

E-SATISFACTION AS A MEDIATING VARIABLE BETWEEN ONLINE PURCHASE DETERMINANT ON CULINARY BUSINESS E-LOYALTY

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ABSTRACT

The development of digital technology in the world is increasingly advanced with the internet making it easier for business people to advance their business, namely by shopping online. Consumers are good at choosing online purchases in the market so that online business people must adjust and pay attention to the development of digital technology and the internet. The emergence of the Covid-19 pandemic has an impact on consumer behavior in shopping which is accompanied by the development of digital technology in the culinary business field. The problem faced by business people today is that they do not understand the development of online shopping. The research is aimed at analyzing the effect of online purchase determinant that is web knowledge and innovativeness to e-loyalty mediated by e-satisfaction. The questionnaire was distributed by Google form to 103 respondents who used culinary online applications in South Tangerang City, Banten. Analysis of the data used was SPSS 26 for regression testing, hypotheses and mediation tests. It was found that e-satisfaction is a partial mediation between web knowledge and innovativeness towards e-loyalty. Web Knowledge and innovativeness had a significant effect on e-satisfaction and e-loyalty as well as e-satisfaction showed a significant effect on e-loyalty. The results of this study can provide direction to culinary entrepreneurs who use online marketing to pay attention to the factors that affect e-loyalty, so that online culinary marketing entrepreneurs can classify customer needs.

Keywords: Web Knowledge, Innovativeness, e-satisfaction and e-loyalty

INTRODUCTION

The era of globalization has brought digital communication to become an important tool for use in the business world. Internet access has become a technology that is used not only in communication and information but also in shopping technology (Brashear et al., 2009). With the development of technology, the internet is not only used for reading as a source of information or communication calls but has penetrated into the business world that uses internet channels. This phenomenon is able to create new opportunities and challenges in a rapidly changing world.

Today's business must be able to adapt to increasingly sophisticated technological developments. SMEs are also more likely to succeed in benefiting from digital innovation than large-scale and established firms, which are often reluctant to adopt emerging DDI for fear of losing their existing foundations of competitive advantage (Christensen, 1997). Firms that fail to respond appropriately to Disruptive Digital Innovation risk losing market opportunities and becoming obsolete or even extinct. Two notable examples are Kodak and Nokia, both of which failed to respond quickly to the advent of DDI. For Kodak, the disturbance came from digital photography technology, while Nokia failed to respond to DDI from smartphone technology (Lucas & Goh, 2009). The development of MSMEs in Indonesia has experienced a rapid increase. According to data from the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM), the number of MSMEs according to the 2019 BPS is 64,194,057 units. MSMEs accounted for 61.07% of gross domestic product (GDP), non-oil exports of 14.37%, and domestic investment of 60.42%.

Almost all business activities have used online facilities, starting from the point of view of customers or companies that make something new and promising and challenging. From the customer's point of view, the internet is used to find out, compare information about products and services, make purchases easy and save time. An example of online shopping by looking at online reviews when choosing a product to buy is what helps determine product selection (69% of global consumers) are influenced by online reviews in choosing products (Deloitte, 2013). According to Nielsen, 2012 shows that in a global context 46% of the population uses social media to help make purchasing decisions. As per Eurostat view, 2012, 2013, 61% of the population reads news online, 54% use online services to access Bank services, 52% post to social media and 50% use online services for travel and travel selection. On the other hand, online shopping can contribute to waste reduction and also by looking at the consumer satisfaction index can change the sales strategy of m-commerce managers and entrepreneurs (Alaimo, 2021).

The current pandemic period is a natural phenomenon that is very suitable for using digital technology. Social distancing policies and activities from home are very appropriate conditions for using internet technology. So that business activities including buying and selling and transactions can be done remotely. The COVID-19 pandemic period was greatly assisted by internet technology provided by various online service providers for online transactions. Not all people understand the use of the internet but not a few people who already understand the use of the internet and online shopping. The effect of fear of transmission is that many people shop from home using online applications. So that shop business people also have to adapt to technological developments that encourage them to provide sales services using online applications. Tight competition between business people during this pandemic requires marketing strategies that must increasingly accommodate the needs of consumers.

