

Online Food Delivery System Success Model: The Role of Brand Image in Customer Response

Online business success
model

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ABSTRACT

Among all industry sectors, the food industry's e-business volume grew at the fastest rate in 2020 (434%). The market for online food delivery is expected to increase at a rate of 6.36% per year between 2021 and 2024. For this reason, ordering food online via websites or applications has grown in importance within the distribution chain of restaurants. This study's primary goals are to find out the relationship between system experience and brand image as well as the impact of brand image on customer satisfaction. The research theoretical framework is based on the Stimulus-Organism-Response (SOR) paradigm. The DeLone and McLean Information Systems Success Model is also used in this study. The total system quality (information, system, and service quality) serves as the "stimulus" in this context. Brand image as the "organism" and customer satisfaction serves as the "response". The findings showed that the quality of information had no positive effect on customer satisfaction. Meanwhile, the quality of the system and service has a positive effect on the brand image. This research shows the importance of brand image in creating customer satisfaction in the online food delivery industry. The findings of this study contribute to companies that want to choose an online food delivery service provider.

Keywords: Online food delivery system, Information quality, System and service, Brand image, Customer satisfaction

ABSTRAK

Di antara semua sektor industri, volume e-bisnis industri makanan tumbuh pada tingkat tercepat pada tahun 2020 (434%). Pasar untuk pengiriman makanan online diperkirakan akan meningkat pada tingkat 6,36% per tahun antara 2021 dan 2024. Oleh karena itu, pemesanan makanan secara online melalui situs web atau aplikasi menjadi semakin penting dalam rantai distribusi restoran. Tujuan utama penelitian ini adalah untuk mengetahui hubungan antara pengalaman sistem dan citra merek serta dampak citra merek terhadap kepuasan pelanggan. Kerangka teoritis penelitian didasarkan pada paradigma Stimulus-Organism-Response (SOR). Model Sukses Sistem Informasi DeLone dan McLean juga digunakan dalam penelitian ini. Total kualitas sistem (informasi, sistem, dan kualitas pelayanan) berfungsi sebagai "stimulus" dalam konteks ini. Citra merek sebagai "organisme" dan kepuasan pelanggan berfungsi sebagai "respons". Temuan menunjukkan bahwa kualitas informasi tidak berpengaruh positif terhadap citra merek. Sedangkan, kualitas sistem dan pelayanan berpengaruh positif terhadap citra merek. Penelitian ini menunjukkan pentingnya citra merek dalam menciptakan kepuasan pelanggan dalam industri pesan antar makanan online. Temuan penelitian ini memberikan kontribusi bagi perusahaan yang ingin memilih penyedia jasa pengiriman makanan online.

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INTRODUCTION

Starting in the 1990s, information and communications technology (ICT) has had an important impact on the hospitality industry (Navío-Marco et al., 2018) and substantially influenced the way companies conduct their business (Kontis & Skoultos, 2022). This means that ICT has given rise to the development of e-business, which also influences consumer behavior. E-business is one of the fastest growing sectors. For example, in Turkey, based on statistics Turkey creates huge opportunities for e-business with an urbanization rate of 75% and an internet user penetration rate of 74% (Ikas, 2020). Additionally, although e-business volume increased by 64.7% in 2020, it was the food industry that experienced the highest growth rate of 434% among other sectors. Similarly, according to estimates by Stephens et al. (2020), the global online food delivery market is projected to reach \$151,526 million in 2021 and is estimated to have an annual growth rate of 6.36% between 2021 and 2024. Therefore, with the recent developments in the field of e-business, delivery systems Online food services that allow customers to place orders via websites or mobile-based applications have become an important part of restaurant distribution systems (Lattin, 1989)

Although previous research has identified several factors that explain customers' behavioral intentions to use online food delivery services, the framework used does not include brand experience. Because brand experience is formed during the customer decision-making process, including information search, purchase, acceptance, and consumption (Mogaji, 2021). Lin and Lee (2012) define online brand experience as an individual's internal subjective response to contact with an online brand. Therefore, for online purchases, it is the site that provides the brand experience (Ruparelia et al., 2010), which in turn develops the online brand image. More specifically, customers' online brand image is shaped by website attributes during their interactions with the website (Alwi, 2009). Thus, a positive website-based brand experience is likely to result in a strong brand image in the minds of customers.

