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BUYING EXPERIENCE: THE IMPACT OF TRUST AND SATISFACTION OF GRAB FOOD CUSTOMERS IN SURABAYA Jovi Iristian Fakultas Ekonomi dan Bisnis, Universitas DR. Soetomo Surabaya Email. joviiristian@unitomo.ac.id Sukma Irdiana STIE Widya Gama Lumajang Email. sukmapasah@gmail.com
Abstract This study aims to determine and explain the influence of buying experience on customer trust and customer satisfaction in Grab Food customers in Surabaya.

The selection of the location of this study considered that the customers who usually bought food using Grab Food were customers whose market segments were in the big city community. The exogenous variables in this study were buying experience, while the endogenous variables were trust and customer satisfaction. The type of research used was explanatory research. The sample were 140 respondents with a sampling technique using purpose sampling.

The data collection method used a questionnaire. The validity test and reliability test were used to test the instrument. The result of testing the instrument indicated that the entire instrument was valid and reliable. Data analysis used descriptive analysis and path analysis. The results of this study indicated that buying experience had a significant effect on trust with the contribution of 26.9%.

Buying experience had a significant effect on customer satisfaction with a contribution of 22.1%, and trust had a significant effect on customer satisfaction with a contribution of 17.1%. Keywords: Buying Experience, Trust, Customer Satisfaction
INTRODUCTION Technology has been playing a big role in revolutionizing food delivery services from telephone-based to online ordering in satisfying changing consumer demands.

Technology has also been contributing to changes in consumer preferences because the consumers' dependence on technology has moved it to do anything online including preparing food delivered to them. Citizens around the world are shifting towards online ordering and more ways to buy with less effort and money. Convenience is the biggest attraction for consumers as the steps needed to place an order are as simple as using a mobile device such as a smartphone, tablet or laptop. In other words, modern and young consumers can be labeled 'lazy' by relying on technology and comfort.

In addition, the time needed for food to be sent serves as a good reason for consumers when they do not have a plan where and what to eat. It is proven that the demand for online food delivery is the highest during lunch and dinner time because of the convenience factor. From a business perspective, food business owners will seize opportunities that are seen as new sources of income.

Consumer preferences are the main driving factor for business owners to engage with online shipping services to better satisfy customer demands and needs. Online food delivery is highly recommended in developing countries because technology and consumer preferences are still changing (Goo See-Kwong, 2017). According to the survey results of meredeka.com, there were 61% of people ordering food delivery services online because they chose to save time and because it allowed customers to get food delivered directly to their homes or offices in less than an hour. Grab Food is a new business phenomenon in the city of Surabaya.

The convenience provided by Grab Food is one of the attractions for consumers. By ordering food and delivery services online with relatively cheap rates, it is easy for consumers to find food purchasing solutions in the middle of the hustle and bustle of the city of Surabaya. Ordering a ready-made food delivery makes consumers must be more observant in ordering.

This is because consumers in buying a product can not feel. Consumers can only see images of the products they want to buy. Purchasing this product requires an experience in choosing products, especially food products. The experience of shopping and consuming a particular product will have an impact on a customer's decision making whether he will continue to carry out his shopping activities in such way or switch to other shopping methods (Suandana et al, 2016). According to Kim et al.

(2004), a pleasant and satisfying experience when making a purchase transaction online has a positive effect on the intention to search for information and purchase intention online in the future. Past experie nce of buying through the internet shows a higher level of trust (Suandana et al, 2016). Trust is an awareness and feeling that is owned by

customers to trust a product, and is used by service providers as a tool to establish long-term relationships with customers (Diza, Moniharapon, & Ogi, 2016). According to Norhermaya and Soesanto (2016), forming customer trust is one way to create and retain customers.

High trust of consumers to the company will provide consumer satisfaction in using the company's products or services, like Widiyanto who states that customer trust is the foundation of business which is a way to create and retain consumers (Laely, 2016). Customers' satisfaction is a feeling that arises as a result of an evaluation of the experience of using products or services (Tjiptono, 2011).

Customers' satisfaction can only be formed if the customers is satisfied with the service they have received. This customer satisfaction is the basis towards the realization of loyal customers (Saputro, et al, 2017). LITERATURE REVIEW Buying Experience Previous online purchasing experience is an important factor in subsequent purchase intentions.

If a consumer's experience in shopping online is very satisfying, then a consumer will shop online again. However, if the experience of a consumer is not pleasant, then a consumer will not buy back (Koeswara, 1995 in Adzkiya, 2017). The indicators of previous online buying experience are (Ling et al., 2010: 75): 1. The experience in using a website 2. The ability to use a website 3.

