The Effect of E-Service Quality and E-Trust on E-Loyalty with E-Satisfaction as a Mediation Among Gofood Customers in the Special Region of Yogyakarta

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Abstract

Information and communication technology development has changed various aspects of life, including the food delivery service sector. GoFood, as one of the leading platforms in Indonesia, faces stiff competition from similar services such as GrabFood and ShopeeFood. This study aims to analyze the effect of E-Service Quality and E-Trust on E-Loyalty with E-Satisfaction as a mediating variable for GoFood customers in the Special Region of Yogyakarta. The research method used was a quantitative approach with survey techniques. The research sample consisted of 207 respondents who were active GoFood users who had placed orders more than twice, selected using a purposive sampling technique. Data were collected through questionnaires and analyzedanalyzedanalyzedanalyzed using the Partial Least Squares (PLS) method with SmartPLS software. The results showed that electronic service quality and trust positively and significantly influence electronic customer loyalty. In addition, customer satisfaction acts as a mediator in the relationship between electronic service quality and customer loyalty, as well as between electronic trust and customer loyalty. These findings indicate that improving service quality and customer trust in the platform can increase their satisfaction, encouraging loyalty to the GoFood service. The implications of this study provide insights for GoFood managers to improve the quality of digital services, transaction security, and information transparency to strengthen customer satisfaction and loyalty. In addition, this study contributes to academic literature related to customer relationship management and business strategy in digital ecosystems.

Keywords: E-Service Quality, E-Trust, E-Satisfaction, E-Loyalty, Online Messaging Service.

INTRODUCTION

Information and communication technology development has changed various aspects of life, including the food service sector (Mashis et al., 2023). One innovation that has emerged is an online food delivery service that makes it easy for consumers to order food through an application or website. GoFood—a Gojek service—is a major player in Indonesia's industry.

Technology development is accelerating, so the financial and technological fields are also developing efficiently and modernly (Azzahroo & Estiningrum, 2021). Technology makes it easier to support various activities and activities in life; in today's economy, it is important to innovate in technology. The rapid advancement of information technology requires business people to

understand and utilize it in business activities to increase their competitive strength. In today's technological developments, many culinary businesses are selling online, one of which uses GoJek, which has the GoFood feature.

In 2010, Go-Jek was present as a two-wheeled transportation company through phone calls. Over time, GoJek has now grown into an on-demand mobile performer. The GoJek application provides various service features ranging from transportation (GoRide and GoCar), logistics (GoSend), payment (GoPay), food delivery (GoFood), and others. Go-Food is very useful in Indonesia to help promote and sell food from culinary businesses, from small restaurants to large restaurants. GoFood is a food delivery service that delivers orders to restaurants via smartphone and opens the Go-Food feature in the Go-Jek application (Hidayatullah et al., 2018). For businesses with limited funds to develop delivery order services, Go-Food can be an alternative solution that helps culinary businesses because they can have delivery services without adding employees. The advantage of delivery services for culinary businesses is that they do not have to provide a large budget to develop delivery order services. Gofood services can be an alternative that can help, make it easier, and be profitable (Preasetianto et al., 2021).

In 2021, Indonesia became the country with the highest GMV in the Southeast Asia Region, at USD 4.6 billion. Three platforms dominate the transaction: Grab at 49%, Gojek at 43%, and Shopee Food at 8% (Wikara & Hidayati, 2023). So, the competition from the platforms is tight for food delivery services. In addition, these three companies provide discounts or promos in the form of cash discounts or various discounts offered to generate consumer desire to use their services. GoFood has become important to people's lifestyles, especially in big cities like Yogyakarta. The use of this delivery service application is dominated by students, with a percentage of 44.2%, followed by the private sector, with a percentage of 39.5%, the self-employed 10.1% and government employees 6.2% (Wikara & Hidayati, 2023b).

The rapid development of modern technology and innovation has made people's lives easier; one of the innovations is the Online Food Delivery Service (OFDS) or online food delivery application (Prasetyo et al., 2021). Food delivery applications are highly famous in various Indonesian cities. Users of food delivery application services can change consumer behaviour when buying and selling food (Hasanah & Hargyatni, 2022). With increasing users, competition between service providers is getting tougher, requiring each company to continuously improve its e-service quality. Good service quality includes not only ease of use of the application but also transaction security and delivery reliability.

Competitors like Grab and Shopee Food exist in the delivery services field. Gojek and Grab are online transportation service companies that provide food delivery facilities that often compete for market share (Indratma, 2021). The increasing number of suppliers of online food ordering services certainly affects the increasingly fierce competition. Consumers certainly buy alternative online facilities according to their needs.
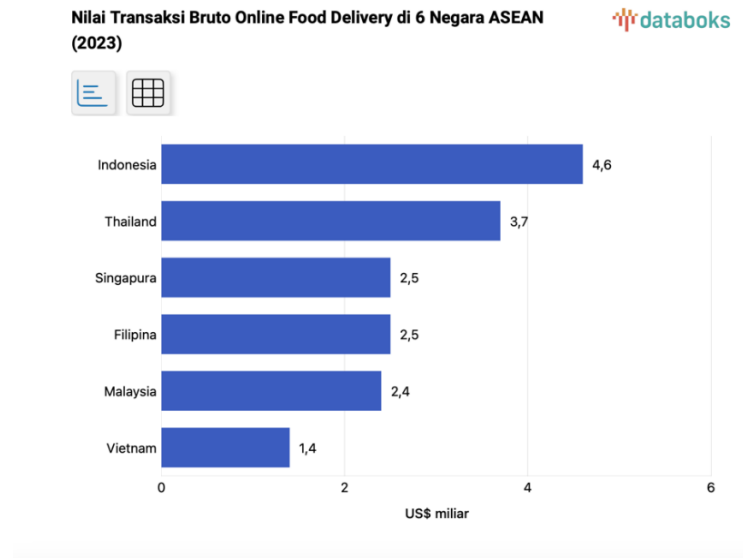
Figure 1. Online Food Delivery Chart
Source: Momentum Works (2024)

