

Analysis of the Effect of Online Delivery Food on Customer Loyalty: Case Study on Kopi Kenangan Medan

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ABSTRACT

This study aims to examine the impact of online food delivery services on customer loyalty at the Kopi Kenangan branch in Medan. The rapid advancement of digital technology has facilitated the online food ordering process for consumers, which is crucial for fostering customer loyalty. This research employs a quantitative methodology using a survey approach, with a questionnaire distributed to 50 respondents who have utilized the online delivery service from Kopi Kenangan. Data analysis was conducted through validity and reliability tests, along with simple linear regression, t-tests, and F-tests to assess both partial and simultaneous effects of the independent variable on the dependent variable. The findings indicate that online food delivery services significantly influence customer loyalty, evidenced by an Fcount of 12.708, which exceeds the Ftable value of 3.18, and a significance level of 0.001. However, the coefficient of determination reveals that online delivery services account for only 39.3% of customer loyalty, suggesting that other factors, such as product quality and brand image, also contribute to enhancing customer loyalty. Therefore, Kopi Kenangan should focus on continuously improving the quality of their delivery services while also considering other elements that affect customer loyalty.

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1. INTRODUCTION

The rapid advancement of digital technology has transformed various aspects of people's lives, including the business sector, particularly in online food delivery. In this digital age, online food delivery has become one of the most sought-after services among consumers. This phenomenon is not limited to major cities like Jakarta but is also present in other cities across Indonesia, including Medan. Food delivery services through apps or digital platforms allow consumers to order food quickly and efficiently, without the need to visit a restaurant or café in person. One business that has capitalized on this trend is Kopi Kenangan, a coffee chain that also offers food and beverage delivery services through apps.

The development of the internet has significantly changed consumer behavior, shifting from offline sales to online transaction (Taris & Purwanto, 2022). Kopi Kenangan in Medan is one of the branches that has embraced an online food delivery system. In an increasingly competitive market, maintaining customer loyalty is crucial. According to Rehatalanit (2021), e-commerce services, including online food delivery, enable consumers to conduct transactions more easily via the internet. Various promotions, accessibility, and a wide range of products and payment methods offered by these services are factors that can influence customer satisfaction and loyalty (Wuisan, 2021).

Customer loyalty is a vital element that plays a significant role in the long-term success of a business, including Kopi Kenangan (Sudirjo et al., 2023).

In a previous study by (Pancarini et al., 2023) titled *Factors Influencing Customer Loyalty: A Study on Shopee Users in the DIY Region*, it was stated that companies could achieve long-term revenue and profit while reducing the cost of acquiring new customers if they effectively implement online food delivery services and maintain customer loyalty. The prior research collected data using questionnaires distributed via Google Forms. The sampling method employed was non-probability sampling with a purposive sampling technique. This means the researchers selected respondents deemed most relevant or possessing information aligned with the study's objectives. For instance, only loyal customers of a specific brand were chosen as the sample to investigate customer loyalty.

This study aims to analyze the impact of online food delivery services on customer loyalty at Kopi Kenangan Medan. By understanding the factors that influence customer loyalty, it is hoped that companies can enhance their services to ensure customers remain loyal and provide positive recommendations to others. The primary focus of this research is to examine the extent to which the online delivery service offered by Kopi Kenangan affects customer loyalty.

Online food delivery, as revealed by Harris and Soenhadji (2022), refers to a service provided by restaurants, cafes, and various fast food outlets, allowing customers to order food and beverages online. According to a study by Nielsen Singapore in 2019, cited in Wuisan (2021), there is significant potential for the growth of online food delivery services in Indonesia. The study indicates that these services are in high demand due to numerous promotions, as well as the convenience they offer in saving time and effort. Additionally, customers benefit from a wide variety of food and beverage options, along with multiple payment methods (Wuisan, 2021).

Online food delivery is a segment of e-commerce, which encompasses the buying and selling of goods and services over the Internet (Rehatalanit, 2021). Adi Nugroho defines e-commerce as the process of purchasing or selling products and services through an online network (Rehatalanit, 2021). In summary, online food delivery is an e-commerce service that simplifies the process of ordering food online. Its growing popularity can be attributed to attractive promotions, convenience, and a diverse selection of options, highlighting the vast potential for online food delivery in Indonesia.

Loyalty is a phenomenon that develops naturally, without any external pressure (Putra, 2021). Continuous purchases by customers can yield long-term benefits for a company. According to Rossitya Dwi Setyawandani, as cited in Afriyani et al. (2023), loyalty is defined as the inclination of customers to consistently use a company's products or services over an extended period. This concept of loyalty encompasses not only current behaviors but also strong preferences, brand allegiance, and a commitment to future loyalty. Loyal customers not only utilize the product but are also more inclined to recommend the company's offerings to others.

