



The Role of Consumer Satisfaction as a Mediating Factor in Mediating the Influence of Usability on the Intention of Reuse of the ShopeeFood Application in the City of Denpasar

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ABSTRACT

Shopee Food is one of the providers of food delivery services but currently holds the second position when compared to its competitor. This is attributed to the limited interest of consumers in reusing the application, influenced by the ease with which a consumer can use the application. This study aims to analyze the factors of consumer satisfaction in mediating the influence of usability on reuse intention of ShopeeFood application in Denpasar City. The study was conducted in Denpasar city with a sample size of 120 respondents, The findings of this research include: 1) ease of use significantly and positively influences reuse intention, 2) ease of use significantly and positively influences consumer satisfaction, 3) consumer satisfaction significantly and positively influences the reuse intention, and 4) consumer satisfaction acts as a mediating variable in the influence of usability on the reuse intention.

INTRODUCTION

The emergence of the internet has significantly influenced the realms of technology, economy, and business (Palinggi et al., 2020). The rapid growth of the internet has particularly impacted the development of e-commerce in general (Bressolles et al., 2014). Online food delivery services represent a business sector facilitated through internet technology that is currently popular, especially in Indonesia. The growth of food delivery services is attributed to the increased mobility of societal activities, creating a demand for fast and convenient food solutions (Chai & Yat, 2019). As a fact, 58 percent of the Indonesian population utilizes applications to order food (Lee, 2019). The growth in the number of internet users has contributed positively to the expansion of the online food delivery service sector.

The Global Index Survey (2020) states that there are several reasons driving people to order food through food delivery applications, with the top five including: free delivery (51%), fast delivery (48%), discount offers (43%), availability and completeness of items (36%), and ease of the ordering process (30%). Some of the food delivery service providers include ShopeeFood, GoFood, and GrabFood. ShopeeFood is a food delivery service and part of the Shopee business line. The business model of ShopeeFood is similar to GoFood and GrabFood, which were established earlier.

In the midst of the competition in the food delivery service sector, ShopeeFood holds the second position. According to Databoks research in 2022, GoFood secured the top spot with a total transaction value of 30.63 trillion Indonesian rupiahs. ShopeeFood claimed the second position with a transaction value of 26.49 trillion Indonesian rupiahs for its food delivery services. GrabFood occupied the third position with a total transaction value of 20.93 trillion Indonesian rupiahs. Despite being a relatively newer entrant, ShopeeFood managed to surpass GrabFood in transaction value, although it has not yet taken the top market leader position held by GoFood. This phenomenon arises because ShopeeFood has not been able to surpass GoFood in terms of transaction volume, potentially due to consumer disinterest in making repeated purchases and opting for alternative platforms.

ShopeeFood employs various promotional strategies, and this may potentially stimulate future consumer reuse interest. One crucial factor influencing reuse interest is the perception of benefits and ease of use (Prakosa & Wintaka, 2020). Additionally, sales promotions serve as a significant aspect affecting reuse interest, as higher levels of sales promotions and perceived customer benefits tend to increase the likelihood of reuse (Priskila & Sitinjak, 2019).

Javadi (2012) asserts that consumers engage in online shopping when they experience the convenience of shopping and have certainty about the products they need. The use of e-commerce significantly facilitates consumers in searching for and gathering information about products. Through online shopping, consumers can save time and energy due to the convenience offered by e-commerce. The conveniences provided by e-commerce services encourage consumers to continue making online purchases, as they perceive online shopping as more practical compared to physical shopping (Fitri et al., 2019).

Anggraeni and Dominica (2017), Badaruddin and Risma (2021), Fitriyaningsih and Nurul (2022) found that ease of use of the application has a positive and significant impact on the reuse intention. However, there are contrasting results reported by Lestari and Hanif (2023), where they found that ease of use did not have a significant effect on the reuse intention. The differences in these research findings raise important questions about whether ease of use truly influences reuse intention and what factors may play a role in the observed disparities.

