

CHAPTER I

INTRODUCTION

1.1. Background

In today's competitive business era, understanding and meeting customer needs is the key to success for the company. One of the important concepts in understanding customer preferences and behavior is customer value. Customer value refers to the benefits that customers receive from the products or services provided by the company.

Customer value includes functional and emotional dimensions. The functional dimension includes product quality, performance, features, and price provided to customers. Meanwhile, the emotional dimension includes customer experience, brand image, company reputation, and customer-company relationship.

In a broader context, customer satisfaction is an important factor that has an impact on customer loyalty, recommendations and repeat purchases. Customers who perceive high levels of customer value tend to be satisfied with the products or services provided and are more likely to maintain long-term relationships with the company.

One of the primary considerations for actors in business services while marketing their products is the importance of offering customer value. Where marketers should focus not only on marketing their products, but also on providing more value to customers through the products they sell. Customers value a product not only for its core value, but also for the added value it provides to satisfy their demands. According to Gale (1994), customer value is defined as the consumer's impression of the value for the quality offered that is relatively greater than

competitors. This affects the level of customer trust as stated by Kotler's (2005:68), customer value affects customer trust by influencing the customer's perception of whether the benefits gained outweigh the sacrifices made.

Nowadays, consumers are more critical, smarter, more aware, and more understanding because they are enlightened by information disclosure so that for companies to be able to increase customer loyalty, they will provide customer value through improving product performance, improving service, and providing competitive prices which will provide positive implications for customer trust. Customer value involves consumer perceptions of the quality, usability, features and relative value of the product or service. If consumers feel that they are getting high value from the products or services they buy, they are more likely to be satisfied and more likely to trust the company. Consumer trust is a belief and positive expectations of a particular company or brand. This trust involves confidence that the company will fulfill promises, safeguard consumer privacy, provide adequate service, and act with integrity.

The development of technology is a rapid phenomenon faced by all circles today. By looking at the existing developments, humans live side by side with technology, and use it for the smooth running of life. It is undeniable that the progress of the development of computers and telecommunications has changed the way people live in the world in carrying out their daily activities. The existence and role of information technology in all sectors of life has unknowingly brought the world into a new era of globalization faster than originally imagined. It is undeniable that one of the main causes of the globalization era which is coming faster than all parties think is due to the rapid development of information technology. The implementation of the internet, electronic commerce, electronic data interchange, virtual office,

telemedicine, intranet, and so on has broken through the physical boundaries between countries. The combination of computer technology has resulted in a revolution in the field of information systems. Humans can more easily live life because of technological advances that create various innovations to carry out all activities. Technology is born from human thought which tries to simplify its activities which are then applied in life.

Humans are social creatures who are never separated from interaction and communication with other humans. The development of the times and human technology created systems and tools that can make it easier for humans to communicate with each other starting from the telegraph in 1837, the telephone in 1876, and the mobile phone in 1973. In 2015, communication tools have become increasingly sophisticated and make it easier for humans to communicate and get various information quickly and entertainment such as: music, videos, games and others (in Simamora, 2016).

In the very rapid use of technology, the Indonesian nation is also one of the nations that is involved in the advancement of information media and technology. People in Indonesia often use technology such as the internet and gadgets for their daily activities. The internet can be used by the community as a platform to help explore and coexist with their personal lives, ranging from education, economics, social, and politics. So do not be surprised if Indonesia is one of the countries with the highest Internet access in the world. Reporting from We Are Social, Indonesia is part of the 4.3 billion total population in this region. More than half of the population, around 56% or 2.42 billion of them have access to the internet. And exactly half of them, which is around 2.14 billion people, have used social media. The data shows that what is interesting from Asia Pacific is that internet usage in this region continues to increase.

Although the percentage of the population has not increased much, the growth of internet penetration is quite rapid.

Indonesia is one of the countries with a young population among the world's countries. Based on the existing rankings, the average Indonesian population is 29.7 years old. This figure is below the world average of 30.9 years. The population which is still quite young provides an opportunity for Indonesia to be more developed in the world of digital technology because the majority of its users are young people.

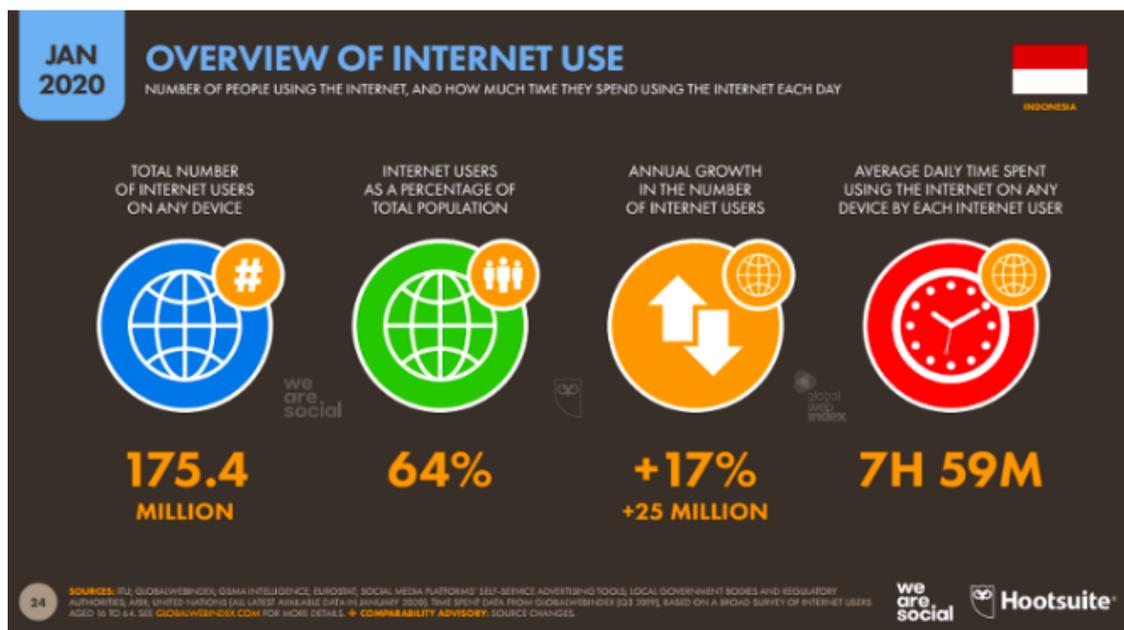


Figure 1.1 Internet Usage in Indonesia

Source: Hootsuite (We Are Social) 2020

Based on Figure 1.1, in Indonesia there are 175.4 million people who use the Internet on any device. Of the total population, 64% also use the Internet and it continues to grow every year with an additional 25 million or about an additional 17%. This illustrates that the existence of the Internet is inseparable from the lives of people who almost use the internet

every day. This phenomenon has become an opportunity for the community to be able to prosper in life with the convenience of the internet, such as in the field of business economics. In the business world, the internet can also be used and plays a role in the development of a business. Humans in doing business will use the internet as a means and facilities to support the continuity of their processes and facilitate the running of their business. Advances in technology have had a positive impact on people around the world. With gadgets, people can easily find the information they need and do their jobs. This has also provided convenience, including in meeting daily needs. One example of innovation that can be done using gadgets is ordering food through an online food ordering application. Online food delivery applications are now popularly used by the public because it makes it easier for them to get the food they want without having to bother going to the place where the food is sold. Many variants of mobile applications have emerged and are used to make online orders such as GOJEK with GO-FOOD, GRAB with GrabFood, Shopee with ShopeeFood, etc.