Based on the Momentum Works report, the gross merchant value (GMV) of these services in Indonesia reached US$4.6 billion or around Rp 72.12 trillion in 2022 (exchange rate of Rp 15,680/US$). The transaction value is equivalent to 26.9% of the total GMV of delivery services in Southeast Asia, which reached US$7.1 billion in 2023. Grab is Indonesia's largest delivery service provider at 50%, followed by Go-Food at 38% and ShopeeFood at 5%. From this data, it can be concluded that delivery services significantly influence Indonesia's economy.

GoFood faces problems regarding consumer complaints about service quality, such as with order accuracy and delivery times, which can reduce customer satisfaction (Sa'adah, 2020). Meanwhile, intense competition from other platforms, such as GrabFood and ShopeeFood, requires GoFood to offer competitive value. In addition, the customer value and action gap shows that despite having a positive attitude, customers do not use the service due to cost or competitor promotions. This customer trust can be problematic if there are disruptions to payment security, such as a refund process that takes too long, price transparency, and app information accuracy. Adjustments to policies or app features require effective communication strategies and incentives to maintain customer loyalty.

Online delivery food ordering service GoFood has a challenge in maintaining e-service quality. Customers demand a digital experience that is responsive, secure and easy to use. Several complaints related to delivery timeliness, errors in the ordering process, and app navigation experience have been recurring issues. Differences in service quality between restaurant partners and drivers can create an inconsistent experience, which is further exacerbated by limitations in handling customer complaints efficiently (Gustiawan, 2024). This phenomenon suggests that low e-service quality can directly impact decreasing customer satisfaction and loyalty to the GoFood platform.

E-service quality refers to the quality of electronic services that affect customer satisfaction. According to Parasuraman et al. (2005), high-quality digital services improve customer experience and foster loyalty to the platform. In online food delivery services, speed, reliability, and ease of use determine customer satisfaction. High service quality ensures smooth transactions, minimizes errors, and enhances overall customer experience, ultimately leading to higher loyalty.

E-Trust directly affects e-satisfaction and customer e-loyalty. According to Suariedewi (2020), customers will feel satisfied with banking product services if the products used match customer expectations or expectations. Customer expectations will increase along with customer trust in the increasing sense of trust in the features used. Customers will be loyal to the offered features if the product exceeds expectations. Customers will leave positive reviews if they are satisfied with the features provided.

E-trust has a role in digital-based platforms such as GoFood, especially in financial transactions, customer data security, and application service integrity. Frequent issues with personal data security and misuse of customer data for marketing purposes without customer consent can lead to decreased trust. Customers often feel annoyed or lose trust when they receive irrelevant advertisements or promotions after using the app. In addition, issues such as platform failure to handle problematic transactions and order cancellations without prompt or transparent refunds can create the perception that the platform lacks integrity or reliable systems. According to McKnight et al. (2002), trust consists of belief in the platform's competence, integrity, and goodwill, which is key to building customer loyalty.

However, distrust of the system, such as issues related to personal data management or poor transaction handling, can reduce customer loyalty to the platform. This is supported by findings from research by Kim et al. (2024), which showed that mistrust of the system could lead to decreased customer satisfaction levels and loyalty to digital platforms. For example, suppose customers feel that their data is being used without permission or experience sudden order cancellations without a clear refund. In that case, they will feel disrespected and doubt the platform's integrity.

In addition, reports of cheating by drivers or restaurant partners, such as manipulating prices or ignoring orders, further exacerbate customer distrust of the platform. Mistrust of personal data protection and payment systems on digital platforms can reduce customer loyalty. If customers feel that the platform does not have enough oversight of drivers or restaurant partners or that the payment system is not secure, they are more likely to leave the platform and switch to a more trustworthy competitor.

Satisfaction in the context of service customer satisfaction is a key factor affecting service loyalty (Raza et al., 2020). Customer satisfaction can generate loyalty, and loyal customers can place repeat orders. A sustainable competitive advantage is to provide high-quality services that will lead to customer satisfaction. Theoretical and experimental studies demonstrate the superiority of these two concepts. Thus, service quality and customer satisfaction are the ultimate goals of service providers.

E-Satisfaction represents the degree of customer satisfaction with digital services. (Oliver, 1997) explained that high customer satisfaction leads to long-term usage and commitment to a platform. In the online food delivery sector, satisfaction is driven by timely delivery, food quality, ease of payment, and customer service responsiveness. Satisfied customers are more likely to continue using a platform and recommend it to others.

In e-commerce, trust (e-trust) is a crucial factor affecting customer loyalty (e-loyalty). Customer trust in services includes believing the service provider will fulfil its promises, maintain data privacy and security, and provide consistent and reliable services (Nababan et al., 2023). Therefore, increasing e-trust is essential to retain customers in the long term. However, e-trust alone is not enough to guarantee customer loyalty. Customer satisfaction (e-satisfaction) also significantly mediates the relationship between e-service quality and customer loyalty. Customer satisfaction is measured by how well the service received meets or exceeds their expectations. Satisfied customers tend to be more loyal and have the potential to use the service again and recommend it to others.