Another factor influencing the reuse intention is consumer satisfaction. Tandon et al. (2018) in their research explain that customer satisfaction is a crucial factor in understanding how customer needs and desires are fulfilled. Good customer satisfaction enhances the consumer's willingness to reuse. This implies that if consumers are satisfied with a service, they will be inclined to reuse it. Dwi and Raka (2022) found that satisfaction significantly influences the reuse intention the GrabFood application in Denpasar. Varianto et al. (2022) found that satisfaction has a significant impact on the reuse intention among GoFood consumers in Indonesia. Similarly, Nurqamarani et al. (2020) reported similar results, indicating that satisfaction significantly influences the reuse intention among consumers of the Gojek Superapp.

LITERATURE REVIEW

According to Davis et al. (1989), the Technology Acceptance Model (TAM) is a theory that provides a foundation for studying and understanding the behavior of technology users in accepting and utilizing the offered technology. The Technology Acceptance Model (TAM) assumes that users have two factors influencing the adoption of new information technology (Fatmawati, 2015:9) which are perceived ease of use, refers to the user's belief that the use of new technology will be easy and will not involve difficulties or strenuous efforts and perceived usefulness in which users believe that the adoption of new information technology will provide benefits and enhance performance in various aspects. Fatmawati (2015:11) further explains the influencing factors, encompassing five constructs: 1) Perceived Usefulness, 2) Perceived Ease of Use, 3) Attitude toward Use, 4) Behavioral Intention to Use, 5) Actual System Usage Behavior.

Perceived ease of use can be defined as the public's assessment of the difficulty or ease of learning and adopting a particular technology (Han et al., 2020). According to Davis's theory (1989), indicators of perceived ease of use include: 1) Easy to learn, 2) Can be controlled, 3) Clear and understandable, 4) Flexible, 5) Easy to become skillful or proficient, and 6) Easy to use. Consumer satisfaction is defined by Theresia & Wardana (2019) as a positive response from customers regarding the products they purchase. This positive response is created because of their satisfaction with a product. Customer satisfaction can be measured with indicators according to Pratiwi and Yasa (2019), which are: 1) The offered product meets expectations, 2) Satisfaction arises when consumers are using the product and getting good results, and 3) Consumers feel they have made the right decision in using the product.

User reuse interest is a form of consumer decision-making to remain loyal to a product, even becoming an informal marketing agent (Sumaedi et al., 2014:15). According to Alalwan (2020), there are several indicators that can be used to measure reuse interest, including: 1) Willingness to use the application in the future, 2) Making an effort to use the application for daily needs, 3) Planning to use the application more frequently. The research findings of Anggraeni, K., & Dominica, A. W. (2017) indicate that the influence of ease of use has a significant impact on the reuse intention. Similarly, Fitriarningsih and Nurul (2022) found similar results, where ease of use significantly affects the ShopeePay digital wallet. In the study conducted by Badaruddin and Risma (2021) on the behavior patterns of mobile banking users, ease of use was found to have a significant impact on the reuse intention. However, Lestari and Hanif (2023) found contrasting results, where the ease of use variable did not significantly affect the reuse intention.

The ease of using an application can make consumers feel satisfied because they do not need to exert a significant effort to use an application. Fransiska & Aquinia (2023) found research results indicating that the ease of using an application has a positive and significant impact on consumer satisfaction. Charisma & Suprapti (2020) state that the perception of ease of use has a positive and significant impact on satisfaction.

Dwi and Raka (2022) found that the satisfaction variable significantly influences the repurchase interest variable in the GrabFood application in Denpasar. Varianto et al. (2022) found that the satisfaction variable significantly influences the reuse intention variable. Alalwan (2020) in his research found that satisfaction significantly influences the reuse intention. Nurqamarani et al. (2020) found that satisfaction significantly influences the reuse intention in the Gojek Super App. Adriani and Warmika (2019) found that satisfaction significantly influences the reuse intention. Kurniawan et al. (2024) in their research on Online Food Delivery (OFD) found that satisfaction significantly influences the reuse intention. Chadafi et al. (2022) found similar results, where satisfaction significantly influences the reuse intention in the Gojek application in Medan City.

