JOURNAL
THE INFLUENCE OF E-PERCEIVED VALUE AND E-SERVICE QUALITY TOWARD REPEAT PURCHASE INTENTION WITH E-SATISFACTION AS MEDIATION VARIABLE: A STUDY ON USERS OF RESTAURANT APPLICATION AT DKI JAKARTA

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Abstract

The purpose of writing this research is to test the positive and significant influence of e-perceived value and e-service quality on repeat purchase intention through e-satisfaction as a mediating variable. Data collection was carried out using a questionnaire method which was distributed online via social media platforms such as whatsapp, Instagram, and twitter. The objects taken in this research are respondents who have made transactions through restaurantapplications at least once a year as well as respondents who live in DKI Jakarta and are 17 years old. The sample used in this research was 303 restaurant application users. This research uses SPSS version 25 software for validity and realibility test and SEM (Structural Equation Model) from Lisrel 8.80 software to carry out the analysis and processing of research data. The result obtained in this research show that e-perceived value, e-service quality, e-satisfaction have a positive and significant effect on e-satisfaction. Also, e-perceived value and e-service quality have a positive and significant effect on repeat purchase intention through e-satisfaction as a mediating variable.

Keywords: *e-perceived value, e-service quality, repeat purchase intention, e-satisfaction, restaurant application*

Background

The Covid-19 pandemic has also had an impact on the fast-food restaurant ecosystem in Indonesia, one of which is the launch of a mobile phone-based application developed by the restaurant. Mobile-based applications are software or applications created to carry out their functions via smartphones (Rohajawati et al., 2022). This application provides mobility and flexibility by providing convenience in reservations or ordering and minimizing face-to-face contact during Covid-19. The most widely used services in Indonesia in 2022 will be restaurant and food delivery services at 60% (Statista, 2022). This indicates that Indonesian people choose to buy ready-to-eat food via online applications via cellphone. They have the reason that using restaurant and food delivery services to order food can save them time and energy compared to queuing and waiting directly on the spot. Other reasons include promotions or offers given only through the application, practical payments, lots of choices, practical ordering, and remote restaurant locations (Databoks, 2019).

Based on UBS (2022) data reports, food sales could increase annually by more than 20% worldwide to $365 billion in the next 5 years. Currently, there are two types of services to get food

easily, namely platform-to-consumer and restaurant-to-consumer. Restaurant-to-consumer is a segmentation that focuses on services directly provided by restaurants, whether delivery, take-out, or eating at places such as Domino's, Pizza Hut Indonesia, and McDelivery. Platform-to-consumer is a segmentation that focuses on services that provide various types of food consisting of restaurants, such as Go-Food, Grab Food, and Shopee Food (Shah et al., 2021). Based on the data results shown by Statista (2023), it is reported that there are 31.4 million users of restaurant to consumer services via applications, which is a trend that continues to increase and the number of users is greater than that of platform to consumer delivery services. For the restaurant itself, of course, this will be profitable in terms of cost efficiency and income. In mobile applications, of course, the problem that is often encountered is the user interface, which is difficult for users to understand, so many mobile applications are abandoned by users. Several applications are close to a perfect rating, namely above four, such as My F&B Id (Chatime, Gindaco, Cupbop), Kopi Kenangan Indonesia, Pizza Hut Indonesia, Burger King Indonesia. Meanwhile, Kopi Janji Jiwa, Starbucks, and Sushi Tei received low application ratings, namely below three (Playstore, 2023).

There are several problems faced by customers as users of the application which are related to the quality of electronic services, including slow application systems or errors in processing orders (efficiency), incorrect orders received and differences in stock availability between the application and without the application (fulfillment), loading orders that take too long in the application (responsiveness), then using features and navigation that are not easy (ease of use), and the appearance of the application is messy and unattractive (site aesthetics). According to Chang Hsin in (Jayaputra et al., 2022) e-service quality is a service provided digitally by facilitating consumers to buy and obtain products effectively and efficiently.

Not only does it have an impact on repeat purchase intention, e-service quality also has an impact on e-satisfaction(Jayaputra et al., 2022; Rahi & Abd. Ghani, 2019). An assessment of the overall benefits obtained by consumers after using or consuming a product/service from time to time via an online site is the definition of electronic satisfaction (Trivedi & Yadav, 2020). There are many special offers offered by various fast-food restaurants if you order via a mobile application. Some examples are promotions held by McDonald's through the McDonald's mobile application with offers of cheaper prices than ordering directly through the cashier, Burger King through the application and promotions on Instagram known as Bokek or King Deals promos, Pizza Hut and Domino's Pizza through the application with offers points that can be collected for every order and can be exchanged for free with conditions applicable.

Apart from that, researchers also found that perceived value has a significant influence on repeat purchase intention (Asti et al., 2021; Zeqiri et al., 2023). E-perceived value also has a positive influence on e-Satisfaction, where when consumers get the same value or benefit as the consumer's perception of using restaurant application, it will influence the consumer satisfaction value. It was also found that e-satisfaction had a significant influence in mediating the relationship between e-perceived value and repeat purchase intention (Sarjana et al., 2022; Tan & Brahmana, 2019).

Therefore, researchers are very interested in conducting research by taking e-service quality, perceived value, e-satisfaction, and repeat purchase intention as research variables. The research object used in this research is restaurant applications in Indonesia, especially those living in DKI Jakarta.