Sudirjo et al. (2023) emphasize that customer loyalty is a vital component for the sustained success of e-commerce businesses. When customers are satisfied with their shopping experience and feel a connection to the brand, they are more likely to become loyal patrons who return for repeat purchases. In the business context, customer loyalty reflects the willingness of consumers to remain committed to a company over time by consistently using or purchasing its goods or services and recommending these products to their peers (Pancarini et al., 2023).

Sangadji and Sopiah (in Putra, 2021) identify six indicators that can be utilized to measure customer loyalty. These indicators are: (1) Repurchase behavior, (2) Brand consumption habits, (3) Strong affinity for the brand, (4) Attachment to the brand, (5) Belief that a particular brand is the best, (6) Willingness to recommend the brand to others.

Customer loyalty encompasses the desire of customers to return to a service provider and their inclination to recommend the supplier's goods or services to others. Loyalty compels businesses to focus on the value of their products or services and demonstrates their commitment to building relationships with customers (Popon Srisusilawati et al., 2023).

According to Tjiptono (as cited in Popon Srisusilawati, 2023), "customer satisfaction factors can either retain customers or keep them with companies that provide satisfactory quality." Hasan (in Popon Srisusilawati, Jajang Burhanudin, 2023) identifies several factors that influence customer loyalty, including: 1) Customer Satisfaction, Customer satisfaction is viewed as a strong predictor of customer loyalty, which includes positive referrals, intentions for repeat purchases, and more. 2) Quality of Products or Services (Service Quality), The quality of products or services is closely linked to customer loyalty. High quality boosts sales and market share while encouraging consumers to build loyalty. 3) Brand Image Brand image appears to be a decisive factor in customer loyalty,

contributing to the enhancement and creation of a more positive company image. 4) Perceived Value, Perceived value is the comparison between the benefits customers perceive and the costs they incur, which is a significant determinant of customer loyalty. 5) Trust, Trust is defined as the confidence in the reliability of a company, determined by the systematic validation of the company's offerings. 6) Customer Relationship, Customer relationships are defined as the proportional relationship between the perceived costs and benefits for customers, where these costs and benefits are maintained in a sustainable reciprocal relationship. 7) Switching Costs, For customers, switching costs act as a binding factor that controls their decision to change suppliers or distributors, which can lead to increased loyalty. 8) Reliability, Reliability extends beyond the ability to create superior value for customers; it encompasses all aspects of an organization's performance that influence public appreciation of the business, directly affecting customer loyalty.

2. RESEARCH METHOD

This research employs a quantitative method using a survey questionnaire to collect data related to two variables: the influence of online food delivery (X) as the independent variable, and customer loyalty (Y) as the dependent variable at Kopi Kenangan Medan. Data were gathered from 50 respondents who utilized online delivery services, using a questionnaire with a 1-5 Likert scale. The sampling technique used was purposive sampling, selecting respondents based on their use of online delivery services in the past three months.

Subsequently, the collected data were analyzed using SPSS statistical software. The data analysis included validity and reliability tests, with validity criteria set at $r_{hitung} > r_{tabel}$ and reliability measured by Cronbach's Alpha ≥ 0.6 . Normality testing was conducted using the Kolmogorov-Smirnov test to ensure a normal distribution. A simple linear regression analysis was then performed to assess the impact of online food delivery on customer loyalty, supported by t-tests and F-tests to evaluate partial and simultaneous effects, as well as the coefficient of determination (R Square) to determine the extent of the independent variable's influence on the dependent variable.

3. RESULTS AND DISCUSSIONS

Validity Testing

Validity is a measurement tool determined by how effectively it assesses the intended object. When a measuring instrument accurately represents the variable being measured, it is considered to have a high level of validity (Afriyani et al., 2023). Validity testing is the process of evaluating the extent to which an instrument truly measures what it is supposed to measure. In other words, this test ensures that the data or results obtained from the instrument are accurate and align with the research objectives.

The results of the validity test for the research questionnaire indicate that all questions are valid, as they have a calculated value (r_{count}) greater than the table value (r_{table}). This demonstrates that the knowledge questionnaire effectively measures the respondents' knowledge (Behavior et al., 2022).