Various previous relevant studies show diverse models and results related to e-service quality on e-loyalty, showing evidence that it provides positive and significant results in several studies conducted by Ashiq et al., Nour Qatawneh et al., Alnaim et al., and Rachmawati et al. (2022; 2024; 2024; 2022). Of the several studies, only one research by Pratama et al. (2024)proves that e-service quality does not directly affect e-loyalty. Meanwhile, according to previous research on e-trust on e-loyalty shows evidence that it provides positive and significant results in several studies conducted by Ashiq et al., Nour Qatawneh et al., Alnaim et al., and Rachmawati et al. (2022; 2024; 2024; 2022). However, research from Pratama et al. (2024)proves that e-trust does not have a positive and significant effect on online shopping because other factors dominate it.

Several studies related to mediation by e-satisfaction, from several studies that have been conducted previously prove that e-satisfaction can mediate the relationship between e-service quality and e-loyalty, namely research from Nour Qatawneh et al. (2024)and Rachmawati et al. (2022). However, according to research conducted by Ashiq et al., Alnaim et al., and Pratama et al. (2022; 2024; 2024),e-satisfaction cannot mediate the relationship between e-service quality and e-loyalty or e-service quality and e-loyalty.

Overall, it concludes that several research results prove that e-service quality and e-trust are important factors in building e-loyalty. However, in the context of research, analysis methods and other external factors can affect the significance of the relationship. The mediating role of e-satisfaction shows mixed results, indicating that in some studies, customer loyalty can be formed with or without satisfaction.

Based on the description and results, this research aims to contribute to the understanding of the effect of e-service quality and trust on e-loyalty, with e-satisfaction as mediation for GoFood customers in the Special Region of Yogyakarta. By understanding how e-service quality and trust affect customer satisfaction and loyalty, this research will provide useful insights for service providers to improve their business strategies. In addition, the findings of this research can also

contribute to the academic literature regarding e-commerce and customer relationship management in the digital era.

H1: E-service quality has a positive effect and significance. E-Loyalty

***E*-Service Quality and E-Loyalty**

E-Service Quality refers to how much a digital platform provides a seamless and efficient service experience. High-quality service, such as fast delivery, easy ordering, and reliable customer support, enhances customer trust and satisfaction, leading to stronger loyalty. Customers who consistently receive excellent service are likelier to continue using the platform and recommend it to others.

H2: E-Trust has a positive effect and significant on E-Loyalty

***E*-Trust and E-Loyalty**

E-trust is crucial in online transactions, particularly in food delivery services. It is built through secure payment options, transparent policies, and reliable order fulfilment. When customers trust a platform, they feel confident in making repeat purchases. They are less likely to switch to competitors, thereby increasing their loyalty.

H3: E-Service Quality has a positive effect and significant on E-Satisfaction

***E*-Service Quality and E-Loyalty**

E-Service quality is one of the key determinants of customer satisfaction. A smooth and efficient ordering process, timely delivery, and good customer service contribute to positive experiences, which enhance overall satisfaction. When customers perceive a platform as delivering high-quality service, they are more likely to report higher satisfaction levels.

H4: E-Trust has a positive effect and significant on E-Satisfaction

***E*-Trust and E-Satisfaction**

Customers who trust an online service are more likely to be satisfied with their overall experience. Trust ensures the customer is not concerned about data security, payment reliability, and product/service authenticity. A platform that fosters trust by maintaining transparency and reliability enhances customer satisfaction.

H5: E-Satisfaction has a positive effect and significant on E-Loyalty

***E*-Satisfaction and E-Loyalty**

E-Satisfaction is a key driver of customer loyalty. When customers have a positive experience with a service, they develop a preference for the platform, making them more likely to continue using it. Satisfied customers also tend to engage in positive word-of-mouth marketing, further reinforcing loyalty.

H6: E-Satisfaction mediates the effect of E-Service Quality on E-Loyalty

While E-Service Quality directly impacts E-Loyalty, the effect is strengthened when customers are satisfied with their experience. A high level of satisfaction bridges service quality and loyalty, ensuring that customers who receive good service remain committed to the platform.

H7: E-Satisfaction mediates the effect of E-Trust on E-Loyalty

Trust alone does not guarantee customer loyalty unless it results in satisfaction. When customers trust a platform, and their expectations are met or exceeded, they experience higher

satisfaction, leading to long-term loyalty. Satisfaction, therefore, plays a crucial role in translating trust into sustained customer commitment.
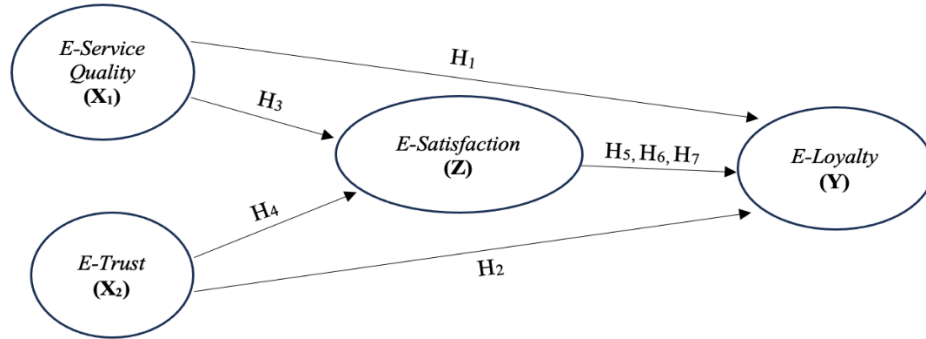
Conceptual Model And Hypothesis Development

Figure 2. Research Framework

RESEARCH METHOD

This research uses a quantitative approach with a survey research type. This method was chosen to measure the effect of E-Service Quality and E-Trust on E-Loyalty with E-Satisfaction as a mediating variable for GoFood customers in the Special Region of Yogyakarta. The research population consists of all active users of the GoFood application who have placed orders more than twice. The sample used in this research was 207 respondents selected through the purposive sampling technique, which considers certain characteristics of customers who actively use the GoFood application.