Maximum customer satisfaction is closely related to customer retention, market share, loyalty and high company profits (Szymanski and Hise, 2000, Tarasi et al., 2013). Customer satisfaction and loyalty is one of the main goals in the development of all businesses, especially the culinary business during a pandemic that demands various limitations of distance and borders. The problem faced by businessmen during this pandemic is how to get satisfaction and loyalty that can identify the needs, desires of customers that can be realized into the products offered.

The purpose of this study is to determine the important factors that can determine consumer satisfaction in the culinary business in online shopping. The improvement and development of the culinary business must be able to adapt to the development of internet technology. Consumers already understand and are good at technology, so customer satisfaction must be prioritized in services using today's technology. The importance of understanding in encouraging the formation of customer loyalty in the internet world, especially the purchase of food products will create a need through this research. In the online world, customer identification is needed to maximize customer service and needs in the food business. So that loyalty and satisfaction become one of the important parts to be studied starting from the indicator of the cause.

Previous researchers have presented different customer loyalty models shown by Toufaily et al (2013) who developed a meta-analysis of empirical studies that determine e-loyalty. The study illustrates that one study can analyze more than one relationship, but none has linked psychological characteristics together such as inertia and/or innovation. Research Ponnawolu, 2000 by using the characteristics of the website consists of the image of the website and familiarity (Horn, 2004). Perreira (2016) has conducted research on online routines, web images and web innovation and knowledge in the field of tourism in booking travel and tourism tickets online and gave the result that consumer satisfaction mediates the relationship between online routine,

In the model that will explain the antecedents of loyalty in the online context, it must include factors that consider the characteristics of the business being studied. In this study the author will combine several characteristics of customers when interacting with culinary businesses with online conditions. Therefore, the author will discuss two online determinants of websites, namely website knowledge and innovation that have an impact on e-loyalty from the specification of the culinary or food business consumer profile mediated by customer satisfaction.

The culinary business is closely related to taste, cleanliness and health in food which is highly expected by all customers and this is a big challenge for online vendors in providing honest information and adapting to each diverse consumer. To achieve the objectives of this study, the authors distributed questionnaires to online food consumers in South Tangerang and surrounding areas. The hypothesis will be tested using Structural Equation Modeling. This research will also provide theoretical contributions and broaden the understanding of consumer loyalty as well as provide practical insights for culinary businesses that use online media.

LITERATURE REVIEW AND HYPOTHESES

Website Knowledge on culinary business

Tarafdar dan Zhang (2008) Loyalitas situs web didefinisikan sebagai kemungkinan kunjungan berulang oleh individu yang sama (berdasarkan Armstrong & Hagel, 1996). Understanding of information about product knowledge that is understood by each individual as an alternative in making purchases depends on the individual's perception of his own level of knowledge (Bettman and Park, 1980). The customer's experience of a website in seeking information about a known brand has been investigated as an antecedent of customer satisfaction and customer loyalty (Ha and Perks, 2005).

Research by Hoffman and Novak, 2009 shows that availability and a deeper understanding of content are seen as the most important things in online shopping such as the quality of information accompanied by the ability and ease of searching for products and prices, increasing satisfaction, intensity of visiting the website again, repurchase ability (Hoffman and Novak, 2009). Zeithaml et al., 2002).

Online vendors are very worried about the development of their consumers' online shopping experience, so it is necessary to contribute consumer knowledge to the online websites they use. Several studies have been conducted to find out how social conditions can be induced on online websites (Hassanein and Head, 2007; Cyr et al., 2007). Research in addition to social skills is also carried out on other dimensions that affect website knowledge. Research by Childers et al. 2001 shows that there are two advantages, namely utilitarian benefits consisting of efficiency, speed and lack of irritation and hedonic benefits consisting of fun, playfulness and entertainment have a positive influence on the online shopping experience and website patronage. Research was also conducted by Lu et al.,

Knowledge of the website must cover various aspects, one of which is the physical environment. For example, the market space will be characterized by greater frequency and regulation of interaction and communication activities in order to share greater information and so that convenience can be achieved. In this case it can be defined as a set of customer perceptions of the time and effort sought in the utilization or exchange process (Berry et al., 2002).

There are several reasons to expect on-site knowledge and experience to contribute to customer satisfaction and loyalty (Casalo et al. 2008) in this study focused on food products. Previous research also illustrates that consumers will easily access sites that they know and are familiar with the search process according to the time they want to make an online purchase (Smith, 2002; Urban et al., 2009). Knowledge of the site contributes to consumer satisfaction, particularly in tourism products, by increasing the familiarity and potential convenience of shoppers with available sites (Smith, 2002; Urban et al., 2009). Knowledge of the website involves the experience and familiarity of consumers with the sites they use.

