

Customer loyalty toward delivery services at Kedai Ladanya Restaurant, Cianjur Regency, West Java

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Abstract. The food delivery service feature is a food delivery transaction that can be done via a handheld device or smartphone. The purpose of this study was to determine the characteristics of customers, identify the effect of service quality on customer satisfaction, and identify the influence of customers satisfaction on customers loyalty at Kedai Ladanya Restaurant. Data were collected using a questionnaire on 55 respondents who were customers at the Kedai Ladanya Restaurant with criteria aged 17 years and over, where buying food at the Kedai Ladanya Restaurant and had made transactions through the delivery service at the Kedai Ladanya Restaurant. The analysis used is simple linear regression analysis using SPSS 25 software. The results show that the percentage of characteristics for gender is female, for ages 17-20 years and 21-30 years, for the last education, namely high school/equivalent, for work namely students, the income is IDR. 1,000,000 – IDR. 3,000,000, for the average purchase frequency, which is less than three times per month, and the last delivery service used is GrabFood. The results showed that the relationship between service quality customer satisfaction and customers loyalty had a positive and significant effect.

1 Introduction

Food can be a source of individual survival [1,2]. To fulfill these foods, people can do it by processing it himself by buying raw materials and then cooking them, or directly buying ready-made food [3]. To buy finished food often customers buy it to restaurants. There are several ways to buy food to restaurants such as by eating on the spot, taking away, and through online delivery applications [4,5]. The delivery app makes a sustainable contribution in Indonesia. Currently, online food delivery services in Indonesia generate revenue of US\$ 2,280 million (amounting to IDR. 32,430,720 million, exchange rate USD = IDR. 14,224) with a growth of 16.9% per year [6]. This shows that Indonesians love food delivery services.

Based on the growth of Gross Domestic Product (GDP) according to business fields in the first quarter of 2021 against the first quarter of 2020 (y-on-y), it is stated that business

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fields that experienced a sufficient contraction in growth were food and beverage accommodation providers, namely 7.26 percent [7]. This shows that the contribution of food and beverage accommodation affects economic growth in Indonesia. One of the food and beverage processing industries is restaurants. Currently, the number of restaurants in Indonesia continues to increase. One of the provinces that occupies the second position with the highest number of restaurant businesses in Indonesia is West Java Province with a total of 1,231 restaurants [8].

Cianjur Regency is one of the major regencies in West Java Province that has the potential to develop the restaurant business. Based on data on the development of the number of restaurants in West Java Province in 2016-2019, it shows that Cianjur Regency is the regency with the fifth highest average number of restaurants in West Java with an average number of 227. And among the five districts with the highest average restaurants, Cianjur Regency has the second largest average percentage increase after Bogor Regency, which is 0.04% [8]. This shows that Cianjur Regency has a great opportunity in the culinary business.

The types of restaurants that are developing in Cianjur Regency today are diverse, such as restaurants that serve Indonesian specialties and restaurants that serve international foods such as food from China, Japan, America, and so on. One of the growing restaurants in Cianjur Regency is a restaurant that serves Japanese cuisine. Japanese cuisine has its own uniqueness, especially in its presentation. Japanese cuisine is famous for healthy food because it has high nutrition and also the way it is processed makes the nutrition of the food maintained.

One of the restaurants in Cianjur Regency that serves Japanese cuisine is kedai Ladanya. Kedai Ladanya was established on September 15, 2015 and is located at Jl. Pangeran Hidayatullah No. 32 (2nd floor), Sawah Gede, Cianjur Regency. Based on customers ratings on the Google Maps application, Kedai Ladanya is a Japanese restaurant that has the main sushi menu with the highest rating of 4.5/5.0. This restaurant applies several ways of selling, namely on-site sales, sales through food delivery applications such as grabfood, gofood, and ordering via WhatsApp.

In this modern era, in the sale of food through delivery applications, good quality e-service is important because the product is not real and is only displayed through online media [5,9,10]. In addition, the quality of food is also important because it can determine customers loyalty to delivery services [11,12]. In general, the quality of food and the quality of e-service both have an important effect on customer loyalty to online delivery services [13,14]. For small, medium, or fast food restaurants that do not have their own delivery services, they can cooperate with reputable food delivery service companies [5,15,16].