THEORETICAL FRAMEWORK

E-Perceived Value

According to (Samudro et al., 2020) perceived value is defined as a concept that compares the benefits that consumers get and the costs that consumers pay to be able to conduct transactions between buyers and sellers. According to Kumar in (Hong & Lee, 2014) perceived value is defined as the value that customers compare between the perceived benefits obtained from a product or service and the costs that have been paid. Perceived value can be increased by offering additional information regarding the period when seasonal or non-seasonal products will be back on sale, supply chain management, price setting systems, and the extent to which the product supports sustainable community development (Lopez et al., 2018). According to Ali & Bhasin (2019) perceived value is also influenced by delivery time, where delays in delivery time increase customer dissatisfaction and reduce value, which affects their engagement during the transaction.

Meanwhile, electronic perceived value is defined as the feeling that arises from consumers when comparing benefits and exchanges in online transactions where the site can build long-term relationships with consumers by providing valuable services to them (Thamrin, 2021). Electronic perceived value is an overall measure between the quality of a product or service after customers receive the goods or services and the price they have paid (Tsao et al., 2016; Uzir et al., 2020). In this case, electronic perceived value is an important factor in increasing interest in repurchasing online purchasing, when someone feels a high level of perceived value when transacting on the application. This can increase their use or repeat purchases (H. C. Kim et al., 2019). So it can be concluded that e-perceived value is an assessment carried out by comparing the benefits obtained after using electronic services and products obtained through application platforms. According to (Tjiptono, 2014), the value perception variable has indicators including:

1. Emotional value
   Emotional or feeling value indicators relate to the benefits obtained from positive feelings or emotions that arise after consuming a product or service.
2. Social Value
   Social value indicators relate to the benefits obtained from a product's ability to strengthen the image of a consumer.
3. Performance Value
   Performance value indicators relate to the benefits obtained from the perceived quality and expected performance of a product.
4. Price Value
   This indicator is the utility obtained from the product which occurs due to short-term or long-term cost reductions.

This is reinforced by previous research which proves that there is a significant influence on repurchase interest in e-grocery (Asti et al., 2021). This is because the shopping experience is considered profitable by receiving many benefits from the products they have purchased, thus influencing them to shop in the same place. Further research also states that perceived value has a direct positive influence on customer satisfaction (Nyarmiati, 2021; Samudro et al., 2020; Zeqiri et al., 2023), where the better the perceived value a customer has, the higher the satisfaction felt by the customer. customer. Then, there is a positive and significant influence on customer satisfaction which mediates the relationship between perceived value and repeat purchase intention, where if the value perceived by consumers is good, then consumers will feel satisfied so that consumers will buy products at the same place (Tan & Brahmana, 2019).

E-Service Quality

According to Parasuraman et al. (2005), said that service quality is the ability to help customers shop, buy and deliver products or services effectively and efficiently. Therefore, according to Santos in Rachmawati & Syafarudin (2022), service quality, also known as electronic service quality in electronic commerce (e-commerce), refers to the assessment and measurement of excellence and quality in the delivery of electronic services in online business. Furthermore, it can be said that a service will be meaningless if it is not balanced with effective and efficient quality in order to achieve consumer satisfaction.

Service quality is also known as the development of increasingly advanced technological flows. There are various kinds of products and services developed to meet needs and improve people's standard of living much more easily and practically. This standardization has increased to the point where people demand quality in every aspect, and quality has become an important factor when considering purchasing decisions over price. According to Tran & Vu (2019) e-service quality (ESQ) is the level of service provided by sellers in meeting consumer needs. According to Zeithaml et al. In (Asbi Amin & Kara, 2022), electronic service quality is consumer evaluation in recognizing the extent to which the quality of electronic services meets consumer expectations. According to Pasaruraman and Malhotra in (Fiona & Hidayat, 2020), e-service quality is an electronic-based service that is used for shopping, purchasing, and delivering products and services effectively and efficiently. According to Chase, Jacobs, and Aqua in (Jayaputra et al., 2022), e-service quality is the service provided to customers via the internet network as an extension and ability of a site to facilitate shopping, purchasing and distribution activities effectively and efficiently. In online purchases, electronic services can create consumer satisfaction and maintain long-term relationships with consumers. Good website service, informative, easy to use, encourages customers to make repeat purchases (Purnamasari & Suryandari, 2023).

Electronic service quality has seven indicators, namely efficiency, fulfillment, reliability, contact, site aesthetics, ease of navigation, and *responsiveness* (Parasuraman et al., 2005; Zeithaml et al., 2009). However, in this study only six indicators were used except contact.

1. Effieciency
    Efficiency is an important factor in maintaining loyalty and ensuring user satisfaction. Users expect that making orders electronically via the application can be done easily and quickly (Wilis & Nurwulandari, 2020).
2. Fulfillment
    Fulfillment indicates a condition to what extent a site can fulfill the promises of the services and products provided to meet the number of customer needs (Parasuraman et al., 2005).
3. Reliability
    Reliability is the system's ability to complete orders without errors and correctly. Sokhaei and Afshari in (Raza et al., 2020) said that to take advantage of every service provided online, users must first ensure whether the system is safe, trustworthy, and personal information can be kept confidential.
4. Site Aesthetics
    In electronic services, good website design, good color selection, layout and images can improve user experience and satisfaction. Site organization is an important component in increasing user satisfaction and loyalty (Raza et al., 2020).
5. Ease of Use
    According to Wu and Chang in (Raza et al., 2020) user friendliness is an important component to ensuring that applications can meet user convenience (ease of use). Ease of Use is defined as how easy a website is made for customers to carry out external searches in cyberspace and internal

navigation and searches within the website. External search means the extent to which a website can be found easily on the internet through certain keywords. Difficulties regarding internal navigation and usage are common problems, so to minimize this, developers create user guidance (Santos, 2003). An application must also be able to use utility features in the application practically and quickly and make it easy to move between commands through the available navigation.