Knowledge of the website is needed by online shoppers so that:

H1: web knowledge has a positive effect on e-customer satisfaction online purchases
H2: web knowledge has a positive effect on e-loyalty

Innovativeness

Research by Steenkamp et al., 1999 defines that innovation is a tendency to buy new products and brands at an early stage rather than having to buy again the same as previous consumption patterns. Innovation is an individual who accepts new ideas and is considered a characteristic of the consumer's personality. The long-term and diverse relationship with the customer's sense of innovation (Midgley and Dowling, 1978). High long-term relationships will produce and obtain something unique (McAlister and Pessemier, 1982). Steenkamp et al. (1999) define consumer appetite for innovation as the tendency of consumers to buy new products/brands and different from previous choices and traditional purchasing standards.

Research conducted by Vandecasteele and Guens in 2010 combines different motivations into a multi-dimensional innovation scale that aims to take into account the relationship between consumers and products. Four indicators of consumer innovation are: functional, hedonic, social and cognitive. In understanding the impact of innovation by adopting online shopping behavior it is important to target the right customers (Coward et al., 2008; Hirunyawipada and Paswan, 2006).

Another author conducted by Burns and Krampf (1992) described that innovative customers have greater involvement and knowledge about online products and services than less innovative ones. The consequence is first to evaluate more alternatives. Keep in mind that innovative consumers tend to get bored quickly with new products and move forward to see the newest ones again. Thus the effect of innovation here will reduce time and cause a negative effect on purchasing trends that affect satisfaction and loyalty. Therefore customer innovation is seen as a propensity for change, so in this study the possibility involves acceptance to consider other websites in the consumer decision-making process.

H3: Innovative customer tastes have a negative effect on E-satisfaction.
H4: Innovative customer tastes have a negative effect on E-loyalty

E-customer satisfaction

Website satisfaction provides positive experiences and perceptions according to website design (Balasubramanian et al., 2003). Customer satisfaction is an effective response in a purchase and as a measure and consequence of customer marketing goals (Cheng and Han, 2009). Satisfaction represents the success of business relationships, not only in the context of traditional commerce but includes business to customer electronic commerce (Kim et al., 2009). Research by Anderson and Srinivasan (2003) explains that customer dissatisfaction causes a tendency to seek alternative information and switch to competitors that provide more satisfaction to customers.

Traditional commerce, salespeople have the responsibility to provide satisfaction to consumers but in e-commerce, customer face-to-face providing information to potential customers and assisting the non-use of impersonal sites. Chang and Chen, 2009 point out that online retailers should focus on ensuring that face-to-face quality has a positive influence on customer satisfaction and consequently on customer loyalty.

Customer satisfaction must be maintained by each culinary business actor by continuing to follow the wishes of the customer. Competition is so fierce that loyalty must be created in business. Consumer loyalty and trust are built and maintained by online vendors who must focus on e-service quality both before during and after transactions to maintain customer satisfaction (Wang and Emurian, 2005).

H5: customer E-satisfaction has a positive influence on consumer E-loyalty.

E-customer loyalty

The growth of e-commerce is getting more and more advanced and continues to develop various kinds of conveniences that come from digital technology. Responding to the pandemic that has not stopped, many businesses use e-commerce, even the majority have used it as an alternative in their business to maintain and increase their business. Online shopping is now an activity that cannot be abandoned anymore so business people who provide online services must continue to build and maintain consumer loyalty to electronic marketplaces which is an important topic in marketing research and practitioners (Gommans et al., 2001; Santouridis and trivellas, 2010).

In the research of Cyr and Trevor-Smith, 2004, it is assumed that e-loyalty is an intention to repurchase online or visit the website again. E-loyalty will circulate through word of mouth consumers recommend and share certain experiences about the online store (Palvia, 2009; Srinivasan et al., 2002). Cyr et al. (2008) E-loyalty is the intention to revisit a website or consider buying from it in the future. Doong et al. (2008) E-loyalty is the intention to make further purchases from the same online seller in the future.

The mediating role of consumer satisfaction on consumer loyalty.

