GRABFOOD CUSTOMER SATISFACTION ANALYSIS

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Abstract:
The development of technology in human life has become a primary need, especially for the GrabFood food ordering service which is already popular and already has many customers, but in reality there are still GrabFood consumers who have experiences that do not match expectations which directly shows that GrabFood still has many shortcomings in service, price, quality of food and drinks, and the Grab application in the GrabFood feature. The aim of this research is to determine the level of satisfaction of GrabFood customers. This research uses a qualitative approach with a case study method. Data analysis techniques use data reduction, data presentation and drawing conclusions. The results of interviews and observations show that the level of GrabFood customer satisfaction using factors that influence customer satisfaction, namely service quality, product quality, price and convenience, states that consumers are satisfied, but at least respondents said that the order was not appropriate, then the location was not suitable. point in application, and incompatibility of attributes to remain professional at work in improving and maintaining better customer satisfaction in the future. This shows that communication and frequent application monitoring can increase customer satisfaction.

Keywords: Customer satisfaction, GrabFood, Qualitative Approach

Background
The development of technology which has penetrated all aspects of human life has made many people use it for economic matters (Fauziah et al., 2021). Technology and the sophistication of the internet can help humans fulfill their needs (Fauziah et al., 2021). So it cannot be separated from human life in any way, because humans are still looking for things that are good, right and fast (Anggraeni et al., 2023). The development of the internet makes it easier for people so that all information becomes more abundant and all kinds of transactions can be carried out 24 hours a day (Astuti & Sintesa, 2020). Because internet technology is currently in the top position to support all human activities, especially demand for services and products (Anggraeni et al., 2023). The number of internet users in Indonesia increases every year.

According to (Rizaty, 2023) through the We Are Social survey the number of internet users increases every year. The report notes that the number of internet users in Indonesia has reached 212 million in January 2023, this means that around 77% of Indonesia's population has used the internet and this may still increase. With the development of technology, especially in the field of online food delivery services, as well as the large number of restaurants in Indonesia (Yulianti and Satya, 2021). The culinary business is one of the industrial businesses that is currently developing which makes it easy for business people to reach consumers (Hanifah & Clarita, 2021). This allows business people to make changes by utilizing internet technology to improve their service facilities (Fauziah et al., 2021).

According to the Central Statistics Agency, there were 11,223 culinary businesses spread throughout Indonesia in 2020. A total of 8,042 businesses (71.65%) of them were restaurants, 269 businesses (2.40%) were catering, and the remaining 2,912 businesses (25.95%) falls into the other category. DKI Jakarta is ranked first in the province with the largest number of culinary businesses in Indonesia with a total of 5,159, this achievement is much higher than other provinces, almost 4 times higher than West Java which is in second place with a total of 1,414 businesses. Most culinary businesses already carry out online sales. Furthermore, the results of a Central Statistics Agency survey revealed that culinary businesses in Indonesia already provide online sales services. Online food delivery has customers' demands and desires that tend to change more, both in terms of quality and delivery (Roslan & Mohd Nawi, 2022). With services, having responsibility goes hand in hand is very important to find customer satisfaction in terms of using the service and timely delivery for continuous reuse (Kumar et al., 2021).

According to October burdensome for consumers, GrabFood drivers have completed orders even though the food or drink has not yet arrived, orders that have reached the customer's hands are sometimes already cold, information about food products can be displayed in as much detail as possible so that consumers do not make the wrong choice of order and the photos of the products they get must also be appropriate, and drivers in finding the location are still less accurate even though the point matches the location on maps and the application. GrabFood is a delivery service that must be accessed via the Grab application (Auliya & Tanjung, 2023). One of the customer attractions provided by GrabFood is convenience. No less than its competitors, GrabFood also provides attractive promotions that encourage people to look forward to this moment (Refornita, 2022). It is increasingly easier for consumers to find solutions for purchasing food and drinks by ordering via GrabFood online at relatively cheap rates (Rahman et al., 2022).

The GrabFood food delivery service in Indonesia is already popular and has many customers, but in reality there are still GrabFood consumers who have experiences that do not match expectations which directly shows that GrabFood still has many shortcomings in terms of service, price, quality of food and drinks. , and the Grab application in the GrabFood feature. If seen from the case studies above, there are different complaints, where dissatisfaction can arise after expectations are not met or experiences are less than satisfactory. Looking at factors such as service, price, quality of food or drinks, and ease of using the Grab application in the GrabFood feature is another example of factors that contribute to customer satisfaction.

