

## Customer Value Mediates the Implications of E-Service Quality and E-Payment on Customer Satisfaction for KFCKu App Users.

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### ABSTRACT

**Objective:** This research aims to analyze the influence of e-service quality and e-payment on customer satisfaction which is mediated by KFCKu customer value. The sample used in this research was 185 respondents.

**Methodology:** This type of research uses survey research methods with a quantitative approach. The method used by PLS-SEM is a statistical process that evaluates the outer and inner models (measurement model evaluation and structural model evaluation).

**Findings:** Hypothesis testing proves that H1 (E-service quality on customer value) is accepted; H2 (E-payment to customer value) is accepted; H3 (customer value of customer satisfaction) is accepted; H4 (E-service quality on customer satisfaction) is accepted; H5 (E-payment on customer satisfaction) is accepted; H6 (customer value mediates the relationship between E-service and customer satisfaction) is accepted; and H7 (customer value mediates the relationship between E-payment and customer satisfaction) is accepted.

**Conclusion:** E-service quality and E-payment has a positive and significant effect on the value of customers who use the KFCKu application services. Customer Value and E-service quality has a positive and significant effect on customer satisfaction who use the KFCKu application services. E-payment has a positive and significant effect on customer satisfaction who use the KFCKu application service. Using e-payment in the KFCKu application service provides many benefits and convenience for customers. E-service quality, mediated by customer value, has a positive and significant effect on customer satisfaction who use the KFCKu application services. E-payment which is mediated by customer value has a positive and significant effect on customer satisfaction who use the KFCKu application services.

**Keyword :** E-Service Quality, E-Payment, Customer Value, Customer Satisfaction.

### Introduction

The growth and development of the economy in today's era of globalization are difficult to predict due to changes occurring worldwide in economic, social, and cultural fields (Nisa, 2017). Additionally, the ever-expanding economy has led to the emergence of new companies, ultimately increasing competition among businesses, posing challenges for companies to win the competition and boost sales. This trend is also observed in companies that opt for the fast food sector entering Indonesia.

The diverse changes in consumer consumption patterns have given rise to the concept of practical food serving, one of which is fast food. This business opportunity has been leveraged by many capital owners in the fast food restaurant industry. Fast food is quickly available and ready-to-eat food, such as fried chicken, hamburgers, or pizza. The ease of obtaining fast food in the market facilitates the availability of food variety that matches consumer preferences and purchasing power. Furthermore, the preparation and serving process is easier and quicker, making it suitable for those who are always busy.

Currently, there is an increasing presence of fast food restaurants, both local and foreign. One of the foreign fast food restaurants growing in Indonesia is Kentucky Fried Chicken (KFC), founded by PT. Fastfood Indonesia, Tbk in 1979. KFC is a global leader in the fast food business category, specializing in fried chicken. Besides offering fried chicken, KFC caters to consumer tastes with menu options such as rice, mashed potatoes, french fries, twisters, and new products like Colonel Yakiniku, Promo Goceng, KFC Attack, Super Panas Jumbo, Bubur Ayam, among others. KFC strives to retain customers through various efforts to face stiff competition in the culinary business. To survive and enhance profitability amidst this competition, KFC must determine the right strategies. However, in executing these strategies, KFC needs customer support who are always satisfied with everything KFC offers. Below is the sales data from KFC:

**Table 1 - KFC Marketing Report**

<b>Year</b>	<b>Income</b>	<b>Change</b>
<b>2018</b>	6,017,492	0%
<b>2019</b>	6,706,376	11.45%
<b>2020</b>	4,840,364	-27.82%
<b>2021</b>	4,840,596	0.005%
<b>2022</b>	5,857,474	21.01%

*Source: processed by authors 2023.*

IDX (Indonesia Stock Exchange) reported that KFC sales have shown an increasing cycle year over year. In 2018, sales were recorded at 6,017 billion. In 2019, KFC sales rose to 6,706 billion, an increase of 11.45%. However, in 2020 and 2021, sales declined by 27.82%. In 2022, sales increased from the previous year to 5,887 billion, a rise of 21.01%. This indicates that KFC customers feel satisfied with the services provided by the company, resulting in increased sales year over year, despite a decline in 2020 and 2021 due to the COVID-19 surge.

