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## Go-food User Customer Satisfaction Analysis with Service Quality, Double Order System, and Price

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**Abstract:** This study aims to test and analyze the influence of double order system, service quality, and price on customer satisfaction using GoFood feature in Gojek application in Indonesia. The population of this study is all customer who have used GoFood feature in Gojek application. The sample in this study was 100 respondents. The data used in this study is primary, which is obtained from the results of respondents' answers collected by questionnaires. The sampling technique used is non-probability sampling, namely purposive sampling with descriptive quantitative analysis. Respondents' attitudes were measured by a 5-level likert scale and the data obtained was processed by SPSS (Statistical Product and Service Solution) for windows version 24 analysis. Therefore, this research is to measure the level of customer satisfaction towards double order system, the quality of the products ordered, and the timelines received.

**Keyword:** Service Quality, Double Order System, Price, Customer Satisfaction, GoFood.

### INTRODUCTION

At this point, the company is aware of how much information technology affects its customers. Advances in technology have brought about a shift in customer communication towards a focus on service quality and satisfaction. Utilizing IT systems and technologies gives businesses new ways to offer services that meet the needs of their clients. Businesses can adapt to client needs and maximize information technology to leverage insights by incorporating technology into their service operations.

Information technology that connects customers with restaurants through drivers is a business opportunity for companies to develop their business. According to HilmanSyahmi Taris and Sugeng Purwanto, 2022 Technology has an important role in advancing the current era of globalization. Technology is not only a complement to business, but also a key point so that businesses can develop and be able to compete (Taris & Purwanto, 2022). Customers

want services that can be accessed through the Internet and come to them, eliminating the need to go to restaurants (Simarmata et al., 2019).

One of them is used by Gojek company, Gojek company can work with restaurants, and drivers can integrate customer satisfaction and quality of service. According to Cindi Wulandari, Lin Yan Syah, and Leon Andretti Abdillah, 2016 in Indonesia, food logistics services are crucial to the efficient movement and distribution of food products nationwide. (Budi Setiawan et al., 2023). The existence of quality IT services on the Gojek application will affect consumer satisfaction. Satisfied consumers can be an effective source of marketing for the company, one of which is recommending IT services on Gojek application to other parties, thereby increasing the number of Gojek customers. Information technology is a consumer forum for obtaining goods and services provided by gojek, where Gojek provides a service such as gofood. Gofood is a service provided by Gojek based on information technology. According to Budi Indrawati, Murti Wijayanti, and Triana Yuniati 2021, Gofood services have become a need for the community, and getting the food they want has become easier with Gofood, people can order the food and drinks they want from home. (Indrawati et al., 2021) Gofood services can allow consumers to make transactions quickly and easily and can be done anywhere and anytime. The Gofood feature developed by Gojek is very beneficial for all parties as consumers can make it easier to order food Gojek can increase revenue with many orders coming in through Gofood, while for restaurants, there is an increase in sales with the entry of orders through gofood. Gofood belongs to the digital distribution category, where Gofood services use a digital platform to connect customers with restaurants, ordering, payment, and delivery processes can be done online through the Gojek application with Gofood services. The results of Nielsen Singapore's research stated that the Gofood application is superior to other delivery services, which has the number of GoFood transactions doubled to reach more than 50 million transactions throughout Southeast Asia every month (Alya Insani & Nina Madiawati, 2020). Gofood services often receive complaints about spoiled or cold food because drivers need time to wait for food, and ordering types of food that are susceptible to spoilage can be a crucial problem in the online food delivery business (Morganti et al., 2014; Saad, 2021). The condition of food when received will greatly determine customer satisfaction (Kedah et al., 2015; Saad, 2021).

Food orders that come in conditions that are not suitable for consumption can cause disappointment in customers. (Wuisan, 2021). Currently, it has been determined by the Gojek application to load orders called double orders. According to Sri Maharani and Gunawan, 2023, a double order system is a condition where Gojek driver-partners receive two orders at the same time (Mtvn & Candra, 2023). Two orders in question can receive orders from the same restaurant and be delivered to two different customers. The provision of service fees or double order delivery fees by the Gojek application can be calculated for one trip if the Gojek driver is working on two orders at the same time. Gojek provides compensation in the form of additional fares to drivers because of this double order, the compensation that Gojek provides is a form of Gojek responsibility to the driver where a driver needs additional time for the next order, even additional distances such as 2 distances in different directions. Price also has an impact on creating customer satisfaction, so it becomes something that consumers pay attention to when using GoFood services. GoFood Express provides an advantage such as, if there is a double order on the driver, the driver can deliver food orders using GoFood Express first. Price can affect the quality of service. The quality of service provided by Gojek companies, especially GoFood, can increase the satisfaction of consumers who use it. According to Defarafavian, 2023, if the customer is satisfied, he will make recommendations to other customers to use Gojek application, especially Gofood service (Caron & Markusen, 2016). Good quality of service from GoFood services can increase ratings and profits for Gojek companies. Based on the description above, the author is interested in researching the