6. Responsiveness
Responsiveness is a variable that can be used to evaluate electronic services. According to Sheng and Liu in (Raza et al., 2020) responsiveness refers to the speed of order creation in the application carried out by customers to meet their needs. Users will continue to persist when their complaints are served so that their requests are fulfilled Chen (2013) in (Raza et al., 2020). According to Hammound et al. (Raza et al., 2020) responsiveness is divided into three stages. First, the application can properly direct customers in processing ordering activities. Second, the application can provide quick handling of system errors. And third, provide fast responses to every customer request in the application.

Repeat Purchase Intention

Repeat Purchase Intention is a desire formed by consumers to buy again when they experience a satisfying experience after purchasing the product/service (Chiu & Cho, 2019). In the research of Kim et al. (2009) the purchasing process is divided into three stages, namely pre-purchase stage, purchase stage, and postpurchase stage. The pre-purchase stage is the stage where consumers form expectations about the benefits they will receive when they want to buy a product or service rationally. The purchase stage is a further stage than the previous one. At this stage, the consumer has made a transaction and received the goods/services. Consumers will feel the benefits so that an initial perception is formed when using the product/service. The final stage, the postpurchase stage, is the stage where consumers will compare the expectations formed before purchasing with the initial perceptions formed when using the product/service. Next, consumers will form a level of satisfaction or influence based on the comparison level of expectations and benefits received. This evaluation will later determine whether consumers feel satisfied and encourage consumers' desire to repurchase the product/service (repeat purchase intention) while dissatisfaction causes consumers to stop using the product/service (Pakarti et al., 2022).

According to Putri, Darwini, and Dakwah in (Ginting et al., 2023) repeat purchase intention has several indicators, namely:

1. Transactional interest
Transactional interest occurs when a consumer has a desire and decides to always buy a product or service again that has been used because it is felt that it has benefits that match or exceed those expected.

2. Referential interest
Where consumers want to recommend the product they have used for other people to buy so that they get the same references and experiences.

3. Preferential interest
Preferential interest is a consumer habit of having a primary choice of products/services that they have used. These preferences will be changed if something happens to the product/service they have chosen.

4. Exploration interest

This is the behavior of consumers who always look for information about the product/service they want and look for positive supporting information about the characteristics of the product/service.

E-Satisfaction

According to Puspasari et al (2022), customer satisfaction is a condition where consumers' needs, desires and expectations meet the benefits of the product itself. The reason that encourages consumers to use a product/service again and makes consumers loyal and recommend the product to others is consumer satisfaction (Ginting et al., 2023), Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing expectations with results (Kotler & Amstrong, 2008). Consumers will form the expected benefits from previous experiences, such as asking for comments regarding the products they have used and information on offers from the company (Fiona & Hidayat, 2020). Consumer satisfaction is the level of how far the product's performance meets consumer expectations. When product benefits do not match expectations, consumers will be disappointed and dissatisfied (Lestari & Ellyawati, 2019).

Electronic satisfaction is the total satisfaction value felt by consumers every time they buy or consume products/services from time to time on online sites (Trivedi & Yadav, 2020). According to Rose et al. in the journal (Pakarti et al., 2022) E-satisfaction in internet-based retail is the result of evaluation and impression of site performance on several attributes. Users not only interact with sites such as browsing, searching, finding, selecting, comparing, and evaluating goods, but also place orders online and wait for the orders to be received. Consumer experience is a series of interaction processes on a website until they get the goods (Chou et al., 2015). Consumers will be encouraged to buy again when they get more benefits than what they have sacrificed (Wu et al., 2014).

Apart from that, e-satisfaction has five main indicators as follows (Ranjbarian et al., 2012; Srivastava & Kaul, 2014; Tobagus, 2018).

1. Convenience
   Convenience is a company's ability to reduce non-monetary costs such as time, energy and effort when purchasing goods or services (Srivastava & Kaul, 2014). Convenience is also defined as the value of benefits felt by consumers in purchasing goods or services electronically, thereby creating a pleasant experience or enjoyment when making transactions. In this case, convenience has three things, namely shopping time, shopping convenience, and ease of browsing.

2. Merchandising
   Merchandising is a company's ability to provide variations and information on the products or services offered. This will increase satisfaction when consumers perceive that the company can provide attractive offers for both products and services through mobile-based applications (Szymanski & Hise, 2000). This capability can provide consumers with wise decisions in making purchases through the application.

3. Site Design
   Site design can be defined as the appearance and navigation system that appears on a site (Wilson et al., 2019). Site design has an important role in building consumer satisfaction. Good site design includes good display of images and colors, ease of search, and speed of commands (Tobagus, 2018). In this case, the seller must pay attention to the application design to become a medium of interface with consumers. Sellers can interact with buyers by providing related product or service information, while buyers can access the application to view and purchase products or services.

4. Security

Security is defined as consumers' assessment of the level of security in carrying out transactions through applications provided by sellers (Ha & Pan, 2018). Consumers will tend to pay attention to security when making online transactions through applications, whether the privacy of their data will be maintained and guaranteed. This is very important because sellers usually need the buyer's personal data (credit card number, email, address, cellphone number, etc.) on the website or platform created by the seller. When consumers doubt the security of the system, they will reverse their purchasing decisions and stop using the website or application (Wilson et al., 2021). Security of customer data and finances is an important factor in building e-satisfaction.