KFC, as one of the fast-food restaurants, always innovates to provide the best for its customers, including improving service quality. Previously, Kentucky Fried Chicken, or KFC, could also be ordered through the 14022 telephone delivery service. However, according to [www.kompas.com](http://www.kompas.com), the 14022 telephone delivery service for Kentucky Fried Chicken was officially discontinued on October 1, 2022. Customers can still order online through the KFC app, KFCKu, which can be downloaded from Google Playstore. KFCKu is an application provided by PT. Fast Food Indonesia Tbk for KFC fast-food restaurant services. This application functions to order food online, known as an Online Food Delivery System (OFDS). KFCKu started operating in 2017. This application aims to make it easier for consumers to order food through the app and reach a broader consumer base.

The description above indicates that customer satisfaction with using the application can fluctuate. In other words, customer satisfaction with using the KFCku application needs to be continually considered by the company. Thus, customer satisfaction can be influenced by customer value. As research by Razak et al. (2021), Surya & Saragih (2020), Papatungan et al. (2022), and Octavia & Riza (2023) shows, customer value positively and significantly affects customer satisfaction. Additionally, Kuswibowo (2022) explains that customer value plays an essential role in consumer satisfaction, so if consumer value increases, it can enhance customer satisfaction. This is supported by Ardiyanti & Sitorus (2023), who state that customer value is a crucial factor in determining the level of customer satisfaction. However, these studies used populations or research objects in the service sector, while this research focuses on the food and beverage industry (KFC). Therefore, customer value, theoretically, is influenced by other factors, including service quality and payment methods, both offline (no internet) and online, known as electronic (E) or E-service quality and E-payment.

Ayuni (2019), in her research study, reported that e-service quality has a significantly positive impact on online customer satisfaction. The research also explains that the role of online customer value mediation between electronic service quality and consumer satisfaction needs to be considered by the food and beverage industry, especially Generation Z. Other research results prove that customer value is an important factor in mediating the relationship between e-service quality and customer satisfaction (Kunadi & Wuisan, 2021). This means that online service quality will shape consumer behavior to use or not use the service, which can affect customer value (Mostafa, 2020).

A study conducted by Candra & Juliani (2018) explains that e-service quality has a direct effect on customer value and satisfaction, and customer value can significantly mediate the relationship between e-service quality and customer satisfaction. Supporting this view, Lestari (2021) concludes that consumers will feel online satisfaction if the company has service quality that meets consumer expectations online. Furthermore, consumers will have a positive value for a product if the payment method is easily accessible online. Research results show that e-payment is significant in online shopping and can increase sales volume (Alzoubia et al., 2022). This means e-payment can also determine customer value.

In addition to affecting customer value, e-service quality and e-payment also directly impact customer satisfaction. Research results (including: Marliyah et al., 2020; Çelik, 2021; Hansopaheluwakan, 2020; Rahmawaty et al., 2021; Ginting et al., 2023; and Handayani et al., 2021) show that e-service quality positively and significantly impacts consumer satisfaction. Yunitasari et al. (2022) found that e-payment significantly influences customer satisfaction. Their research also explains that with e-payment, consumers gain ease and security in transactions, costs that do not burden consumers, and other benefits that customers feel, making them satisfied with using e-payment for online purchases.

Based on journal reviews, this research aims to quantitatively analyze the factors influencing customer value and whether customer value plays an important role in connecting these factors to customer satisfaction.

## **Literature Review**

### **E-Service Quality**

Hidayatullah & Hidayah (2023) cited Blut et al. (2015), explaining that e-service quality is the extent to which online services facilitate consumers in making purchases, delivering products, and providing services effectively and efficiently. E-service quality is also a total customer assessment related to the excellence and quality of electronic service delivery in the virtual market (Visansakon & Prougestaporn, 2015). In line with this view, Saragih (2019) stated that e-service quality essentially serves as an internet medium connecting sellers and buyers to conduct transactions broadly, effectively, and efficiently. A broader concept was proposed by Zeithaml et al. (2002), describing e-service quality as a measure of the effectiveness and efficiency of website performance as perceived by customers, helping them obtain information, transact accurately, and successfully deliver products and services. In this research, e-service quality is an independent variable that influences online customer value and customer satisfaction. Based on Ayuni's (2019) research, the dimensions of this variable are ease of use, information quality, web aesthetics/design, security/privacy, and reliability.

### **E-Payment**

According to Gultom & Yoestini (2022), electronic payment is a system for making payments using various internet facilities. It supports e-commerce, benefiting business transactions by improving customer service, saving time, and enhancing efficiency. Payments can be made anytime, anywhere, using various media without limitations. Pasaribu & Siregar (2022) defined the electronic payment system as a value exchange between parties in business transactions through information, communication, and technology (ICT) networks. E-payment systems are widely used by various industries, including online stores, for online transactions. The dimensions of e-payment, according to Pasaribu & Siregar (2022), include independence, interoperability and portability, security, anonymity, ease of use, transaction fees, and regulatory compliance.