analysis of customer satisfaction of GoFood users with service quality, double order system, and price.

## Literature Review

### 1. Distribution

Distribution is the activity of distributing a product and goods from one party to another. The type of distribution in food delivery services is semi-direct distribution because it is carried out through intermediaries (GoFood drivers) so that the products purchased can reach consumers directly. GoFood is a food delivery service that is currently growing rapidly and profitable for all parties, especially the benefits felt by culinary services, with the existence of GoFood, culinary entrepreneurs get convenience in delivering their products to consumers, and consumers become easier in food and drink purchase transactions with Gojek being the right solution for consumers and consumers who use Gojek services.

### 2. Service Quality

According to Kotler and Armstrong (2010), service quality is every activity that is felt by one party to another, which is basically intangible to services and does not result in any ownership, whereas Bimantoro and Lestari (2016) explained that the spearhead of the company is the quality of service and the overall characteristics of products or services that can be distributed to consumers in the hope of meeting the needs that have been desired and expected (Kurnia, 2018).

Food delivery orders made online have become an attraction for buyers who have grown rapidly in the community with GoFood service, its presence is very helpful for micro and small entrepreneurs in the food sector in increasing their sales. Customers can determine the quality of the service by comparing it with the desired service if the customer is satisfied with the service, it can be a very important asset for the business. Service quality refers to the extent to which a service meets or exceeds customer expectations including a wide range of aspects such as reliability, responsiveness, assurance, empathy, and real things (Nuruly et al., 2024). Service quality is the level of excellence expected and control over that level of excellence to meet customer desires (Lermatan et al., 2023).

Last Mile Delivery is the last, very important phase in the online food delivery process because in this phase there is direct contact between the courier as the seller's representative and the final consumer as the recipient of the order. The quality of service at this stage will be determined by the courier who sends the order because at this stage the order will provide an assessment of the order he receives (Setyawan et al., 2022). Quality of service is a metric or evaluation of how good a good or service is in meeting or exceed client requests and expectations (Damanik et al., 2024). The concept of service quality is not an independent term, which means, information depends on several factors related to service and service firms (Muda Kusuma, 2022).

### 3. Double Order System

One online food delivery service that is now expanding quickly in Indonesia is online meal delivery orders. By displaying menus, prices, and delivery fees, this app links customers with eateries in an effort to pique their interest. Customers can simply complete transactions anywhere and at any time by ordering meals through Internet media and having their orders quickly delivered to a designated location.

The interest in online food delivery orders among the public is increasing. Indonesia will dominate the online food delivery market in Southeast Asia in 2023. According to DataBoks Based on a Momentum Works report, the gross merchant value (GMV) of the service in Indonesia reached US\$4.6 billion or around Rp72.12 trillion in 2022 (exchange rate of Rp15,680/US\$). It is recorded that GrabFood will be the largest online food delivery service provider in Indonesia in 2023, with a market share of 50%, while GoFood is 38%.

With this data, the online food delivery order service company on Gojek has created a double order system service on the application. A double Order system is a condition where Gojek driver-partners receive two orders simultaneously. The two orders in question can take orders from the same restaurant and deliver them to two different customers or take orders from two different restaurants and deliver them to two different customers. (Laughing & laughing, 2023)