Figure 1.2 Most Popular Food Delivery Applications

Source: Foodizz and Deka Insight 2021

According to research by Foodizz and Deka Insight, GoFood topped the list of the most widely used food delivery services in Indonesia. Of the 748 respondents involved in the study,

those who use GoFood are 61 percent. Then there are 49 percent of those who use GrabFood, and 22 percent of ShopeeFood. Overall, respondents who prefer to use third-party food delivery applications such as the three applications above reach 89 percent. This value far outperforms the number of respondents who use applications made by restaurants or cafes, telephone services for selected restaurants or cafes, Whatsapp channels for selected restaurants or cafes, or other services. From this data, it can be reported that the phenomenon of using food delivery applications is indeed often used by the public with GO-FOOD as the most popular application used by the public. No wonder many restaurant businesses have taken advantage of food ordering application platforms to increase their sales. This of course has a digital influence on customer trust which encourages repeat purchases which are very significant in today's digital era, such as providing easy accessibility. Through food ordering applications, customers can easily access various restaurants and food menus with one touch through their devices. This provides convenience and practicality for customers, which encourages them to make repeat purchases. In addition, it can also affect brand reputation and customer reviews. As with MINUM to be researched.

MINUM is a contemporary beverage business which opened on August 19, 2019. The main business location which is also its first central branch is located on Jln. Prof. Soedarto No. 52, Sumurboto, Banyumanik District, Semarang City, Central Java, 50269, Indonesia. Until now, MINUM has had over 50 business branches with very strategic locations in Indonesia. The business idea for the establishment of MINUM started with the owner's awareness of the importance and need of water for all people in their daily lives. Then, seeing the many contemporary beverage products that appeared at that time and the people's very high

buying interest, made the owner of MINUM want to create flavored beverage products at very affordable prices with varied flavors.

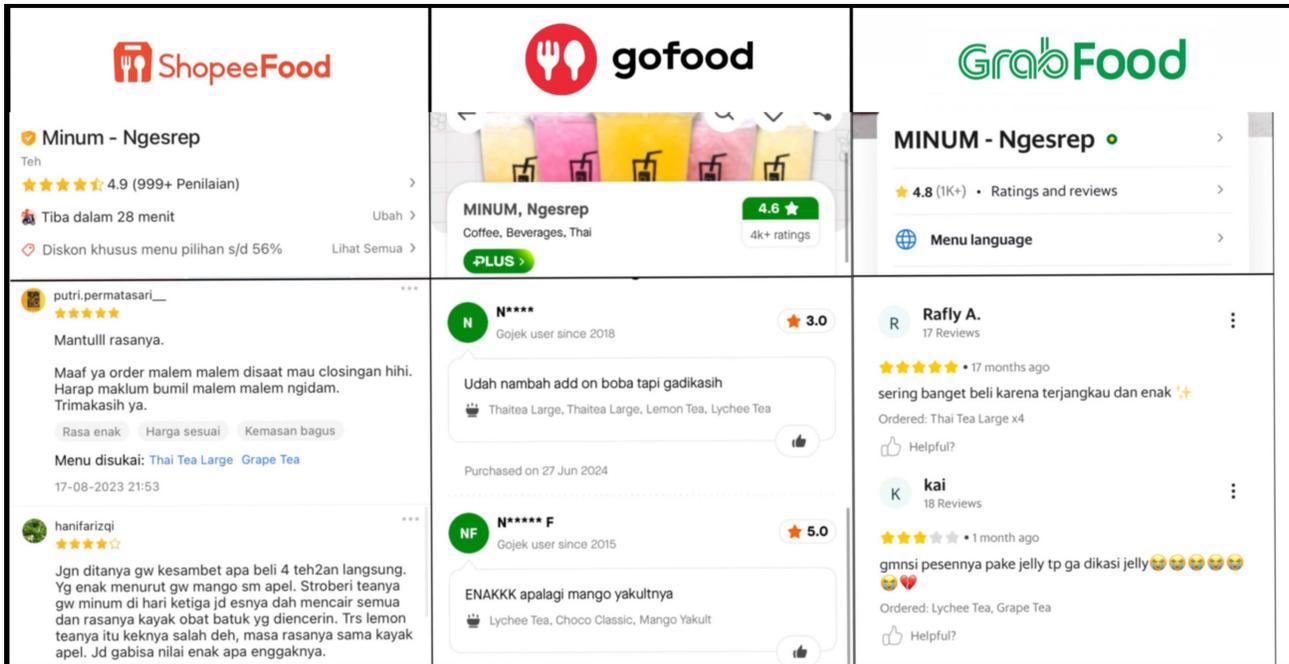


Figure 1.3 Reviews of MINUM products on Food Delivery Applications

Source: ShopeeFood, GoFood, GrabFood

In the digital era, food delivery applications such as GoFood, GrabFood, and ShopeeFood have become an important part of people's lifestyles. Ease of access, menu variety, speed of delivery, and good customer service make consumers feel satisfied and continue to use the application.

Positive customer reviews on this application reflect the high perceived e-customer value. Good value drives e-customer trust, which then influences repeat purchase decisions. In this context, MINUM Tembalang is a case study to see how e-customer value through food delivery applications can increase e-repeat purchases.

Including screenshots of customer reviews in this study provides real evidence of positive customer experiences and can be a guide for MINUM Tembalang to improve services, build trust, and encourage repeat purchases.

During the COVID-19 pandemic that hit the world, the restaurant industry faced a huge challenge with a significant decrease in their revenue, one of them happened to be MINUM. MINUM previously relied on revenue from dine-in customers have been forced to shift to a take-away and delivery-only business model. While this provides some relief, it cannot completely replace revenue from normal operations. Some restaurants have even been forced to temporarily or permanently close due to the prolonged economic impact.

In addition, economic uncertainty during the pandemic has caused consumers to be more careful with their spending and more likely to postpone spending that is deemed unimportant, including eating at restaurants. Fear of losing jobs or reducing income causes consumers to economize and reduce the frequency of eating out.

Overall, the COVID-19 pandemic has created a challenging situation for MINUM with a significant drop in revenue. MINUM has had to adapt quickly and take creative steps to survive, including strengthening delivery services, implementing strict hygiene protocols and finding innovative ways to attract customers in this uncertain time.

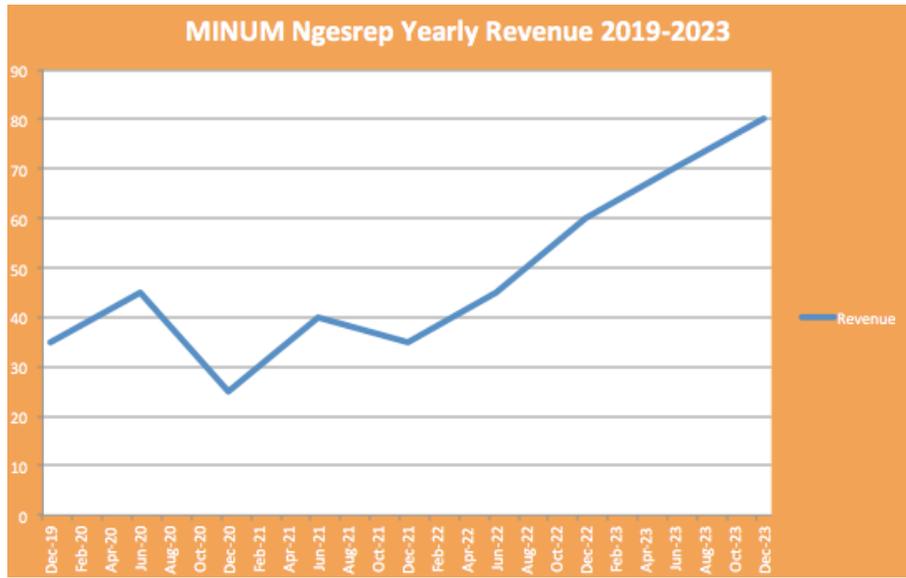


Figure 1.4 MINUM Ngesrep Yearly Revenue 2019-2023

Source: MINUM’s Ngesrep Yearly Revenue 2019-2023

The results of the pre-survey conducted indicate that the significant increase in sales of MINUM Tembalang is greatly influenced by the high e-customer value experienced by customers, as well as the support provided by food delivery applications. These applications offer customers a seamless and efficient way to access MINUM's products, enhancing their overall shopping experience. In the survey, the majority of respondents revealed that they chose to make repeat purchases through food delivery applications because of several key factors. These factors include the convenience of easily finding and ordering from nearby MINUM outlets, the maintained quality of products that meet their expectations, and the ease of making transactions through the app's user-friendly interface. Additionally, the rating and review systems available on these applications help customers make informed decisions by providing insights into other users’ experiences.