### **Customer Value**

Tjiptono (2015) defined customer value as the emotional bond between customers and producers after customers use the company's products and services and find that these products or services provide added value. Nurhalimah & Nurhayati (2019) similarly defined customer value as an emotional bond formed between customers and producers after customers use the company's products and services and find that these products or services provide added value. This implies that value is not only the functional benefit of a tool but the entire process from delivery to post-sale service that customers can enjoy. Additionally, customer value is a comprehensive evaluation by customers of the usefulness of a service or product based on their perceptions of what has been received and given (Chiu et al., 2019). According to Sweeney & Soutar in Tjiptono (2015), there are four main aspects of customer value: emotional value, social value, performance value, and price value. These dimensions or indicators were also used in the research by Nurhalimah & Nurhayati (2019).

### **Customer Satisfaction**

Anderson and Srinivasan, cited by Prashar et al. (2017), defined online satisfaction as customer satisfaction related to previous purchasing experiences with a particular company electronically (web). Rohaeni & Marwa (2018) explained that customer satisfaction is the

extent to which a product or service level is perceived to meet customer or buyer expectations. According to Kotler & Keller (2016), customer satisfaction is the extent to which a product or service level is perceived to meet expectations. Thus, online customer satisfaction (e-satisfaction) is the extent to which an online product and service (e.g., KFCKu) is evaluated by customers online. Lestari (2021) explained in her thesis that online customer satisfaction is highly related to previous online purchase experiences and can be termed electronic satisfaction. The indicators used in this research, according to Prashar et al. (2017), are: a) Satisfaction with website performance; b) Pleasant experience using the website; and c) Satisfying experience when purchasing on the website.

## **Research Framework and Hypotheses**

### **Influence of E-Service Quality on Customer Value**

E-service quality fundamentally relates to the online services provided by a company to consumers in online transactions. Therefore, online services are of high quality if they add value by facilitating consumer transactions. Quality online services can positively affect customer value, implying that if online services meet customer expectations, a company's products or services will likely be consumed again and vice versa. When consumers interact or transact with a company (e.g., services), they simultaneously evaluate the product, ultimately determining customer value. This indicates that e-service quality plays a crucial role in influencing the formation of customer value. Candra & Juliani (2018) explained that service quality must be improved if a company wants to enhance customer value. Furthermore, a company can create customer value by improving online quality, particularly regarding usability, security, and enjoyment in using online tools for transactions (Mostafa, 2020). Research has shown a significant influence of e-service quality on customer value (Lestari, 2021). Thus, the hypothesis of this research is:

H1: E-service quality significantly affects customer value.

### **Influence of E-Payment on Customer Value**

Value is the comparison between the benefits customers receive and the sacrifices they make. It implies that value is not just the functional benefits of a tool but the entire process from delivery to post-sale service that customers can enjoy. Pasaribu & Siregar (2022) stated that the e-payment system is designed by companies through ICT networks, which customers can use in transactions. Therefore, customer value can also be enhanced through e-payment. Alzoubia et al. (2022) explained that e-payment plays a major role in enhancing customer experience with online shopping and increasing interaction with e-commerce technology.

Thus, it is clear that e-payment in any form affects customer value. Therefore, the hypothesis of this research is:

H2: E-payment significantly affects customer value.

### **Influence of Customer Value on Customer Satisfaction**

Kotler & Keller (2016) explain that customer expectations result from customers' perceptions of the products they have purchased. When customers transact, particularly online, it can create positive or negative emotional bonds. Consequently, after consuming a product or service, customers tend to evaluate whether to use it again. This means that customer value can significantly affect customer satisfaction after a particular product or service is used. Online customer satisfaction is also influenced by customer value, as

customers with online transaction experience have the time and space to evaluate or perceive the products or services they have purchased. Studies by Papatungan et al. (2022) and Octavia & Riza (2023) show a significant influence between customer value and customer satisfaction. Thus, the research hypothesis is:

H3: Customer value significantly affects customer satisfaction.

