The Effects Of Online Customer Reviews And Customer Experiences On Reuse Intention Of Mobile Food Ordering Application (MFOA)

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Abstract

This research was conducted in response to the research gap between some previous research by Auliya (2019), which stated that online customer reviews did not have significant effects on the reuse intention. Meanwhile, Alalwan (2020) and Hariguna & Ruangkanjanases (2020) found different results; namely, online customer reviews had a significant effect on the reuse intention. Therefore, this research objective was to determine the effects of online customer reviews and customer experiences on reuse intention through satisfaction.

The research population consisted of Mobile Food Ordering Application (MFOA) users in Central Java with a total sample of 251 respondents. This research used a random sampling technique. Furthermore, the data analysis of this research used the Smart PLS 3.0 application.

The research results reported that online customer reviews had a significant positive effect on satisfaction. Besides, online customer reviews, customer experience, and satisfaction had significant effects on reuse intention. There were two points related to the indirect relationship in this research; namely, both online customer review and customer experience had significant effects on reuse intention through satisfaction

Keywords: Online customer review, customer experience, satisfaction, reuse intention, MFOA

Introduction

The Covid-19 pandemic is one of the things that has changed the world nowadays. Several pandemics have occurred worldwide, namely the Spanish Flu, Swine Flu, and Asian Flu, which caused significant deaths worldwide (Handayani, 2020). This pandemic will usually change people's habit patterns. No exception for people's habits who are currently required to stay at home to break the chain of the spread of Covid-19 (Maharani, 2020). Changes in people's habits and circumstances to stay at home influence economic turnover. There is a contraction of economic growth even to minus, which is not expected by the government (Ulya, 2021).

The changes due to the Covid-19 pandemic have also entered into people's shopping habits. Before the pandemic, people were very comfortable shopping at shopping centers to get the desired goods or services. Conversely, nowadays, people are shifting to online shopping patterns to get the products they want (Ikhsan, 2021). Although, people still want a retail market for daily shopping compared to using online forms in everything (Pernot, 2020).

These changing circumstances also make changes to manufacturers in offering their products. Offline channels have become no longer attractive. They are entering the online market to get consumers now. Not only are big-name producers entering the online business, but MSMEs are also participating in this online stream (Binekasri, 2021). There is no gender dominance in this online business. A report issued by the *Central Bureau of Statistics* (BPS) reinforced that online traders between men and women were almost equal. It is evident that gender differences in business, especially online businesses, got smaller. People change to make online purchases, not only for products that can last a long time but also for daily needs and food. It is easier and more practical than going to the store directly. This phenomenon leads to more delivery services for people more accessible to shop (Sandy, 2021).

The change towards using the online shop to fulfill daily needs has turned out to be a habit that has occurred in Italy (Ghajargar *et al.*, 2016), France (Pernot, 2020), and China (Chen, 2019), long before the Covid-19 pandemic. It triggers innovations that must be carried out by sellers of daily necessities and also by application owners if they want additional consumers. Consumers may leave them if they do not follow current trends.

Food delivery service providers also compete to provide delivery services that best suit the community's needs. Currently, some of the most popular platforms or most frequently used by Generation Z in ordering food include *GoFood* (50%), *GrabFood* (46%), *ShopeeFood* (3%), and *MaximFood* (less than 1%) (Laoli, 2021). Food delivery service improvement also had significant effects on the number of platform providers that previously did not participate in food delivery, which were also included in the competition due to the increasing demand for food ordering services, such as what was done by *ShopeeFood* (Eka, 2021).

According to Pan *et al.* (2021), the increase in the rate of ordering food using the platform showed that the speed in the delivery of ordered food, payments on time (debts), and discounts when payments were made in cash were some of the things that platform or app users want. Alalwan (2020) adds that what has been researched in Jordan related to the interest in reusing food order applications is caused by online reviews, online ratings, real-time driver position tracking, hedonic motivation, food prices, and expectations of the speed of food arrivals at the end of the year. The app makes consumers want to reuse food ordering apps, coupled by Lee *et al.* (2019) with

the social influence of the ordering environment, complementing what makes consumers reuse food order apps.