LITERATURE REVIEW

The Stimulus-Organism-Response (SOR) framework developed by Mehrabian & Russell (1974) became the basis for the theoretical framework of this research. The SOR model addresses how a person's internal states and behavior are influenced by their physical environment. When this framework is applied to the context of consumer behavior (Ho et al., 2006), factors that can influence an individual's internal state are referred to as stimuli. Meanwhile, the organism is considered as an internal mechanism that functions as a mediator between individual stimuli and final decisions. Lastly, response is the result of individual reactions such as satisfaction. This research also uses the DeLone and McLean Information Systems Success Model, which assesses the use of information systems by looking at the effect of quality on customer satisfaction (DeLone and McLean, 2003). More specifically, this research has adopted and focused on three dimensions of e-commerce system success: information quality, system quality, and service quality (Molla & Licker, 2001), with the SOR framework acting as a framework. Therefore, the "stimulus" in the context studied here is a representation that is influenced by the quality of the system as a whole (quality of information, systems and services). "Organism" is represented by brand image, and "response" is represented by customer satisfaction.

First of all, the success factors of online food delivery systems act as stimuli that enable customers' cognitive and affective functions. In other words, DeLone and McLean's Information Systems Success Model is structured to combine aspects of customer experience involving individualization, integrity, adequacy, and ease of understanding of system and information quality (DeLone & McLean, 2003). Many analytical site content

studies show that e-commerce system quality is a multi-dynamic structure consisting of various features that reflect system, information, and service quality to support DeLone and McLean's rigorous conceptual model of information system success. For example, Tseng et al. (2022) adopted the model to investigate the impact of success factors on online food ordering. Similarly, other research conceptualizes website quality as the quality of information, systems, and services to understand consumers' online wine purchase intentions (Bonn et al., 2016). As a result, the proposed model is also built based on measuring the success of tri-dimensional e-commerce systems (DeLone & McLean, 2003).

Information and system quality is assessed from a technical perspective, while service quality is assessed from a customer perspective. Information quality, in particular, is an indicator of customer assessment of the performance of a website or application. Likewise, Chen et al. (2017) argue that information quality predicts customer satisfaction and conceptualize website information quality as information that is accurate, timely, complete, and understandable. On the other hand, system quality can be demonstrated in the total efficiency of a website or application system. This can be calculated from the level of usefulness experienced by consumers when shopping online (Tsao et al., 2016). In the same vein, Chung and Tan (2004) hypothesized that system quality influences customer interest in online ordering, reducing the perceived risk associated with online shopping. Thus, system and information quality is related to accessibility, correctness of information, and transaction protection (Huh et al., 2009).

Finally, service quality is described as a comprehensive consumer assessment (Tsao et al., 2016). Therefore, service quality concerns special marketing services that make a website capable of attracting and retaining customers. Thus, website service quality is thought to influence customer satisfaction (Chung & Tan, 2004). Thus, the previous findings provide further support for the use of DeLone and McLean's information systems success model, which considers customer satisfaction as a three-dimensional function.

Because success factors are proposed to influence consumers' cognitive responses (Paz & Delgado, 2020), brand image is assumed to be one of the cognitive states in this research. The term "brand image" refers to the set of expectations for a brand expressed in brand relationships that customers remember (Erkmen & Hancer, 2019). A good brand image is very important for the growth of a food service business, as it helps consumers visualize and thereby form positive feelings towards the service before purchasing (Erkmen & Hancer, 2019). Brand image has become a key topic in customer behavior analysis because it influences individual emotional expectations and consumers' feelings of the meaning of happiness and subsequent behavior (Vijayadurai, 2008). For example, restaurant image was found to have a positive effect on customer responses, namely perceived value, satisfaction, and purchase intention (Bujisic et al., 2014). In addition, as part of brand equity, brand image is further proposed to be an important factor in understanding customer trust and loyalty (Kayaman & Arasli, 2007).

Because this research uses the DeLone and McLean information system success model with the SOR paradigm, this paper will discuss the relationship between three dimensions of e-commerce system quality (information quality, system quality, service quality) and brand image to develop hypotheses. Once consumers understand the information that suits their wants and needs, they will verify the value of a good or service according to their purchasing criteria. Lin et al. (2013) stated that information content will create consumer brand perceptions. If the message is negatively impacted, this will minimize and reverse consumer attitudes towards the brand. Likewise, Kusuma and Wijaya (2022) revealed that information quality has a positive and very significant influence on brand image.