### **Influence of E-Service Quality on Customer Satisfaction**

Previous studies, such as those by Hansopaheluwakan (2020) and Rahmawaty et al. (2021), indicate that e-service quality has a positive and significant impact on consumer satisfaction. This means that online service quality will be evaluated by customers in relation to online performance (e.g., the KFCku app as an Online Food Delivery System - OFDS), which can ultimately influence customer satisfaction levels. Research by Surya & Saragih (2020) shows a significant relationship between e-service quality and customer satisfaction. Another study by Indriastuti et al. (2022) also suggests that e-service quality directly positively impacts customer satisfaction, including feelings of satisfaction, expectations being met, pride in using the service, reliable system quality, good information quality, easily understood web features, appropriate language, adequate facilities, products, information, and ease of transaction. Thus, the research hypothesis is:

H4: E-service quality significantly affects customer satisfaction.

### **Influence of E-Payment on Customer Satisfaction**

Customer satisfaction is influenced not only by e-service quality but also by e-payment. Research shows that e-payment has a direct impact on customer satisfaction (Yunitasari et al., 2022). Other authors (Gultom & Yoestini, 2022) explain that e-payment can determine the rise and fall of customer satisfaction levels. Digital payment (e-payment) is a transaction activity using electronic media as a payment tool (Rizkiyah et al., 2021). E-payment can also be called digital money, an electronic and virtual payment currently utilized by KFCku for online consumer services. Since e-payment replaces cash payments, this payment system can affect customer satisfaction levels. Other research reveals that ease of use, content, format, accuracy, and format of digital payment applications significantly impact consumer satisfaction (Sudirjo et al., 2024). Thus, the research hypothesis is:

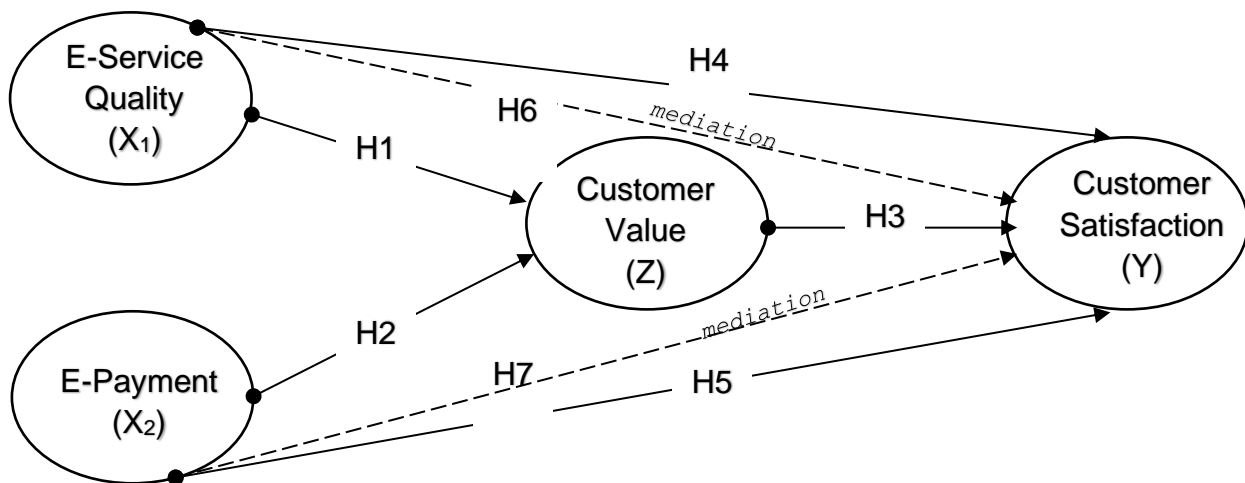
H5: E-payment significantly affects customer satisfaction.

### **Influence of E-Service Quality and E-Payment on Customer Satisfaction through Customer Value**

A study by Candra & Juliani (2018) explains that e-service quality directly significantly impacts customer value and satisfaction, with customer value acting as a mediator in the relationship between e-service quality and customer satisfaction. Hidayatullah & Hidayah (2023) reveal that e-service quality can affect customer satisfaction directly or indirectly, mediated by customer value. In essence, customer value can mediate the relationship between variables (e.g., e-service quality and e-payment). Therefore, the research hypotheses are:

H6: Customer value mediates the relationship between e-service quality and customer satisfaction.

H7: Customer value mediates the relationship between e-payment and customer satisfaction.



**Figure 1: Scientific study Framework**

**Research Methodology**

**Measurement Development**

**E-service quality (X1):** The measure of the effectiveness and efficiency of website performance as perceived by customers, supporting them in obtaining information, transaction accuracy, and successful delivery of products and services (Zeithaml et al., 2002). The indicators of this variable are developed based on Ayuni's (2019) research, which includes: ease of use, information quality, web aesthetics/design, security/privacy, and reliability.