Based on the results of interviews conducted together with the management of Kedai Ladanya, there are fluctuations in the profit of this Kedai Ladanya Restaurant about more than half. Profit fluctuations can show fluctuations in the number of buyers in the Kedai Ladanya Restaurant. The highest profit can be achieved due to promotions through GrabFood and Instagram social media by collaborating with media partners (@visitcianjur). This is likely due to the use of a food delivery application to the amount of profit of the Kedai Ladanya Restaurant. Mobility and reliability of delivery applications can affect customers' satisfaction and loyalty in restaurants. [11]

The results of preliminary interview with the management of Kedai Ladanya Restaurant, show that there is a problem, namely customer complaints about negligence of delivery services at Kedai Ladanya Restaurant. When serving delivery, Kedai Ladanya Restaurant often forgets to add the attributes of sauce and cutlery such as chopsticks and spoons to the order. Whereas according to research by [11] customers simply rely on the services of the delivery application itself. This can have an impact on customer satisfaction

and loyalty. Based on the description above, research on customers' loyalty needs to be carried out to develop effective marketing strategies and find out customer loyalty to delivery services. Therefore, the formulation of the problem of this study is:

- a) What are the characteristics of Kedai Kadanya restaurant customers who use the delivery service feature?
- b) Is there any influence between the quality of service on customers satisfaction with the delivery service features at Kedai Ladanya Restaurant?
- c) Is there any influence between customers satisfaction and customers loyalty to the delivery service features at Kedai Ladanya Restaurant?

2 Research Method

This study uses quantitative methods that describe descriptive statistics. The sampling technique used in this study is non-probability sampling, that is, every customer in Kedai Ladanya Restaurant can be a sample. The non-probability sampling method used is an accidental sampling technique (convenience sampling), which is to determine respondents based on the population who are on site and are willing to be research samples and have met the researcher's criteria. This technique is used because the research does not have a fixed population, does not have a sample frame and can save time and costs. The convenience sampling technique was used because the large number of respondents was not known [4]. The number of research samples to be used in this study amounted to 55 respondents. In addition, respondents were taken with a total of 55 respondents due to factors of the COVID-19 situation so that researchers must minimize the occurrence of direct contact with respondents.

This study used primary and secondary data. In this study, it was assumed that customers were loyal to the features of the Kedai Ladanya restaurant delivery service. This research was conducted on customers of Kedai Ladanya restaurant who are visiting and have made transactions through the Kedai Ladanya restaurant delivery service feature. The research indicator for costumers characteristics includes gender, age, occupation, average income, last education, average purchase frequency, and last order delivery. Indicators for the quality of service include the availability of orders, ease of use of services, accuracy of orders, speed of service and safeguarding of personal information. Indicators of customer satisfaction are satisfaction with service and neglect of services. Indicators of customer loyalty include price, customer intensity, positive behavior, and recommendations. Data analysis technology uses instrument test analysis, customer characteristics analysis, and multiple linear regression analysis.

3 Results and discussion

3.1 Respondents' characteristics

Customers at Kedai Ladanya Restaurant who are buying at a restaurant and have made transactions through delivery services are mostly female with a percentage of 80%. In addition, the percentage of male sex is 20% (Table 1). This shows that the customers of Kedai Lada Restaurant are more female than male. When viewed from the time of data collection. If there is a family or married couple at one table, usually the only one who uses the mother or wife. So that customers who are male in one table cannot be used as respondents.

Table 1. Gender of Respondents

| Gender | Frequency | Percentage |
|--------------|-----------|---------------|
| Female | 44 | 80.00 |
| Male | 11 | 20.00 |
| Total | 55 | 100.00 |

Table 2. Age of Respondents

| Age | Frequency | Percentage |
|--------------|-----------|---------------|
| 17-20 | 25 | 45.45 |
| 21-30 | 25 | 45.45 |
| 31-40 | 5 | 9.10 |
| > 40 | 0 | 0.00 |
| Total | 55 | 100.00 |

Customers at Kedai Ladanya Restaurant who are making transactions at Kedai Ladanya Restaurant and have made transactions through delivery services at Kedai Ladanya Restaurant are the most on 17-20 and 21-30 with a percentage of 45.45% and the lowest percentage is found at the age of 40 years and over with a percentage of 0% (Table 2). people in adulthood and adolescence prefer to order food through delivery services because it is considered more practical and less time consuming. This is because if they buy food from outside, they must prepare in advance and go out of the house a certain distance.