Table 1.1 Pre-Survey Result of E-Customer Value Variable

E-Customer Value	5	4	3	2	1
Emotional Value	12 (38,7%)	14 (45,2%)	4 (12,9%)	0 (0%)	1 (3,2%)
Social Value	17 (54,8%)	7 (22,6%)	5 (16,1%)	1 (3,2%)	1 (3,2%)
Quality/Performance Value	16 (51,6%)	9 (29%)	5 (16,1%)	1 (3,2%)	0 (0%)
Price Value	18 (58,1%)	11 (35,5%)	2 (6,5%)	0 (0%)	0 (0%)

Source: Primary Data, 2024

A total of 83.9% of respondents indicated that they enjoyed consuming MINUM's products due to the balanced taste and the wide variety of flavors available, and 77.4% of respondents agreed that MINUM is popular and it fosters their curiosity to try the products themselves, while 80.5% stated that assessing MINUM products meet their expectations in terms of quality. In addition, 93.6% of respondents also stated that MINUM are more affordable in terms of prices compared to other beverage brands making them want to repeat their purchases.

Table 1.2 Pre-Survey Result of Food Delivery Application Variable

Food Delivery Application	5	4	3	2	1
Ease of Use	21 (67,7%)	7 (22,6%)	3 (9,7%)	0 (0%)	0 (0%)
Customer Experience	23 (74,2%)	7 (22,6%)	1 (3,2%)	0 (0%)	0 (0%)
Convenience	24 (77,4%)	6 (19,4%)	1 (3,2%)	0 (0%)	0 (0%)
Quality Control	16 (51,6%)	11 (35,5%)	4 (12,9%)	0 (0%)	0 (0%)

Source: Primary Data, 2024

90.3% of respondents stated that they found it easy to find a MINUM outlet near their home through the food delivery application. Meanwhile, 96.8% of respondents stated that the rating and review system in the food delivery application helped them make the right decision regarding ordering MINUM products. In addition, 96.8% of respondents felt that ordering MINUM products through the food delivery application was very time-saving because the process was fast. Finally, 87.1% of respondents considered that the food delivery application

ensured that MINUM beverage packaging was safe and prevented damage during transit, thus increasing their confidence in making purchases.

These findings indicate that the increase in sales of MINUM Tembalang is greatly influenced by the high e-customer value offered through the food delivery application. By maintaining and improving the factors that build this e-customer value, such as product quality, fast service, and responsive interaction, MINUM Tembalang has the potential to continue to increase sales.

Based on these problems, the author proposes to conduct a study entitled "The Effect of E-Customer Value and Food Ordering Application Sales on E-Repeat Purchases through E-Customer Trust (Study on MINUM Tembalang)".

1.2. Problem Formulation

Based on the background above, it can be concluded that the problems that occur in MINUM are regarding marketing and product sales through food applications. The existence of these problems, the research problem can be formulated as follows:

1. Is there any influence of E-Customer Value on MINUM's E-Repeat Purchases?
2. Is there any influence of E-Customer Value on MINUM's E-Customer Trust?
3. Is there any influence of E-Customer Trust on MINUM's E-Repeat Purchases?
4. Is there any influence of Food Delivery Application on MINUM's E-Repeat Purchases?
5. Is there any influence of Food Delivery Application on MINUM's E-Customer Trust?

6. Is there any influence of E-Customer Value on MINUM's E-Repeat Purchases through E-Customer Trust?
7. Is there any influence of Food Delivery Application on MINUM's E-Repeat Purchases through E-Customer Trust?

1.3. Research Purposes

Based on the formulation of the problem above, it can be stated that the research objectives in this study are as follows:

1. To find out the magnitude of the influence of E-Customer Value on MINUM's E-Customer Trust
2. To determine whether Food Delivery Application Sales have effect on MINUM's E-Customer Trust
3. To find out the relationship between E-Customer Trust and E-Repeat Purchases
4. To determine whether E-Customer Value has a significant effect on E-Repeat Purchases
5. To find out whether Food Delivery Application has a significant effect on MINUM's E-Repeat Purchases
6. To determine the magnitude of influence of on E-Customer Value to E-Repeat Purchases through E-Customer Trust
7. To determine whether Food Delivery Application have a significant effect on MINUM's E-Repeat Purchases through E-Customer Trust

1.4. Research Use

The results of this study are expected to be used as a:

1. For Academics

The results of the research can be expected to be a forum and knowledge regarding the development of restaurant customer trust and repeat purchases related to customer value and food ordering applications. It is hoped that it can add insight into customer value and food ordering applications.

2. For Researchers

The research results obtained are expected to increase the knowledge and insight of researchers in the field of customer value and sales through food applications.

3. For Companies

The results of this study can be used by companies to identify problems and the correct solution to be used as a reference for them to make improvisations and new innovations such as evaluating and taking new policies.

4. For Other Parties

The results of this study are expected to contribute thoughts or ideas for other similar studies, and also as information that can be used by consumers who need it.

1.5. Theoretical Framework

1.5.1. Consumer Behavior

Consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of products, services, ideas, or experiences to satisfy their needs and wants. According to Hawkins & Mothersbaugh (2010), Consumer Behavior is a study of individuals,

groups or organizations and the process of selecting, obtaining, using and selling products, services and their experiences in meeting their needs. Consumer behavior explains how individuals make decisions to spend their resources (time, money, and effort) on goods offered by marketers. Understanding consumer behavior helps companies to:

- a. Develop more effective marketing strategies: By understanding what motivates consumers and how they make purchasing decisions, companies can develop more effective marketing strategies to reach target consumers.
- b. Increase sales and profits: Understanding what consumers want and need allows companies to develop products and services that better meet their needs. This can increase sales and profits.
- c. Build stronger relationships with consumers: By understanding consumers, companies can build stronger relationships with them. This can increase customer loyalty and retention.

1.5.2. E-Customer Value

E-Customer value is a concept that refers to the benefits and satisfaction obtained by customers from interacting with businesses or organizations electronically or online. This value can be functional, emotional, or social. In the context of online business, e-customer value is very important because it can affect customer loyalty, retention and long-term success of the company. According to B. Fieg, quoted by Scott & Brand (2001, 27), "Value is determined on the customer's terms in the context of his or her unique needs". According to this definition, each customer has its own terminology regarding an offer value, where this value can meet the

specific needs of that customer. By understanding their needs, the company can fulfill the value intended by the customer and thereby encourage them to continue to make purchases of the company's products.

Kotler (2005:68), states that "Customer value is the difference between the potential customer's evaluation of all the benefits and all costs of a particular offer and other alternatives that are considered." The definition expressed by Kotler shows that customer value concerns benefits and sacrifices, where customers will compare the gains from the benefits and sacrifices made. If the perceived benefits are greater than the sacrifices, then it is likely that he will choose the value of the offer, and vice versa if the perceived benefits are less than the sacrifices made, the customer will leave the company's offer.

According to Zeithaml and Bitner (2000:441), there are four appropriate ways for companies to set prices for services or products based on the definition of value in the eyes of customers, namely as follows:

1. Value is low price. Value is a low or cheap price. Consumers perceive that a product or service will be valuable if it sets a low or cheap price.
2. Value is everything I want in a service. Value is everything that consumers want in a product or service. The price set is not the main thing as long as consumers get what they want from the product or service received, so that value is perceived as the highest quality of the product or service.
3. Value is the quality I get for the price I pay. Value is the quality that consumers receive from the price paid. Some consumers see value as a balanced exchange between the money paid and the quality of the product or service obtained.

4. Value is all that I get from all that I give. Value is what is obtained from what is given. Finally, consumers assume that all the benefits obtained such as money, time and effort can explain the meaning of value.

The four meanings of value in the eyes of customers can be interpreted in a consistent economic concept, the value obtained is all the results obtained by consumers from the field of products or services based on perceptions of what is obtained and what is given.