**Electronic/E-Payment (X2):** A payment system that supports e-commerce and provides advantages in business transactions by improving customer service, saving time and efficiency, enabling payments to be made anytime, anywhere, through various media, and without limitations (Gultom & Yoestini, 2022). The indicators of this variable are developed based on the research by Pasaribu & Siregar (2022), including: independence, interoperability and portability, security, and anonymity, ease of use, transaction fees, and regularity.

**Customer Value (Z):** A comprehensive evaluation by customers of the usefulness of a service or product based on their perceptions of what has been received and what has been given (Chiu et al., 2019). The indicators of this variable are developed based on the opinions of Tjiptono (2015) and Nurhalimah & Nurhayati (2019), which include: emotional value, social value, performance value, and price value.

**Customer Satisfaction (Y):** Prashar et al., (2017) define online satisfaction as customer satisfaction in relation to previous purchase experiences with a particular company conducted electronically (via web). The indicators of this variable are developed based on Prashar et al.'s (2017) research, including: a) satisfaction with website performance; b) a pleasant experience when using the website; and c) a satisfying experience when purchasing on the website.

**Data Analysis Method**

This research uses a survey research method with a quantitative approach. The method used is PLS-SEM. Hair et al., (2014) explain that PLS-SEM is used to evaluate the outer and inner models (measurement model evaluation and structural model evaluation).

The evaluation of the reflective outer model consists of: convergent validity, discriminant validity, and composite reliability. The inner model includes R2 value and Q2 value. The research population is 185 customers of KFCKu, and data is collected using Google Forms.

## Research Results and Discussion

### Research Results

#### Respondent Description

**Table 2. Description of Respondent Characteristics**

Respondent Characteristics		Frequency	Percent	Cumulative Percent
Gender	Female	177	63.20%	63,2%
	Total	177	63.20%	63,2%
Age	23-28	83	44,9%	44,9%
	Total	83	44,9%	44,9%
Last education	S1/S2/S3	122	65,9%	65,9%
	Total	122	65,9%	65,9%
Job	Private employee	130	70,3%	70,3%
	Total	130	70,3%	70,3%

Source: processed by authors 2023.

Based on Table 2 above, the respondent characteristics are as follows: the majority of respondents are female at 63.20%, aged 23-28 years at 44.90%, have a bachelor's/master's/doctoral degree at 65.90%, and are employed in the private sector at 70.30%. Therefore, it can be concluded that the target market for e-service quality and e-payment in the KFCKu application consists of active young individuals with access to technology and sufficient financial capability. With the KFCKu application, it is expected to provide satisfaction to customers within this target market, as it facilitates payment transactions and food ordering at KFC.

#### Measurement Model Evaluation

Convergent validity is used to determine whether a measurement correlates positively with alternative measurements of the same construct. To assess the validity of an indicator, we examine its outer loading: it is considered valid if the outer loading > 0.70 (Hair et al., 2019).

**Table 2. Cross-Loading Discriminant Validity Test Results**

Indicators	E-Service Quality	E-Payment	Satisfaction	Customer Value
E-SQ1	0.793	0.246	0.465	0.406
E-SQ2	0.819	0.323	0.476	0.382
E-SQ3	0.838	0.322	0.516	0.436
E-SQ4	0.892	0.336	0.537	0.468
E-SQ5	0.874	0.411	0.59	0.474



Indicators	E-Service Quality	E-Payment	Satisfaction	Customer Value
E-SQ6	0.864	0.417	0.586	0.462
E-SQ7	0.889	0.325	0.526	0.458
E-SQ8	0.886	0.349	0.586	0.419
E-SQ9	0.822	0.328	0.492	0.435
E-P1	0.335	0.881	0.632	0.473
E-P10	0.375	0.90	0.626	0.505
E-P11	0.363	0.894	0.611	0.488
E-P12	0.347	0.901	0.582	0.432
E-P13	0.311	0.911	0.59	0.451
E-P14	0.333	0.876	0.561	0.481
E-P2	0.312	0.856	0.527	0.456
E-P3	0.315	0.868	0.625	0.488
E-P4	0.354	0.883	0.568	0.491
E-P5	0.385	0.897	0.623	0.505
E-P6	0.365	0.84	0.605	0.398
E-P7	0.383	0.913	0.677	0.446
E-P8	0.409	0.898	0.666	0.444
E-P9	0.372	0.887	0.619	0.523
KP1	0.594	0.632	0.921	0.656
KP2	0.575	0.654	0.944	0.665
KP3	0.577	0.693	0.931	0.664
KP4	0.632	0.664	0.952	0.648
KP5	0.603	0.643	0.949	0.627
KP6	0.492	0.539	0.882	0.609
NP1	0.533	0.534	0.704	0.913
NP2	0.536	0.508	0.67	0.943
NP3	0.466	0.462	0.597	0.88
NP4	0.342	0.39	0.583	0.883
NP5	0.433	0.466	0.597	0.89
NP6	0.495	0.53	0.651	0.949
NP7	0.5	0.495	0.632	0.923
NP8	0.419	0.473	0.617	0.923