Apart from information quality, poor system features such as lack of responsiveness, usability, and suitability lead to decreased sales (DeLone & McLean, 2003). Additionally, because online purchasing is considered a risky process, system quality is suggested to be an important factor that positively influences customer perceptions (Bauman et al., 2020). In addition, system quality also has the potential to generate good feelings and intuition

about online service providers (Verhagen et al., 2006). Therefore, the role of system quality is very important, especially in food ordering, because a restaurant's reputation can suffer if they cannot provide appropriate system quality to their customers. Likewise, this research assumes that a well-designed quality system can produce a good brand image in the eyes of customers, which is an important task that must be completed to achieve operational success.

Finally, according to DeLone and McLean (2003), service quality is the key to e-commerce performance. In the traditional trading environment, many researchers have found that service quality has a large positive influence on image, and a positive image also has a positive impact on customer satisfaction. Meanwhile, Vijayadurai (2008) revealed that service quality influences brand image in the hotel sector, Yang et al. (2012) provide further support regarding the positive influence of brand image on behavioral intentions in the aviation industry. Similarly, Bujisic et al. (2014) suggested that food service quality dimensions have an impact on restaurant image. Additionally, Nguyen et al. (2018) determined that restaurant service quality can influence brand image and customer satisfaction. For e-commerce, service quality refers to communication with customers as well as the services provided during online purchasing transactions (Chung & Tan, 2004). Although no previous research has reported the relationship between service quality and brand image in an online environment, Tseng et al. (2022) validated the significant impact of service quality on the value obtained by customers using an online food ordering system. Therefore, increasing perceived value can also result in a good online system image.

Consistent with the SOR paradigm, consumer responses refer to actions that occur as a result of affective and cognitive states. In fact, this consumer response is proposed to be an approach behavior such as satisfaction (Paz & Delgado, 2020). Since brand image is also formed due to cognitive processes, this research assumes that customer responses may be a function of brand image. More specifically, a brand image that is considered positive can increase customer satisfaction (Clemes et al., 2011)

Customer satisfaction shows how well a company's goods and services meet or exceed customer expectations (Guido, 2015). Therefore, satisfaction is a retrospective assessment of the success of a product in relation to customer expectations and customer satisfaction as long as their experience exceeds expectations. Based on post-evaluation of a customer's encounter with a product or service, the level of customer satisfaction can be captured as positive, negative, or indifferent (Lu et al., 2021). Many academics believe that brand image is the main indicator of customer satisfaction. For example, Kurian and Muzumdar (2017) provide empirical support that brand image produces positive evaluations of restaurant services. Additionally, in a coffee shop environment, a better brand image results in higher customer satisfaction (Joong & Yoonjo, 2015). Apart from that, Huang (2017) proves that there is a significant influence of brand image on satisfaction. In addition to previous findings in the food and beverage industry, as part of the hospitality sector, brand image is also proposed to be a predictor of customer satisfaction in hotels (Chien-Hsiung, 2011).

Likewise, Yoo and Ha (2006) revealed that brand image has an important impact on customer satisfaction. This finding is also supported by other studies which state that perceptions of restaurant quality and brand image influence customer satisfaction (Schulz, 2012). This means that customers who have a positive view of the brand image are more likely to feel satisfaction. Therefore, customer satisfaction can be an important factor in understanding customer behavior.

The main objective of this research is to understand the role of online food ordering experience on brand image, which in turn influences customer satisfaction. Specifically, first, this research aims to investigate how experiences with services are translated into brand image. Second, seek to understand the role of brand image in explaining customer satisfaction. As a result, based on the Stimulus-Organism-Response (SOR) framework (Mehrabian & Russell, 1974) as well as DeLone and McLean's Update Success Model of

Information Systems (DeLone and McLean, 2003), this research proposes the following hypothesis and research model:

- H1: Information quality has a positive effect on brand image
- H2: System quality has a positive effect on brand image
- H3: Service quality has a positive effect on brand image
- H4: Brand image has a positive effect on customer satisfaction

METHOD

This quantitative research uses an online survey that is self-administered and loaded on the Google Form survey platform for the data collection stage. Since the aim was to understand the impact of system experience, only those who had used the system for food purchases were included in the survey. For sampling, this research targets consumers who have used online food delivery systems before. The sample is respondents who use the Grab application. Apart from that, participants were selected from the community or people who live in the city of Pangkalpinang. The reason for choosing this city is because it is the most populous city in Bangka Belitung.