Studying consumers' intentions to continue using will explain the adoption and future viability of the market, which will have significant effects on the restaurant industry, the employees' socioeconomic conditions, and the comfortable services for consumers. One of the factors driving consumer desire to reuse food order applications cannot be separated from the consumer satisfaction's roles (Israel, 2020). It was reinforced by Zhao & Bacao (2020) and Atulkar & Kesari (2019), which revealed that consumer satisfaction was essential to consumers' desire to reuse food order applications.

Hu & Chen (2018), in their research, explained that consumer satisfaction towards online ordering services was first affected by the quality of takeout services provided by ordering platforms, merchants (food sellers), and logistics distributors. Second, it was affected by the lack of aesthetics, security, and reliability of the ordering platform, the low quality of food provided by the merchant, and the low quality of service and logistical failures to ensure quality food could explain the low level of customer satisfaction with online ordering services. Third, reasonable food prices, the convenience of eating, appropriate portion sizes had been identified as the most influential factors on customer satisfaction. This research provided information that customer satisfaction was encouraged not only by a good system from the application or online ordering platform but also by reinforcing factors from the food seller.

This research was based on differences in previous research results related to consumer satisfaction to reuse. Research conducted by Tseng & Wang (2013) stated that consumer satisfaction had a negative effect on reuse intention. Meanwhile, research conducted by Alalwan (2020) stated differently, where consumer satisfaction was a factor that positively influenced reuse intention. Research conducted by Auliya Maya Nur Lita (2019) stated that online customer reviews did not have significant effects on reuse intention. Different things were found by Alalwan, (2020); Hariguna & Ruangkanjanases (2020), where online customer reviews had significant effects on reuse intention. From those research gaps, the researcher added a satisfaction variable which became the mediating variable between online customer review and customer experience as an independent variable.

Review of Literature

Reuse Intention of Online Food Ordering Platform

Reuse intention means that a customer uses a product or service more than twice and has the intention to inform other consumers about the user experience through communication with friends and acquaintances, testimonials, or *social networking services* (SNS) (H. Choi & Choi, 2011). The reuse intention of the platform

indicates the possibility of using the service provider (platform) repeatedly in the future (S. H. Kim & Oh, 2002).

The reuse intention implies "the individual user's desire level to use the service again and to inform family and friends about the service. They have unique criteria in mind until consumers use the facility (Yongrok Choi & Sun, 2016). Particularly in apps, the purpose of reuse is vital as competition has gained more market share. In fact, new consumers face higher spending than consumers they retain (Wilson *et al.*, 2019).

Service relationship standards on repurchase intentions were evaluated in several dimensions, namely content knowledge, mode of payment, and protection and privacy. The results showed that the content standard, style, payment system, and details of protection and privacy had positive effects on the repurchase intention with customer satisfaction (Nurqamarani *et al.*, 2020). Before customers used this platform, they had specific requirements in mind. Based on these needs, and after tracing the relevant information provided by the initial experience, the customer filtered, evaluated, and compared the information/service and then decided rationally to choose the same online service again (Y. Choi & Sun, 2016).

Unlike traditional marketing, online marketing mix emphasizes the values of invisible repurchase or reuse intentions to measure ongoing performance. In this context, reuse intention refers to the likelihood that a customer will prefer to use the platform's services. Reuse intention is positively related to the likelihood of end-use, leading to direct economic benefits for the firm (Spears & Singh, 2004).

Consumer Satisfaction

The *Expectation-Confirmation Model* (ECM) proposed by Oliver (1980) is widely used in the consumer behavior literature to research consumer satisfaction and post-purchase behavior. The ECM framework develops the consumer's repurchase intention: First, consumers build initial expectations of a particular product or service before buying. Second, they receive and use the product or service. After initial consumption, they form a perception of its performance. Third, they rate the perceived performance between their expectations and determine the actual results. Fourth, they decide satisfaction, or influence, based on their level of confirmation and the expectations on which that confirmation is based. Finally, satisfied consumers will form repurchase intentions, while dissatisfied users discontinue subsequent use.