Primary data in this research was collected through the distribution of questionnaires directly or through online media to respondents in the Special Region of Yogyakarta. This questionnaire uses a 5-point Likert scale to measure respondents' perceptions of the variables studied, namely E-Service Quality, E-Trust, E-Satisfaction, and E-Loyalty. Data collection was carried out from January to February 2025.

The collected data were analyzedanalyzedanalyzedanalyzed using the Partial Least Squares (PLS) method with SmartPLS software. This technique is used to test the relationship between independent variables, mediating variables, and dependent variables. Validity and reliability tests were conducted to ensure that the instruments used in this research were valid and consistent. Validity was tested using convergent validity and discriminant validity. At the same time, reliability was measured using Cronbach's Alpha and Composite Reliability values to ensure the quality of the data obtained.

RESULT AND DISCUSSION

Descriptive analysis was conducted to understand the characteristics of the respondents and the distribution of responses for each research variable. The study involved 207 respondents who are active GoFood users in the Special Region of Yogyakarta. The demographic analysis included age, gender, frequency of GoFood usage, and preferred payment methods. The results indicate that most respondents fall within the 18–35 age group, representing young adults who are highly engaged with digital services. Additionally, most respondents reported using GoFood at least twice weekly, highlighting its role as a primary food delivery platform. Regarding payment methods, digital wallets and online banking were the most commonly used, demonstrating the increasing reliance on cashless transactions in online food delivery services.

Regarding research variables, the mean scores for E-Service Quality, E-Trust, E-Satisfaction, and E-Loyalty suggest that respondents generally perceive GoFood's services positively. E-Service Quality scored the highest, indicating that users appreciate the efficiency and reliability of the platform. E-Trust also received a high rating, suggesting that GoFood's security features and transaction transparency have successfully built consumer confidence. Furthermore, e-satisfaction and e-loyalty exhibited strong correlations, reinforcing that satisfied customers are likely to remain loyal to the platform.

The analysis results show that E-Service Quality and E-Trust positively affect E-Satisfaction and E-Loyalty. This indicates that customers who experience high-quality service and trust the platform are more satisfied and loyal to GoFood. Additionally, E-Satisfaction serves as a mediator, strengthening the relationship between service quality, trust, and loyalty. In this context, customer satisfaction is crucial in bridging the positive impact of service quality and trust on customer loyalty.

Further analysis reveals that customer trust in the GoFood platform is influenced by service functionality and the overall user experience, including interactions with customer service, the availability of discounts, and the ease of completing transactions. These findings suggest that platforms should optimizeoptimizeoptimizeoptimize user experience by improving service responsiveness, simplifying the app interface, and personalizing product recommendations based on user preferences.

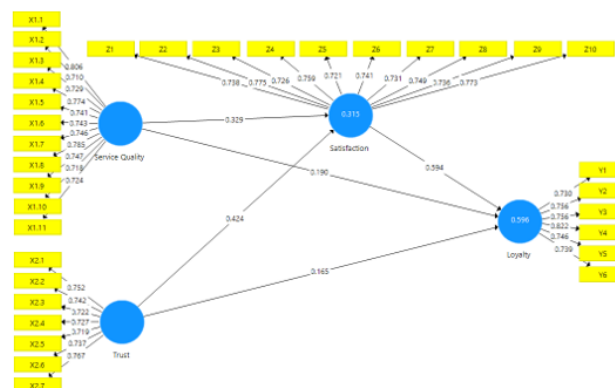**Outer Model (Measurement Model) for Full Model analyzedanalyzedanalyzedanalyzed**

Figure 3. 207 Respondent Algorithm Results

Convergent Validity

The following is the outer loading value of each indicator:

Table 1. Outer Loading

Variables	Indicator	Outer Loading	Description
E-Service Quality (X1)	ESQ1	0.806	Valid
	ESQ2	0.710	Valid
	ESQ3	0.729	Valid
	ESQ4	0.774	Valid
	ESQ5	0.741	Valid
	ESQ6	0.743	Valid
	ESQ7	0.746	Valid
	ESQ8	0.785	Valid
	ESQ9	0.747	Valid
	ESQ10	0.718	Valid
	ESQ11	0.724	Valid
E-Trust (X2)	ET1	0.752	Valid
	ET2	0.742	Valid
	ET3	0.722	Valid
	ET4	0.727	Valid
	ET5	0.719	Valid
	ET6	0.737	Valid
	ET7	0.767	Valid
E-Loyalty (Y)	EL1	0.730	Valid
	EL2	0.756	Valid
	EL3	0.756	Valid
	EL4	0.822	Valid
	EL5	0.746	Valid
	EL6	0.739	Valid
E-Satisfaction (Y)	ES1	0.738	Valid
	ES2	0.775	Valid
	ES3	0.726	Valid
	ES4	0.759	Valid
	ES5	0.721	Valid
	ES6	0.741	Valid
	ES7	0.731	Valid
	ES8	0.749	Valid
	ES9	0.736	Valid
	ES10	0.773	Valid

Based on Table 1, it is found that the outer loading is> 0.7, so the indicators of each variable are reliable. Thus, it can be concluded that each indicator used to measure the latent variable has met convergent validity.