#### **4. Price**

Price is one of the important factors in making a decision about purchasing a product or service. Alma (2007) defines price as the value of a product expressed in money (Harris & Soenhadji, 2022). Go-Jek companies, especially in gofood, must increase efforts or strategies to set more affordable prices as currently set because if maintained, these efforts or strategies will increase public interest in making gofood purchases which can be done by using free shipping promotions, providing discounts using vouchers or coupons by creating attractive and impressive promotional strategies, so as to add the best impression for customers so that gofood services are increasingly known, in demand and easy to understand or accepted by consumers from all parts of society so that people continue to trust and improve gofood purchase decisions. Price is one of the factors that must be considered when the process of making purchasing decisions was made by consumers for certain services (Nur et al., 2022). Price is a product value, because it will affect the producer's profit (Teddy et al., 2020) According to Kotler and Keller (2006) promotion is a way of communication carried out by companies or sellers to potensial consumers or markets intended, with the aim of conveying information about the product or sevice owned by the company or seller so that they want to buy, because promotion is very influential in business (Taufiqurrohman et al., 2021). Pricing can appropriately influence the company to get higher sales and are much in demand by consumers (Khoirnisia & Bestari, 2022)

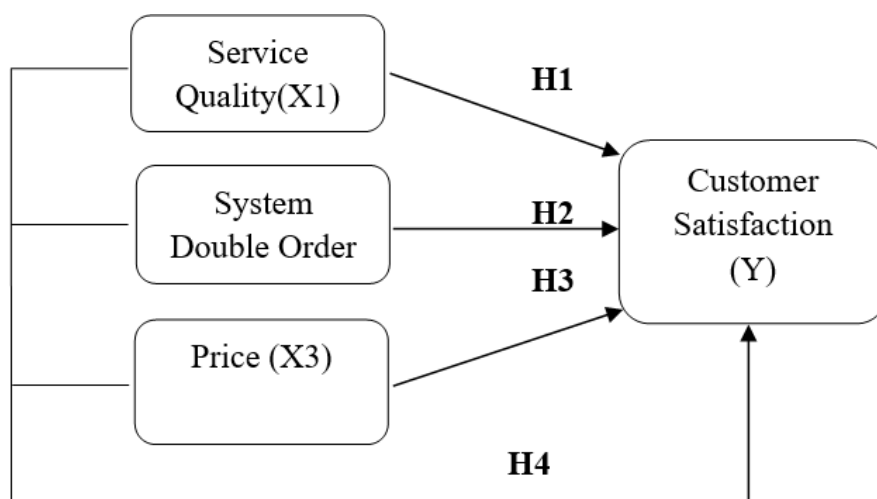
#### **5. Customer Satisfaction**

According to Kotler and Keller (2016:153) in the journal (Sajidah & Aulia, 2021) Customer satisfaction is a feeling of happiness or disappointment obtained by comparing the perceived performance/results with expectations. Creating a feeling of satisfied customers makes it more difficult to change the desired choice to become the company's attraction. Customer satisfaction is a major objective of all commercial endeavours and has been a significant concept in marketing literature (Muda Kusuma, 2022). According to Majid Hefyansyah, Siahaan, & Sihombing, 2020 in journal (Putra et al., 2020) excerpt is a condition that describes fulfillment and even exceeding customer expectations for something services provided by the manager/producer/performer businesses

Gojek first launched the gofood feature in 2015 in Indonesia to make it easier for app users to order food from the nearest restaurant to their customers without having to leave home or the office. Initially, gofood only collaborated with a few selected restaurants which then increased as time went on and the system was constantly updated to improve the comfort of the user experience. Now, gofood has become one of the main features of gojek application. In addition, gofood also makes it easier for culinary entrepreneurs to promote their products and increase sales through gojek application. According to Mc.Knight et.al quoted in the journal (Indrawati et al., 2021) There are three elements that build trusting belief: benevolence, integrity, and competence. Benevolence is the perception of the trusting party (consumer) towards the trusted party (the producer), where the producer has characteristics that will benefit the consumer. Customer satisfaction is very important in the company to attract consumer buying interest so that it remains loyal and makes consumers feel satisfied with the company's products over the products that consumers have purchased.

### Conceptual Framework

A brief conceptual framework of this research can be seen in the following diagram:



Source processed by the author  
**Figure 1. Conceptual Framework**

Based on the theoretical basis and framework of thinking that has been stated above, the following research hypothesis can be formulated:

- H1: It is suspected that there is an influence of Service Quality on customer satisfaction in GoFood users
- H2: It is suspected that there is an influence of the Double Order System on customer satisfaction in GoFood users
- H3: It is suspected that there is an influence of Price on customer satisfaction for GoFood users
- H4: It is suspected that there is an influence on the quality of service, the Double Order System, and prices on GoFood users.