Satisfaction in this study is a mediating factor between web knowledge, innovativeness and consumer loyalty. Bloemer et al., 1998 illustrates that brand image, perceived service quality and satisfaction are determinants of consumer loyalty in retail banks. Research by Lavian et al., explains that to determine the effect of the usefulness of knowledge on the websites they visit, they must have user loyalty to the websites they visit. Greater AS capability was found to have a positive effect on user satisfaction, and also

resulted in greater website loyalty. Khalifa and Liu (2007) developed a continuation model information system in the context of online shopping, using contingency theory that accounts for the role of online shopping habits and experiences and they shape online shop habits as mediated through satisfaction on repurchase intentions.

H6: customer satisfaction is a mediating variable between web knowledge, innovation and online customer loyalty. The research framework can be seen in Figure 1 below :

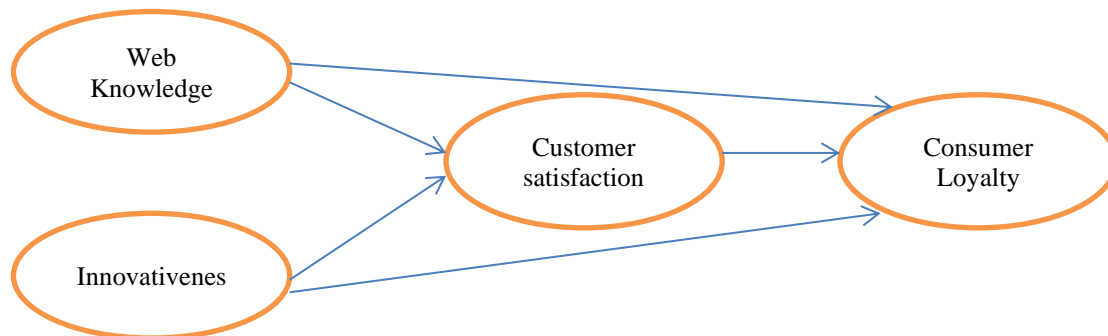


Figure 1 : Research framework

METHODOLOGY

Research Design and Data Collection Techniques

During this COVID-19 pandemic, there are many government policies in dealing with health in the practice of trade transactions, especially in the culinary field. Many culinary MSMEs implement and serve online food to facilitate and support the COVID-19 response program by avoiding crowds in public places, so that sales and purchases can still take place with strict procedures.

The population in this study were consumers who make food purchases online using the online facilities of grabfood, gofood and shopeefood in the South Tangerang area Indonesia Country. Indonesia is a country that has been heavily affected by the COVID-19 pandemic. Various regulations and policies have been issued by the government to deal with COVID, one of which is social distancing and social distancing. These policies have an impact on consumer behavior in shopping and switching from offline shopping to online shopping accompanied by technological and internet advances. The existence of the Go Food, Grab Food and Shopee Food applications in Indonesia greatly helps the volatile conditions in the business world, namely online shopping. The sample used was 103 consumers who filled out questionnaires distributed online via Whatsup and email used google form in the period from June to July 2021. The scale used in data collection was using the Likert scale.

Validity and reliability analysis techniques used Amos and SPSS 26 were used to test the classical assumptions of normality, multicollinearity and heteroscedasticity. The next analysis is path analysis and the last is regression mediation analysis.

Measure development

In this study, the variables used were web knowledge, innovativeness, loyalty and customer satisfaction. Website knowledge was measured using five dimensions adopted from the research of Smith and Park (1992). Variable innovativeness was measured using four dimensions taken from the Steenkamp et al scale. 1999 and Baumgartner and Steenkamp (1996). Untuk variable customer satisfaction diambil dari penelitian terdahulu Bloemer and Ruyter (1998), Garbarino and Johnson (1999), Macintosh and Lockshin (1997), Reichheld (2001), Oliver (1981), and Caprano et al. (2003). E loyalitas diambil dari e Garbarino and Johnson (1999), Capraro et al. (2003) and Srinivasan et al. (2002).