Discriminant Validity

The cross-loading factor value of each indicator can be seen in Table 2.

Table 2. Cross Loading Factor

Indicator	E-Service Quality (X1)	E-Trust (X2)	E-Loyalty (Y)	E-Satisfaction (Z)
X1.1	**0.806**	0.056	0.295	0.267
X1.2	**0.710**	0.126	0.303	0.247
X1.3	**0.729**	0.131	0.411	0.349
X1.4	**0.774**	0.052	0.294	0.263
X1.5	**0.741**	0.069	0.312	0.278
X1.6	**0.743**	0.062	0.294	0.216
X1.7	**0.746**	0.061	0.305	0.271
X1.8	**0.785**	0.106	0.345	0.262
X1.9	**0.747**	-0.001	0.380	0.307
X1.10	**0.718**	0.019	0.260	0.242
X1.11	**0.724**	0.106	0.247	0.303
X2.1	0.134	**0.752**	0.396	0.376
X2.2	0.048	**0.742**	0.325	0.306
X2.3	0.090	**0.722**	0.338	0.337
X2.4	-0.023	**0.727**	0.277	0.349
X2.5	-0.038	**0.719**	0.227	0.251
X2.6	0.149	**0.737**	0.394	0.362
X2.7	0.084	**0.767**	0.343	0.345
Y1	0.266	0.367	**0.730**	0.550
Y2	0.301	0.353	**0.756**	0.563
Y3	0.329	0.351	**0.756**	0.537
Y4	0.372	0.392	**0.822**	0.602
Y5	0.373	0.327	**0.746**	0.605
Y6	0.287	0.270	**0.739**	0.501
Z1	0.195	0.383	0.533	**0.738**
Z2	0.355	0.379	0.544	**0.775**
Z3	0.266	0.330	0.532	**0.726**
Z4	0.257	0.334	0.578	**0.759**
Z5	0.210	0.288	0.489	**0.721**
Z6	0.247	0.281	0.531	**0.741**
Z7	0.218	0.395	0.491	**0.731**
Z8	0.348	0.340	0.650	**0.749**
Z9	0.339	0.326	0.581	**0.736**
Z10	0.291	0.337	0.558	**0.773**

Based on the results obtained in Table 2, the indicators used in this research have good discriminant validity in compiling each variable.

Average Variance Extracted (AVE)

The AVE value of each indicator can be seen in Table 3.

Table 3. Average Variance Extracted (AVE)

Variables	AVE	Criteria	Description
E-Service Quality	0.560	> 0.5	Valid
E-Trust	0.545	> 0.5	Valid
E-Loyalty	0.575	> 0.5	Valid
E-Satisfaction	0.555	> 0.5	Valid

Based on Table 3, the AVE value of each variable has a value> 0.5. Thus, it can be stated that each variable has good validity.

Composite Reliability

The Composite Reliability value of each variable can be seen in Table 4.

Table 4. Composite Reliability

Variables	Composite Reliability	Criteria	Description
E-Service Quality	0.933	> 0,7	Reliable
E-Trust	0.893	> 0,7	Reliable
E-Loyalty	0.890	> 0,7	Reliable
E-Satisfaction	0.926	> 0,7	Reliable

Based on the data in Table 4, it can be seen that the composite reliability value of all variables is> 0.7. These results indicate that each variable meets the composite reliability, so it can be said that all variables are reliable.

Cronbach's Alpha

The Cronbach's alpha value of each variable can be seen in Table 5.

Table 5. Cronbach's Alpha

Variables	Cronbach's Alpha	Criteria	Description
E-Service Quality	0.921	> 0,7	Reliable
E-Trust	0.862	> 0,7	Reliable
E-Loyalty	0.852	> 0,7	Reliable
E-Satisfaction	0.911	> 0,7	Reliable

Source: Appendix IV, 2025

Based on the data in Table 5, it can be seen that the Cronbach's Alpha value of all variables is> 0.7. These results indicate that each variable has met composite reliability, so it can be said that all variables have good reliability.

The inner Model (Measurement Model) for the Full Model analyzedanalyzedanalyzedanalyzed

The results of the analysis of the inner model aim to test the relationship between latent constructs.

Results of the Coefficient of Determination (R2) or the amount of contribution of exogenous latent variables to endogenous latent variables

The R-Square value in this research can be seen in Table 6. below:

Table 6. Results of the Coefficient of Determination (R2)

Variables	R Square Value (R^2)
E-Loyalty	0.596
E-Satisfaction	0.315

Based on Table 6, the direct effect of the E-Service Quality variable, the E-Trust variable on the E-Loyalty variable is 0.596, which means that the amount of the E-Service Quality variable, the E-Trust variable on the E-Loyalty variable is 59.6%. The remaining 40.4% is influenced by other factors not included in the model.

Then, the indirect effect of the E-Service Quality variable, the E-Trust variable on the E-Loyalty variable mediated by E-Satisfaction is 0.315, which means that the amount of indirect influence of the E-Service Quality variable, the E-Trust variable on the E-Loyalty variable mediated by E-Satisfaction is 31.5% and the remaining 68.5% is influenced by other factors not contained in the model.

Predictive Relevance Results (Q2)

The Q-Square value in this research can be seen in Table 7 below:

Table 7. Results of the Coefficient of Determination (Q2)

Variables	Q Square Value (Q^2)
E-Loyalty	0.334
E-Satisfaction	0.169

The calculation results can explain that the Q-Square value for the E-Loyalty variable is 0.334, which is included in the medium category. This shows that the E-Service Quality, E-Trust, and E-Satisfaction variables have a fairly good predictive ability of the E-Loyalty variable, so the model built can predict E-Loyalty well.

