

THE EFFECT OF SYSTEM QUALITY, INFORMATION QUALITY, AND SERVICE QUALITY ON CUSTOMER SATISFACTION IN ORDERING FOOD THROUGH JUANGJEK APPLICATION (Study on JuangJek Application Users In Bireuen Regency)

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Abstract

This study aims to determine how the influence of system quality, information quality, and service quality on customer satisfaction in ordering food through the JuangJek Application in Bireuen Regency. The quality indicators of the system used consist of ease of use, accessibility, interactivity, and website innovativeness. Then information quality indicators consist of intrinsic information quality, contextual information quality, representation information quality, and accessibility information quality. Furthermore, service quality indicators consist of tangibles, reliability, responsiveness, assurance, and empathy. While customer satisfaction indicators consist of overall satisfaction, confirmation of expectations, delivery speed, application satisfaction, and repurchase intention. The data used in this study was primary data obtained by distributing questionnaires to 110 JuangJek Application users in Bireuen Regency. The data analysis technique used in this study is multiple linear regression analysis using the help of SPSS software version 26. The results showed that system quality, information quality, and service quality had a positive and significant effect on customer satisfaction in ordering food through the JuangJek Application in Bireuen Regency.

Keywords : *System Quality, Information Quality, Service Quality, And Customer Satisfaction*

1. INTRODUCTION

Along with the development of digital technology and the increasing use of smartphones by the public, accompanied by the presence of social media facilities, which also change the lifestyle of society in terms of shopping. The sale of goods, which usually requires direct interaction between buyers and sellers, has now changed, with buyers and sellers not having to meet directly or through online platforms. This is as stated by Prihandoyo (2019) where Indonesian creative products will soar with the presence of various e-commerce platforms that will increasingly flourish with increasingly diverse market segmentation. The development of e-commerce itself is triggered by the advancement of technology, especially the internet, which is becoming faster, making it easier for people to make purchases online. According to databoks.com, as many as 88.1% of internet users in Indonesia use e-commerce services to purchase specific products in the past few months, ranking first in e-commerce usage worldwide. Following Indonesia, the second position is held by the United Kingdom with 86.9%, and the Philippines with 86.2%. The global average adoption of e-commerce reaches 78.6%.

According to Amarin and Wijaksana (2021) the increase in e-commerce users in Indonesia is due to the continuously growing number of internet users overall. The internet plays a crucial role in supporting the development of e-commerce, particularly in increasing buying and selling transactions. Currently, many businesses are switching to e-commerce as a platform to market their products. This is supported by the proliferation of e-commerce platforms in Indonesia. Customer satisfaction is one of the crucial elements that cannot be ignored in the modern business world. It's not just about making customers happy; it also has significant impacts on the long-term success of a company or application, such as increasing customer retention, enhancing reputation, and fostering customer loyalty. According to Muchsin et al., (2022) satisfaction is an expression of

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pleasure or disappointment that arises from comparing the performance results of a product with the expectations believed by the individual. One of the factors that can influence customer satisfaction is the quality of the system possessed by an application. If an application has a quality system such as ease of use, reliability, speed of access, as well as various other factors, especially guaranteed security, then the level of satisfaction felt by customers will increase. According to Khotimah (2022) system quality is about how a system can work well and optimally to produce various things that match the expectations and desires of customers. In previous studies conducted by Pattipeilohy et al., (2021) and Layongan et al., (2022) it was found that system quality has a positive and significant effect on customer satisfaction. However, different results were obtained by Amarín and Wijaksana (2021) and in a study conducted by Robyardi et al., (2022) which found that system quality does not significantly affect customer satisfaction.

Another factor that can influence customer satisfaction is the quality of information that is useful for customers. If information can be relied upon by customers before they decide to make a purchase, it will further increase the level of satisfaction among customers. According to Amarín and Wijaksana (2021) information quality is about how information can be presented comprehensively and clearly and can educate users when deciding to make a purchase of a product, where the quality is reflected in accurate, relevant, complete, and easily understandable information for users. In previous studies conducted by Khotimah (2022) and Sari et al., (2022) it was found that information quality has a positive and significant effect on customer satisfaction. However, different results were obtained by Granita (2019) and in a study conducted by Katili et al., (2022) which found that information quality does not significantly affect consumer satisfaction.