THEORETICAL FRAMEWORK

Customer Satisfaction

Customer satisfaction is the extent to which customers are satisfied with the product or service they receive regarding the quality, price, service and overall experience provided by the company. Customer satisfaction is the extent to which customers are concerned about the goods or services they have received and are in accordance with the goods or services they perceive (Fauziah et al., 2021). Customer satisfaction is an emotional reaction that occurs when customers compare a product or service with the product or service they previously wanted based on their experience after consumption (Hu, 2022). Customer satisfaction is very important for a company, because customers will return to visit at another time if the customer is satisfied with the products and services provided by the company (Ananda & Pradini, 2022). From the opinions of the experts above, it can be concluded that customer satisfaction is a feeling of satisfaction or dissatisfaction regarding the extent to which their expectations for a product or service match their experience.

According to (Aditiya et al., 2022) the factors that influence customer satisfaction are service quality, product quality, price and convenience. Definition of factors that influence customer satisfaction, namely: 1) Service quality. Service quality is a tangible attribute that is closely related to products, services, human resources and the environment, all of which have the potential to meet or exceed expected service quality. If customers receive service that is satisfactory or meets expectations, then the customer will be happy. 2) Product quality. Product quality is the ability of a product to carry out its functions including durability, reliability, consistency, other differentiating characteristics, and other valuable attributes. Customers show that the products they use are quality and meet satisfaction. 3) Price. Price is the amount of money paid for a particular product or service, the amount of money consumers pay for the benefits they receive from owning or using the product. Price is a factor in purchasing decisions because price is very important in attracting consumers' attention in using services and determining satisfaction. 4) Convenience. Convenience means that consumers do not need to pay money to obtain services or do not need to waste time to obtain a product or service. Customers will feel satisfied if it is relatively easy, efficient and comfortable to obtain a product or service.

Online Food Delivery

GrabFood is a food delivery service that can be accessed in the Grab application in the GrabFood feature, consumers can order food or drinks from restaurants, then the Grab driver will deliver the order to the destination location. GrabFood is a food and drink delivery service that makes it easy to get the food or drink you want without having to go to a restaurant and spend too much time queuing, which makes consumers unhappy (Suratni & Mayasari, 2021). GrabFood is an online food delivery service where consumers can freely order the food or drink they want using their smartphone (Rosita, 2020). From the opinions of the experts above, it can be concluded that GrabFood is a delivery service that can be ordered on the application by consumers with a variety of food and drink menus which can make it easier for consumers without having to go to a restaurant or wait a long time in line.

According to (Wulan, 2021) the advantages of GrabFood food orders include: 1) Restaurant of choice The first advantage of ordering food via GrabFood is that there are restaurants to choose from. In its application, GrabFood provides recommendations for restaurants that have good ratings. Not only in

terms of food quality, of course this selected restaurant also has advantages in terms of taste, price and hygiene. 2) Delivered quickly. The second advantage is fast delivery. As the Grab application develops in the GrabFood feature, the average food delivery time becomes faster. 3) Food quality is maintained. The third advantage is that the quality of the food delivered is maintained. This is because Grab has introduced the GrabFood bag for driver partners, this bag is equipped with a wide waterproof layer and a thermal inner layer to maintain food temperature, a space divider partition is also provided to place up to 8 drinks in an upright position so they don't spill, there is also a place to store proof of purchase and a belt. safety to make it more stable when carrying customer orders. 4) Set a schedule between orders. The fourth advantage is that you can arrange a schedule between orders because Grab provides a 'scheduled order' option. This scheduled order feature can be used so that our food arrives at the time we want. 5) Shared message feature. The fifth advantage is that you can set the order together feature, through the order together feature we can order food together with boarding house friends or together with family. 6) Lots of promos. The sixth advantage is that it has lots of promos, every day GrabFood always provides tempting food promos. Not only for one restaurant, but the promo code provided is valid for orders at all restaurants.

METHOD
This research uses a qualitative approach. According to Auebach & Silverstei in (Sugiyono, 2022) qualitative research is a type of research that analyzes and interprets text from interview results to find the meaning of a phenomenon. Researchers used a qualitative approach to gain an understanding of customer experiences related to GrabFood customer satisfaction analysis. This research uses the case study method. According to Sugiyono (2022) case studies are a type of qualitative research that requires in-depth exploration of certain programs, events, processes and activities of one or more people.

In this research, this research uses primary data sources. According to (Heryana, 2020) primary data is data that comes directly from the subject of measurement/observation or from the first source. Researchers collected primary data directly from respondents through an interview process with GrabFood customers and then continued with observations to strengthen the information obtained from the interviews.