Then, the Q-Square value on the E-Satisfaction variable is 0.169, which is also included in the medium category. This means that the E-Service Quality and E-Trust variables can predict the E-Satisfaction variable quite well, indicating that the model created has good predictive ability.

Hypothesis Test Results

Hypothesis testing involves assessing probability and associated statistics. In general, the level of significance (α) often used is 5%, which is equivalent to a p-value of 0.05. In this research, hypothesis testing was carried out using the SmartPLS 3.0 tool through the bootstrapping method.
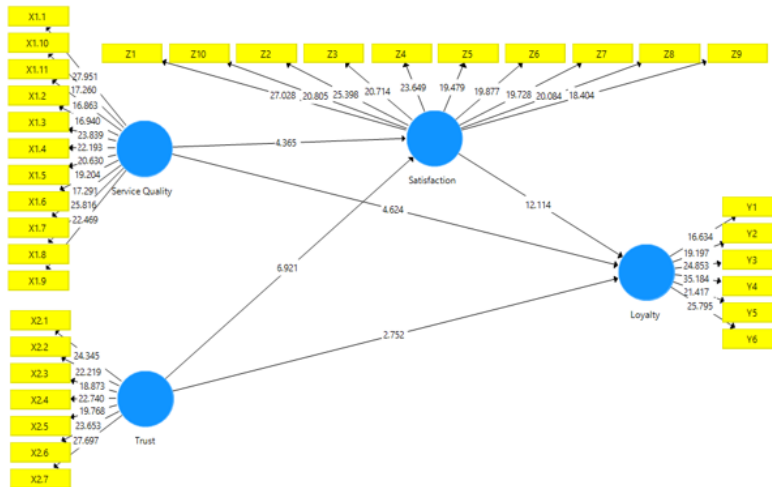

Figure 3. Bootstrapping Results 207 Respondents

Table 8. Bootstrapping Test Results Direct Effect

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic ((|O/STDEV|))	P Value
E-Service Quality → E-Loyalty	0.190	0.193	0.041	4.637	0.000
E-Trust→ E-Loyalty	0.165	0.167	0.056	2.935	0.003
E-Service Quality→ Satisfaction	0.329	0.328	0.073	4.511	0.000
E-Trust→ E-Satisfaction	0.424	0.433	0.056	7.590	0.000
E-Satisfaction→ E-Loyalty	0.594	0.592	0.048	12.315	0.000

Table 9. Indirect Effect

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic ((|O/STDEV|))	P Value
E-Service Quality→ E-Satisfaction→ E-Loyalty	0.196	0.194	0.047	4.169	0.000
E-Trust→ E-Satisfaction→ E-Loyalty	0.252	0.256	0.036	6.927	0.000

Based on the output results in Table 8.9, it is known that hypothesis testing for each latent variable relationship is shown as follows:

HI: E-Service Quality has a direct effect on E-Loyalty.

Based on Table 8, the P-value is 0.000, and the t-statistics is 4.637, where the p-value <0.05 and t-statistics> 1.96. The original sample value shows a positive value of 0.190, which indicates that the direction ownership between the E-Service Quality variable and the E-Loyalty variable is positive. Thus, HI in this research is accepted. This means that in this research, the latent variable E-Service Quality with its indicators directly affects the latent variable E-Loyalty with its indicators. The positive value also indicates that when E-Service Quality increases, E-loyalty will also increase.

H2: E-Trust has a direct effect on E-Loyalty.

Based on Table 8, the P-value is 0.003, and the t-statistics is 2.935, where the p-value <0.05 and t-statistics> 1.96. The original sample value shows a positive value of 0.165, which indicates that the direction of the relationship between the E-Trust variable and the E-Loyalty variable is positive. Thus, H2 in this research is accepted. This means that in this research, the latent variable E-Trust, along with its indicators, directly affects the latent variable E-Loyalty, along with its indicators. The positive value also indicates that when E-Trust increases, E-Loyalty will also increase.

H3: E-Service Quality has a direct effect on E-Satisfaction

Based on Table 8, the P-value is 0.000, and t-statistics is 4.511, where the p-value is <0.05 and t-statistics> 1.96. The original sample value shows a positive value of 0.329, which indicates that the direction of the relationship between the E-Service Quality variable and the E-Satisfaction variable is positive. Thus, H3 in this research is accepted. This means that in this research, the latent variable E-Service Quality and its indicators directly affect the latent variable E-Satisfaction with its indicators. The positive value also indicates that when E-Service Quality increases, E-Satisfaction will also increase.

H4: E-Trust has a direct effect on E-Satisfaction

Based on Table 8, the P-value is 0.000, and the t-statistics is 7.590, where the p-value <0.05 and the t-statistics> 1.96. The original sample value shows a positive value of 0.424, which indicates that the direction of the relationship between the E-Trust variable and the E-Satisfaction variable is positive. Thus, H4 in this research is accepted. This means that in this research, the latent variable E-Trust and its indicators directly affect the latent variable E-Satisfaction with its indicators. The positive value also indicates that when E-Trust increases, E-Satisfaction will also increase.

H5: E-Satisfaction has a direct effect on E-Loyalty

Based on Table 8, the P-value is 0.000, and the t-statistics is 12.315, where the p-value <0.05 and t-statistics> 1.96. The original sample value shows a positive value of 0.594, which indicates that the direction of the relationship between the E-Satisfaction variable and the E-Loyalty variable is positive. Thus, H5 in this research is accepted. This means that in this research, the E-Satisfaction variable with its indicators directly affects the Loyalty variable with its indicators. The positive value also indicates that E-Loyalty will also increase when E-Satisfaction increases.