Low consumer expectations or high performance will consequently increase consumer satisfaction and positively impact future sustainable use intentions. On the other hand, dissatisfaction has a negative effect on the intention to continue use (M. Kim & Chang, 2020). Customers experience satisfaction or dissatisfaction with the products or services they buy based on their expectations before buying, and the reality of consumer expectations determines repurchase intentions. Therefore,

satisfaction is a mental state before other behaviors follow, for example, receiving goods as requested by consumers or seen on ordering platforms and following consumer expectations (Bhattacherjee, 2001; Jun & Chung, 2006; Piriyakul *et al.*, 2015).

An important factor influencing platform reuse intention is customer satisfaction and dissatisfaction. Customers consider the benefits they can get from a product or service when they use it, and customers who are satisfied with the product or service they use have fewer complaints and intend to reuse the platform (Song *et al.*, 2017).

Customer satisfaction can be divided into two types according to the service point characteristics. In terms of offline purchase satisfaction, satisfaction will be associated with previous purchase experiences. The joy is in choosing the product, choosing the product that suits you, and happiness after buying. Meanwhile, in purchasing through online platforms, customers must rely on technology. The satisfaction is related to the cost of searching for information, the availability of information, the convenience of ordering. The drawback is the lack of product physical presentation by just looking through the image and the security system that the seller must ensure customer privacy. Customers may be frustrated by stilted dialogue. Both types of customer satisfaction are critical to business success (Piriyakul *et al.*, 2015).

Online Customer Reviews

Online Customer Reviews (OCRs) are consumers' reviews related to evaluating a product on various aspects. Evaluations can be done by consumers themselves and posted on the platform to be read by other consumers. According to this information, consumers can get other consumers' perceptions of the product they are looking for from the written reviews and experiences (Mo et al., 2015) through both the platform and the web. Consumers usually look for quality information when deciding to buy a product. With the increasing popularity of the internet, online customer reviews have become an essential source for consumers to find out the quality of a product they will buy (Zhu & Zhang, 2010).

Electronic Word of Mouth (e-WOM) is defined as a statement both positive and criteria made by people who will buy products, people who have purchased products, or anyone who wants to comment related to a product (Hennig-Thurau *et al.*, 2003). *Online Customer Reviews* (OCRs) are a form of word of mouth in online sales. Such reviews are increasingly considered an essential and valuable source of information by customers in purchasing products or evaluating alternative processes (Filieri, 2015). Potential buyers get information about the product from consumers who have benefited from the product. As a result, it is easier for consumers to find comparisons with similar products sold to other online sellers because of the rapid use of digital

marketing. Therefore, it provides benefits to consumers, such as consumers do not have to visit different sellers directly (Yasmin *et al.*, 2015).

These OCRs can contain positive things or criteria about products (food ordered via the platform) or companies (sellers) made by consumers via the internet (Park & Lee, 2009), as well as describe the characteristics (e.g., advantages and disadvantages) of the order (Lackermair et al., 2013). There was evidence that the suggestions given by consumers who have used the product by providing information about the product were valuable evaluations for decision-making by potential consumers (Liu, 2006).

If consumers have difficulty predicting the product quality or if the alleged criteria for the product are ambiguous, then the presence of information becomes one of the determinants in making decisions. This information is obtained from customer reviews after purchasing or using the product. Prospective consumers should seek information about the product before making a purchase. Potential consumers do not have experience with these products (Klein, 1998). When shopping online, consumers face more criteria and have less direct information because consumers cannot touch or feel the product. To overcome this weakness, OCRs that provide relevant information to consumers are made. Chou (2012) stated that OCRs are relevant because they are carried out voluntarily by consumers who have purchased them.