First there was a qualifying question, which asked respondents whether they had ever used an online food ordering system. In the next section, the survey includes questions to understand the demographic profile of the research sample which includes questions on gender, age, education level and marital status. Items were measured on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). We asked respondents to indicate their level of agreement with each item from strongly disagree to strongly agree. Respondents were asked about their perceptions regarding information quality, system quality, and food delivery system service quality. The measurement items for these three variables were adopted from Tseng et al. (2022). The next section includes three items to measure brand image (Zhu et al., 2018). The final section asked participants to evaluate their satisfaction with the system including three items (Table 1).

Table 1. Measurement Variables

Variable	Code	Indicator
Information Quality (KI)	KI1	Code: The delivery system in the Grab application provides the exact information you need?
	KI2	The delivery system in the Grab application provides clear enough information?
	KI3	The delivery system in the Grab application provides the latest information?
System Quality (KS)	KS1	Is the delivery system in the Grab application easy to use?
	KS2	The delivery system in the Grab application has many advantages without errors?
	KS3	The delivery system in the Grab application has a high level of usability?
	KS4	I think the delivery system in the Grab application is satisfactory?
Service Quality (KP)	KP1	When I have a problem with the delivery system service in the Grab application, show a genuine interest in solving the problem?
	KP2	Do I feel safe when making transactions with the delivery service in the Grab application in terms of security and privacy protection?
	KP3	The delivery service in the Grab application pays special attention to users?
	KP4	How easy is the Grab food delivery service system to use in making payments and tracking orders?
Brand Image (CM)	CM1	I've always had a good impression of the delivery system in the Grab app?
	CM2	Does the delivery system in the Grab application have a good rating in the minds of consumers?
	CM3	I believe that Grab's in-app delivery system has better ratings than its competitors?
Customer Satisfaction (KPL)	KPL1	I am satisfied with the delivery system in the Grab application
	KPL2	The delivery system in the Grab application meets my expectations
	KPL3	Overall, I am satisfied with the delivery system product/service in the Grab application

This research uses a partial regression approach (Partial Least Square—PLS) to analyze the data. PLS is the most popular and effective approach in analyzing linear structural models with hidden variables (Wilcox, 2010). PLS can analyze complex models, with many latent variables measured using many different parameters simultaneously. The analysis procedures in this research include (1) Testing the

measurement model through the criteria of reliability, variance extracted (AVE), and discriminant validity (2) Testing the structural model through the criteria of the coefficient of determination (R2); (3) Testing the direct influence of the variables in the model using the PLS Bootstrapping technique.

RESULTS

This section reports the demographic profile of respondents, the results of the measurement model, and the structural model. First of all, Table 2 shows that 31.43% of participants were men and 68.57% women. In addition, more than half of the participants were between 18 and 25 years old (86.85%), followed by the 26-35 year old group (6.28%), and under 18 years old (4%). Most of the participants had graduated from high school or equivalent (66.85%), followed by people with bachelor’s degrees (22.28%), diplomas (6.28%), junior high schools (3.42%) and postgraduates (1.14%). For marital status, 88% of respondents were married, and 12% were single.

Table 2. Demographic Profile of Respondents

Variable	Category	N	%
Gender	Man	55	31,43 %
	Woman	120	68,57%
	Total	175	100%
Age	Under 18 years old	7	4%
	18-25 years old	152	86,85%
	26-35 years old	11	6,28%
	36 45 years old	4	2,28%
	Over 46 years old	1	0,57%
	Total	175	100%
Last education	Elementary school	0	0%
	Junior high school	6	3,42%
	High school or equivalent	117	66,85%
	Diploma (D1-D4)	11	6,28%
	Bachelor’s degree)	39	22,28%
	Postgraduate (S2-S3)	2	1,14%
	Total	175	100%
Marital status	Single/Not Married	154	88%
	Marry	21	12%
	Divorced/Already Separated	0	0%
	Total	175	100%