5. Serviceability

Serviceability is the ability of an application to serve the needs of application users (Ranjbarian et al., 2012). Several factors that influence e-satisfaction include customer support, the purchase process, and post-service.
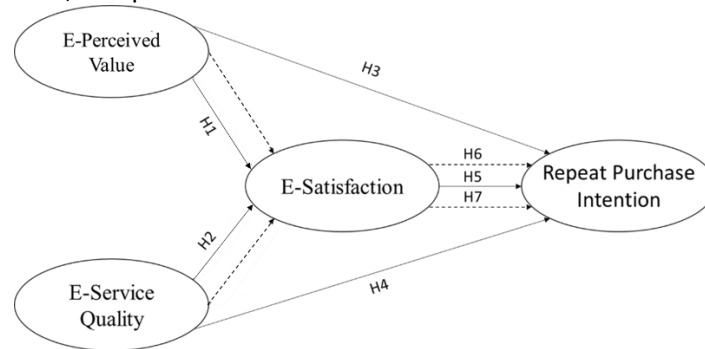
Research Model

METHOD

The research method used is quantitative research. According to Soegiyono (2020), quantitative research is research based on the philosophy of postpositivism by examining a certain population or sample and using quantitative or statistical data analysis which aims to test the stated hypothesis. Research with a quantitative approach emphasizes analysis of numerical data (numbers) which is then analyzed using appropriate statistical methods. The data obtained is based on a predetermined population through a survey method where structured questionnaires/questionnaires are distributed which will then be distributed to predetermined respondents to obtain specific data and information. This research requires primary data, where primary data refers to data that has been collected directly. The most common way to collect primary data for quantitative research is a questionnaire (Hardani et al., 2020).

The use of quantitative methods is aimed at achieving accurate and credible numerical results regarding the influence of e-perceived value and e-service quality on repeat purchase intention with e-satisfaction as a mediating variable among restaurant application users in DKI Jakarta.

RESULT

Validity Test

Validity testing aims to measure how carefully a test performs its function, whether the measuring instrument that has been prepared is truly capable of measuring what needs to be measured. Validity testing can measure whether a questionnaire is valid or not. In this research, the validity test will use the Pearson test, namely by comparing the calculated r value (Pearson Correlation) used to support the research (Darma, 2021) . A statement is said to be valid or can represent a variable if r counts > r table. And a statement is said to be invalid or unable to represent a variable if r counts < r table. The

validity test results are as follows.

Table 1. Validity Test Result

Variabel	Indikator	r-hitung	r-tabel 0,05 (n=303)	keterangan
E-Service Quality (X1)	ESQ1	0,811	0,113	Valid
	ESQ2	0,838	0,113	Valid
	ESQ3	0,812	0,113	Valid
	ESQ4	0,830	0,113	Valid
	ESQ5	0,837	0,113	Valid
	ESQ6	0,797	0,113	Valid
	ESQ7	0,797	0,113	Valid
	ESQ8	0,885	0,113	Valid
E-Perceived Value (X2)	EPV1	0,884	0,113	Valid
	EPV2	0,879	0,113	Valid
	EPV3	0,900	0,113	Valid
	EPV4	0,923	0,113	Valid
Repeat Purchase Intention (Y)	RPI1	0,875	0,113	Valid
	RPI2	0,867	0,113	Valid
	RPI3	0,869	0,113	Valid
	RPI4	0,880	0,113	Valid
E-Satisfaction (Z)	ES1	0,797	0,113	Valid
	ES2	0,835	0,113	Valid
	ES3	0,841	0,113	Valid
	ES4	0,847	0,113	Valid
	ES5	0,865	0,113	Valid
	ES6	0,874	0,113	Valid
	ES7	0,877	0,113	Valid
	ES8	0,827	0,113	Valid
	ES9	0,912	0,113	Valid

Source: data processed by researchers (2023)

In table above, the r-table uses a significance of 0.05 and the number of 303 respondents is 0.113. It can be concluded that all indicator items are declared valid because they have a calculated r-value greater than the r-table value.

Reliability Test

Reliability testing is useful to find out whether the data produced is reliable. According to (Darma, 2021), the concept of reliability is the extent to which the results of a measurement used are reliable and free from measurement errors. In testing reliability in this research, researchers used Cronbach's Alpha. According to Ghozali (2016), if the Cronbach's Alpha value is ≥ 0.70, then the research instrument is reliable and if the Cronbach's Alpha value is ≤ 0.70, then the research instrument is not reliable. The validity test results are as follows.