One of the OCRs' weaknesses, as stated by Bakos (1991), is that if the sender and recipient of OCRs know each other, the information produced will be more accurate. It is different if the sender and receiver are people who do not know each other, then the chances of getting inaccurate information are higher. Online customer review means no direct meeting between the information provider and the recipient. Due to many consumers, filtering product or service reviews in an online environment becomes more complex (Park & Lee, 2009). In other words, the credibility of the information on OCRs becomes more complicated than using traditional WOM. In traditional WOM, the recipient and sender can be said to know each other; as a result, the credibility of WOM is better than OCRs.

As long as customers perceive such sources of information as comprehensive, credible, up-to-date, and relevant, they are likely to have positive attitudes and perceptions towards the platform. The quality of the information contained in the reviews provided by consumers affects perceived credibility. The quality of information is one of the proper signals in online customer reviews (Filieri, 2015). It is because consumers are easy to find OCRs. After all, online consumer reviews are usually provided in text format, and the quality and content are easy to retrieve (K.-T. Lee & Koo, 2012). OCRs represent consumer preferences (Zhu & Zhang, 2010). When consumers provide reviews related to their experiences in using online ordering platforms, consumers will provide their perception of value following the actual conditions of the consumer.

Consumer Experience

Consumer experience in various perspectives is that an internal reaction (feeling) and subjective in the process of direct and indirect contact between customers and companies that are integrated from the initial research of the product to subsequent consumption, also various aspects of the quality of services provided by the company, such as advertising, packaging, functionality, user-friendliness, and product reliability and service reliability, reasoning, emotion, psychology, and mentality (Hult *et al.*, 2019; Otterbring & Lu, 2018; Sebald & Jacob, 2020).

A comprehensive model with increased explanatory ability about the intention to use and behavior of users of information systems-UTAUT (Unified Theory of Acceptance and Use of Technology) brings various previous theories and models about technology acceptance, including TAM. UTAUT claims that performance expectations, effort expectations, social influence, and facilitation conditions directly determine the behavioral intention and use. Additionally, gender, age, experience, and volunteerism are noted as mediating factors (Venkatesh et al., 2012).

A positive effect of customer experience, especially for food ordering platforms, will make consumers spend less time choosing from various information in almost the same way before making further purchasing activities (Wolfinbarger & Gilly, 2001). It causes consumers to make repeated ordering patterns on the platform and food choices.

In the context of online shopping, the application of new technologies (such as the internet, big data, artificial intelligence, etc.) will result in a unique and different customer experience. Thus, online food ordering platforms need to pay attention to changes and differences in customer experiences to improve customer satisfaction further to gain a sustainable long-term competitive advantage (Arijit & Manjari, 2020). Changes to the platform follow consumer desires or even that consumers do not think of; however, consumers accept it. Then, it will increase consumers' desire to reuse the platform.

Previous experience of use is a prerequisite for habits in influencing the use of technology. Managing consumers who have used the application or platform is an important task. Managing established customers is more important than attracting new ones. Therefore, online food-delivery application services need to provide users with various benefits to prevent them from switching to other delivery application services (S. W. Lee *et al.*, 2019).

Research Methods

The research approach was quantitative. This research examined the relationship between the research variables. This research was conducted to determine

the extent of online customer reviews and consumer experiences on reuse intention of online food ordering platforms through consumer satisfaction. The research population consisted of all online food ordering platform (MFOA) customers throughout Central Java. In detail, there were 251 respondents obtained by distributing online with the help of Google Form.

The data collection procedure used in this research was conducted through a questionnaire. This research questionnaire used closed questions, namely questions used to obtain data from research respondents, which were made using an interval scale with a score of 1-7.