Service quality is also one of the factors that can influence the level of customer satisfaction. If the service provided by an application is of high quality, such as being empathetic, responsive, and providing satisfactory guarantees, then the level of customer satisfaction will increase. According to Pawirosumarto (2016) service quality is the comparison between what should be offered and what is provided by the company, characterized by empathy, reliability, responsiveness, and assurance. In previous studies conducted by Xu and Benbasat (2021) and Meida et al., (2022) it was found that service quality has a positive and significant effect on customer satisfaction. However, different results were obtained by Nanincova and Petra (2019) and in a study conducted by Syahfitri and Kusnanto (2022) which examined the effect of service quality on customer satisfaction, where their research found that service quality does not have a significant influence on customer satisfaction. Based on the initial survey or pre-research, the author obtained results that during the year 2021, the total number of orders through the JuangJek Application alone reached approximately 1,200 orders. Each month, the average number of orders through the JuangJek Application itself reached 150 orders per month with distribution as shown in the following table:

Table 1. Customer Order Details On The JuangJek Application

No	Types of Orders	Quantity	Percentage
1	JuangBike	30	20%
2	JuangCar	3	2%
3	JuangSend	5	33%
4	JuangFood	87	58%
5	Juang Apotik	20	14%
6	JuangBox	5	33%
Total Orders Per Month		150	100%

Sources: JuangJek (2023)

Based on the breakdown of order types through the JuangJek Application during 2021 above, it shows that JuangFood is the most commonly used type of order by the community in

Bireuen Regency, reaching 87 orders or 58% of the total daily orders during 2021, which is more than the usage of other order types within the JuangJek Application such as JuangBike, Juang Pharmacy, and various other types of orders. However, during 2022, the number of food and beverage orders through the JuangJek Application itself has continued to decline. According to Mr. Chairil Maulana, the Chief Executive Officer (CEO) of the JuangJek Application, who stated that the number of orders through the JuangJek Application itself has continued to increase significantly, whereas in 2021, the number of orders reached approximately 1,200 orders or 150 orders per month, it increased to 2,500 orders in 2022 or reached 220 orders each month.

The decrease in the number of food and beverage orders through the JuangJek Application in 2022, according to the results of field surveys in Bireuen Regency, is due to the relatively unstable quality of the JuangFood system within the JuangJek Application. This instability is characterized by difficulties in using the JuangFood service, along with challenging access and low system security. Another contributing factor is the abundance of inaccurate information, such as discrepancies in prices that customers are charged after the food is delivered. As a result, customers perceive the JuangJek Application's services, particularly the JuangFood service, as lacking in quality, leading them to be less interested in ordering food or beverages through the JuangJek Application. (Interview Results, May 20, 2023). Based on the phenomenon above, which indicates a decrease in food and beverage orders through the JuangJek Application by consumers, it suggests there is an issue with the operation of the application system by the company. Therefore, the author intends to delve into this issue by conducting research titled "The Influence of System Quality, Information Quality, and Service Quality on Customer Satisfaction in Ordering Food through the JuangJek Application (A Study on JuangJek Application Users in Bireuen Regency)."

2. IMPLEMENTATION METHOD

The research object is conducted on the residents of Bireuen Regency who use the JuangJek Application. The object used is related to the satisfaction of the community in purchasing food through the JuangJek Application to observe its influence from the quality of the system, information quality, and service quality. The population used in this study comprises all users of the JuangJek Application in Bireuen Regency. The sampling technique used in the study employs the Hair formula. The Hair formula is utilized because the population size in this research is either unknown or very large. The Hair formula involves summing all indicators across all variables used and multiplying the result by 5 to 10 (Hair et al., 2019). Therefore, the calculated sample size using the Hair formula for this study is 110 respondents who have ordered food through the JuangJek Application in Bireuen Regency. The technique used in this research is multiple linear regression analysis with the aim of determining the influence of independent variables consisting of system quality, information quality, and service quality on the dependent variable, which is customer satisfaction in ordering food through the JuangJek Application in Bireuen Regency. This analysis is processed using SPSS version 26 software. The multiple linear regression equation in this study is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

3. RESULTS AND DISCUSSION

3.1 Results

Regression analysis is a statistical method used to measure the relationship between one or more independent variables (called predictors or explanatory variables) and a dependent variable (called the response variable or dependent variable). The goal of regression analysis is to understand and measure how changes in one or more independent variables can predict or explain variations in the dependent variable. The outcomes of the partial regression analysis in this study are presented in the following table:

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Table 2. Results Partial Regression Analysis

