by Kesharwani and Bisht (2012), that perceived benefit can represent the function of TAM itself by combining perceived usefulness and perceived ease of use. Perceived benefit is a collection of total benefits obtained by customers when using a device, so that perceived benefits are an indicator of the extent to which the use of GrabFood services is considered useful, improves performance, and is profitable which then leads to reuse intentions.

The effect of perceived benefits on customer satisfaction

Based on the results of hypothesis testing, perceived benefit has a positive and significant effect on customer satisfaction. This means that the benefits of using the GrabFood service can affect customer satisfaction, the more the GrabFood service has high benefits, the more consumer satisfaction will increase. This is in line with the theory of expectation disconfirmation theory which studies consumer satisfaction, post-purchase behavior, and other related factors. After using a product or service, customers develop perceptions about their experience, both positive and negative. If it can meet the customer's original expectations, the resulting disconfirmation is positive. The perceived benefit obtained when using the GrabFood service is one of the positive perceptions felt by customers which leads to post-purchase satisfaction. The same results are also supported by several studies (Susanti and Riptiano, 2019; Fatikhaturrohmah et al., 2020; Mangoting, 2020) that perceived benefits have a positive and significant effect on customer satisfaction.

The effect of trust on reuse intention

Based on the results of hypothesis testing, trust has a positive and significant effect on reuse intention. This means that consumer confidence in the GrabFood service can affect reuse intention, the higher the trust that consumers have in the GrabFood service, the higher the Denpasar consumer's intention to reuse the GrabFood service. Similar results were also obtained in previous studies from (Cho et al., 2018; Ashraf et al., 2020; Ladkoom and Thanasopon, 2020; Narahdita et al., 2020; Zhao and Bacao, 2020; Masri et al. 2021) that trust positive and significant effect on reuse intention. The results support the commitment-trust theory (CTT) as a theoretical basis by using trust as a psychological reaction in determining the intention to reuse GrabFood services in a sustainable manner. The existence of uncertainty in service outcomes, and information asymmetry between buyers and sellers is one of the keys to why trust evaluation is an important component in a business service. Trust has a direct relationship with cooperative behavior that is conducive to successful relationship marketing. If the customer trusts the GrabFood service and has the intention to reuse it, then the marketing relationship between the customer and the marketer can be declared successful.

The effect of trust on customer satisfaction

Based on the results of hypothesis testing, trust has a positive and significant effect on customer satisfaction. This means that consumer confidence in the GrabFood service can affect customer satisfaction, the higher the consumer trust in the GrabFood service, the higher the satisfaction felt by consumers so that the intention appears to reuse the GrabFood service. This is in line with research conducted by (Sativa and Astusi, 2016; Saleem, 2017;

Triverdi et al., 2018; Ashraf et al., 2020; Zhao and Bacao, 2020) which explains that trust has a positive and significant effect on customer satisfaction. The results of this study support the expectation confirmation models (ECM) which were developed from the expectation disconfirmation theory (EDT). ECM has formed the basis of a post-acceptance model for studying the dynamics of users' beliefs and attitudes towards sustainable reuse. Trust construction consists of several derived elements, one of which is trusting beliefs (Susanto et al., 2016). This level of satisfaction is influenced by trust which is a consequence of post-acceptance beliefs. As research Hung et al. (2012) and Chong (2013) who modified ECM with the trust factor and proved that consumer satisfaction and trust have a significant impact on the intention to reuse in a sustainable manner.

The influence of customer satisfaction on reuse intention

Based on the results of hypothesis testing, customer satisfaction has a positive and significant effect on reuse intention. This means that consumer satisfaction with GrabFood services can affect reuse. The higher consumer satisfaction with the GrabFood service, the higher the consumer's intention to reuse the GrabFood service. In line with the results of research conducted by (Han et al., 2019; Alalwan, 2020; Al Amin et al., 2020; Ashraf et al., 2020; Rosell and Allen, 2020; Wang et al., 2020; Wang et al., ., 2021) there are results that customer satisfaction has a positive and significant effect on reuse intention. Based on the expectation disconfirmation theory, when what has been obtained and exceeds customer expectations, it tends to appear positive disconfirmation which in turn facilitates customer satisfaction. This is logically adapted from expectation disconfirmation theory, describing the subjective comparison between expectations and perceptions leading to customer satisfaction with products or services. Respondents gave a positive impression of satisfaction in using GrabFood services. The results show that using the GrabFood service can make you feel good, feel satisfied with the features available in the GrabFood service, feel comfortable when using the GrabFood service, and GrabFood provides an interesting experience.