Customer perceptions in responding to a product vary and product evaluations are carried out not only when deciding to buy but also during use and after using the product. Customer value is the final part of the value system that will show the success of producers in marketing products and services to consumers.

In measuring customer value, dimensions are needed as boundaries in creating customer value, while according to Swenny et al. customer value dimensions have four dimensions, including:

- 1) Emotional Value, namely utility derived from positive feelings or affective/emotions arising from consuming the product.
- 2) Social Value, namely the utility derived from the product's ability to enhance consumers' social self-concept.
- 3) Quality/Performance Value, namely the utility obtained from the product due to short-term and long-term cost reductions.
- 4) Price/Value of Money, namely the utility obtained from the perception of the expected performance of a product or service.

Furthermore, according to Hamburg, stated that customer value can be categorized into 5 other dimensions, namely:

- 1) Functional Value, namely the value provided by consumers from the features of the product or service consumed.
- 2) Social Value, which includes prestige and status.
- 3) Epistemic Value, which includes uniqueness and diversity.
- 4) Emotional Value, which includes mood and emotional state
- 5) Conditional Value, which includes benefits in certain situations or special situations.

Meanwhile, according to Sanchez, argued that there are three dimensions of customer value consisting of:

- 1) Functional Value: the perceived usefulness (benefit) of a product or service attribute.
- 2) Emotional Value: consists of feelings or affective states that are created through the consumption experience felt by customers.
- 3) Social value: acceptance or benefits felt by customers at the individual level with their social environment.

Based on the dimensions above according to experts, the authors chose the dimensions of emotional value, social value, quality/performance value and price/value of money according to Swenny et al. As a dimension for measuring customer value in this study, because these four dimensions are in accordance with the criteria of society in general when purchasing a product or service.

Most people give value according to feelings, social level, quality and affordable prices. These four reasons make the author choose these dimensions as a reference in this study.

1.5.3. Marketing Strategy

Marketing strategy is one of the important activities carried out by a company to regulate activities to be carried out to support sales and improve company progress. Marketing strategy according to Kotler (Kotler and Armstrong, 2012) is a marketing logic in which the company hopes to create value for customers and can achieve profitable relationships with customers. According to Assauri (2012) marketing strategy is a set of goals and objectives, policies and rules that provide direction to the company's marketing efforts from time to time, at each level and its references and allocations, especially as the company's response to the environment and competitive conditions. which is always changing. According to Tjiptono (2011), states that marketing strategy is a plan that marketing managers want to follow. This action plan is based on an analysis of the situation and the company's goals and is a means of achieving these goals.

Marketing strategy is a plan to determine the target market by analyzing the situation of market opportunities that are constantly changing. All financial goals will be largely determined by the level of sales volume, which is generally the basis for the company's revenue projections. The marketing strategy that is set and executed by the company has several functions, namely:

- a. Determine the customer base strategically, rationally and complete with information.
- b. Identify current and future needs of consumers and potential customers.
- c. Creating products that can meet consumer needs appropriately and profitably, as well as being able to differentiate the company from competitors.
- d. Communicating and delivering the product to the target market.

- e. Leading all marketing staff to become a disciplined, potential, experienced and dedicated workforce to the company.

There are many marketing strategies that companies can implement, depending on the type of company, target market, and marketing goals, including: STP Marketing Strategy, 4P Marketing Strategy, Differentiated Marketing Strategy, Blue Ocean Marketing Strategy, and Digital Marketing Strategy.

1.5.4. Food Delivery Application

Applications are programs created by users intended to perform a specific task (Kadir, 2003). According to Kadir (2008:3) application programs are ready-to-use programs or programs designed to carry out a function for other users or applications. Online food delivery services are defined as services that internet-based, where consumers can order the food they want and have it delivered to their doorstep (Ray et al., 2019). One example of innovation One example of innovation This online food delivery service exists because it is driven by changes in urban consumer behavior, where they use OFD services for the most common reasons, namely needing food quickly and conveniently after a busy working day (Chai & Yat, 2019). The Online Food Delivery Platform is also defined as a platform that gathers many restaurants, which connects restaurants with consumers (Lan et al., 2016).

Food delivery service is a food delivery service from restaurants to locations specified by consumers. The Food Delivery Service Application is a support system for the concept of a food delivery business where business providers can mediate between restaurants and consumers. With this system, restaurants can provide delivery services more easily because we

can choose and check the quality of food through various reviews from buyers who have tried it first. After ordering food, we just wait for the food to come home. The food will be delivered by the seller or by using an online motorcycle taxi service, which usually cooperates with the application where we order food. On the other hand, consumers are also facilitated because they can order food from various restaurants.

1.5.5. E-Trust

According to Gefen (2000), e-trust as "consumer perceptions of the availability and ability of merchants to execute transactions competently, honestly and securely in an electronic environment." The same thing was stated by Kim et al, that customer trust in an online system (e-trust) is the main dimension of an online system. In addition, Pavlou (2003) stated that e-trust involves two dimensions: "trust in the vendor" and "trust in the technology." Trust in vendors includes consumer confidence that vendors will fulfill their promises and commitments, while trust in technology focuses on the belief that the technology systems used are safe and reliable. Therefore, it can be concluded that e-customer trust is the confidence and trust that customers have in a brand, company, product or service. It involves the degree of confidence and trust that customers have in the company's ability and integrity to deliver on its promises, deliver the expected quality, and safeguard the customer's interests.

Customer e-trust has several important functions in the context of business relationships and company success. Here are some of the main functions of customer trust:

- a. Encourage Repeat Purchases: Customer trust is a key factor that encourages customers to make repeat purchases. When customers feel confident in a brand or company, they

tend to be more comfortable continuing to choose products or services from that company rather than looking for alternatives.

- b. **Increases Loyalty:** Strong trust can create an emotional bond between a customer and a brand or company. Customers who trust tend to become loyal customers and have the potential to develop long-term loyalty to the brand. They will choose to return to do business with the company and even recommend the brand to others.
- c. **Building a Positive Image:** Customer trust can help build a positive image for a brand or company. When customers have strong faith in a company's quality, reliability and integrity, they will share their positive experiences with others. This helps strengthen the reputation and positive image of the brand in the eyes of potential prospects.
- d. **Reducing Uncertainty:** Trust plays an important role in reducing the uncertainty that customers may experience in choosing a brand or company. Customers tend to look for products or services they can trust and feel confident that they will live up to their expectations. Trust helps reduce risk and gives customers a sense of security.
- e. **Improve Collaboration:** Trust established between customers and companies can drive better collaboration. Trusting customers tend to be more open to sharing feedback, providing suggestions, and participating in product or service development programs. This helps companies to better understand customer needs and provide more customized solutions.

In order to achieve sustainable business success, it is important to build and maintain customer trust. Customer trust is not only about the products or services provided, but also about the company's integrity, consistency and commitment to meeting customer expectations.

1.5.6. Online Marketing Strategy

Online marketing strategy is a management flow in analyzing market opportunities to select positions, programs, marketing controls that create and support active businesses to achieve online marketing goals and objectives. The components of an online marketing strategy are:

- a) Search Engine Optimization (SEO), where SEO plays an important role in this. Through content that is enhanced with SEO techniques, the product you want to promote will be easy to attract interest and reach by consumers/customers. In addition, the planned marketing target or audience can be more specific and appropriate.
- b) Search Engine Marketing (SEM), which is the target of product/goods promotion using search engines. Through SEM, we can immediately position our products / goods at the top of the search engine. However, SEM requires a larger budget, depending on the keywords used. SEM also leads to more targeted marketing that requires a larger budget, depending on the keywords used. SEM also leads to more specific and appropriate marketing goals.
- c) Social Media Marketing, where what needs to be considered is the selection of social media platforms that are in accordance with the product or brand you want to market.