Source: Primary data processed, 2023

Based on the above Table 2, it shows that there are loadings that meet the criteria (> 0.70), indicating that the indicators in this study are valid. Another method to test validity is by referring to the AVE (Average Variance Extracted) values. The calculation results can be seen in the table below:

**Table 3. Average Variance Extracted (AVE) Testing Results**

Constructs	Average Variance Extracted (AVE)	Decision
E-Payment (X2)	0.786	Valid
E-Service Quality (X1)	0.729	Valid
Customer Satisfaction (Y)	0.865	Valid
Customer Value (Z)	0.834	Valid

Source: Primary data processed, 2023

Based on the above Table 3, it indicates that the AVE values for each construct are greater than 0.5. Therefore, all constructs in this research have discriminant validity. Next is the reliability test as shown in Table 4 below.

**Table 4. Composite Reliability**

Constructs	Cronbach's Alpha	Composite Reliability	Decision
E-Payment (X2)	0.979	0.981	Valid
E-Service Quality (X1)	0.953	0.960	Valid
Customer Satisfaction (Y)	0.969	0.975	Valid
Customer Value (Z)	0.971	0.976	Valid

Source: Primary data processed, 2023

Based on the above Table 4, it can be concluded that all constructs are reliable. This is because all constructs have composite reliability values above 0.60 up to 0.70, and Cronbach's alpha values above 0.60. Therefore, it can be stated that the constructs have good reliability, as Hair et al. (2019) suggest that Cronbach's alpha is another measure of internal consistency reliability that assumes the same threshold but produces lower values than composite reliability.

### Inner Model Testing R-Square Values (R<sup>2</sup>)

The inner model (structural model) explains the relationships between e-service quality, e-payment, and customer value on customer satisfaction based on substantive theory. The structural model in this research is based on the dependent constructs, including Q-square test for predictive relevance and T-test. R<sup>2</sup> value is the result of linear regression analysis, representing the amount of variability in the endogenous variable explained by the exogenous variables. The R-square values can be seen in Table 5 below:

**Table 5. R-Square Model Values**

Constructs	R-Square	R Square Adjusted
Customer Satisfaction (Y)	0.685	0.680
Customer Value (Z)	0.390	0.384

Source: Primary data processed, 2023

Based on Table 5 above, the R-Square (R2) value for customer value is 0.390. This result indicates that 39.0% of the variability in customer value is explained by e-service quality and e-payment variables, while the remaining 61.0% is influenced by other variables. Additionally, the R-Square (R2) value for customer satisfaction is 0.685, showing that 68.5% of the variability in customer satisfaction is explained by e-service quality, e-payment, and customer value variables, while the remaining 31.5% is explained by other variables.

**Goodness of Fit Model**

Testing The goodness of fit of the structural model in the inner model is tested using predictive relevance (Q2) values. A Q-Square value greater than zero indicates that the model has predictive relevance (Q2). In this study, the calculation of predictive relevance values can be seen as follows:

$$Q^2 = 1 - (1 - R^1)(1 - R_p)$$

$$Q^2 = 1 - (1 - 0,390)(1 - 0,685); Q^2 = 1 - (0,61)(0,685); Q^2 = 1 - 0,4178$$

$$Q^2 = 0.5187$$

The calculation above shows that the predictive relevance value is  $0.5187 > 0$ , indicating that the model is considered to have relevant predictive value.