Table 3. Job of Respondents

| Job | Frequency | Percentage |
|--------------------------|-----------|---------------|
| Student | 6 | 10.91 |
| Higher education student | 21 | 38.18 |
| Employee | 12 | 21.82 |
| Housewives | 7 | 12.73 |
| Other | 9 | 16.36 |
| Total | 55 | 100.00 |

The work of customers of his pepper shop restaurant who are making transactions at his Kedai Ladanya restaurant and have made transactions through delivery services with the highest percentage is in students with a percentage of 38.18% (Table 3). Furthermore, with the second highest percentage are employees with a percentage of 21.28%.

Table 4. Income of Respondents

| Income (IDR) | Frequency | Percentage |
|-----------------------|-----------|---------------|
| < 1,000,000 | 23 | 41.82 |
| 1,000,000 – 3,000,000 | 24 | 43.64 |
| 3,000,000 – 5,000,000 | 6 | 10.91 |
| 5,000,000 – 7,000,000 | 1 | 1.82 |
| > 7,000,000 | 1 | 1.82 |
| Total | 55 | 100.00 |

The highest percentage of income for respondents who are making transactions at Kedai Ladanya restaurants and have made transactions through delivery services, namely with monthly income of IDR. 1,000,000 – IDR. 3,000,000 with a percentage of 43.64% (Table 4). This is a natural thing because based on previous data, the majority of respondents work as students and employees.

Table 5. Education of Respondents

| Education | Frequency | Percentage |
|--------------------|-----------|---------------|
| Junior high school | 7 | 12.73 |
| Senior high school | 33 | 60.00 |
| Vocational School | 0 | 0.00 |
| University | 15 | 27.27 |
| Total | 55 | 100.00 |

Customers of his pepper shop who are making transactions at his Lada Shop Restaurant and have made transactions through delivery services, the majority have a high school education background / equivalent with a percentage of 60% (Table 5). The next largest percentage result is with the last high school education. These results are in accordance with the previous results that those aged 17-20 years and 20–30 years have the majority of the latest high school education as equals.

Table 6. Buying Frequency

| Buying Frequency | Frequency | Percentage |
|------------------|-----------|---------------|
| < 3 | 39 | 70.91 |
| 3-5 | 5 | 9.09 |
| > 5 | 11 | 20.00 |
| Total | 55 | 100.00 |

Based on Table 6, the average frequency of purchases that have the highest percentage is less than 3 times per month with a percentage of 70.91%, followed by more than 5 times a month with a percentage of 20% and the lowest is 3-5 times with a percentage of 9.09%.

Table 7. Delivery Service Buying Media

| Media | Frequency | Percentage |
|--------------|-----------|---------------|
| GoFood | 9 | 16.36 |
| GrabFood | 39 | 70.91 |
| WhatsApp | 7 | 12.73 |
| Total | 55 | 100.00 |

The majority of Kedai Ladanya Restaurant costumers who are making transactions at restaurants and have used the delivery service feature are on the GrabFood application with a percentage of 70.91%, followed by GoFood with a percentage of 9% and WhatsApp with a percentage of 12.73% (Table 7). This is due to the more promotions in the GrabFood application than other applications.

3.2 The Relationship of Service Quality to Customer Satisfaction at Kedai Ladanya Restaurant

Table 8. Linear Regression Result for Service Quality to Customer Satisfaction at Kedai Ladanya Restaurant

| Model | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. |
|------------|-----------------------------|------------|-----------------------------------|-------|------|
| | B | Std. Error | | | |
| (Constant) | 1.924 | 1.256 | | 1.532 | .131 |
| X1 | .309 | .055 | .609 | 5.583 | .000 |

The constant value before the existence of the service quality variable (X1) is 1.924 which means that if there is no variable X then the value of Y is equal to 1.924 (Table 8). The regression coefficient of the service quality variable (X1) is 0.309 which means that the service quality variable (X1) has a positive influence on the customer's satisfaction variable (X2) of 0.309. Based on the output, the calculated t value (5.583) > t table (2.005) with a significance rate of 5% (0.05), which means service quality has a significant positive effect on customer satisfaction (X2).