The research indicators were as follows:

1. Online Customer Review Indicators by Alalwan (2020), which were modified for this research.
    a. Information from online reviews provided in online food ordering apps can be trusted.
    b. Information from the online reviews provided in the online food ordering app is relevant to my needs.
    c. Information from online reviews provided in the online food ordering apps is based on facts.
    d. Information from the online reviews provided in the online food order app is in-depth and detailed.
    e. The amount of information provided in the online food ordering app is sufficient to meet my needs.
    f. Information provided in the online review of the online food ordering application is beneficial for me to evaluate the product.
2. According to Pei *et al.* (2020), consumer experience indicators were modified for this research.
    a. Neat and attractive web design.
    b. Ease of online shopping.
    c. Simple, varied, and fast payment procedures.
    d. Availability of images and reviews at any time.
    e. Fast delivery.
3. According to Alalwan (2020), consumer satisfaction indicators were modified for this research.
    a. I am delighted with the online food ordering application.
    b. I am happy with online food ordering apps.
    c. I am satisfied with how the online food ordering application makes transactions.
    d. Overall, I am satisfied with the online food ordering app.
4. Reuse Intention of Online Food Ordering Apps Indicators by S. W. Lee *et al.* (2019), which were modified for this research.

a. I intend to continue using the food delivery app next time
b. I will try to use food delivery apps in my daily life.
c. I plan to continue to use food delivery apps frequently.
d. I have decided to use a food delivery app to buy food later.

This research used PLS Version 3. The research model was a causality or relationship or influence model, and the data analysis technique to test the proposed hypothesis was SEM.

Data Analysis Results

The data analysis results in this research used the Smart PLS 3.0 application obtained data as described in Table 1 and Table 2 below:

Table 1. R^2 -Test

	R-Square	R-Square Adjusted
Reuse Intention	0.63	0.56
Satisfaction	0.73	0.65

The results of the Adj R² test in Table 1 provided information that the reuse intention variable in the research model was affected by online customer review, customer experience, and satisfaction by 0.56 or 56%. At the same time, the satisfaction variable was affected by online customer review and customer experience by 0.65 or 65%.

Table 2. Hypothesis Testing

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (|O/STDEV|)	P-Values
Online Customer Review → Customer Satisfaction	0.318	0.322	0.049	6.466	0.000
Customer Experience → Satisfaction	0.304	0.315	0.060	5.048	0.000
Online Customer Review → Reuse Intention	0.232	0.232	0.102	2.281	0.023
Customer Experience → Reuse Intention	0.196	0.215	0.095	2.071	0.007
Satisfaction → Reuse Intention	0.148	0.140	0.071	2.082	0.038
Online Customer Review → Customer	0.279	0.282	0.142	1.970	0.049

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (|O/STDEV|)	P-Values
Satisfaction → Reuse Intention					
Customer Experience → Satisfaction → Reuse Intention	0.339	0.232	0.102	2.281	0.023

Table 2 in this research provided information related to the research model, both direct and indirect relationships between the variables. The relationship between online customer reviews and customer satisfaction had a *P*-value of 0.000. It meant that online customer reviews had a significant positive effect on customer satisfaction. The relationship between customer experience and customer satisfaction had a *P*-value of 0.000. Thus, customer experience had a significant positive effect on customer satisfaction. The relationship between online customer reviews on reuse intention was 0.023. Therefore, online customer reviews had a positive and significant effect on reuse intention.

Furthermore, the *P*-value of customer experience on reuse intention was 0.007. It provided information that customer experience had a significant positive effect on reuse intention. Meanwhile, the *P*-value of satisfaction with reuse intention was 0.038, so the relationship between satisfaction and reuse intention was significantly positive.

Discussion
The Effects of Online Customer Reviews on Satisfaction
The test results provided information that online customer reviews had positive and significant effects on satisfaction. It was in line with research by Ban & Kim (2019), Engler *et al.* (2015), Hu & Chen (2018), Xu (2021). In online customer reviews, consumers were given many ways to provide reviews that other consumers could read. Consumers who provided reviews on online delivery applications were also accustomed to reading reviews of other consumers who had used them before. Consumers assumed that online customer reviews were trusted indirect communication channels between consumers. These consumers provided reviews as what they feel related to the online delivery application. A good review will further increase satisfaction and vice versa. If the review from the consumer is negative, the consumer satisfaction level will decrease.