**Hypothesis Testing**

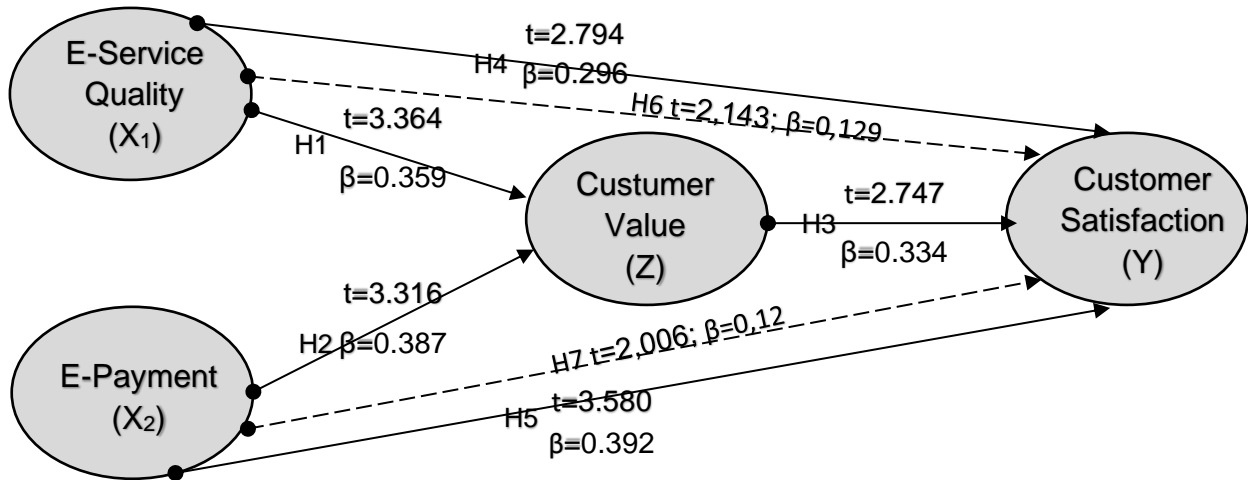
**Direct Effects**

The purpose of testing the structural model is to explain the relationships between variables in the study. Therefore, the testing is based on the t-statistic values from independent variables to dependent variables. The results of the model testing are presented in Table 6 and Figure 2 below.

**Table 6: Outcomes of Directly Effect Assumption Testing**

Structural Model	Original Sample	Sample Mean	Standard Deviation	T Statistics	P values
E-Payment (X2) -> customer satisfaction (Y)	0.392	0.400	0.109	3.580	0.000
E-Payment (X2) -> customer value (Z)	0.387	0.376	0.117	3.316	0.001
E-Service Quality (X1) -> customer satisfaction (Y)	0.296	0.294	0.106	2.794	0.005
E-Service Quality (X1) -> customer value (Z)	0.359	0.369	0.107	3.364	0.001
customer value (Z) -> customer satisfaction (Y)	0.334	0.330	0.121	2.747	0.006

Source: Primary data processed, 2023



**Figure 1. Exogenous and Endogenous Structural Equation Model**

Based on Table 6 and Figure 2 above, the results of hypothesis testing for direct effects are as follows: H1: the relationship between e-service quality and customer satisfaction, H2: e-service quality and customer value, H3: e-payment and customer satisfaction, H4: e-payment and customer value, as well as H5: customer value and customer satisfaction, were found to be significant with T-Statistics values above 1.96, namely 3.580, 3.316, 2.794, 3.364, and 2.747. All of these values are significant at the 5% level. Next, the mediation hypothesis testing (indirect effects) can be seen in Table 7 below:

**Table 7. Results of Hypothesis Testing for Indirect Effects**

Structural Model	Original Sample	Sample Mean	Standard Deviation	T Statistics	$\rho$ values
E-Payment (X2) -> Customer Value (Z) -> Customer Satisfaction (Y)	0.129	0.123	0.06	2.143	0.033
E-Service Quality (X1) -> (Z) -> (Y)	0.12	0.121	0.06	2.006	0.045

Source: Primary data processed, 2023

Based on Table 7, the results of hypothesis testing for indirect effects show significant relationships. Specifically, the relationship between e-service quality and customer satisfaction through customer value, and e-payment and customer satisfaction through customer value, were found to be significant with T-Statistics values above 1.96, specifically 2.143 and 2.006, at a significance level below 5%.

## DISCUSSION

The Influence of E-service Quality on Customer Value The research results indicate that e-service quality has a positive and significant effect on employee performance, with a p-value of less than 5%. This finding confirms previous studies by Mostafa (2020) and Lestari (2021), showing that e-service quality significantly influences customer value. Therefore, my KFC's online service is of high quality, thereby positively affecting customer value. This means that my KFC's e-service quality meets customer expectations, although

some respondents disagree with certain aspects of its application services. Additionally, e-payment also significantly impacts customer value. Hence, these findings align with previous research by Alzoubia et al., (2022), demonstrating that my KFC's e-payment system effectively facilitates ICT network payment systems for customer transactions. In other words, my KFC's e-payment system comprising independence, interoperability and portability, security, anonymity, ease of use, transaction costs, and regulations can create customer value.