Variable	Unstandardized Coefficient		Standardized Coefficient Beta	t	Sig.
	B	Std. Error			
(Constant)	3,123	2,471		1,264	0,209
System Quality	0,378	0,078	0,347	4,837	0,000
Information Quality	0,521	0,091	0,407	5,717	0,000
Service Quality	0,423	0,103	0,277	4,099	0,000

Source: Data Processed (2023)

Based on the results of the partial regression analysis in the table above, the following conclusions were drawn:

1. The variable of system quality obtained a significant value of 0.000, which is smaller than the significance level used, namely 0.05 ($0.000 < 0.05$), and achieved a t-value of 4.837, which is greater than the t-table value of 1.982 ($4.837 > 1.982$), with a coefficient value of 0.378. Thus, it can be concluded that system quality has a positive and significant effect on customer satisfaction. Therefore, the hypothesis stating that system quality has a positive and significant effect on customer satisfaction in ordering through the JuangJek Application in Bireuen Regency is accepted (H1 accepted).
2. The variable of information quality obtained a significant value of 0.000, which is smaller than the significance level used, namely 0.05 ($0.000 < 0.05$), and achieved a t-value of 5.717, which is greater than the t-table value of 1.982 ($5.717 > 1.982$), with a coefficient value of 0.521. Thus, it can be concluded that information quality has a positive and significant effect on customer satisfaction. Therefore, the hypothesis stating that information quality has a positive and significant effect on customer satisfaction in ordering through the JuangJek Application in Bireuen Regency is accepted (H2 accepted).
3. The variable of service quality obtained a significant value of 0.000, which is smaller than the significance level used, namely 0.05 ($0.000 < 0.05$), and achieved a t-value of 4.099, which is greater than the t-table value of 1.982 ($4.099 > 1.982$), with a coefficient value of 0.423. Thus, it can be concluded that service quality has a positive and significant effect on customer satisfaction. Therefore, the hypothesis stating that service quality has a positive and significant effect on customer satisfaction in ordering through the JuangJek Application in Bireuen Regency is accepted (H3 accepted).

The simultaneous regression test (F test) is conducted with the aim of determining whether all independent variables together have a significant effect on the dependent variable. The decision basis is if the significance value is smaller than the significance level used, which is 0.05, and if the calculated F value is greater than the F table value. In such a case, it indicates that the independent variables simultaneously have a significant effect on the dependent variable (Ghozali, 2018). The results of the simultaneous regression test in this study are as follows in the table:

Table 3. Simultaneous Regression Test

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	285,749	3	95,250	40,782	0,000
Residual	247,569	106	2,336		
Total	533,318	109			

Source: Data Processed (2023)

Based on the results of the simultaneous regression test presented in the table above, the obtained significance value is 0.000, which is smaller than the significance level used, 0.05 ($0.000 < 0.05$).

< 0.05), and the calculated F value is 40.782, which is greater than the F table value of 2.69 ($40.782 > 2.69$). Therefore, it can be concluded that system quality, information quality, and service quality simultaneously have a significant effect on customer satisfaction. Hence, the hypothesis stating that system quality, information quality, and service quality simultaneously have a significant effect on customer satisfaction in ordering food through the JuangJek Application in Bireuen Regency is accepted (H4 accepted). The coefficient of determination test aims to measure how well the model can explain the variation in the dependent variable. The coefficient of determination values range from 0 to 1, with classifications as follows: 0 (no correlation), 0 – 0.49 (weak correlation), 0.50 (moderate correlation), 0.51 – 0.99 (strong correlation), and 1.00 (perfect correlation). A low coefficient of determination implies that the independent variables' ability to explain the dependent variable is highly limited (Ghozali, 2018). The results of the coefficient of determination test in this study are presented in the following table:

Table 4. Result Coefficient of Determination Test

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of The Estimate</i>
1	0,732	0,536	0,523	1,528

Source: Data Processed (2023)

Based on the results of the coefficient of determination test presented in the table above, the adjusted R-squared value obtained is 0.523. This indicates that customer satisfaction in ordering food through the JuangJek Application in Bireuen Regency is influenced by system quality, information quality, and service quality by 52.3%. Meanwhile, the remaining 47.7% of customer satisfaction in ordering food through the JuangJek Application in Bireuen Regency is influenced by other variables not used in this study. Therefore, it can be concluded that the variables of system quality, information quality, and service quality have a strong correlation or relationship with customer satisfaction in ordering food through the JuangJek Application, as they fall within the category of 0.51 – 0.99 (strong correlation).