The Effects of Customer Experience on Satisfaction
In this research, it was found that customer experience had positive and significant effects on satisfaction. The research results were following the results of previous studies from Ban *et al.* (2019), Ban & Kim (2019), Hariguna &

Ruangkanjanases (2020), Moliner *et al.* (2019), Sukanthasirikul & Trongpanich Rajamangala (2016). Consumers in this research have used an online food delivery application. It meant that consumers have experienced when using this application. The positive consumer experience in using this application was mainly due to the ease of using the application. Consumers feel that the application was easy to use to have a positive experience on this MFOA. In addition, there was a preference in the payment model, where payments could be made with cash or electronic money or integrated with *LinkAja*. There was even an option for credit payment, which provided a positive experience for consumers. The positive consumer experience had a significant effect on increasing consumer satisfaction in using the application.

The Effects of Online Customer Reviews on Reuse Intention

The data processing results in this research related to the effects of online customer reviews on reuse intention were positive and significant. This research was in line with previous research by Alalwan (2020); Hariguna & Ruangkanjanases (2020). Reviews provided by consumers used the comments page that MFOA had prepared as a response to have used the MFOA. A negative response would reduce MFOA reuse intention, while a positive response by writing a review would increase MFOA reuse intention. One of the things that were usually used as a review was an evaluation of the products sold at MFOA, an evaluation of the delivery process by the food delivery person, and the MFOA itself.

The Effects of Customer Experience on Reuse Intention

The research results on the relationship of customer experience to reuse intention was positive and significant. It was following the research conducted by Fakfare (2021); Hariguna & Ruangkanjanases (2020). The positive customer experience after using MFOA was that they felt that MFOA was an *easy-to-use* and *easy-to-learn* application for beginner users. Moreover, the availability of images of products sold and their reviews also had significant effects on a positive customer experience and increased reuse intention on MFOA. It was an indication that MFOA vendors must maintain these strengths. Therefore, the opportunities for consumers in reuse intention were increasing.

The Effects of Satisfaction on Reuse Intention

The effect of satisfaction on reuse intention in this research was positive and had a significant effect, where the results were following the research conducted by Fakfare (2021), Hariguna & Ruangkanjanases (2020), Nurqamarani *et al.* (2020), Song *et al.* (2017). Reinforcement on satisfaction from consumers using MFOA was due to feelings of satisfaction and pleasure when using MFOA, so consumers would tend to intend to use it again. The positive effect of satisfaction on reuse intention meant that vendors from MFOA should be more concerned with customer satisfaction. It was because of one of the reinforcements for consumers to use MFOA again.

The Effects of Online Customer Review on Reuse Intention through Satisfaction

This research has proved that the online customer review had significant effects on reuse intention with satisfaction as an intervening variable. Based on the data processing results, MFOA vendors must first identify the reviews given by consumers. Negative reviews from consumers must be one of the inputs for vendors to improve MFOA. These improvements were not only on MFOA, but vendors were also active in educating restaurants, and food delivery partners included in MFOA. It was inseparable from the consumer reviews, where the reviews were given to the three parties. Continuous improvement on the three parties would bring a significant effect on consumer satisfaction. Hence, consumers would be more willing to reuse (*reuse intention*) on MFOA.

The Effects of Customer Experience on Reuse Intention through the Satisfaction

The indirect effects of customer experience on reuse intention through satisfaction with positive and significant effects provided information that consumers who had used MFOA got positive and negative experiences. The results of these experiences would influence how consumers will act next. Positive consumer experiences included the ease of using MFOA, clear information about the food in MFOA, and satisfied consumers to increase reuse intention.

Limitations and Suggestions

The respondents as the research samples were not distinguished by the users' ages. Therefore, there might be different perceptions between the ages of the research samples in this research. Furthermore, further research hopefully can differentiate respondents based on age (generations X, Y, and Z) and add more variables such as delivery speed, discount, and *paylater* variables.

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