Furthermore, the research results indicate the influence of customer value on consumer satisfaction. They show that online consumer satisfaction with my KFC's services is due to customer value. This finding corroborates studies by Paputungan et al., (2022), and Octavia & Riza (2023), indicating that customer value significantly contributes positively to customer satisfaction. In essence, customer value, consisting of emotional value, social value, performance value, and price value, satisfies customers when using my KFC's application.

Moreover, the research results demonstrate that E-Service Quality affects Customer Satisfaction. They show that online service quality has a positive and significant impact on customer satisfaction, as the provided services make customers happy and satisfied when using the application for online transactions or shopping. This outcome is consistent with Surya & Saragih (2020), and Indriastuti et al., (2022), revealing that e-service quality directly influences positive customer satisfaction. Additionally, e-payment also contributes positively to consumer satisfaction. Therefore, these results also confirm earlier studies by Yunitasari et al., (2022), and Gultom & Yoestini (2022), showing that e-payment directly affects positive and significant customer satisfaction. Nevertheless, some respondents express dissatisfaction with certain features within my KFC's application.

Finally, the research results indicate that Customer Value mediates the relationship between E-Service Quality and E-Payment significantly affecting Customer Satisfaction. They show that customer value plays a crucial role in determining customer satisfaction indirectly. This finding is consistent with studies by Candra & Juliani (2018), and Hidayatullah & Hidayah (2023), explaining that customer value can mediate the relationship between e-service quality, e-payment, and customer satisfaction. Hidayatullah & Hidayah (2023) in their study reveal that E-Service Quality can influence customer satisfaction.

## **Conclusion**

This research demonstrates that e-service quality has a positive and significant impact on customer value for users of my KFC application services. With my KFC's application, customers can easily order food, view menus and prices, and avail of promotions and discounts offered by KFC. All of these enhance the quality of service provided and ultimately increase customer value or satisfaction. This means that the better the quality of service provided by my KFC's application, the higher the perceived value or satisfaction experienced by customers. E-payment also has a positive and significant impact on customer value for users of my KFC application services. E-payment provides higher security in transaction processes, as there is no risk of losing cash or credit cards. Thus, the more customers use e-payment when transacting through my KFC's application, the higher the customer value provided by the service. Customer Value has a positive and significant impact on customer satisfaction for users of my KFC application services. High customer value indicates that customers feel the service provided by my KFC's application meets or exceeds their expectations. This can include aspects of product quality, service speed, and ease of use.

The higher the customer value, the better the customer's assessment of the service provided. E-service quality has a positive and significant impact on customer satisfaction for users of my KFC application services. Ease of use is a critical aspect of e-service quality. With my KFC's application, customers can easily place food orders without having to visit the restaurant directly. This saves customers time and effort, thereby enhancing their satisfaction with the service provided. E-payment has a positive and significant impact on customer satisfaction for users of my KFC application services. The use of e-payment in my KFC's application services offers many benefits and conveniences to customers. This increases customer satisfaction because they can enjoy more efficient, secure, and affordable services.

E-service quality mediated by customer value has a positive and significant impact on customer satisfaction for users of my KFC application services. E-service quality is the quality of electronic services provided by a company to customers through digital platforms. This indicates that electronic service quality perceived as good by customers and providing expected benefits will enhance customer satisfaction for users of my KFC's application services. E-payment mediated by customer value has a positive and significant impact on customer satisfaction for users of my KFC application services. E-payment is an electronic payment system, such as through electronic devices like credit cards, debit cards, or digital applications. In other words, the greater the value or benefits obtained by customers from using e-payment, the higher the level of customer satisfaction with my KFC's application services.

### **Recommendations**

Recommendations from this study suggest that companies need privacy and data protection policies, especially concerning incidents of data breaches that have occurred previously. Moreover, regarding E-payment, companies should provide information via my KFC's application about customer data security, including any incidents of data breaches that have occurred previously. Companies also need to reconsider the alignment between product quality and price.

For future research, deeper investigations into factors influencing customer satisfaction in using my KFC's application services can be conducted. Additionally, other variables that may affect customer satisfaction, such as service quality, trust, and customer loyalty, can be included. Furthermore, future research can employ different methodologies, such as qualitative methods or case studies, to gain a deeper understanding of the influence of e-service quality and e-payment on customer satisfaction.

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