The sampling technique used was purposive sampling. According to Sugiyono (2022) purposive sampling is a data sampling technique with several predetermined considerations. The researcher's aim is to use purposive sampling in qualitative research to select respondents who know and understand someone's views, experiences or attitudes. In this case they have greater knowledge of the topic being researched.

Researchers use sample criteria in qualitative research, namely: a. Respondents are students of the economics faculty at Jakarta State University b. Respondents have made purchases at GrabFood at least 4 times in 1 month.

In the research, the number of samples taken was 15 people. According to (Martha & Kresna, 2016) in (Heryana, 2020) revealed that qualitative research does not recognize the number of samples (sample size), qualitative research usually uses small samples and even certain cases use only 1 informant.

Interview technique

According to Estrerberg in Sugiyono (2022) an interview is a group activity of two people where they share ideas and information through open questions so that meaning can be constructed for a particular topic. The purpose of the interview is to obtain direct information from GrabFood customers who have experience relevant to the research topic. In this research, researchers used semi-structured interviews. Sugiyono (2022) revealed that this semi-structured interview is included in the in-depth interview category because it is carried out more freely compared to structured interviews. According to Sugiyono (2022) the purpose of semi-structured interviews is to get problems openly, where informants interviewed by researchers are asked to provide their opinions and ideas.

RESULT

Based on the interview excerpt above, respondent H's experience states that purchases during the day are in line with estimates, namely 15 minutes to 30 minutes, this is influenced by peak hours. "Most of the time in the evening, morning, afternoon and evening are rarely calculated on the fingers, punctuality can be said to be fast, just a few minutes after ordering, it arrives straight away, so it doesn't feel like the wait is around 15 minutes to 30 minutes, according to the estimate in the application." (AP)

Based on the interview quote above, the AP speaker said that according to the estimate in the application, it is around 15 minutes to 30 minutes.
The problems experienced by other respondents which he said were not problems can be proven below.
"When ordering, usually if not in the afternoon, afternoon and evening, if it's rare in the morning, maybe once or twice, it's usually on time when applied, sometimes some take 20 minutes to 30 minutes, some only wait 1 to 2 times, around 5-10 "Just minutes beforehand, the driver had told me that I was having trouble chatting, like sorry, sis, it's traffic jam and it's raining. Personally, that's not a problem for me because I'm not in too much of a rush." (ANS)

Based on the interview excerpt above, ANS respondents said that purchases during the day, afternoon and evening were around 5 minutes or 10 minutes late but they had time to communicate which was apparently influenced by bad weather conditions and traffic problems.
"When it comes to ordering, it's often during the day, but when it comes to often being on time, sometimes the difference is only 1 to 2 minutes, but in my opinion that's not a problem because the delivery is still fast, usually the estimate is according to the application, around 20 minutes to 30 minutes." (IS)

Based on the interview excerpt above, IS respondents experienced delays ranging from 1 minute to 2 minutes. It can be concluded that 13 respondents said they had never experienced delays by GrabFood drivers, but there were 2 respondents who answered that they sometimes experienced delays which according to them was not a problem. It is proven that overall customer satisfaction is met according to expectations and can be said to be satisfied.

b. Here the researcher focuses on getting information related to the GrabFood customer experience regarding how easy it is to get services based on the availability of GrabFood drivers for fast service of customer orders.

Based on the interview excerpt above, respondent YP said that he always informed them of all conditions, such as taking other orders, the restaurant was busy, and was hampered by traffic jams. "From chat communication, perhaps the driver's focus is just making sure whether the address is correct or the order is correct, never asking for additional things, just making sure." (AN) Based on the interview quote above, respondent AN said that GrabFood drivers only ensure the suitability of orders, this is in accordance with what was conveyed by respondent RZ. Regarding friendliness when meeting in person can be proven in the quote below. "Meeting him in person was also friendly and someone made sure that the food was like this and that, so it was like a smile too." (DC) Based on the interview excerpt above, DC respondents said that GrabFood drivers ensure that orders are met and smile. "Meeting him in person, for example, I asked about RPA's order, yes, oh yes, he just gave it straight away, no further ado." (RPA) Based on the interview quote above, respondent RPA said that he ensured that the order on behalf of the respondent was answered properly by the GrabFood driver, this is in accordance with what was conveyed by respondents RZ and SW. "When we meet him in person, he smiles and keeps saying yes to this lady." (ANS) The experiences of RPA and RZ respondents were reinforced by ANS respondents which can be proven in the interview excerpt above, but there is additional information that GrabFood drivers like to smile. The experience of ANS was confirmed again by respondents NK and ZA. "Meeting in person on a friendly basis usually ensures that it ends first by saying thank you." (CP) Based on the interview quote above, the CP respondent said he made sure and ended with a thank you "Meeting in person, I usually give a tip to the GrabFood driver, saying OK, thank you, but don't forget to say polite greetings." (AP) The experiences of CP respondents are in line with AP respondents, this is in accordance with the interview quote above. "Give the food with your hands and say the following is the food and smile." (IS)