Table 2. Realibility Test Result Table

Variabel	Cronbach's Alpha	Keterangan
E-Service Quality (X1)	0,996	Valid
E-Perceived Value (X2)	0,999	Valid

Repeat Purchase Intention (Y)	0,988	*Valid*
E-Satisfaction (Z)	0,999	*Valid*

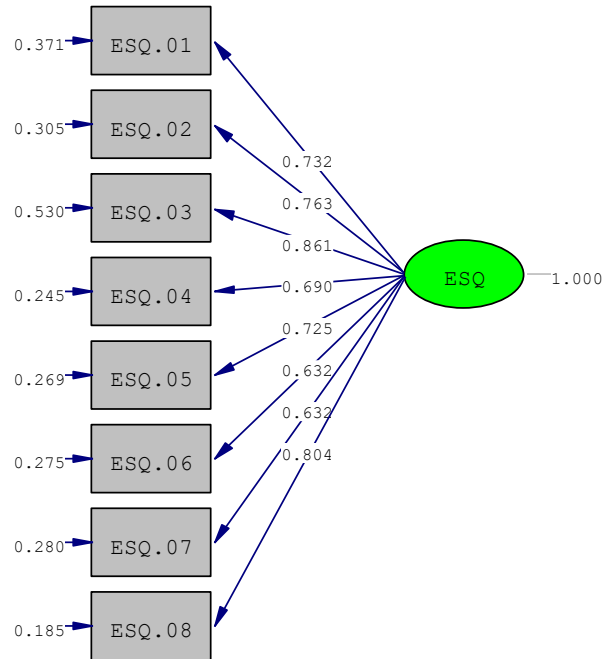Source: data processed by researchers (2023)

In table above, it can be concluded that each variable is declared reliable because it has a greater Cronbach's Alpha value, namely 0.70.

Confirmatory Factor Analysis (CFA)
1. E-Service Quality
    The following is a picture of the first order construct model on the e-service quality variable using SEM (Structural Equation Model) from Lisrel 8.80 software.

Chi-Square=25.82, df=20, P-value=0.17198, RMSEA=0.031

Figure 1. First Order Construct Model of E-Service Quality
Source: data processed by researchers (2023)

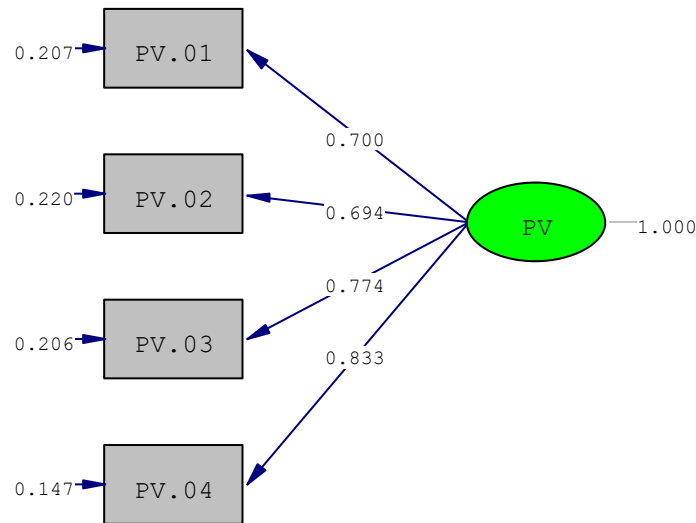Table 3. First Order Construct Model of E-Service Quality

Goodness of Fit Indices	Cut-off Value	Hasil	Evaluasi Model
P	≥ 0,05	0,172	Good fit
CMIN/DF	≤ 2,00	1,227	Good fit
GFI	≥ 0,90	0,979	Good fit
AGFI	≥ 0,90	0,962	Good fit
RMSEA	≤ 0,08	0,031	Good fit
NFI	≥ 0,95	0,993	Good fit
CFI	≥ 0,95	0,999	Good fit

Source: data processed by researchers (2023)

In table 3, you can see the results of instrument testing, the e-service quality variable has six indicators with an estimated loading factor of more than 0.7. After processing the model in the first order construct, there are indicators that are discarded. The Goodness of Fit Indices test on this variable is said to be good because all assessments have fit values.

2. E-Perceived Value
    The following is a picture of the first order construct model on the e-perceived value variable using SEM (Structural Equation Model) from Lisrel 8.80 software.

Chi-Square=0.12, df=2, P-value=0.94099, RMSEA=0.000

Figure 2. First Order Construct Model of E-Perceived Value
Source: data processed by researchers (2023)

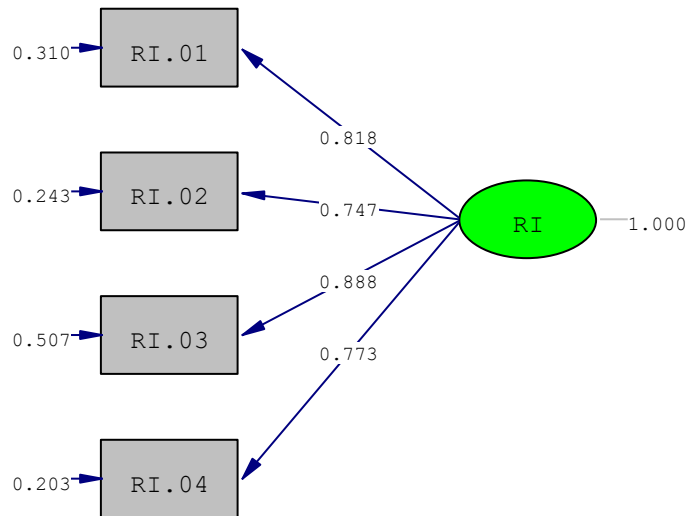Table 4. First Order Construct Model of E-Perceived Value

Goodness of Fit Indices	Cut-off Value	Hasil	Evaluasi Model
P	≥ 0,05	0,941	Good fit
CMIN/DF	≤ 2,00	0,061	Good fit
GFI	≥ 0,90	1,000	Good fit
AGFI	≥ 0,90	0,999	Good fit
RMSEA	≤ 0,08	0,000	Good fit
NFI	≥ 0,95	1,000	Good fit
CFI	≥ 0,95	1,000	Good fit

Source: data processed by researchers (2023)

In table 4, you can see the results of instrument testing, the E-Perceived Value variable has four indicators with an estimated loading factor of more than 0.7. After processing the model in the first order construct, there are indicators that are discarded. The Goodness of Fit Indices test on this variable is said to be good because all assessments have fit values.