The convenience in using a website, and 4. The friendly-user website. Trust Trust is a belief in a certain party to conduct a transaction relationship based on a basis that someone who is trusted will fulfill all obligations whether expected or not (Parastanti, Kumadji, & Hidayat, 2014: 3). The indicators of trust in buying online are (Ling et al., 2010: 75): 1.

Web sites can be trusted and honest 2. Web sites can meet promises and obligations 3. Web sites can provide a lot of information and quality. 4. Reliable web site facilities 5. Web sites can offer secure personal privacy 6. Web sites can safeguard interests 7. Compared to other sites, this website is safe and reliable.

Customers' Satisfaction Kotler and Keller (2009) express satisfaction as someone's happy or disappointed feelings that come from the comparison between his impression of the performance (or results) of a product and the expectations of his expectations. Indicators to measure customer satisfaction, according to Yuliarmi and Riyasa (2007) are: 1. The suitability of service quality with level of expectation. 2.

The level of satisfaction when compared with the same type 3. No complaints or bad

comments of other customers. RESEARCH METHOD This type of research used in this study was an explanatory with a quantitative approach. This research was carried out at Grab Food Surabaya. The variables studied were the buying experience variable, the consumer trust variable, and the customer satisfaction variable.

The population in this study were customers who were doing food shopping activities at Surabaya Food Grab. The sample in this study were 140 respondents, with a sampling technique using purposive sampling. Data taken in the study came from primary data, namely data obtained directly from respondents through questionnaires and secondary data obtained from the study site. A valid instrument has high validity. Conversely, an instrument that is less valid means it has low validity.

Correlation formulas that can be used are those proposed by Pearson, known as the product moment correlation formula. Overall research indicators show sig. r indicator question is greater than 0.3 (a = 0.3) which means that each indicator variable is valid, so it can be concluded that the indicators can be used to measure the research variables.

The significance level of the reliability test is 0.6 so that an instrument is said to be reliable if the result is more or equal to the critical value that is equal to 0.6. The reliability test results showed that all variables used for the study were reliable. The data obtained were analyzed using descriptive analysis and path analysis.

Descriptive analysis was used to determine the description of respondents who were the subject of research. Path analysis was used to determine the magnitude of direct and indirect effects between variables used in this study. RESEARCH HYPOTHESIS The hypothesis model used in this study can be seen in Figure 1. H2 H3 H1 Figure 1.

Hypothesis Model Based on the hypothesisl model above, this research could be formulated as below: H1: Buying Experience Significantly Influenced Customer Satisfaction H2: Buying Experience Significantly Influenced Trust H3: Trust Significantly Influenced Customer Satisfaction RESULTS AND DISCUSSIONS The results of descriptive analysis showed that the respondents who were the objects in this study consisted of 140 respondents.

Most of the respondents in this study had a Bachelor's education background with a percentage of 48.3% of the total 140 respondents. Most respondents in this study worked as private workers which percentage was 31.9% of the total 140 respondents. Most of the age of respondents in this study ranged from 21-30 years.

The average income of Grab Food customers who were the objects of this research was

above 5 million per month. The majority of respondents chose to shop for food at Grab Food because it had advantages including the large number of product menus and promotions presented by Grab Food which were always in the interest of its customers.

Path Analysis Table 1 below shows the results of the path analysis between the variables of buying experience, consumer trust, and customer satisfaction. Table 1. The Result of Path Analisis Hypothesis _Endogeneous Variable _Exogenous Variable _Beta _TTest _Probability _Remark _ _H1 _Customers' Satissfaction _Buying Experience _0,269 _2,978 _0,003 _Significant _ _H2 _Trust _Buying Experience _0,265 _2,930 _0,004 _Significant _ _H3 _Cutomers' Satisfaction _Trust _0,414 _5,337 _0,000 _Significant _ _H1: There is a significant direct effect of variable buying experience on customer satisfaction. Table 1.

reveals the results of the path analysis test to determine the effect of the buying experience variable on customer satisfaction. Table 1 shows the beta coefficient on the relationship of buying experience to customer satisfaction is 0.269. The t-test results obtained were 2.978 with a probability of 0.003 (p <0.05) then the decision was H0 rejected. Significant hypothesis of the buying experience variable on customer satisfaction was accepted.