In addition, it is necessary to select a marketing content strategy for marketing targets that are appropriate and provide the knowledge that consumers want.

d) Pay Per Click Advertising (PPC), where this marketing effort makes consumers or audiences pay for each click that results from the advertisements made. PPC is indeed similar to SEM, but there are several platforms that show PPC to their audience, not just on search engines. The most well-known platforms for PPC are Google AdWords and Facebook.

e) Affiliate Marketing, where this strategy allows us to build collaborations with other entrepreneurs in promoting our products/goods by sharing the profits earned. An example is working with bloggers, where we can build a unique URL that will be inserted in the blogger's article about our product. After that, when the URL is clicked, the consumer will be redirected to our website. If the consumer makes a purchase, the blogger will earn a profit through affiliate tracking software. This marketing strategy is very popular, especially with products that are promoted in the form of traveling or culinary world.

1.5.7. E-Repeat Purchases

"E-Repeat Purchase" refers to the behavior of consumers who make electronic or online repeat or repeat purchases from a platform or online store after they have made their initial purchase. This is an important action in the world of digital business because it shows the level of customer satisfaction and the level of loyalty to a brand or platform. Zhang & Prybutok (2005) define e-repeat purchase as "repurchase in an electronic context that occurs when a

customer purchases again from the same online store after the initial transaction." It can be concluded that repeat purchases are customer actions to buy products or use services from a company or brand repeatedly. This actively demonstrates that, customers who have made a previous purchase decide to re-purchase the product or use the same service from that company.

1.5.8. Previous Research

Previous research is used as a reference for researchers in conducting this research.

There are several supporting studies conducted by previous researchers, namely as follows:

Table 1.3 Previous Research

No.	Title/	Variable	Result
1.	<p>a. What are the determining factors for consumers to continue using food delivery apps during the 2019 novel coronavirus pandemic period? / Yuyang Zhao & Fernando Bacao (2020)</p> <p>b. Study on Customers' Repeat Purchase Attitude of Chinese</p>	<p>a. Effects of performance expectancy, effort expectancy, social influence, trust, perceived task-technology fit confirmation and satisfaction, to explore the determinants of users' continuance intention of using FDAs</p> <p>b. The effect of perceived quality (restaurant service, delivery service) –</p>	<p>a. Trust has positive and significant effect on Food Delivery Application</p> <p>b. Customer Value has positive and significant effect on Repeat Purchases on Food</p>

No.	Title/	Variable	Result
	Food Delivery / Yu Tian & Seiichi Sakurai (2023)	perceived value – customer satisfaction – repeat purchase attitude on FDAs	Delivery Application
2.	<p>a. The influence of e-customer satisfaction, e-trust and perceived value on consumer’s repurchase intention in B2C e-commerce segment / Miao et al. (2022).</p> <p>b. Re-examining the influence of trust on online repeat purchase intention: The moderating role of habit and its antecedents / Chiu et al. (2012)</p>	<p>a. The effect of delivery service on repeat purchase</p> <p>b. The effect of trust on repeat purchase</p>	<p>a. Food Delivery Application has negative and insignificant effect on Repeat Purchases</p> <p>b. Trust has negative and insignificant effect on Repeat Purchases</p>
3.	a. Digital marketing, online trust and online purchase intention of e-commerce customers: Mediating the role of customer relationship	a. The Effect of Digital marketing, online trust and online purchase intention on e-commerce	a. E-Trust has positive and significant effect on E-Repeat Purchases

No.	Title/	Variable	Result
	management/Mukhlis Yunus, Jumadil Saputra and Zikri Muhammad (2022) b. Re-examining the influence of trust on online repeat purchase intention: The moderating role of habit and its antecedents/Chiu et al. (2012)	customers b. The influence of trust on repeat purchases	b. Trust has positive and significant effect on Repeat Purchases

1.5.9. Relationship Between Research Variables

1.5.9.1. Relationship Between E-Customer Value and E-Customer Trust

The relationship between e-customer value and e-customer trust is closely related. When customers feel the value provided by a company or brand matches their expectations, this can build strong trust. The following are some of the factors that influence this relationship. The company's honesty and integrity also plays an important role in building customer trust. When a company is committed to acting honestly, transparently, and respecting the interests of customers, customers will feel that they can trust the company. This trust forms the basis of a long-term relationship between the company and its customers. Responsiveness and good customer experience can also influence customer trust. When a company responds well to customer needs and problems, it can increase customer trust. Dealing with problems quickly, providing responsive customer service, and creating a positive customer experience will strengthen customer trust in the company.

Leonard L. Berry, a service marketing expert, emphasizes that customer value and customer trust are positively related. In his book "Discovering the Soul of Service", he argues that when companies provide consistent and trusted value to customers, it builds customer trust and creates lasting relationships. Fred Reichheld, author of "The Loyalty Effect", also strengthens the relationship between customer value and customer trust. He argues that when customers are satisfied with the value they receive, they tend to become loyal customers and recommend the company to others. This trust drives long-term customer loyalty.

H1: There is a positive significant influence between E-Customer Value and E-Customer Trust

1.5.9.2. Relationship between Food Delivery Application and E-Customer Trust

Food delivery applications have a close relationship with customer trust. In this context, food delivery applications are digital tools that enable customers to order food online from various restaurants or food providers. E-customer trust in this food delivery application is very important because they have to trust that the app will provide a safe, convenient and reliable experience. E-customer trust in food delivery applications is built through several factors. First, the security and privacy of customer personal information must be properly maintained by the application. Customers must feel confident that their personal data will be properly managed and will not be misused. Furthermore, customer trust is also influenced by the reputation and service quality of restaurants or food providers registered in the application. Customers want to be sure that the restaurant they choose through the app will provide food that is fresh, of good quality and meets their expectations. Then, a good user experience also plays a role in building e-customer trust. A food delivery application should have an intuitive, easy-to-use and

responsive interface. Ordering and payment processes should be smooth and seamless. When customers are comfortable and satisfied with using an app, they are more likely to trust it and reuse it in the future. Customer reviews and testimonials can also influence customer trust in food delivery applications. Positive reviews from previous customers can give potential customers confidence that the application is reliable.

Overall, e-customer trust in food delivery applications is very important because it influences their decision to use the app repeatedly. By ensuring security, privacy, quality of service, good user experience, and listening to customer reviews, food delivery applications can build strong trust that drives customers to make e-repeat purchases through the applications.

H2: There is a positive significant influence between Food Delivery Application and E-Customer Trust.

1.5.9.3. Relationship between E-Customer Trust and E-Repeat Purchases

E-customer trust is an important foundation in building long-term relationships between customers and companies. Customers who feel confident and have confidence in the quality of the product or service offered by the company will be more likely to return to buy from that company.

E-customer trust is based on several factors. First, product or service quality that is consistent and meets customer expectations builds trust. When customers are satisfied with their previous experience, they tend to believe that they will get the same or better value in their next purchase. Furthermore, the company's transparency and integrity in doing business

also plays an important role in building e-customer trust. Customers value a company that is honest, open and respects the commitments that have been made. Honoring promises of on-time delivery, managing issues well and providing responsive customer service are factors that help strengthen customer trust. In order to encourage repeat purchases, companies must focus on building and maintaining customer trust. Through consistent product or service quality, transparency, integrity, positive reviews, and good communication, companies can strengthen customer trust, which in turn will encourage them to make voluntary and more frequent repeat purchases.

H3: There is a positive significant influence between E-Customer Trust and E-Repeat Purchases

1.5.9.4. Relationship between E-Customer Value and E-Repeat Purchases

The relationship between e-customer value and e-repeat purchases is closely related. When customers feel and appreciate the value provided by a product or service, they are more likely to make repeat purchases. Customers tend to make repeat purchases if they feel that the product or service they are buying is of good quality. If a product or service delivers the expected benefits, reliable performance, and consistent satisfaction, customers will be satisfied and more likely to repurchase from that company. Positive customer experiences also play an important role in repeat purchases. If customers have an enjoyable experience, from a smooth purchase process to responsive customer service, they are more likely to connect emotionally with the brand and are more likely to remain loyal customers.

Joseph Jaffe, a renowned marketing expert, emphasizes the importance of providing "true value" to customers. According to him, customers will choose to make repeat purchases if they feel that they are getting continuous benefits and consistent satisfaction from their relationship with the company. Neil Rackham, a sales and marketing expert, also underscores the importance of providing "added value" to customers. He argues that when a company is able to provide additional value that competitors do not have, customers will tend to choose to make repeat purchases because they feel that they get more benefits from the company.