Scale reliability is measured through Cronbach’s Alpha and Composite Reliability coefficients. The results in Table 3 show that Cronbach’s Alpha values range from 0.726 (customer satisfaction) to 0.871 (information quality). Composite Reliability values range from 0.846 (customer satisfaction) to 0.920 (information quality). Cronbach’s alpha and Composite Reliability values are both very close to or above the threshold of 0.7 (Bao et al., 2016), indicating the structural reliability of the model. The Average Variance Extracted (AVE) value for each structure is also shown in Table 3. The AVE value for all structures in this model is greater than 0.5, which indicates that there is a good fit regarding the convergence of each structure in the model (Baumgartner & Homburg, 1996).

Next, carry out an examination of discriminant validity. According to the criteria of Fornell and Larcker (1981), discriminant validity is fulfilled when the correlation coefficient between structures is smaller than the square root of AVE. The results from Table 3 show the square root of AVE (in bold) for the variables KI (0.891), KS (0.816), KP (0.834), CM (0.832) and KPL (804). This result is significant because it has a value greater than the correlation value between structures (not in bold). Apart from the Fornell-Larcker criteria, discriminant validity is also tested through the heterotrait-monotrait (HTMT) criteria which are required to have a value below 0.9. Table 4 shows that the overall value is below 0.9. The R2 value for brand image and customer satisfaction is 0.419 respectively; and 0.133. The structural model shows that system quality has the

greatest influence on brand image (0.573) followed by service quality (0.198) and information quality (0.004). Then brand image has an influence of 0.364 on customer satisfaction.

Table 3. Results of measuring the reliability scale and convergence values

Variable	Cronbach Alpha	Composite Reliability	AVE
Information Quality	0.871	0.920	0.794
System Quality	0.833	0.888	0.666
Service quality	0.855	0.902	0.696
Brand Image	0.778	0.871	0.692
Customer satisfaction	0.726	0.846	0.646

Table 4. Results of measuring the Fornell-Larcker criteria

	Brand image	Customer satisfaction	Information quality	Service quality	System quality
Brand image	0.832				
Customer satisfaction	0.364	0.804			
Information quality	0.138	0.497	0.891		
Service quality	0.326	0.446	0.250	0.834	
System quality	0.617	0.167	0.147	0.221	0.816

Table 5. HTMT criteria

	Brand image	Customer satisfaction	Information quality	Service quality	System quality
Brand image					
Customer satisfaction	0.485				
Information quality	0.161	0.615			
Service quality	0.390	0.567	0.290		
System quality	0.756	0.211	0.167	0.248	

T-test with Bootstrapping technique (N = 1000) was applied to test direct effects (Table 6). The results of hypothesis testing show that system quality and service quality have a significant effect on brand image. Hypotheses 2 and 3 are accepted. However, information quality does not have a significant effect on brand image so hypothesis 1 is rejected. Then brand image has a significant effect on customer satisfaction. Therefore, hypothesis 4 is accepted.