**Table 1. Measurement Of Variables**

Variable	Dimension	Indicator
Service Quality (X1)	1. Reliability 2. Responsiveness 3. Empathy 4. Assurance 5. Tangibles (Cahyono et al., 2020)	1. Measure the extent to which GoFood can be relied upon to provide consistent service in accordance with promises made. 2. Assess how quickly and effectively GoFood responds to customer requests and complaints. 3. Measure the extent to which GoFood understands and cares about customer needs and feelings. 4. Assess the level of confidence that GoFood provides to customers regarding the safety and quality of service. 5. Measure the quality of visible physical elements, such as the GoFood application interface, packaging quality, and service presentation.
System Double Order (X2)	1. Relevance 2. Timeliness 3. Accuracy 4. Flexibility (Buku pengenalan Sistem Informasi Abdul Kadir 2003)	1. Clarity of stock information and ease of application navigation 2. Convenience and ease of shopping 3. Satisfaction with the speed and ease of the refund process 4. Real-time order tracking and clarity of return and exchange policies. 5. Frequency and satisfaction with order status updates

Variable	Dimension	Indicator
Price (X3)	1. Price Affordability 2. Price Competitiveness 3. Price Suitability with Product Quality 4. Price Suitability with Product Benefits. (Kurnia, 2018)	1. Measure the extent to which the price of a product or service is considered fair and accessible to the target market. 2. Assess how competitive the price of a product or service is compared to the prices offered by competitors. 3. Measure whether the price charged is in accordance with the quality received by the customer. 4. Measure the extent to which the price of the product is in accordance with the benefits or value provided by the product to the customer
Customer Satisfaction (Y)	1. Customer Experience 2. Product Accessibility 3. Conformity to Expectations 4. Interest in Returning 5. Willingness to Recommend (Wati, 2020)	1. Measuring the overall customer experience with Gofood products or services 2. Assessing how easily customers can access or obtain the product or service. 3. Measuring the extent to which the product or service meets or exceeds customer expectations. 4. Assessing the likelihood that customers will return to the product or service in the future 5. Measuring the extent to which customers are willing to recommend the product or service to others.

**METHOD**

This study examines the effects of price, the double order system, and service quality on customer satisfaction in East Jakarta using a quantitative approach. This study's data collection method makes use of primary data that respondents provided by using Gform to complete questionnaires. Non-probability sampling was utilized in this study, and 100 respondents provided data. Path analysis is used in this test to examine and determine the link between the variables. Through the use of quantitative testing techniques, with support from the SPSS 22 program. In order to gather information from respondents and Gojek users, this study used quantitative methodology and survey methods. Active gofood consumers in East Jakarta make up the population under study.

From this demographic, samples are chosen at random to guarantee the validity and representativeness of the study findings. The gathered data will be statistically analyzed using specially created questionnaires to find trends, patterns, and connections between pertinent factors, offering comprehensive insights.

In the research, there are three independent variables and one dependent variable. The following is an explanation of each variable and its type:

1) Independent Variable (X)

Independent variables are variables that influence or are thought to have an influence on the dependent variable. In the research, there are three independent variables:

- a. Service Quality (X1) includes aspects of how delivery services and the experience of interacting with GoFood influence consumers' satisfaction
- b. System Double Order (X2) refers to the ability of consumers to place orders from multiple stores or restaurants simultaneously.
- c. Price (X3) this is a factor related to how affordable GoFood service prices are in the eyes of consumers.

2) Dependent Variable (Y)

Dependent variables are variables that are influenced or explained by independent variables. In this research, the dependent variable is Customer satisfaction (Y) This is the result of interactions between consumers and GoFood services, including aspects of price, ease of ordering and service quality.

## RESULTS AND DISCUSSION

In this study, 100 respondents participated in the validity test of the questionnaire designed to gauge how satisfied Gojek consumers were with the double order method, price, and service quality. Therefore, the researcher used Gform to distribute questionnaires to respondents in order to gather data for testing. Given that there are 100 responders, the df is 98. To find the value of the table to be used as a guide when evaluating an item's validity, a two-way test is utilized

### Validity Test

The value of the table used as a reference to determine validity is 0.195. The results of this validity test can be seen in the following table:

**Table 2. Validity Test**

Variabel	Statement	R-Calculate	R-Table	Information
Service Quality	Statement 1	0,671	0,195	Valid
	Statement 2	0,688	0,195	Valid
	Statement 3	0,725	0,195	Valid
	Statement 4	0,729	0,195	Valid
	Statement 5	0,781	0,195	Valid
	Statement 6	0,746	0,195	Valid
	Statement 7	0,746	0,195	Valid
	Statement 8	0,748	0,195	Valid
	Statement 9	0,725	0,195	Valid
	Statement 10	0,775	0,195	Valid
Double Order System	Statement 1	0,765	0,195	Valid
	Statements 2	0,742	0,195	Valid
	Statement 3	0,784	0,195	Valid
	Statement 4	0,745	0,195	Valid
	Statement 5	0,742	0,195	Valid
	Statement 6	0,695	0,195	Valid
	Statement 7	0,755	0,195	Valid
	Statement 8	0,648	0,195	Valid
Price	Statement 1	0,687	0,195	Valid
	Statement 2	0,797	0,195	Valid
	Statement 3	0,750	0,195	Valid
	Statement 4	0,802	0,195	Valid
	Statement 5	0,736	0,195	Valid
	Statement 6	0,751	0,195	Valid
	Statement 7	0,676	0,195	Valid
	Statement 8	0,713	0,195	Valid
Customer Satisfaction	Statement 1	0,713	0,195	Valid
	Statement 2	0,799	0,195	Valid
	Statement 3	0,651	0,195	Valid
	Statement 4	0,763	0,195	Valid
	Statement 5	0,724	0,195	Valid
	Statement 6	0,768	0,195	Valid
	Statement 7	0,737	0,195	Valid
	Statement 8	0,460	0,195	Valid
	Statement 9	0,457	0,195	Valid
	Statement 10	0,439	0,195	Valid

Source processed by the author using SPSS 22

The table shows that the results of all items of the research variable statement used have a greater r-count than the r-table. Thus, it can be concluded that the statements in the variables are declared valid and suitable for use as research variables.

### Reliability Test

To test reliability, it is carried out as a statistical test of CronbachAlpha > 0.60 it is declared reliable and if Cronbach Alpha is < 0.60, it cannot be declared reliable.

**Table 3. Reliability Test**

Variable	Cronbach's Alpha	Information
Service Quality	0.903	Reliable
Dual Order System	0,878	Reliable
Price	0.880	Reliable
Customer Satisfaction	0.858	Reliable

Source processed by the author using SPSS 22

According to the table, the Service Quality variable's Cronbach Alpha value is 0.903, which is more than 0.60. As a result, it may be said that every assertion in the Service Quality variable is deemed trustworthy. On the Double Order System > 0.60 variable, Cronbach Alpha has a value of 0.878. As a result, it may be said that every statement in the Double Order System's variables is deemed reliable.

According to the Table, the Cronbach Alpha value for the variable Price > 0.60 is 0.880. Consequently, it can be said that every assertion including variables is deemed dependable. For the Customer Satisfaction variable, the Cronbach Alpha value is 0.858 > 0.60. Consequently, it may be said that every assertion in the Customer Satisfaction variable is deemed trustworthy.

### Multiple Regression Analysis

**Table 4. Coefficientsa**

Model		Unstandardized Coefficients		Standardised Coefficients	t	Mr.
		B	Std. Error	Beta		
1	(Constant)	16.236	2.032		7.989	0.000
	Quality of Service	0.185	0.075	0.240	2.466	0.015
	Double Order System	-0.022	0.096	-0.024	-0.234	0.816
	Price	0.619	0.096	0.633	6.449	0.000

a. Dependent Variable: Customer Satisfaction

Source processed by the author using SPSS 22

Based on the results of multiple regression processing using the SPSS 22 program shown in the table, the results of the multiple regression equation are obtained as follows:

$$Y = 16.236 + 0.185X_1 - 0.022X_2 + 0.619X_3$$

- Constant a 16.236 positive constant value indicates that the influence of independent variables, if an independent variable consisting of Service Quality, Double Order System, Price = 0, then customer satisfaction will increase by 16.236
- The coefficient of (X1) 0.185 shows that the variable of Service Quality has a positive effect on Customer Satisfaction, the coefficient of (X2) 0-.022 shows that the variable of the Double Order System has a positive effect on customer satisfaction.
- The coefficient of (X3) 0.619 shows that the Price variable has a positive effect on increased Customer Satisfaction. This means that all of the variables above have an effort to increase Gofood customer satisfaction by one in East Jakarta.