H4: There is a positive significant influence between E-Customer Value and E-Repeat Purchases

1.5.9.5. Relationship between Food Delivery Application and E-Repeat Purchases

The link between food delivery applications and e-repeat purchases is strong. Food delivery applications are digital platforms that allow customers to order food from various restaurants and have it delivered directly to their place. Through this application, customers can easily explore menus, order food, make payments, and enjoy the convenience of delivery.

Food delivery applications impact e-repeat purchases in a number of ways. First, this application offers convenience and convenience for customers to fulfill their food needs. Customers do not need to physically go to a restaurant or make a phone call to order food, but can order quickly and easily through the application. This practicality encourages customers to use the application repeatedly. Furthermore, food delivery applications also offer a wide selection of restaurants and menu variations. Customers can choose from a wide variety of food, ranging from local to international cuisine. With a variety of choices, customers feel

served and can fulfill their tastes and preferences. This creates increased customer satisfaction, which in turn encourages them to make repeat purchases through the application. Additionally, food delivery applications often feature reviews and ratings from past customers. Customers can see the reviews and ratings of a particular restaurant before they decide to order food from there. Positive reviews and recommendations from other customers can give potential customers confidence to try and make purchases through the application. Finally, food delivery applications often offer loyalty programs and special promotions to customers who use the app frequently. This includes discounts, gifts or points that can be exchanged for other benefits. These programs encourage customers to stay loyal and make repeat purchases through the app to take advantage of the additional benefits offered.

In order to retain customers and encourage e-repeat purchases, food delivery applications must continue to provide a good user experience, ensure timely and accurate delivery, maintain the quality of the food delivered, and provide responsive customer service. Thus, food delivery applications can build strong customer trust that encourages them to make repeat purchases through the application.

H5: There is a positive significant influence between Food Delivery Application and E-Repeat Purchases

1.5.9.6. Relationship between E-Customer Value and E-Repeat Purchases through E-Customer Trust

The relationship between e-customer value and e-repeat purchases is closely related. When customers feel and appreciate the value provided by a product or service, they are more

likely to make repeat purchases. Customers tend to make repeat purchases if they feel that the product or service they are buying is of good quality. If a product or service delivers the expected benefits, reliable performance, and consistent satisfaction, customers will be satisfied and more likely to repurchase from that company. Positive customer experiences also play an important role in repeat purchases. If customers have an enjoyable experience, from a smooth purchase process to responsive customer service, they are more likely to connect emotionally with the brand and are more likely to remain loyal customers. E-Customer Value and E-Customer Trust strengthen each other and have a positive relationship with E-Repeat Purchase. Increasing customer value and building customer trust can encourage repeat purchases and increase customer loyalty. High customer value increases customer trust. Customers who feel they are getting good value from an online company will have more trust in that company. Customer trust drives repeat purchases. Customers who trust an online company are more likely to return to purchase products or services from that company.

H6: There is a positive significant influence between E-Customer Value and E-Repeat Purchases through E-Customer Trust

1.5.9.7. Relationship between E-Customer Value and E-Repeat Purchases through E-Customer Trust

Food delivery applications impact e-repeat purchases in a number of ways. First, this application offers convenience and convenience for customers to fulfill their food needs. Customers do not need to physically go to a restaurant or make a phone call to order food, but can order quickly and easily through the application. This practicality encourages customers to

use the application repeatedly. Furthermore, food delivery applications also offer a wide selection of restaurants and menu variations. Customers can choose from a wide variety of food, ranging from local to international cuisine. With a variety of choices, customers feel served and can fulfill their tastes and preferences. This creates increased customer satisfaction, which in turn encourages them to make repeat purchases through the application. Customers tend to have trust in food delivery applications because they have credible security which ultimately encourages customers to make repeat purchases.

H7: There is a positive significant influence between Food Delivery Application and E-Repeat Purchases through E-Customer Trust

1.6. Hypothesis

The hypotheses proposed in this study are:

- a) E-Customer Value has a positive effect on E-Repeat Purchases
- b) E-Customer Value has a positive effect on E-Customer Trust
- c) E-Customer Trust has a positive effect on E-Repeat Purchases
- d) Food Delivery Application has a positive effect on E-Repeat Purchases
- e) Food Delivery Application has a positive effect on E-Customer Trust
- f) E-Customer Value has a positive effect on E-Repeat Purchases through E-Customer Trust
- g) Food Delivery Application has a positive effect on E-Repeat Purchases through E-Customer Trust

The research hypothesis model is described in the following figure:

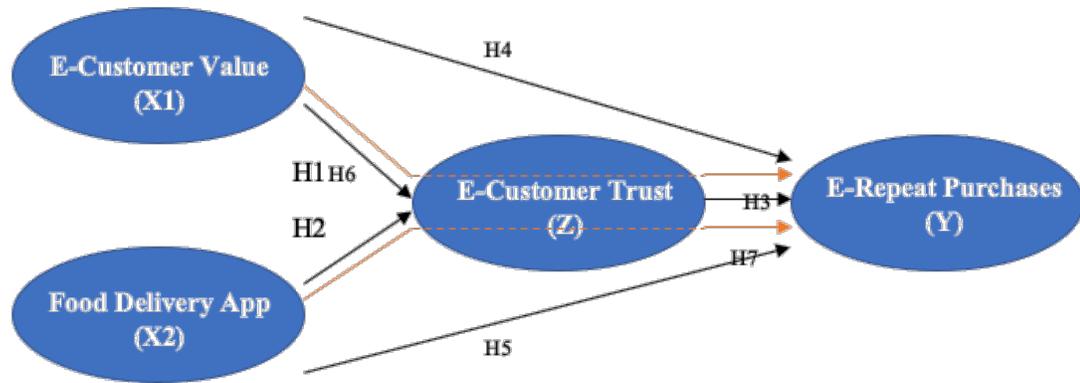


Figure 1.5 : Research Hypothesis Model

1.7. Concept Definition

The definition of the concept of each variable in this study is as follows:

a) E-Customer Value

Based on the opinion of Sweeney & Soutar (2001:204) customer value is the overall consumer evaluation regarding the utility of a product which is based on an understanding of what is obtained and what is shared. "Customer value is a concept that reflects customers' perceptions of the extent to which the benefits provided by a company's products or services exceed the costs customers incur to obtain them. It involves customers' subjective assessments of products or services, including factors such as quality , price, satisfaction, and expectations."

b) Food Delivery Application

Online food delivery services are defined as services that internet-based, where consumers can order the food they want and have it delivered to their doorstep (Ray et al., 2019). The online food delivery system is a system that allows customers to limit their interactions with

many people and also allows customers to control the speed of their orders (Yeo et al., 2017). This online food delivery service exists because it is driven by changes in urban consumer behavior, where they use OFD services for the most common reasons, namely needing food quickly and conveniently after a busy working day (Chai & Yat, 2019). The Online Food Delivery Platform is also defined as a platform that gathers many restaurants, which connects restaurants with consumers (Lan et al., 2016).

c) E-Customer Trust

Kim et al. in Giovanis and Athanasopoulou, (2014) in Anindea (2016) stated that e-trust is defined as the basic start of the formation and maintenance of relationships between customers and online sellers. With this it can be said that E-trust is a trust that consumers have to buy via the internet.

d) E-Repeat Purchases

Zhang & Prybutok (2005) define e-repeat purchase as "repurchase in an electronic context that occurs when a customer purchases again from the same online store after the initial transaction." According to Hawkins & Mothersbaugh (2010) consumers can continue to repurchase even though they do not have an emotional attachment to a product or item.

1.8. Operational Definition

The operational definition of the variables from this research are:

a) E-Customer Value

Customer Value is the value expected by consumers, where Sweeney and Soutar (2001) proposed "PERVAL" to measure customer value through four dimensions, namely emotional, social, quality or performance and price or value as consumer expectations, from a restaurant.