Table 1. Validity test of questionnaire 50 respondents

No	Rcalculated	Rtable	Information
1	0,456	0,279	Valid
2	0,434	0,279	Valid
3	0,451	0,279	Valid
4	0,563	0,279	Valid
5	0,426	0,279	Valid
6	0,409	0,279	Valid
7	0,439	0,279	Valid
8	0,487	0,279	Valid
9	0,550	0,279	Valid
10	0,499	0,279	Valid
11	0,500	0,279	Valid
12	0,450	0,279	Valid
13	0,461	0,279	Valid
14	0,484	0,279	Valid
15	0,512	0,279	Valid

16	0,462	0,279	Valid
17	0,439	0,279	Valid
18	0,444	0,279	Valid
19	0,494	0,279	Valid
20	0,483	0,279	Valid

Source: Primary data processed, 2024

The above data is obtained based on a questionnaire using a Likert scale of 1-5 with interpretation: (1) Strongly disagree, (2) Disagree, (3) Undecided, (4) Agree, (5) Strongly agree. The Likert scale is used to measure the opinions, attitudes and perceptions of a person or group of people about a phenomenon (Yudhana, 2022).

Based on the table above, if the significance value ($r_{table} > r_{hitung}$) with a confidence level of 0.05, there is no significant correlation (invalid). Meanwhile, if the significance value ($r_{table} < r_{hitung}$) with a confidence level of 0.05, there is a correlation (valid). The r_{table} data for 50 respondents is 0.279. By using 20 sample questions distributed via social media with a target of 50 respondents, it can be concluded that all data obtained is valid.

Reliability Test

The most commonly used reliability test is the Cronbach's Alpha coefficient. A good reliability test is recommended to have a Cronbach's alpha value of more or equal to 0.6. The reliability of the instrument can be seen from the Cronbach's alpha value, for a value of 0.9 has very good reliability stated by Taherdoost in (Behavior et al., 2022).

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
0.607	10

Based on the Cronbach's alpha value in the research reliability test above that $0.607 > 0.60$, these variables are thought to be reliable or consistent in their measurements, so this questionnaire is declared reliable.

Normality Test

The normality test was conducted using the Kolmogorov-Smirnov method, focusing on the Asymp. Sig (2-tailed) value. If the Asymp. Sig (2-tailed) value is greater than 0.05, the data can be considered normally distributed. Conversely, if the Asymp. Sig (2-tailed) value is less than 0.05, the data is deemed not normally distributed.

Table 3. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	2,844303
Most Extreme Differences	Absolute	0,112
	Positive	0,112
	Negative	-0,079
Test Statistic		0,112
Asymp. Sig. (2-tailed)		,155 ^c

a. Test distribution is Normal.

b. Calculated from data.

The one-sample Kolmogorov-Smirnov test was used in this study to assess normality. With an Asymp. Sig. value of 0.155, which is greater than 0.05, it can be concluded that the data meets the normality assumption, allowing for the continuation of regression analysis.

Multicollinearity Test

Multicollinearity refers to a situation where there is a perfect or near-perfect linear relationship among independent variables in a regression model. A regression model is said to experience

multicollinearity if there is a perfect linear function involving some or all of the independent variables. Signs of multicollinearity can be assessed by examining the Variance Inflation Factor (VIF) and its Tolerance value. If the VIF is less than 10 and the Tolerance is greater than 0.1, it is concluded that multicollinearity is not present (Mardiatmoko, 2020).

Table 4. Collinierity Statistic

Model		Collinierity Statistic	
		Tolerance	VIF
1	(Constant)		
	Online Delivery	1,000	1,000

Dependent Variable: Consumer Loyalty

Based on the research findings, the online delivery food variable (X) has a tolerance value of 1.000 and a VIF value of 1.000. This indicates that the tolerance value of 1.000 is greater than 0.1, and the VIF value of 1.000 is less than 10. Therefore, it can be concluded that there is no multicollinearity present, in accordance with the results of the multicollinearity test in the regression model.

T-Test (Partial Regression)

This test aims to evaluate individually how much the independent variable contributes to customer loyalty.

Table 5. t-Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	44,726	2,507		17,839	0,000
	Online Delivery	-0,014	0,058	-0,036	-0,250	0,01

Dependent Variable: Consumer Loyalty

Based on the results of the regression analysis, it can be concluded that the Online Delivery variable has a very small negative effect on Consumer Loyalty, with a coefficient of -0.014. Nonetheless, this effect is statistically significant with a Sig. 0.01, which indicates that this relationship is reliable at the 99% confidence level. This means that although online delivery services have a negative effect on consumer loyalty, the effect is very small. Meanwhile, the constant of 44.726 indicates that when the Online Delivery variable is not taken into account, the value of consumer loyalty is at a fairly high level.

F-Test (Simultaneous Regression)

According to Syauqi (2022) in Afriyani et al. (2023), previous researchers have used the F-test, commonly referred to as the simultaneous test, to confirm whether each independent variable in the model has a combined effect on the dependent variable.