Table 9. Correlation of Service Quality Variables to Customer Satisfaction

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .609 ^a | .370 | .358 | .79011 |

Table 9 is showing that the correlation relationship is 0.609, it can be interpreted that the correlation relationship is positive and strong. The result of the R square itself of 0.370 which shows that the effect of service quality (X1) on customers' satisfaction (X2) is 37% and the remaining 63% can be explained by other variables.

3.3 The Relationship of Service Quality Customers to Customer Loyalty at Their Lada Shop Restaurant

Table 10. Linear Regression Result for Customer Satisfaction To Customer Loyalty

| Model | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. |
|------------|-----------------------------|------------|-----------------------------------|-------|------|
| | B | Std. Error | | | |
| (Constant) | 7.536 | 1.665 | | 4.527 | .000 |
| X2 | .960 | .186 | .579 | 5.169 | .000 |

Table 10 shows the acquisition of the regression coefficient of the customer satisfaction variable (X2) is 0.960 and the constant value is 7,536, then the regression equation is obtained as follows:

$$Y = 7.536 + 0.960X$$

The constant value before the existence of the customer satisfaction variable (X1) is 7.536 which means that if there is no variable X then the value of Y is equal to 7.536. The regression coefficient of the customer satisfaction variable (X2) is 0.960 which means that the customer satisfaction variable (X2) has a positive influence on the customer loyalty variable (Y) of 0.960. Based on the output, the calculated t value (5.169) > t table (2.005) with a significance rate of 5% (0.05) then H_a is accepted and H_0 is rejected. Thus, customer satisfaction has a significant positive effect on customer loyalty (X2).

Table 11. Correlation of Customers Satisfaction Variables to Customers Loyalty

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .579 ^a | .335 | .323 | 134.654 |

Table 11 shows that the correlation relationship is 0.579, which can be interpreted to mean that the correlation of the relationship is positive and sufficient. The result of the R square itself was 0.335 which showed that the effect of service quality (X1) on customer satisfaction (X2) was 33.5% and the remaining 66.5% was influenced by other variables.

4 Conclusion

The characteristics of customers who use delivery services at Kedai Ladanya Restaurant are divided into several categories, namely based on gender, age, education level, income, occupation, average purchase frequency, and the last delivery service used. The majority of users of the delivery service at Kedai Ladanya restaurant are female. The most numerous age categories are in the age range of 17-20 years and 21-30 years. High school education/equivalent has the highest percentage for the level of education. The job with the highest percentage is with a job as a student. The income with the highest percentage is in the range of IDR. 1,000,000 – IDR. 3,000,000. The average purchase frequency per month with the highest percentage is less than 3 times per month. GrabFood is the highest percentage of the last delivery service used.

Based on a simple linear regression analysis, t calculates $> t$ table which means the relationship between service quality and customers' satisfaction has a positive and significant effect. Based on the R square of 0.37, it shows that 37% of the quality of service can be explained by the customers satisfaction variable and the rest is explained by other variables.

Based on a simple linear regression analysis, t calculates $> t$ table which means the relationship between customer satisfaction and customers loyalty has a positive and significant effect. Based on the R square of 0.335, it shows that 33.5% of customers satisfaction can be explained by the customer loyalty variable and the rest is explained by other variables.

5 Recommendation

The service performance of Kedai Ladanya Restaurant needs to be improved to match customer expectations so that it can satisfy customer by making improvements to order availability, service usage, order accuracy, order speed, and personal information. To maintain and improve product quality in order to satisfy customers by providing delivery service features through competitive prices and providing good service by providing good behavior. Making packaged products or frozen food that have been certified so that the reach of online marketing can be even wider and can be sold not only through delivery services but through other e-commerce.

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