The role of customer satisfaction in mediating the effect of perceived benefits on reuse intention

Based on the results of the mediation test and the VAF value, customer satisfaction was able to partially mediate the relationship between perceived benefit and reuse intention for GrabFood service users in Denpasar. The higher the satisfaction felt by users of the GrabFood service, it will be able to increase the effect of perceived benefits so that the intention to reuse the GrabFood service arises. This is in line with research conducted by Basyar, 2016; Han et al., 2018; Susanti and Riptiano, 2019) state that customer satisfaction is able to mediate perceived benefits. Customer satisfaction is an important factor in the running of a business and it is undeniable that the consumer response is good or bad. Consumers who have the perception that after using the GrabFood service and get the benefits as expected, consumers will have a tendency to reuse intentions and what consumers expect can be fulfilled properly.

The role of customer satisfaction in mediating the influence of trust on reuse intention

Customer satisfaction is able to partially mediate the relationship of trust to reuse intention for GrabFood service users in Denpasar. The higher the satisfaction felt by GrabFood service users, it will be able to increase the influence of the trust that customers have, so that the intention to reuse the GrabFood service appears. Customer satisfaction is the driving force for repeat purchases due to the trust that consumers have. In line with research conducted by Saleem et al., 2017; Triverdi et al., 2018; Ashraf et al., 2020) that customer satisfaction mediates the effect of trust on reuse intention. Trust is an important factor in improving long term relationships. Consumers who have confidence in GrabFood services, consumers will have a tendency to reuse intentions and what consumers expect can be fulfilled properly.

CONCLUSION AND SUGGESTIONS

Based on the preceding data analysis and discussion, the conclusions of this study are as follows: perceived benefit has a positive and significant effect on reuse intention. Perceived benefit has a positive and significant effect on customer satisfaction. Trust has a positive and significant effect on reuse intention. Trust has a positive and significant effect on customer satisfaction. Customer satisfaction has a positive and significant effect on reuse intention. Customer satisfaction is able to partially mediate the relationship between perceived benefits and reuse intention. Customer satisfaction is able to partially mediate the relationship of trust with reuse intention.

Based on the analysis and conclusions, the authors provide several suggestions for further follow-up, as follows: For further research to be carried out in different areas and conditions because the results of this study may not be generalized to all regions. The next study that can be done is research to explore user perceptions in different situations (pre-pandemic and during the pandemic) and investigate causality from time to time and make comparisons, to more comprehensively explain user intentions in reuse intentions that adjust to experience, perception, and satisfaction. The current research uses only one platform (GrabFood), so this research only focuses on the customer's perspective on GrabFood. It is hoped that in future research models can be generalized to be applied to different platforms, different stakeholders, such as business owners (restaurants), drivers, as well as comparisons in the use of online and offline services. Although several factors have been discussed in this study, it may be possible to use other factors such as service quality, loyalty, perceived ease of use, perceived usefulness, attitude, performance expectancy, and other factors that can be related to understanding and success in reuse intention.

For GrabFood management to pay attention to service performance on the application, so that they can always provide the best for consumers. Optimizing the GrabFood service so that it can develop in line with travel and changing consumer demands amid competition in the business world. Referring to the results of the description of the respondents' assessment, that there are several statements that have low scores. In terms of perceived benefits, it shows that consumers have obstacles in finding information, this can be overcome by increasing the maximum user interface. In that sense, what is highlighted from the GrabFood application is what is really important and useful for users. In terms of trust, it shows that the reliability of GrabFood services is not optimal enough. Like that, driver tracking information is only displayed when the driver goes to the consumer's location. In addition, in order to add the driver's phone number information in the order column, there is no phone number information so that sometimes when there is an urgent situation the driver is difficult to contact because he does not read the message in the chat column.

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