Customer Value carried out by MINUM Tembalang is to set their prices as affordable as possible. People tend to see price as a sensitive component in a product. The affordable pricing that MINUM has drives people to be their customer and eventually their loyal customer. Although their prices are affordable, MINUM offers many different flavors with amazing tastes, therefore, the customers are satisfied with MINUM's products. The measuring instrument used is using the following indicators:

- 1) Emotional Value
- 2) Social Value
- 3) Quality/Performance Value
- 4) Price/Value for Money

b) Food Delivery Application

The Food Delivery Application is a platform used by MINUM Tembalang to sell their products through the application so that consumers can buy directly through the application without having to come to the place. The thing that will be measured in the Food Delivery Application is the level of sales of MINUM Tembalang. The measuring instrument used is using the following indicators:

- 1) Ease of Use
- 2) Customer Experience
- 3) Convenience
- 4) Quality Control

c) E-Customer Trust

E-trust is defined as a consumer's subjective belief that a party or the selling entity will fulfill its transactional obligations by using electronic service processes (Kim, et al., 2003). According to Kim, et al., (2003), indicators of e-trust are: Ability, Integrity, and Benevolence. E-Customer trust is a belief or positive attitude that customers have towards products or services from MINUM Tembalang. This involves trusting that MINUM Tembalang will deliver on promises, deliver expected value, and look after the interests of customers. Customer trust is based on previous experience, product or service quality, transparency, company reputation, and good communication between the company and customers. Customer trust is an important factor in influencing purchasing decisions and building long-term relationships with customers. Geyskens, Steenkamp, Scheer, and Kumar (1996) define consumer trust in websites as e-trust, describing it as the confidence customers have that the merchant's promises and statements are dependable and that the seller will not exploit the consumer's vulnerability or goodwill.

- 1) Service & product quality
- 2) Availability of adequate information
- 3) Consistency
- 4) Responding to consumer complaints appropriately

d) E-Repeat Purchases

According to Hawkins, Mothersbaugh, and Best (2007: 640) repurchasing as an activity of repurchasing by consumers of a product with the same brand without being followed by significant feelings towards the product. There are two possibilities that can cause someone to

repurchase a product. First, consumers are satisfied with the purchases they make. Second, customers are dissatisfied, but they still make repeat purchases. For the second possibility, this is usually because they consider the costs they have to incur to find, evaluating, and adopting products with other brands (switching cost) is too high.

As stated by Hair et. al. in Farida & Ardyan (2015) regarding repurchase intention: "intention how hard consumers try and how much effort consumers put into performing a behavior." What is meant is that repurchase intention is the consumer's willingness regarding how hard and how much effort he expends to show a behavior. While Engel et. al. (Ismasari and Farida, 2016) said repurchase intention is a specific type of purchase intention, describing a willingness to buy the same brand again. Zeng et al. (in Farida, 2016) stated that repeat purchase intention is the desire to buy back the same or a different product. Tjiptono (2004) defines online repurchase intention as the customer's inclination or desire to make repeat purchases through online platforms in the future. In the context of this research, online repurchase intention specifically refers to the customers' willingness and intention to buy products online again, demonstrating a continued preference for purchasing from the same online merchants or platforms. This concept highlights the importance of customer satisfaction and trust in fostering repeat business in the digital marketplace. Repeat purchase is a customer's action or decision to repurchase products from MINUM Tembalang after making a previous purchase. This shows that the customer is satisfied with the previous experience and chooses to buy again from MINUM Tembalang. Repeat purchases reflect customers' trust and loyalty to MINUM Tembalang, as well as their satisfaction with the quality, value or service provided.

- 1) Transactional interest
- 2) Referential interest
- 3) Preferential interest
- 4) Exploratory interest

Tabel 1.4 Matrix Concept

No	Concept	Variabel	Indicator	Item
1.	According to Sweeney and Soutar (2001:211), there are several values included in customer value, including emotional value, social value, and quality value. Each of these values has a role in providing satisfaction to customers.	E-Customer Value	1. Emotional Value	1. MINUM's products are able to produce comfort and satisfaction in consumers.
			2. Social Value	2. MINUM is popular around consumers' social environment.
			3. Quality/Performance Value	3. MINUM is able to fulfill consumers' expectation in terms of quality. 4. MINUM offers superior products.

No	Concept	Variabel	Indicator	Item
				compared to other brands
			4. Price/Value for Money	5. MINUM has very affordable prices compared to similar products in the market.
2.	Ray et al. (2019) describe OFD/FDA services as 'online platforms allowing customers to order food and have it delivered to their homes.' Orders can be made via websites, social media, mobile apps, and various other channels.	Food Delivery Application	1. Ease of Use	1. MINUM can be easily found near consumers' homes through FDA
			2. Customer Experience	2. In-app rating and review system can help make informed decisions regarding ordering MINUM products. 3. The order tracking feature on the app increases overall consumer confidence while waiting for the delivery of MINUM products.
			3. Convenience	4. Ordering MINUM products through FDA can save a lot of time

No	Concept	Variabel	Indicator	Item
				due to the fast process.
			4. Quality Control	5. FDA ensures that MINUM product packaging is safe and prevents damage during transit.
3.	Geyskens, Steenkamp, Scheer, and Kumar (1996) assert that consumer trust in websites is known as e-trust, which refers to the customer's confidence that the merchant's words or promises are dependable and that the seller will not exploit the consumer's vulnerability or goodwill.	E-Customer Trust	<p>1. Service and Product Quality</p> <p>2. Availability of Adequate Information</p> <p>3. Consistency</p>	<p>1. MINUM is able to fulfill consumers' expectations in terms of flavor and freshness.</p> <p>2. MINUM is able to provide adequate information about its products.</p> <p>3. MINUM can maintain the product quality consistently regardless of location or time of purchase.</p>

No	Concept	Variabel	Indicator	Item
			4. Responding to Consumers' Complaints Appropriately	4. MINUM is able to respond to consumers' complaints and advices appropriately
4.	Affandi et al. (2021) define repurchase intention as customer satisfaction that is behaviorally measured by asking if the customer plans to shop or use the company's services again.	E-Repeat Purchases	1. Transactional Interest 2. Referential Interest 3. Preferential Interest	1. MINUM fosters interests in its consumers to repurchase its products at a later date. 2. MINUM's consumers have a strong will to recommend MINUM's products to others. 3. MINUM's

No	Concept	Variabel	Indicator	Item
			4. Exploratory Interest	<p>consumers feel satisfied with the product variations offered by MINUM.</p> <p>4. MINUM offers innovative variations of products</p> <p>5. MINUM fosters its consumers' interests to try the other products.</p>

1.9. Method

Data collection method used is descriptive quantitative method. Research is used to gain a broad understanding of phenomena, descriptions of activities are conducted methodically, and factual data are prioritized over conclusions (Nursalam, 2013). Descriptive research is any study that simply watches a subject without making any changes or attempts to influence them. For this experiment, only descriptive of research participants were made. A sort of quantitative research methodology known as the descriptive technique uses research to explore or imagine social occurrences that will be carefully, extensively, and in-depth examined. One type of

quantitative research approach, descriptive methods, tries to accurately and objectively portray the facts or characteristics of a certain population or topic.

1.10. Population and Sample

1.10.1. Population

According to Bugin (2000: 40), the population is the whole (universum) of the object of research in the form of humans, animals, plants, air, symptoms, values, events, attitudes to life, and so on so that these objects can be a source of research data. In this study, the population is the community's appraisal of the general public on the effect of E-Customer Value and Food Delivery Application Sales from MINUM Tembalang. The reason for selecting the general public as the population for my sample for MINUM in Tembalang is due to the diverse and widespread appeal of the product. MINUM is designed to cater to a broad audience, offering beverages that are not targeted at a specific age group, demographic, or niche market. As the product is intended for mass consumption, it is essential to gather insights from a wide range of individuals within the general public to ensure that the data accurately reflects the preferences, habits, and satisfaction of the varied customer base. This approach will help in capturing a holistic view of consumer behavior and potential areas for product improvement.