The dimensions of the variables are as follows:

Website Knowledge

- I feel very familiar with the functionality of this website .
- If I have to make a purchase on this website, I don't need to collect a lot of information to make the right choice.
- I feel very confident in my ability to see the difference between this website and others.
- I can navigate this website easily and find the products and services I am looking for.
- I am very familiar with the design and layout of this website

Innovation

- I am very careful about using a new website to make a purchase.
- I prefer to visit websites that I am familiar with than those I am unfamiliar with.
- If I like a website, I rarely leave it just to try something different

E-Customer Satisfaction

I am very satisfied with the service of this website.
My choice for this website is correct.
Purchases through this website exceeded my expectations.
I believe this website has many desirable characteristics.

E-customer Loyalty

I do not hesitate to recommend this website to friends and relatives.
This website is my first choice when I want to buy culinary products.
I clearly have a preference for this website over other websites in the same business area

RESULTS AND DISCUSSION

Table 2: Validity

Variable	indicator	loading factor	conclusion
Web knowledge	x1	0.82	Valid
	x2	0.606	Valid
	x3	0.741	Valid
	x4	0.767	Valid
	x5	0.801	Valid
innovativeness	x6	0.785	Valid
	x7	0.733	Valid
	x8	0.698	Valid
e-satisfaction	x9	0.845	Valid
	x10	0.858	Valid
	x11	0.764	Valid
	x12	0.796	Valid
e-loyalty	x13	0.795	valid
	x14	0.744	valid
	x15	0.878	valid

Based on Hair in 1995, it showed that the indicator was declared feasible to develop a variable construct if it had a loading factor > 0.40. Based on table 2 above, the indicators were all valid.

Reliability showed a measure of the internal consistency of the indicators for each variable that showed the degree to which each indicator indicates a general variable. Based on the calculation results, the value of construct reliability ranges from 0.86233 to 0.935261, which was greater than the cut off value (0.70). for the variance extracted value is in the range of values from 0.677 to 0.783 which had a value greater than the cut off value (0.50). therefore, all variables were consistent or reliable.

Normality test

One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		103
Normal Parameters, b	mean	.0000000
	Std. Deviation	.98518437
Most Extreme Differences	Absolute	.080
	Positive	.080
	negative	-.078
Test Statistics		.080

asympt. Sig. (2-tailed)	.104c
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- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Based on the normality table, it could be seen that normal data is evidenced by the Asymp value of 0.104 which was greater than the alpha value (0.05).

Multicollinearity Test

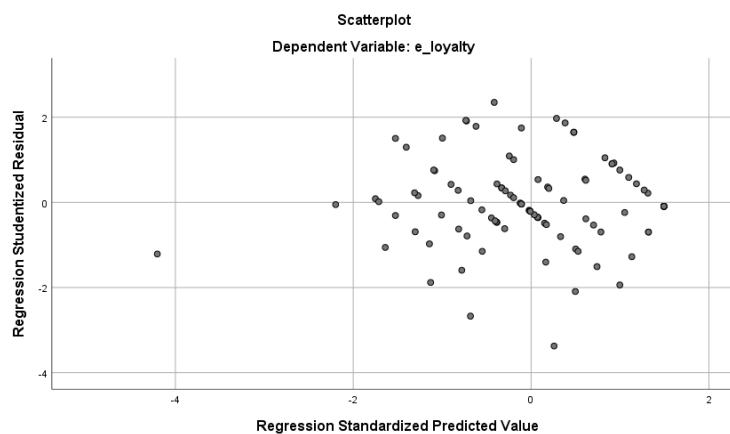
Coefficient

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Innovativeness	.662	1.509
	e_satisfaction	.368	2,721
	knowledge_web	.366	2,733

a. Dependent Variable: e_loyalty

From the results of multicollinearity data processing, the Innovativeness and knowledge web and e-satisfaction variables have a Vif value below 10 and a tolerance value above 0.1, then the data is free from multicollinearity.

Heteroscedasticity Test



Based on the graphic method image, the data is free from heteroscedasticity because the data is spread out.

Correlations

	knowledge_web	Innovativeness
knowledge_w eb	Pearson Correlation	.550**
	Sig. (2-tailed)	.000
	N	103
Innovativeness	Pearson Correlation	.550**
	Sig. (2-tailed)	.000
	N	103

** . Correlation is significant at the 0.01 level (2-tailed).

In the output above, it could be seen that the correlation between the variables of web knowledge and innovativeness is significant with the correlation value of the two variables is 0.550 with a significance of 0.000.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795a	.632	.625	1,767

- a. Predictors: (Constant), knowledge_web, Innovativeness
- b. Dependent Variable: e_satisfaction

In the Summary model table, the R Square value is 0.632, which means that the e-satisfaction variable could be explained by knowledge web and 63.2% Innovativeness and the remaining 36.8% is influenced by other variables not examined.