H2: There is a significant direct effect of variable buying experience on trust. Table 1. exposess the results of the path analysis test to determine the effect of the buying experience variable on trust. Table 1 tells that the beta coefficient on the relationship of buying experience to customer satisfaction is 0.265. The t-test result obtained is 2.930 with a probability of 0.004 (p <0.05) then the decision was H0 rejected. A significant hypothesis of the buying experience variable on trust was accepted.

H3: There is a significant direct effect of the trust variable on customer satisfaction. Table 1. unveils the results of the path analysis test to determine the effect of the trust variable on customer satisfaction. Table 1 mentions the beta coefficient on the relationship of buying experience to customer satisfaction is 0.414.

The t-test result obtained is 5,337 with a probability of 0,000 (p <0.05) then the decision was H0 rejected. Significant hypothesis of the variable confidence in customer satisfaction was accepted. R Square The amount of the contribution of the buying experience to customer satisfaction could be seen from R Square which was 22.1%. This meant that 22.1% of the customer satisfaction variable was influenced by the buying experience variable. While the remaining 77.9% customer satisfaction variables were influenced by other variables not discussed in this study.

The amount of contribution of buying experience to trust could be seen from R Square

which was 26.9%. This meant that 26.9% of the trust variable was influenced by the buying experience variable. Meanwhile the remaining 73.1% confidence variable were influenced by other variables not discussed in this study.

The amount of contribution of trust towards customer satisfaction could be seen from R Square which was 17.1%. This meant that 17.1% of the customer satisfaction variable was influenced by the trust variable. The remaining 82.9% customer satisfaction variables were influenced by other variables not discussed in this study.

The path diagram from the calculation result of the path analysis above was as mentioned below: e1 0,269 0,265 0,414 PY1X PY1Y2 0,269 PY2X Figure 2. The Path Equation Model The Path Equation was: Y1 = 0,265X Y2 = 0,269X + 0,414 Y1 DISCUSSION OF RESEARCH RESULTS The Influence of Purchasing Experience on Trust Buying experience had a positive and significant effect on trust.

More and more online customers bought food products at Grab Food, so consumers had a good experience buying food products at Grab Food. This showed the higher level of consumer confidence in transactions at online stores. This research was in line with the research of Ni Putu Widantari Suandana, Ketut Rahyuda and Ni Nyoman Kerti Yasa (2016) that buying experience had a significant effect on consumer confidence.

The Influence of Trust on Customer Satisfaction The influence of customer trust variables on customer satisfaction unveiled a positive influence or had a direct relationship which meant that if the customers' trust increased it was to increase customer satisfaction. Customer trust is closely related to customer satisfaction with a product and a service.

Customer trust arose because of the satisfaction obtained by customers from the results of products, services, and perceived services. This research was in line with the research of Kevin Putra Mahendra and Ratih Indriyani (2018), Nur Laely (2016) that trust has a significant effect on customer satisfaction.

The Impact of Buying Experience on Customer Satisfaction The influence of the buying experience variable on customer satisfaction displayed a positive influence or had a direct relationship which meant that the better the buying experience was felt in shopping for food products at Grab Food, the higher the customer satisfaction was.

This research was in line with research by Ni Luh Dian Yolandari and Ni Made Wulandari Kusumadewi (2018) that the experience of buying consumers has a significant influence on customer satisfaction. CONCLUSION AND SUGGESTION Conclusion Buying

experience was proven to have a significant effect on customer satisfaction with a contribution of 22.1%, path coefficient (ß) of 0.269, and a probability of 0.003 (p <0.05). Buying experience was proven to have a significant effect on trust with a contribution of 26.9%, path coefficient (ß) of 0.265, and a probability of 0.004 (p <0.05).

Trust was proven to have a significant effect on customer satisfaction with a contribution of 17.1%, path coefficient (ß) of 0.414, and a probability of 0,000 (p <0.05). Suggestion The experience of buying is an event that has been experienced (experienced, felt, borne, etc.), either in the past or recently occurred in buying a product. The results of this study concluded that the buying experience had a significant effect on trust.

It is expected that Grab Food can utilize the experience of consumers in buying food products through Grab Food so that the buying experience felt by consumers can lead to trust in products that have been felt in buying. Trust is an attitude that is shown by humans when they feel they know enough and conclude that they have reached the truth.

The results of this study concluded that trust significantly affected customer satisfaction. It is expected that Grab Food can utilize the trust of its consumers in buying products available on the Grab Food website so that it can bring customer satisfaction through thier confidence in buying products at Grab Food. The experience of buying is an event that has been experienced (experienced, felt, borne, etc.), either in the past or recently occurred in buying a product. The results of this study concluded that the buying experience significantly influenced customer satisfaction.

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