Based on the interview excerpt above, respondent IS said that GrabFood drivers give orders using their right hand with a smile, this is in accordance with what was conveyed by respondents CS, H, and YP. "When we met in person, we were friendly and gave him food and then said thank you." (AN) Based on the interview quote above, respondent AN said that he speaks well when giving orders such as saying thank you. "Very friendly GrabFood drivers, they always say sorry, thank you and see you later when handing over my order." (RF) AN's experience is in accordance with RF's experience as evidenced in the interview quote above, as for additional information about speaking well such as sorry, thank you, and see you later. It can be concluded that 12 respondents said that the attributes used were always appropriate, 1 respondent said there was a discrepancy but it was not a problem because it could still be seen with other attributes, and 2 respondents experienced a discrepancy. It is proven that most respondents regarding customer satisfaction can be said to be satisfied. e. Here the researcher focuses on getting information related to the GrabFood customer experience regarding whether the attributes make it easier for customers to identify GrabFood drivers more easily. As for the problem from the experience of IS respondents who said the location did not match the point in identifying GrabFood drivers, they had to pay attention to the application. It can be concluded that based on the data described above, it is proven that 14 respondents said it was easy to identify GrabFood drivers, but only 1 respondent had problems. It is proven that most customer satisfaction is met with expectations that can be said to be satisfied.

Based on the results of interviews with respondents, the service quality aspects of GrabFood customer satisfaction can be summarized as follows:

a. Punctuality

Respondents who shopped at various times, including morning, afternoon, afternoon and evening, mostly stated that their experience was in accordance with the estimated time stated in the application, some were even faster, which was influenced by the location of the restaurant, smooth traffic conditions, restaurant crowds, weather conditions, and peak hours. Although there were some delays due to bad weather and traffic jams at certain times, communicative interaction between drivers and customers helped overcome these problems.

b. Ease of Getting Drivers

Respondents stated that they had an easy experience in getting GrabFood drivers. Even though they have experienced orders being canceled by drivers, they think this is not a problem because they immediately get a replacement driver.

c. Friendliness in Delivery

The order delivery service by GrabFood drivers is considered very good. Starting from communication via chat, politeness, fast response, to responsibility for orders. When meeting in person, be polite, confirm orders or respondents, and use your right hand. Over the telephone by speaking politely. All aspects are considered positive, in fact, in the Covid-19 pandemic situation, drivers provide information about order placement in accordance with health protocols.

d. Completeness of Driver Attributes

Most respondents stated that the attributes used by drivers were always complete and could be identified properly, such as jackets, helmets, boxes, motorbike plates, personal accounts and the driver's face. Although there are some inappropriate attributes such as helmets, jackets and motorbike plates that do not match, this is considered not significant. Interestingly, some GrabFood drivers carry personal tote bags to store food and drinks.

e. Easy to Identify Drivers

Most respondents stated that they could easily identify GrabFood drivers through attributes such as helmet, jacket, box, vehicle plate, face and tracking location. Only one respondent experienced a problem with the location not matching the point in the application.

Overall, GrabFood's service quality, including punctuality, ease of finding a driver, friendliness, completeness of attributes, and ease of identification, makes a positive contribution to customer satisfaction.

2. Product Quality on GrabFood Customer Satisfaction

In terms of product quality aspects of GrabFood customer satisfaction, respondents conveyed several important points:

a. Varied Menu

All respondents stated that restaurants collaborating with GrabFood serve a variety of menu choices, including potatoes, satay, iced boba, fruit salad, dessert, baso aci, seblak, pizza, martabak, nasi Padang, pudding, cireng, cilok, chicken, seafood , fish, fruit soup, porridge, fried rice, noodles, chicken noodles, ice cream, coffee and non-coffee, mineral water, rib soup, fried chicken, tea, and food from famous restaurants such as sushi, Burger King, Mie Gacoan, McDonald's , Pizza Hut, Solaria, KFC, Hokben, Matahari, Golden Lamian, Recheese, and MSME food such as grilled chicken.

b. Order Durability

Most respondents stated that food or drink orders had good shelf life, with food that was still warm and not spilled, stale, damaged, or opened packaging and drinks that were still cold. There was 1

respondent who experienced a little melting in the ice cream, which he considered not significant. Meanwhile, 2 other respondents reported problems with orders that did not match the shape and looking for iced drinks that affected the taste.

c. Conformity with Menu Description

Most respondents stated that the menu description, order request, addition of toppings, completeness of cutlery, and additional orders met expectations. A small number of respondents reported discrepancies with the menu descriptions and order requests they submitted.

d. Packaging Condition

Overall, all respondents stated that the appearance and condition of the order packaging was not damaged, not dirty, and the packaging was strong.