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	537,466	2	268,733	86.033	.000b
	Residual	312,359	100	3.124		
	Total	849,825	102			

- a. Dependent Variable: e_satisfaction
- b. Predictors: (Constant), knowledge_web, Innovativeness

From the ANOVA table, it is obtained F count of 86,033 with a significant value of 0.000. it could be concluded that the independent variables were simultaneously able to explain the dependent variable and the model declared fit.

Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.487	1,248		.390	.697
	Innovativeness	.231	.100	.167	2,302	.023
	knowledge_web	.625	.066	.691	9.520	.000

- a. Dependent Variable: e_satisfaction

From the coefficient table, it could be seen that the Innovativeness path coefficient is 0.167 with a significance of 0.023 and the knowledge web path coefficient is 0.691 with a significance of 0.000 and the direction of the coefficient is positive. Therefore, it could be concluded that Innovativeness and web knowledge had a positive effect on e-satisfaction.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834a	.695	.692	1.225

- a. Predictors: (Constant), e_satisfaction
- b. Dependent Variable: e_loyalty

From the summary model, it showed that the R square is 0.695 which means that the e-loyalty variable could be explained by e-satisfaction of 69.5% and the remaining 30.5% is influenced by other variables unexplainable.

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	345,961	1	345,961	230,677	.000b
	Residual	151.476	101	1,500		
	Total	497,437	102			

- a. Dependent Variable: e_loyalty
- b. Predictors: (Constant), e_satisfaction

From the results of the data processing, it could be seen that the calculated F value is 230,677 with a significance of 0.000 which means that the influential e-satisfaction variable was able to explain changes in the dependent variable or the model was declared fit.

Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1976	.687		2.874	.005		
	e_satisfaction	.638	.042	.834	15,188	.000	1,000	1,000

Dependent Variable: e_loyalty

From the results of the processing, the beta e-satisfaction value is 0.834 with a significance value of 0.000 so that the e-satisfaction variable had a positive effect on e-loyalty.

Therefore, it showed that hypothesis 1,2,3,5,6 could be accepted while hypothesis 4 was rejected with the following details:

Web Knowledge has a positive effect on e-satisfaction.

Web Knowledge has a positive effect on e-loyalty.

Innovativeness has a positive effect on e-satisfaction.

Innovativeness has a positive effect on e-loyalty.

E-satisfaction has a positive effect on e-loyalty.

E-satisfaction partially mediates between Knowledge web and Innovativeness towards e-loyalty.

E-satisfaction as a partial mediating variable between the web knowledge variable and innovativeness towards e-loyalty. It was calculated using SPSS 26 mediation regression. The results of the analysis showed that web knowledge and innovativeness a partially significant effect on loyalty after being mediated.

DISCUSSION

The purpose of this study was to determine the effect of web knowledge and innovativeness on e-satisfaction and e-loyalty. The results of the analysis showed that e-satisfaction is a partial mediation between web knowledge and innovativeness towards e-loyalty. These results can be a reference for culinary SME entrepreneurs to increase their sales through online facilities via the web, in this case Go food, Grab food and shopee food. Culinary SMEs must maintain and grow customer satisfaction online and create customer loyalty so that customers did not switch to competitors even though there was a web for customers to choose from. This is in line with Pereira's research, 2016 that e-satisfaction is an absolute mediation for e-loyalty in the service sector.

A long with the development of technology and the results of this research, business people have many opportunities to advance their business, namely with agility in marketing their products through digital technology, namely online shopping. Business people must be able to see the shrewdness of customers towards online sites. Culinary business people must be able to read and pay attention to which online sites to enter to attract many consumers. Don't be careless a little about technology because the effects of online shopping have an impact on customer satisfaction. The information provided on the online site must be complete and interesting and not boring so that consumers will continue to be interested and create loyalty in the minds of consumers. Innovation must continue to be carried out and all sites containing culinary businesses must be entered by business people to anticipate consumers moving from one site to another with the agility of the site's knowledge and the innovativeness possessed by consumers.