3. Repeat Purchase Intention

The following is a picture of the first order construct model on the repeat purchase intention variable using SEM (Structural Equation Model) from Lisrel 8.80 software.

Chi-Square=3.44, df=2, P-value=0.17866, RMSEA=0.049

Figure 3. First Order Construct Model of E-Perceived Value
Source: data processed by researchers (2023)

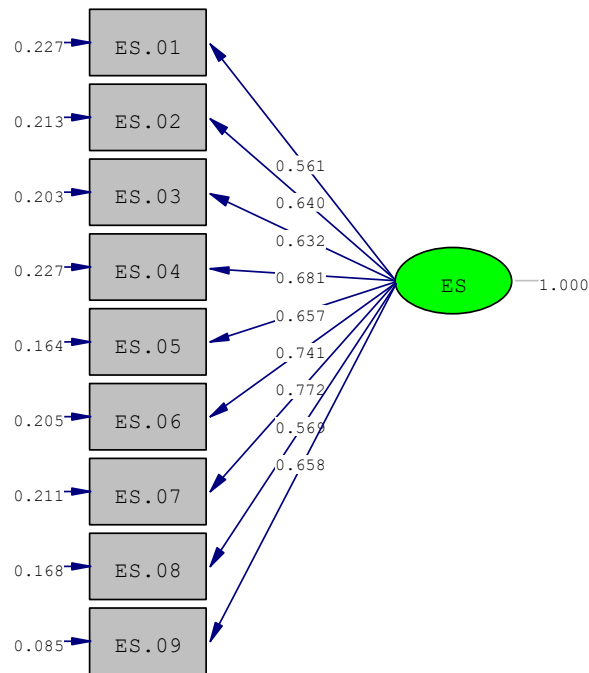Table 5. First Order Construct Model of E-Perceived Value

Goodness of Fit Indices	Cut-off Value	Hasil	Evaluasi Model
P	≥ 0,05	0,179	Good fit
CMIN/DF	≤ 2,00	1,775	Good fit
GFI	≥ 0,90	0,994	Good fit
AGFI	≥ 0,90	0,972	Good fit
RMSEA	≤ 0,08	0,049	Good fit
NFI	≥ 0,95	0,996	Good fit
CFI	≥ 0,95	0,998	Good fit

Source: data processed by researchers (2023)

In table 5, you can see the results of instrument testing, the Repeat Purchase Intention variable has four indicators with an estimated loading factor of more than 0.7. After processing the model in the first order construct, there are indicators that are discarded. The Goodness of Fit Indices test on this variable is said to be good because all assessments have fit values.

4. E-Satisfaction

The following is a picture of the first order construct model on e-satisfaction variable using SEM (Structural Equation Model) from Lisrel 8.80 software.

Chi-Square=30.88, df=27, P-value=0.27590, RMSEA=0.022

Figure 4. First Order Construct Model of E-Satisfaction
Source: data processed by researchers (2023)

Table 6. First Order Construct Model of E-Satisfaction

Goodness of Fit Indices	Cut-off Value	Hasil	Evaluasi Model
P	≥ 0,05	0,276	Good fit
CMIN/DF	≤ 2,00	1,130	Good fit
GFI	≥ 0,90	0,978	Good fit
AGFI	≥ 0,90	0,963	Good fit
RMSEA	≤ 0,08	0,022	Good fit
NFI	≥ 0,95	0,994	Good fit
CFI	≥ 0,95	0,999	Good fit

Source: data processed by researchers (2023)

In table 6, you can see the results of instrument testing, the E-Satisfaction variable has nine indicators with an estimated loading factor of more than 0.7. After processing the model in the first order construct, there are indicators that are discarded. The Goodness of Fit Indices test on this variable is said to be good because all assessments have fit values.

5. Full Model

The following is a picture of full model first order construct variable using SEM (Structural Equation Model) from Lisrel 8.80 software.
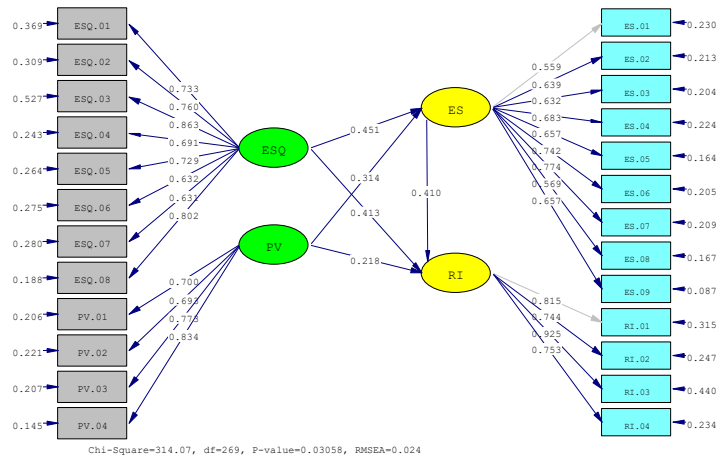
Figure 5. First Order Construct Full Model
Source: data processed by researchers (2023)