**Test F**

**Table 5. ANOVA**

Model		Sum of Squares	Df	Mean Square	F	Mr.
1	Regression	2747.440	3	915.813	58.489	0.000b
	Residual	1503.150	96	15.658		
	Total	4250.590	99			

- a. Dependent Variable: Customer Satisfaction
  - b. Predictors: (Constant), Price, Service Quality, Double Order System
- Source processed by the author using SPSS 22

Based on the table above it can be stated that the researcher uses a level of significance of 5% or  $(\alpha) = 0.05$  from the data above, the calculated Fvalue is 58.489. Therefore, the results can be concluded that the three variables simultaneously have a significant and positive effect on customer satisfaction by  $0.000 < 0.5$ .

**Test T**

At a significance threshold of 0.05, the T test seeks to determine the significance of the partial influence between the independent variable (Price) and the dependent variable. Making the decisions listed below:

- a. Ho is allowed if  $t \text{ counts} < t \text{ table}$  or  $-t \text{ count} > -t \text{ table}$  or  $\text{sig} > 0.05$  (5%)
- b. Ho is refused if  $t \text{ counts more than } t \text{ table}$ ,  $-t \text{ counts less than } -t \text{ table}$ , or  $\text{sig less than } 0.05$  (5%)

Calculate the table t value = 1.985 by using the denominator  $df = n - k - 1 = 100 - 3 - 1 = 96$  with 5% probability to determine the table t seen in the table t.

**Table 6. Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardised	t	Mr.
		B	Std. Error	Beta		
1	(Constant)	16.236	2.032		7.989	0.000
	Quality of Service	0.185	0.075	0.240	2.466	0.015
	Double Order System	-0.022	0.096	-0.024	-0.234	0.816
	Price	0.619	0.096	0.633	6.449	0.000

- a. Dependent Variable: Customer Satisfaction
- Source processed by the author using SPSS 22

The following outcomes were found using the above table:

Given that the t-value is  $7.989 < 1.985$  and the sig. for X1 against Y is  $0.015 < 0.05$ , it may be concluded that H1 is accepted, indicating a considerable impact of service quality on customer satisfaction.

Given that the t-value is determined to be  $-0.234 < 1.985$  and the sig. for X2 against Y is known to be  $0.816 > 0.05$ , it is possible to conclude that H2 is rejected and that the Double Order System has no influence on customer satisfaction.

Given that t is computed to be  $6.449 > 1.985$  and that the significance level for X3 to Y is known to be  $0.000 < 0.05$ , it can be concluded that H3 is accepted, indicating that price influences customer satisfaction.

## Determination Coefficient Analysis Test (R2)

Table 7. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.804a	0.646	0.635	3.957

a. Predictors: (Constant), Price, Service Quality, Double Order System

Source processed by the author using SPSS 22

$$KD = (0,804)^2 \times 100\%$$

$$KD = 0,646 \times 100\%$$

$$KD = 64,6 \%$$

The R square figure of 0.646 proves that the quality of service, double order system, price are able to explain customer satisfaction by 64,6% and the remaining 35,4% is influenced by other factors.

This research succeeded in proving that service quality has a positive influence on customer satisfaction, where good gofood service quality can increase customer satisfaction. This is in accordance with the results of research conducted by Indrawati (2021) which show that service quality has a positive influence on customer satisfaction. In this research timely and efficient service will have a positive impact on the gofood customer experience.

This research succeeded in proving that price has a partially significant influence on customer satisfaction. This research shows that customers tend to feel more satisfied when they feel they are getting good products and services for the price they pay. This finding is in line with the results of research conducted by Dimyato (2016) that affordable and competitive prices can significantly influence customer satisfaction. This is reinforced by research conducted by Malik (2012) which states that affordable prices can maximize customer satisfaction.

## CONCLUSION

Based on the discussion above, the researcher can draw conclusions regarding about the influence of service quality, double order system, and price on customer satisfaction which has been described, simultaneously where  $F_{count}$  is 58,48  $> F_{table}$  1,966 where partially the significant value is  $0.000 < 0.05$ , then  $H_0$  is rejected, and  $H_a$  is accepted, the research results show that service quality, double order system, and price have a positive and significant impact on customer satisfaction. This opinion is proven empirically in this research, Therefore, partially of simultaneously shows a mean probability of  $0.00 < 0.05$ .

1. H1 Service Quality has a significant influence on Customer Satisfaction.
2. H2 The Double Order System has no significant influence on Customer satisfaction
3. H3 Price has a significant influence on Customer Satisfaction
4. H4 Service Quality, Double Order System, Price Affect Customer Satisfaction

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