The difference with previous research is that the effect of Innovativeness on e-loyalty looks positive in the culinary business while in the hotel service sector it has a negative effect. Culinary business people must have clearly attractive online application content and maximum online marketing strategies. This is done to protect consumers who are determined by consumer knowledge about online applications and are also determined by the taste for innovation in determining online purchases. Creating content that consumers can enjoy.

This research really helps the marketing department in marketing their products by looking at the relationship between website knowledge, customer innovativeness, e-satisfaction and consumer e-loyalty. Business people will build mechanisms to increase customer loyalty. The results of previous studies also show the relationship of these variables to products and services with different industries.

This study also highlights the impact of customer relations, namely website knowledge and customer innovativeness which requires business people to master and know the website to create good and understandable quality information and attract customers because the influence of online determinants is very significant on e-satisfaction and e-commerce loyalty.

It also provides a reference for culinary MSME businesses that use the website to provide an explanation of their MSME profile which is interesting and honest because it will be a decision maker for cyber surfers in making purchasing decisions. Extensive explanations and testimonials from these businesses are also displayed on the website because online buyers will find out information about the culinary MSMEs from those on the website. E-satisfaction and e loyalty will be created from these online determinants.

Online buyers must be provided with a comment or testimony column on the site, in this case Go Food, Grab Food and Shoppe food to provide information to future buyers. This will lead to an improvement in the quality of the business because testimonials from satisfied customers will attract other consumers.

Innovative customers will be more thorough and smart in doing online shopping, so MSME business actors must prepare ways to avoid the boredom of buyers who often switch from one product to another in doing online shopping. Because customer innovativeness also has a significant effect on e satisfaction. Customer satisfaction will increase customer loyalty.

MSME business actors must be able to create their online store as attractive as possible. The information communicated in the online store will provide accurate and complete information so that online consumers will feel satisfied both in terms of product quality or information accuracy. Up to date information must continue to be carried out and technological developments must also continue to be followed to balance it with increasingly smart customer knowledge.

Managerial Implications

The majority of respondents in this study were women amounting to 66 people and men amounting to 37 people with the majority level of education being Bachelor's degree 1 of 34 and high school level of 33. The majority of respondents who use online jobs are private employees 38 people and at least are entrepreneurs as many as 8 person. Online applications used by respondents are Go food as much as 32%, Grab food as much as 11%, Shopee food as much as 5%, applications that use Go food and Grab food as much as 19% and those who use the three applications are 33%. For the income of respondents who use online culinary shopping the majority on income > 5 million rupiah by 35%.

From the results of the respondent's analysis, they can provide input to business practitioners in marketing their products, they must use online to absorb online culinary shopping consumers who are supported by the covid pandemic situation to keep from direct interaction between humans to prevent the transmission of the covid 19 virus. Culinary business actors in South Tangerang have to work with online applications, both those that have been around for a long time, such as Gofood, followed by Grab Food, and those that have just entered the online culinary application market are Shopee Food. It is time for culinary business actors to follow digital marketing developments in order to maintain their business or increase their sales volume.

Limitations and Suggestions for Further Research

This research was carried out only in South Tangerang, Banten province and the culinary sector. The variables used are limited to website knowledge and innovativeness as a determinant of online purchases from customers so that consumers who are used as respondents must be familiar with technology. For further research can use other variables in influencing customer online satisfaction and customer online loyalty. Much has to be studied in the development of technology for the development of online marketing strategies from business people.

CONCLUSION

In this research, the satisfaction generated from online customers with culinary choices will shape online customer loyalty by paying attention to web knowledge and innovativeness from consumers. Consumers by knowing the details about the web and consumer tastes in innovation will determine online purchases and if there is satisfaction it will form the level of loyalty. The increasing digital era will bring people to understand and learn digital technology so that more customers who understand the web or online applications will increase satisfaction and loyalty to products purchased by consumers.

The importance of web knowledge in this study raises motivation for business people to explore the web in their respective businesses. Understanding the web from business people will provide a more attractive presentation of information for consumers in business communication related to online shopping needs. Likewise, with Innovativeness customers who affect consumer satisfaction so that business people must master and always be up to date with digital marketing technology. From the growth of consumer satisfaction, it will increase customer loyalty to the MSME business in online shopping. Online determinant is very influential on customer satisfaction and has an effect on customer loyalty is the answer to the problem in this study. Culinary MSME actors must maximize the use of digital marketing to achieve consumer satisfaction.

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