3. Price Factor in Customer Satisfaction

Based on interviews with respondents, the price factor in GrabFood customer satisfaction can be summarized as follows:

a. Price Affordability and Promotions

In general, all respondents stated that prices at GrabFood were considered affordable. They often get various promos, such as discounts of 20%, 30%, 35%, 40%, 50%, 70%, discounts of IDR. 10,000, Rp. 15,000, Rp. 25,000, get points, up to buy 1 get 1 free promo and free shipping. Service fees on GrabFood are also considered cheaper than other applications.

b. Matching Orders with Prices

Most respondents stated that the orders they received were in accordance with the menu prices listed in the application and the promotions they received. Only 1 respondent took the sample

CONCLUSION

Based on data processing and analysis, researchers can draw conclusions, namely:

1. Fulfillment of GrabFood customer satisfaction arises because there are several matches to expectations that have been achieved with the service quality factors contained in the indicators below:

a. Punctuality

GrabFood drivers provide estimates according to the application which are influenced by the restaurant location, traffic, restaurant crowds, weather, peak hours and most importantly communication when delays occur.

b. Ease of Getting GrabFood Drivers

Ordering food and drinks on GrabFood can be served quickly by GrabFood drivers without making customers wait too long.

c. Friendliness in Delivery

The order delivery service by GrabFood drivers is considered very good via chat, telephone, meeting in person, even during the Covid-19 pandemic situation.

d. completeness of Driver Attributes

Most of the attributes used by GrabFood drivers are appropriate, such as clothing attributes, vehicle attributes and the application. At least the answer is that it doesn't match the helmet, jacket and motorbike plate. Where there is GrabFood, bring a personal tote bag.

e. Easy to Identify Drivers

Most clothing attributes, vehicle attributes and applications make it easier to recognize GrabFood drivers. However, only 1 problem occurs at the map point in the application.

2. Fulfillment of GrabFood customer satisfaction arises because there are several conformity expectations that have been achieved with product quality factors, namely in the indicators below:

a. Varied Menu

GrabFood already provides a variety of restaurants and menus, covering various types of cuisine and food choices, so that users have more options.

b. Order Durability

Most food and drink shelf life orders have good shelf life with warm food and cold drinks. Only 2 respondents felt there was a problem with inappropriate food and drink.

c. Conformity with Menu Description

Most restaurants have given orders according to the menu on the application, customer requests, added toppings, equipment for cutlery, there were 3 respondents who experienced problems.

d. Packaging Condition

GrabFood has good packaging quality standards to ensure that food and drink orders arrive in optimal condition without damage.

3. GrabFood customer satisfaction arises because there are several conformity expectations that have been achieved with the price factor, namely in the indicators below:

a. Price Affordability and Promotions

GrabFood often offers discounts, free shipping, discounts and purchase bonuses to encourage customers to continue using this platform and provide economic benefits. Interestingly, service fees on GrabFood are considered cheaper than other applications.

b. Matching Orders with Prices

Most of the orders received were in accordance with the menu prices in the application and the promos obtained, only 1 person submitted an incorrect order.

c. Benefits received by Customers

GrabFood provides various benefits ranging from not having to leave the house, promos, points, free shipping, purchase bonuses, and good service from drivers and restaurants. This makes GrabFood very useful for everyday life

4. GrabFood customer satisfaction arises because there are several conformity expectations that have been achieved with the convenience factor, namely in the indicators below:

a. Flexible Transaction Options

GrabFood provides various payment methods such as credit cards, OVO, cash, links. This gives customers the flexibility to choose the method that best suits their preferences with convenience.

b. Ease of Payment Methods

GrabFood provides easy payment in every payment, namely OVO, bank and cash, but sometimes there are problems with cash payments which result in switching to OVO.

c. Ease of Ordering Process

In the Grab application, the GrabFood features are considered helpful and easier for customers.

d. Clear and easy to understand display

The display of Indonesian and English in the GrabFood feature with the use of clear and commonly used terms is considered to contribute to the ease of use of the application.

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