Table 7. First Order Construct Full Model

Goodness of Fit Indices	Cut-off Value	Hasil	Evaluasi Model
P	≥ 0,05	0,031	Good fit
CMIN/DF	≤ 2,00	1,245	Good fit
GFI	≥ 0,90	0,923	Good fit
AGFI	≥ 0,90	0,907	Good fit
RMSEA	≤ 0,08	0,024	Good fit
NFI	≥ 0,95	0,985	Good fit
CFI	≥ 0,95	0,997	Good fit

Source: data processed by researchers (2023)

Table 7 above shows the full SEM model which consists of four variables with an explanation of each indicator. This model is intended to be able to see the influence of the relationship between each variable. Does the independent variable have an effect on the dependent variable, through the condition that the SEM model must meet the Goodness of Fit Indices criteria. Based on the data processing that has been carried out, the full model that has been formed has met the requirements and can be declared fit.
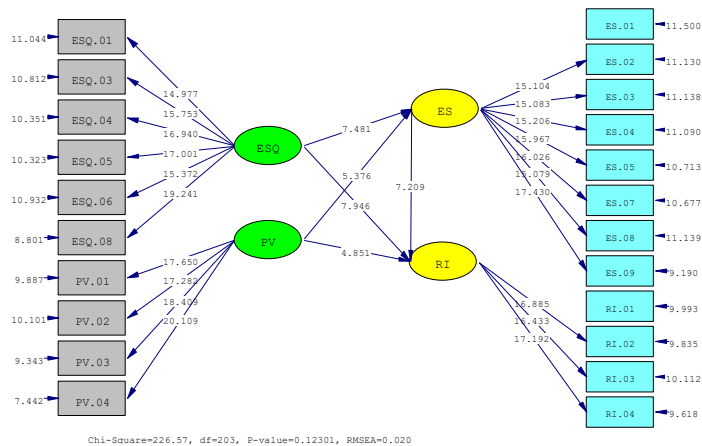
6. Hypothesis Testing

Figure 6. T-Value
Source: data processed by researchers (2023)

Table 8. Hypothesis Test

Hypothesis	Dependent Variable	Independent Variable	C.R. (t-value)	Criteria	Standardized Regression Weight	Hypothesis Result Test
H_1	EPV	ES	5,379	1,96	0,058	Accepted
H_2	ESQ	ES	7,481	1,96	0,061	Accepted
H_3	EPV	RPI	4,851	1,96	0,046	Accepted
H_4	ESQ	RPI	7,946	1,96	0,053	Accepted
H_5	ES	RPI	7,209	1,96	0,056	Accepted
H_6	ESQ	RPI	5,688	1,96	0,032	Accepted
H_7	EPV	RPI	4,528	1,96	0,027	Accepted

Source: data processed by researchers (2023)

DISCUSSION

E-perceived value with e-satisfaction

Based on the results of data analysis, it shows that there is a positive and significant influence between the variable e-perceived value (X2) on e-satisfaction (Y). This is proven by the path coefficient result of 0.058 where this figure has a T-value of 5.379 or more than 1.96.

The e-perceived value variable has a positive and significant influence on e-satisfaction. This proves that the higher the perceived value that consumers have, the higher the satisfaction felt by consumers from restaurant application users in Jakarta. The results of this research are also supported by other research conducted by Chiu & Cho (2019) with 476 respondents and tested using SmartPLS 3.0 which shows that there is a positive influence between perceived value on consumers' satisfaction. In this research, an analysis was found that when a consumer has purchased a product, it is considered cost effective. With a perception (perceived value) that is assessed as meeting or exceeding expectations, this can increase the level of consumer satisfaction with the product. On the other hand, when consumers pay more for a product but it does not meet the expectations of the benefits obtained, this can result in the perceived value not being achieved, which can reduce the level of satisfaction. So it can be concluded that when the perceived value of restaurant application users in Jakarta is high, it will increase user satisfaction when making purchases through restaurant applications (Miao et al., 2022).

E-service quality with e-satisfaction

Based on the results of data analysis, it shows that there is a positive and significant influence between the e-service quality variable (X1) on e-satisfaction (Y). This is proven by the path coefficient result of 0.061 where this figure has a T-value of 7.481 or more than 1.96.

The e-service quality variable has a positive and significant influence on e-satisfaction. This shows that when the quality of service provided electronically gets better, it will also increase the satisfaction felt by consumers of F&B application users in Jakarta. These results are also supported by research conducted by Ginting et al (2023)with 344 respondents and tested with SmartPLS 3, with research results showing that e-service quality has a positive and significant influence on customer satisfaction on e-commerce sites in Indonesia. This states that the better the e-service quality provided by e-commerce, the higher the level of satisfaction felt by consumers. Vice versa, if the quality of the e-service provided is poor, the lower the level of satisfaction that consumers will feel. As for other research conducted by Jayaputra et al. (2022) with 106 respondents whose research results showed that there was a positive and significant influence between e-service quality on e-consumers'

satisfaction of users of the Shopee Food application. With the complete services provided to consumers, they will feel happy and satisfied with the services provided by the Shopee Food application, especially when making transactions. Thus, when restaurant application users get good quality electronic services or e-service quality, this will create a higher level of satisfaction for the restaurant application users. So, it can be concluded that the higher the level of e-service quality, the higher the level of e-satisfaction, and vice versa (Rahi & Abd. Ghani, 2019; Wilson et al., 2019).

E-service quality with repeat purchase intention

Based on the results of data analysis, it shows that there is a positive and significant influence between the e-service quality variable (X1) on repeat purchase intention (Z). This is proven by the path coefficient result of 0.053 where this figure has a T-value of 7.946 or more than 1.96.