Multiple linear regression analysis is utilized in this study with the aim of determining the influence of system quality, information quality, and service quality on customer satisfaction in ordering food through the JuangJek Application in Bireuen Regency. Based on the research findings, the multiple linear regression equation obtained is as follows:

$$Y = 3,123 + 0,378X_1 + 0,521X_2 + 0,423X_3$$

Based on the results derived from the multiple linear regression equation above, the outcomes are outlined as follows:

1. The obtained constant value is 3.123, indicating that the variables of system quality, information quality, and service quality will also have a constant value of 3.123.
2. The variable of system quality obtains a coefficient value of 0.378, indicating that as the system quality of the JuangJek Application improves, the level of customer satisfaction in ordering food through the JuangJek Application will also increase.
3. The variable of information quality obtains a coefficient value of 0.521, indicating that as the information quality provided by the JuangJek Application improves, the level of customer satisfaction in ordering food through the JuangJek Application will also increase.
4. The variable of service quality obtains a coefficient value of 0.423, indicating that as the service quality provided by the JuangJek Application improves, the level of customer satisfaction in ordering food through the JuangJek Application will also increase.

Based on the above multiple linear regression analysis, it is found that the variable with the most significant influence on customer satisfaction in ordering food through the JuangJek Application is the quality of information provided by the JuangJek Application. This is because information quality has an influence of 52.1% on customer satisfaction in ordering food through the JuangJek Application in Bireuen Regency.

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3.2 Discussion

The Effect of System Quality on Customer Satisfaction

Based on the research findings, it is evident that system quality has a significant value of 0.000, which is smaller than the significance level of 0.05 ($0.000 < 0.05$), and it obtains a positive coefficient value of 0.378. Therefore, it can be concluded that system quality has a positive and significant effect on customer satisfaction. Hence, the hypothesis stating that system quality has a positive and significant effect on customer satisfaction in ordering food through the JuangJek Application in Bireuen Regency is accepted (H1 accepted). The findings of this study are consistent with previous research conducted by Khotimah (2022) and Pattipeilohy et al. (2021), which found that system quality has a positive and significant effect on customer satisfaction. Additionally, this study aligns with the results of prior research by Xu and Benbasat (2021) and Rinaldi and Santoso (2018) which also concluded that system quality has a positive and significant impact on customer satisfaction.

The Effect of Information Quality on Customer Satisfaction

Based on the research findings, it is evident that information quality has a significant value of 0.000, which is smaller than the significance level of 0.05 ($0.000 < 0.05$), and it obtains a positive coefficient value of 0.521. Therefore, it can be concluded that information quality has a positive and significant effect on customer satisfaction. Hence, the hypothesis stating that information quality has a positive and significant effect on customer satisfaction in ordering food through the JuangJek Application in Bireuen Regency is accepted (H2 accepted). The findings of this study are consistent with previous research conducted by Khotimah (2022) and Amarin and Wijaksana (2021), which found that information quality has a positive and significant effect on customer satisfaction. Additionally, this study aligns with the results of prior research by Putra et al., (2020) and Rinaldi and Santoso (2018), which also concluded that information quality has a positive and significant impact on customer satisfaction.

The Effect of Service Quality On Customer Satisfaction

Based on the research findings, it is evident that service quality has a significant value of 0.000, which is smaller than the significance level used, and it obtains a positive coefficient value of 0.423. Therefore, it can be concluded that service quality has a positive and significant effect on customer satisfaction. Hence, the hypothesis stating that service quality has a positive and significant effect on customer satisfaction in ordering food through the JuangJek Application in Bireuen Regency is accepted (H3 accepted). The findings of this study are consistent with previous research conducted by Khotimah (2022) and Amarin and Wijaksana (2021), which found that service quality has a positive and significant effect on customer satisfaction. Additionally, this study aligns with the results of prior research by Pattipeilohy et al. (2021) and Xu and Benbasat (2021), which also concluded that service quality has a positive and significant impact on customer satisfaction.

4. CONCLUSION

Based on the research conducted on the influence of system quality, information quality, and service quality on customer satisfaction in ordering food through the JuangJek application in Bireuen Regency, it was found that system quality, information quality, and service quality individually have a positive and significant effect on customer satisfaction. Furthermore, simultaneously, it was found that system quality, information quality, and service quality have a significant effect on customer satisfaction in ordering through the JuangJek application in Bireuen Regency.

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