1.10.2. Sample

According to Sugiyono (2011:81) "The sample is part of the number and characteristics possessed by the population." So that the sample is representative or part of the population that has the same characteristics and is representative and describes the population so that it is

considered representative of all the population studied. Sampling techniques are useful to assist researchers in generalizing to the population represented.

The sample that the researcher determined as respondents in this study were 100 people from general public who had bought products from MINUM Tembalang.

1.10.2.1. Sample Collection Technique

Sampling is a process of selecting a number of elements from the population so that by studying the sample it will be possible to generalize the characteristics of the population elements.

In this study, the sampling technique used non-probability samples and used a purposive sampling approach, namely a sampling technique based on the researcher's considerations regarding which samples were the most appropriate, useful and considered representative of a population (representative). In addition, researchers also use a quota sampling approach, namely determining the sample by determining the quota or number of research samples first. The determination principle is the same as accidental sampling. But the researcher determines in advance the number of samples that will be needed.

In this study, the sample considered is people from general public who have purchased products from MINUM Tembalang. The researcher determined the sample by asking each member of general public whether they had met the sample criteria or not. The characteristics of respondents that can be used as samples are as follows:

1. General public

2. Have bought a product from MINUM Tembalang for at least 2 times in the last 3 months
3. Willing to fill out a questionnaire related to this research.

In this research, data sources will be divided into two, namely:

a. Primary Data

Primary data is original data Collected by a researcher and will be obtained directly from the source (Istijanto, 2005). Later the data will be related to the variables that have been determined by the researcher. Later researchers will get this primary data from distributing questionnaires using Google Forms which will be distributed to buyers of MINUM Tembalang products in the city of Tembalang.

b. Secondary Data

Secondary data is a series of analyzes carried out to obtain different knowledge from different sources (Gray, 2009). The data referred to in this is data derived from censuses, surveys, and other documents (Effendi and Tukiran, 2012). In this study secondary data is used, namely journals, theses, and websites that are related to this research.

1.11. Type and Data Source

1.11.1. Data Type

According to Endah Saptutyingsih and Esty Setyaningrum in 2020, there are two types of data based on their nature, namely:

a. Quantitive Data

Quantitative data is a type or form of data that is presented in the form of numbers or nominal. In this study, quantitative data will be used to Collect through questionnaires which will be distributed to respondents who buys MINUM Tembalang products according to the respondent's criteria.

b. Qualitative Data

This qualitative data is the type or form of data presented in the form of a description. In general, this qualitative data is used to explain the opinions of experts or the results of research that has been carried out before.

1.11.2. Data Source

In this research, data sources will be divided into two, namely:

c. Primary Data

Primary data is original data Collected by a researcher and will be obtained directly from the source (Istijanto, 2005). Later the data will be related to the variables that have been determined by the researcher. Later researchers will get this primary data from distributing questionnaires using Google Forms which will be distributed to buyers of MINUM Tembalang.

d. Secondary Data

Secondary data is a series of analyzes carried out to obtain different knowledge from different sources (Gray, 2009). The data referred to in this is data derived from censuses, surveys, and other documents (Effendi and Tukiran, 2012). In this study secondary data is used, namely journals, theses, and websites that are related to this research.

1.11.3. Data Collection Method

Questionnaires are a data Collection tool where later the researcher's data will be processed to produce certain data (Umar, 2003). In Collecting this data, researchers will use a Likert Scale. The Likert scale is used by assigning a value to a variable with variable indicators through a question that will be asked of respondents. The data Collection technique carried out by this researcher will use an online-based questionnaire, namely the Google form using a Likert scale that will measure respondents' answers. Respondents will be presented with questions and will be asked to provide answers. For the purposes of quantitative analysis, respondents will answer the questionnaire with the following scale or score:

Table 1.5 Likert Scale

Predicate	Information	Score
SA	Strongly Agree	5
A	Agree	4
N	Neutral	3
D	Disagree	2
SD	Strongly Disagree	1

1.11.4. Data Collection Techniques

a. Literature review

One of the data Collection techniques carried out in this study was using library research. Library Studies is a data Collection technique through theories that are relevant to the research being conducted.

b. Questionnaire

Another technique in data Collection carried out in this study is to use a questionnaire. The questionnaire itself is a technique for Collecting data or information through a list of questions that have been designed in detail and will be related to research. This questionnaire will be carried out online using the Google form for respondents.

c. Interview

According to (Sugiyono, 2016) interview interviews are used as a data Collection technique by exploring respondents' answers in depth to obtain more detailed answers.

1.11.5. Data Processing Techniques

Data processing is a process where later you will get a summary of certain information. This data processing technique that will be used by researchers in this study is to use Smart PLS software so that further analysis is carried out to get a conclusion.

1.11.6. Data Analysis Techniques

The data that has been Collected will then be processed so that it can be analyzed into a conclusion. The PLS (Partial Least Square) data analysis technique was used in this study. PLS-SEM aims at building and developing a theory. Ghazali & Latan (2015) This PLS can be used in uncovering and explaining the correlation between predictions. PLS has an ability to analyze data or relationships between variables, even though the number is small. In analyzing the research data, SmartPLS software was used because the model was quite complex and the sample was limited.

1.11.6.1. PLS Model Specifications

The PLS model consists of a structural model (inner model) and a measurement model (outer model).

- **Evaluation of Measurement Model (Outer Model)**

The measurement model or external relationship shows the correlation of each indicator with its latent variable. Assessment of the measurement model in the validity test used discriminant validity and convergent validity tests. The reliability test can be seen in Composite Reliability and Cronbach's Alpha (Ghozali, 2015).

- a. Reliability

Reliability test aims to show the accuracy, consistency, accuracy of the instrument is useful for calculating constructs. In SEM-PLS, to assess the reliability of a construct with indicators, you can use methods including Cronbach's Alpha and Composite Reliability. If the Cronbach alpha score or composite reliability exceeds 0.70, the construct is considered reliable (Ghozali & Latan, 2015).

- b. Convergent Validity

Convergent validity determines the value of the relationship between constructs and latent variables by looking at the standardized loading factor and AVE values (Average Variance Extracted). If the individual value is above 0.70 then it can be considered higher than the construct you want to calculate. However, a loading factor of 0.50 to 0.60 is still acceptable at the scale development stage of research. (Ghozali, 2015)

- c. Discriminant Validity

Discriminant validity can be observed through cross loading between indicators and the construct. The construct's correlation is higher with its indicators than the other correlations, indicating that the latent construct is considered an indicator in one block better than indicators in other blocks. Another method is to measure discriminant validity by comparing the square root of the AVE for other constructs with models and for each construct with the relationship between constructs. If the AVE roots for each construct exceed the relationship between the construct and other constructs, then the model is considered to have good discriminatory validity (Fornell & Larcker, 1981). Ghazali & Latan (2015) explained the test by knowing the AVE score to measure the validity of a construct. If the AVE score for each construct exceeds 0.50,

- **Evaluation of Structural Model (Inner model)**

This model focuses on the latent variable structure model, which is between latent variables have a linear correlation and have a clause relationship. The inner model consists of 2 stages, namely:

- a. R-square

The test on the structural model was carried out by knowing the R-square score as a goodness-fit model test. The R-square score can be used as a way to explain the influence between exogenous latent variables and endogenous latent variables.

- b. Estimate For Path coefficients

This test uses the bootstrapping method through coefficient scores and statistical significance figures as a way to determine the significance of the influence between variables (Ghozali & Latan, 2015).

1.11.6.2. Descriptive Statistical Test

Descriptive statistical tests function in describing the objects studied from population and sample data as they are, analyzing and concluding that apply to the general public (Sugiyono, 2016).

1.11.6.3. Indirect Effect Test

The use of the indirect effect test as a way to determine the value of the indirect effect between variables. The bootstrapping method in the smartPLS 3.0 software was used in this test. The intervening variable used in this study is E-satisfaction. Statistical T scores are required to exceed table T scores and P values below the sig level. (5%) so that the intervening variable can be said to be able to mediate the effect of the independent variable on the dependent variable.