The e-service quality variable has a positive and significant influence on repeat purchase intention. This shows that when the quality of service provided electronically gets better, it will also increase consumer interest in repurchasing among F&B application users in Jakarta. The results of this research are also supported by research conducted by Purnamasari & Suryandari (2023) with 264 respondents and tested using SmartPLS 4 which shows that there is a positive and significant influence between e-service quality on e-repurchase intention. These results state the importance of the quality of electronic services on online shopping sites, which can build a pleasant shopping experience so that it can increase consumers' interest in repeat purchases. So, it can be concluded that when restaurant application users in Jakarta receive good service quality or e-service quality, this will tend to increase users' ability to make repeat purchases on restaurant applications (Farisal Abid & Purbawati, 2020).

E-perceived value with repeat purchase intention

Based on the results of data analysis, it shows that there is a positive and significant influence between the e-perceived value (X2) variable on repeat purchase intention (Z). This is proven by the path coefficient result of 0.046 where this figure has a T-value of 4.851 or more than 1.96.

The e-perceived value variable has a positive and significant influence on repeat purchase intention. This proves that the higher the consumer's perceived value, the higher the consumer's interest in making repeat purchases on restaurant applications in Jakarta. The results of this research are also supported by other research conducted by Asti et al. (2021) with 427 respondents and tested using AMOS version 24 which states that perceived value has a positive and significant influence on repeat purchase intention in e-grocery. In this case, when consumers have a pleasant shopping experience so that the resulting perceived value is high, consumers will tend to shop again at the same place because their previous shopping experience was pleasant. On the other hand, consumers will stop shopping again when what they expect does not match the benefits they receive. So it can be concluded that when the perceived value of restaurant application users in Jakarta is high, it will increase users' interest in making purchases through restaurant applications (Tan & Brahmana, 2019; Zeqiri et al., 2023).

E-satisfaction with repeat purchase intention

Based on the results of data analysis, it shows that there is a positive and significant influence between the e-satisfaction variable (Y) on repeat purchase intention (Z). This is proven by the path coefficient result of 0.056 where this figure has a T-value of 7.209 or more than 1.96.

The e-satisfaction variable has a positive and significant influence on repeat purchase intention. This proves that the higher the consumer's satisfaction value, the higher the consumer's interest in making repeat purchases of restaurant applications in Jakarta. The results of this research are also supported by other research conducted by Pappas et al. (2014) that satisfaction has a positive and significant effect on customer intention to repeat purchase. In the results, it is said that when someone has a pleasant shopping experience and assesses that the benefits obtained are worth more, they will

tend to have the intention of buying again at the same place. The existence of consumer satisfaction increases long-term relationships between consumers and sellers so that it is directly proportional to a person's tendency to repurchase the product or use the service. So it can be concluded that the higher the level of consumer satisfaction that restaurant application users have in Jakarta, the higher the user's interest in making repeat purchases through the restaurant application (Farisal Abid & Purbawati, 2020).

E-service quality on repeat purchase intention through e-satisfaction

Based on the results of data analysis, it shows that there is a positive and significant influence between the e-service quality value (X1) variable on repeat purchase intention (Z) through e-satisfaction. This is proven by the path coefficient result of 0.032 where this figure has a T-value of 5.688 or more than 1.96.

The e-service quality variable has a positive and significant influence on repeat purchase intention through e-satisfaction. This proves that the better the quality of the services provided through the restaurant application, the greater the level of satisfaction the user will have, so that it can increase interest in repeat purchases through the restaurant application in Jakarta. The results of this research are also supported by other research conducted by Ivastya & Fanani (2020), which states that there is a positive and significant influence between e-service quality on repeat purchase intention through e-satisfaction. The results of this research confirm that consumer satisfaction will be achieved if the services provided in the application are of good quality. This will encourage consumer interest to buy the product or reuse the service. So it can be concluded that good service quality can influence the level of satisfaction that consumers have, so that it can encourage consumer interest in making purchases through restaurant applications (Raihana & Setiawan, 2018; Saleem et al., 2017).

E-perceived value on repeat purchase intention through e-satisfaction

Based on the results of data analysis, it shows that there is a positive and significant influence between the variable e-perceived value (X2) on repeat purchase intention (Z) through e-satisfaction. This is proven by the path coefficient result of 0.027 where this figure has a T-value of 4.528 or more than 1.96.

The e-perceived value variable has a positive and significant influence on repeat purchase intention through e-satisfaction. This proves that the higher the perceived value that consumers have, the higher the level of satisfaction that consumers have, so that it can encourage consumer interest in making repeat purchases on restaurant applications in Jakarta. The results of this research are also supported by other research conducted by Tan & Brahmana (2019) which states that there is a significant influence between e-satisfaction in mediating the relationship between perceived value and repeat purchase intention. In the results of this research, it is explained that consumers' perceived value is very useful for them to assess whether it meets or exceeds their expectations, causing them to be very satisfied with the product or service they have used. The sense of satisfaction given by consumers will certainly encourage interest in buying products or using services again at the same shop or place. So, it can be concluded that consumer satisfaction can be obtained if the added value of the product or service that has been offered is equal to what has been paid. The existence of these additional benefits causes consumers to receive something more than what they expected, which will later influence their assessment of their interest in repurchasing the product. The results of this research prove that e-perceived value indirectly has a positive and significant effect on repeat purchase intention through e-satisfaction (Sarjana et al., 2022)

CONCLUSION

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