H6: E-Satisfaction mediates the effect of E-Service Quality on E-Loyalty.

Based on Table 8, the p-value is 0.000, and the t-statistics is 4.169, where the p-value is <0.5 and the t-statistics> 1.96. The original sample value shows a positive value of 0.196, which indicates that the direction of the relationship between the E-Satisfaction variable mediating the E-Service Quality variable and the E-Loyalty variable is positive. Thus, H6 in this research is accepted. This means that in this research, the latent variable E-Satisfaction with its indicators has a direct effect and mediates the E-Service Quality variable on the E-Loyalty latent variable with its indicators, which means that the positive effect if E-Satisfaction increases, it can be predicted that E-Service Quality and E-Loyalty will also increase.

H7: E-Satisfaction mediates the effect of E-Trust on E-Loyalty.

Based on Table 8, the p-value is 0.000, and the t-statistics is 6.927, where the p-value is <0.5 and the t-statistics is> 1.96. The original sample value shows a positive value of 0.252, which indicates that the direction of the relationship between the E-Satisfaction variable mediating the E-Trust variable and the E-Loyalty variable is positive. Thus, H7 is accepted in this research. This means that in this research, the latent variable E-Satisfaction with its indicators has a direct effect and mediates the E-Trust variable on the E-Loyalty latent variable with its indicators, which means

that the positive effect if E-Satisfaction increases, it can be predicted that E-Trust and E-Loyalty will also increase.

Discussion

Effect of E-Service Quality on E-Loyalty

Based on the results of hypothesis testing, it has been proven that E-Service Quality influences E-Loyalty. This proves that the better the e-service quality, the higher the loyalty of consumers using the GoFood application, and the more likely they are to remain loyal.

This finding is consistent with previous research conducted by Ashiq et al. (2024)which states that electronic service quality has a positive relationship with customer loyalty. The ease and speed of online shopping increases customer satisfaction which in turn encourages them to make repeat purchases.

Various studies have proven that E-Service Quality directly influences E-Loyalty in digital services on the GoFood online food ordering platform. According to previous research, Ashiq et al. (2024)state that high electronic service quality can increase customer loyalty by providing a fast and easy online shopping experience. When customers can order food practically, get clear information about the order, and enjoy a smooth transaction process, they tend to feel satisfied and are likely to use the service again. GoFood customers who always get fast and accurate service when ordering food are more likely to use the app repeatedly than switch to another online food ordering platform.

Overall, various studies have proven that E-Service Quality has a direct influence on E-Loyalty. In GoFood, service quality, which includes speed, reliability, personalization, ease of use, and service responsiveness, determines whether customers will remain loyal to this application or switch to another platform.

Effect of E-Trust on E-Loyalty

The results of the hypothesis testing the relationship between E-Trust and E-Loyalty show that E-Trust affects E-Loyalty. This means that the higher the customer's trust in the GoFood application, the greater their loyalty to the service. The result is that the better the e-trust, the higher the level of loyalty.

The results are consistent with the research of Ashiq et al. (2024), which revealed that customer trust in a digital platform, especially in personal information security and payment system reliability, plays an important role in building loyalty. At GoFood, customers feel confident that their data is protected and payment transactions take place safely; they will be more comfortable and tend to continue using this application. Thus, the stronger customers' trust in the security and transparency of GoFood services, the higher the level of loyalty to the platform.

Various studies have shown that E-Trust is important in increasing E-Loyalty, especially in digital services like GoFood. Ashiq et al. (2024)found that customer trust in transaction security and personal data protection is a major factor in building loyalty to the platform. When customers believe that their personal information will not be misused and the payment system is secure, they are more likely to continue using the service. For example, a GoFood customer who frequently

makes online transactions using an e-wallet or credit card will remain loyal to the app if they feel the payment process is secure. There is no risk of data leakage.

It can be concluded that E-Trust plays an important role in shaping E-Loyalty, with factors such as transaction security, service transparency, customer satisfaction, responsive communication, and consistent positive experiences as key elements in building customer trust in GoFood. Therefore, to maintain user loyalty, platforms such as GoFood must continue improving their services' reliability and maintaining customer trust through innovation and responsive services. However, from the results of the analysis, e-trust in the predictability indicator has a fairly high value, and this is due to consumers moving to other platforms because they compare prices from each platform.

Effect of E-Service Quality on E-Satisfaction

The results of hypothesis testing show that E-Service Quality influences E-Satisfaction. This means that the higher the quality of service customers feel when using the GoFood application, the greater their satisfaction with the platform. So, the better the e-service quality, the higher the e-satisfaction.

This finding aligns with research conducted by Ashiq et al. (2024), who found that the faster and more accurate the service provided by a digital platform, the more satisfied customers are with it. In the context of GoFood, customers who receive orders on time with appropriate food quality will feel satisfied and will use this application again. Then Nour Qatawneh et al. (2024) emphasize that the convenience and clarity of information in the application increase user satisfaction. At GoFood, the real-time order tracking feature and accurate estimated delivery time help customers feel calmer because they know when their orders will arrive. Meanwhile, Alnaim et al. (2022) research explains that system reliability in handling transactions and orders also contributes to customer satisfaction. For example, GoFood customers who can make digital payments smoothly without technical problems will feel more comfortable and satisfied with transactions.