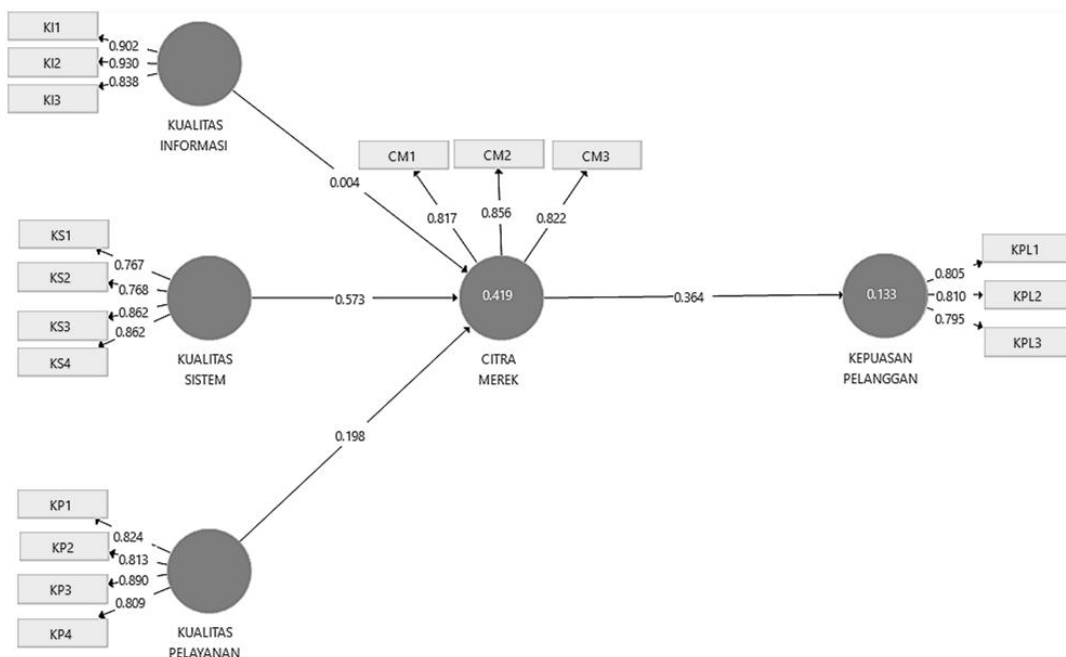


Figure 1. Path coefficient

Table 6. Hypothesis Testing

Hypothesis	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
KI -> CM	0.004	0.052	0.082	0.935	Rejected
KS-> CM	0.573	0.061	9.339	0.000	Accepted
KP -> CM	0.198	0.062	3.197	0.001	Accepted
CM -> KPL	0.364	0.073	4.962	0.000	Accepted

DISCUSSION

The empirical findings of this study validate the argument that online brand experience is critical in online food delivery systems. There is general agreement among researchers about the importance of brand experience in the online food delivery environment. For example, Ruparelia (2010) argues that consumers will be more willing to use websites that provide a positive brand experience. Likewise, in research on online-offline brand image congruence, Šerić and Mikulić (2020) recognized the importance of both types of image for brand experience. In addition, Law and Bai (2008) reported that the quality of hotel websites has a positive effect on customer perception flow, which will contribute to customer satisfaction. The positive impact of system success factors on brand image can be explained through customers' positive experiences when using the system.

This finding is consistent with previous research which shows that information quality does not have a significant effect on customer satisfaction. For example, Chen et al. (2017) proves that the positive influence only occurs on system quality and service quality. Tseng et al. (2022) also did not find a significant effect of information quality on customer satisfaction. One possible explanation suggested by previous research regarding the insignificant influence of information quality is that, as shown by Einwillern (2003), in an online shopping environment, customers will have more trust in vendors they know. Therefore, information quality may not be as important in online food ordering because customers are more likely to know food service providers in their neighborhood.

Regarding the influence of brand image on customer satisfaction, this research proves that brand image is an important factor in customer satisfaction. These findings are to some extent consistent with the results of previous studies. For example, Lin and Lee (2012) found that online brand experience has a positive effect on customer satisfaction. Likewise, Ruparelia (2010) reported that online brand experience makes a positive contribution to customer satisfaction. Overall, these results imply that building a brand image in the online food delivery environment is very important for companies. As stated by Arnhold (2010), a strong brand can serve as an asset for a company in an online business environment that is difficult to predict and changes rapidly.

CONCLUSION

In summary, the main objective of this research is to investigate how system experience influences brand image and to evaluate the influence of brand image on customer satisfaction. Therefore, this research develops and tests an online delivery system success model built using the stimulus-organism-response (SOR) framework to expand DeLone and McLean's Information System Update Success Model by introducing brand image. Empirical results show that although system and service quality contribute positively to brand image, information quality does not have a significant effect on brand image.

In addition, as expected, brand image has a positive effect on customer satisfaction. These findings also provide partial evidence regarding the mediating role of brand image. This means that this research confirms the urgency of the mediating role of brand image as an organism in influencing customer satisfaction. Thus, some might further argue that brand image represents an emotional reaction developed by a positive evaluation of a system's success factors. The findings of this research further indicate that online food delivery systems need to focus on system and service quality issues. Thus, online food delivery service companies must ensure that the system is easy to use, efficient, reliable and user-friendly. In addition, this research shows that the system must also pay attention

to emotional benefits, not just functional aspects. Finally, this research also offers implications for restaurant companies. This means that restaurant owners should choose a food delivery service company that has a strong brand image in the food delivery market. Therefore, restaurant companies need to examine food delivery system factors by focusing on the company's system and service quality attributes.

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