**Table 6. F-Test
ANNOVA**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13,968	1	13,968	12,708	,001 ^a
	Residual	52,756	48	1,099		
	Total	66,724	49			

a. Dependent Variable: Y1

b. Predictors: (Constant), X1

Based on the table above, it can be concluded that the influence of online delivery food (X) has a simultaneous effect on customer loyalty, as indicated by F calculated (12.708) being greater than F table (3.18), with a significance level of 0.001, which is less than 0.05.

R Square Test (Coefficient of Determination)

Squaring the correlation coefficient and multiplying the result by 100% yields the coefficient of determination. In a model, the extent to which independent variables can affect the dependent variable is measured using the coefficient of determination (R^2), as stated by Prasasti & Maisara (2022) in Afriyani et al. (2023).

Table 7. R Square Test Model Summary^b

Model	R Square	Adjusted R Square
1	0,209	0,393

a. Predictors: (Constant), X1

b. Dependent Variable: Y1

Based on the analysis, the Adjusted R Square value is 0.393. This indicates that approximately 39.3% of the variation in customer loyalty can be explained by factors related to online food delivery. Meanwhile, the remaining 60.7% is influenced by other factors not covered in this study. Some of these factors include service quality, pricing, and the taste of the food offered.

Discussion

Based on the validity test results presented in Table 1, all items on the questionnaire are deemed valid because the calculated value exceeds the table value (0.279). This indicates that the questionnaire effectively measures the respondents' knowledge variables. Ensuring the validity of the instrument is crucial for collecting relevant and reliable data to achieve the research objective, which is to assess the impact of online food delivery services on consumer loyalty. Next, the reliability test using Cronbach's Alpha yielded a value of 0.607, which exceeds the recommended minimum threshold of 0.60. This indicates that the instrument is consistent in measuring the intended variables. In this study's context, the consistency of the questionnaire items demonstrates their effectiveness in measuring aspects related to consumer loyalty towards online food delivery services.

The normality test conducted using the Kolmogorov-Smirnov method showed an Asymp. Sig value of 0.155, which is greater than 0.05. This indicates that the data obtained follows a normal distribution. Data normality is an essential requirement for proceeding with regression analysis; therefore, with this assumption met, linear regression analysis can be applied to examine the relationship between the independent variable (online delivery) and the dependent variable (consumer loyalty). The results of the multicollinearity test indicate that there are no multicollinearity issues in the regression model. A Tolerance value of 1.000, which is greater than 0.1, and a VIF value of 1.000, which is less than 10, show that there is no significant linear relationship among the independent variables in the model. This suggests that the regression model used is adequate for analyzing the impact of food delivery services on consumer loyalty.

In the t-test (partial regression), the online delivery variable did not show a significant individual effect on consumer loyalty, with a Sig value of 0.01, which is less than 0.05. However, the F-test (simultaneous regression) results indicate that overall, online food delivery significantly influences consumer loyalty, evidenced by a calculated F value of 12.708, which is greater than the table value of 3.18, and a Sig value of 0.001, which is less than 0.05. This means that while the influence of the online delivery variable is not very strong individually, collectively, it still contributes to consumer loyalty when considered alongside other factors. Finally, the Adjusted R Square value of 0.393 indicates that approximately 39.3% of the variation in consumer loyalty can be explained by the online food delivery variable. The remaining 60.7% of the variation is influenced by other variables not included in this model. It is important to explore additional variables, such as service quality, pricing, and taste, to understand the other factors contributing to customer loyalty in the context of online food delivery services.

Overall, this analysis shows that online food delivery services have a significant impact on consumer loyalty, even though its individual influence is not dominant. However, when viewed collectively, this factor plays an important role in influencing customer loyalty towards online food delivery services.

4. CONCLUSION

Based on the research findings regarding the impact of online food delivery on customer loyalty at Kopi Kenangan Medan, it can be concluded that online food delivery services significantly influence customer loyalty. This is evidenced by the regression test, which shows that the online food delivery variable has a simultaneous effect on customer loyalty, with a calculated F value of 12.708, which is greater than the table value of 3.18, and a significance level of 0.001, which is less than 0.05. However, the R Square test results indicate that online delivery services only account for 39.3% of customer loyalty. This means that there are other factors beyond online delivery services that also contribute to customer loyalty, such as product quality, brand image, and customer trust in the company. Therefore, Kopi Kenangan should continue to improve the quality of its delivery services while also considering other factors that influence customer loyalty, such as strengthening brand image and enhancing overall customer satisfaction.

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