Thus, this research strengthens previous findings that E-Service Quality directly influences E-Satisfaction, where good service quality in a digital platform will increase customer satisfaction and ultimately encourage them to continue using the service.

Effect of E-Trust on E-Satisfaction

The results of hypothesis testing show that E-Trust influences E-Satisfaction, which means that the higher the customer's trust in the GoFood application, the higher their satisfaction with the service.

This finding aligns with research conducted by Ashiq et al. (2024), who found that personal data security and a trusted payment system increase customer satisfaction in using digital services. In the context of GoFood, customers who feel safe when storing credit card information or using digital payment methods will be more satisfied and comfortable during transactions.

Then, research by Nour Qatawneh et al. (2024)proves that trust in the accuracy of information and price transparency in the application greatly affects customer satisfaction. For example, GoFood customers who always get the price that matches what is displayed in the application without hidden costs will feel more trust and satisfaction with the service. Meanwhile,

research by Alnaim et al. (2022)proves that the system's reliability in handling transactions and ensuring orders arrive correctly helps build customer satisfaction. In the case of GoFood, customers who receive orders without technical problems, such as application glitches or transaction errors, will feel more satisfied and tend to use this service again.

Effect of E-Satisfaction on E-Loyalty

The results of hypothesis testing show that E-Satisfaction directly influences E-Loyalty, which means that the higher the level of customer satisfaction in using the GoFood application, the more likely they are to remain loyal and continue using the service. This finding is supported by research by Ashiq et al., Nour Qatawneh et al., Alnaim et al., and Pratama et al. (2022; 2024; 2024; 2024), which consistently confirmed that customer satisfaction plays an important role in building loyalty to digital services. Research by Ashiq et al. (2024)shows that customers' positive experiences in using electronic services can increase their loyalty. In the context of GoFood, customers who get fast, accurate, and satisfying service will be likelier to stick with this platform and not switch to competitors.

Then, research conducted by Nour Qatawneh et al. (2024) found that customer satisfaction directly contributes to increased loyalty by strengthening the emotional connection between customers and platforms. For example, GoFood customers who always receive food in good condition, at the right price, and with attractive promos will be likelier to recommend this application to others and continue to use it. Meanwhile, Alnaim et al. (2022) emphasize emphasize emphasize emphasize that customer satisfaction is a link between service quality and loyalty, where customers who are satisfied with app features such as real-time order tracking, transparent restaurant reviews, and quick response to complaints will be more loyal to the platform.

The mediating role of E-Satisfaction on the effect of E-Service Quality on E-Loyalty

Based on the results of hypothesis testing show that E-Satisfaction plays a mediating role in the relationship between E-Service Quality and E-Loyalty. The effect of E-Service Quality on E-Loyalty becomes stronger as E-Satisfaction increases, meaning that the better the service quality customers perceive, the higher their level of satisfaction, which in turn increases loyalty to the platform. In other words, customer satisfaction is a link between e-service quality and customer loyalty, where a positive experience in using GoFood services will encourage customers to continue using the app and recommend it to others.

In the research, Rachmawati et al. (2022)confirmed that customer satisfaction is a mediator between electronic service quality and customer loyalty. They found that when customers are satisfied with the quality of service provided electronically, they tend to become more loyal to the service. For example, if GoFood ensures that the ordering process runs smoothly, provides secure payment options, and offers responsive customer service, customers will feel satisfied. This satisfaction will increase their likelihood of staying loyal to GoFood versus switching to another platform.

The mediating role of E-Satisfaction on the effect of E-Service Quality on E-Loyalty

Hypothesis testing results show that E-Satisfaction has a role as a mediator in the relationship between E-Trust and E-Loyalty. The effect of E-Trust on E-Loyalty is positive and significant, with E-Satisfaction strengthening the relationship. This means that when the level of customer trust in the platform increases, this will impact their satisfaction, which encourages loyalty to the platform. In a sense, the higher the e-service quality towards e-loyalty, the higher the satisfaction will be.

Previous research by Rachmawati et al. (2022) also supports these findings by emphasizing that transparency and security in digital services increase customer satisfaction, which in turn impacts loyalty. Suppose a customer experiences a problem with an order and gets a quick resolution from GoFood's customer service. In that case, they will feel more trust in the platform.The satisfaction from this positive experience increases the likelihood that customers will continue to use GoFood and recommend it to others. Thus, it can be concluded that E-Satisfaction acts as a mediator between E-Trust and E-Loyalty, as evidenced in the research.

CONCLUSION

Based on the results of this study, it can be concluded that E-Service Quality and E-Trust directly positively influence E-Loyalty and E-Satisfaction of GoFood customers in the Special Region of Yogyakarta. Statistical analysis shows that E-Service Quality contributes significantly to improving E-Satisfaction with a coefficient of X. At the same time, E-Trust affects E-Loyalty with a coefficient of Y. In addition, E-Satisfaction is a mediator that strengthens the relationship between E-Service Quality and E-Trust towards E-Loyalty. These findings support previous theories that service quality and customer trust are key to building customer loyalty on digital platforms.

This study provides practical recommendations for GoFood management to improve E-Service Quality through improvements in real-time order tracking features and on-time delivery. On the other hand, E-Trust can be improved by ensuring price transparency, customer data security, and customer service responsiveness. Implementing these recommendations is expected to increase customer satisfaction and loyalty.

For further research, it is recommended that the research sample be expanded to other regions in Indonesia to increase the generalization of the findings. In addition, future research can explore other variables that may influence E-Satisfaction and E-Loyalty, such as promotions, brand loyalty, or social influence. A mixed research method approach (quantitative and qualitative) can also be considered to better understand customer perceptions.

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