According to the various results obtained in previous studies, the following research hypotheses can be put forward: H1: Ease of use has a positive and significant impact on reuse intention. H2: Ease of use has a positive and significant impact on consumer satisfaction. H3: Consumer satisfaction has a positive and significant impact on reuse intention. H4: Consumer satisfaction can mediate the impact of ease of use on reuse intention.

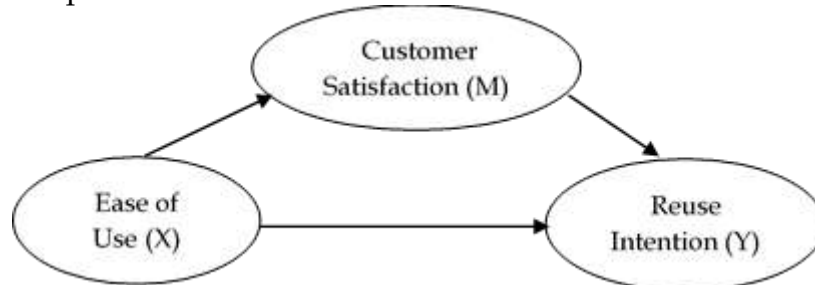


Figure 1. Conceptual Framework

METHODOLOGY

This study is of a causal associative, explaining the cause-and-effect relationship to determine the influence or relationship between exogenous and endogenous variables using a quantitative approach. The research was conducted in the area of Denpasar City due to the higher number of residents accessing the internet compared to other regions in Bali. The sample selection method used was non-probability sampling, a technique that does not provide equal opportunities or chances for every element or member of the population to be selected as a sample, with a sample size of 120 respondents.

The data collection method employed in this study involved conducting a survey with an online questionnaire measured using a Likert Scale ranging from 1 to 5. Validity tests, reliability tests, and confirmatory analysis were conducted to assess the instrument's variable quality in the study. Path analysis was employed to calculate the influence of relationships between variables, and Sobel test was conducted to determine whether customer satisfaction plays a mediating role in the impact of ease of use on repurchase intention.

RESEARCH RESULT

Table 1. Respondent Demographic Data

Variable	Classification	Total (person)
Sex	Male	52
	Female	68
Age	18 - 20	32
	21 - 25	60
	26 - 30	20
	> 30	8
Occupation	Student	43
	Civil Servant	10
	Employees	50
	Self-employed	14
	Other	3

Income per month	< Rp. 1.000.000	38
	Rp. 1.000.000 – Rp 3.000.000	55
	> Rp 3.000.000	27

The study is predominantly represented by female respondents, comprising 68 individuals (56 percent). The age range of 21-25 years dominates the research, with 60 respondents (50 percent). The majority of respondents within this age range are private sector employees, accounting for 50 individuals (41.6 percent). The majority of respondents have a monthly income ranging from Rp. 1,000,000 to Rp. 3,000,000, totaling 55 respondents or 45.83 percent of the total respondents.

The validity test is conducted to ensure that each research instrument is valid. A research instrument is considered valid if the calculated "r" value is greater than 0.3. Table 2 presents the results of the validity test, indicating that all research instruments have values greater than 0.3. This suggests that all research variables are valid.

Table 2. Validity Test Result

Variable	Instrument	Pearson Correlation	Explanation
Ease of Use (X)	X1	0,883	Valid
	X2	0,875	Valid
	X3	0,897	Valid
	X4	0,827	Valid
	X5	0,873	Valid
	X6	0,884	Valid
Customer Satisfaction (M)	M1	0,814	Valid
	M2	0,874	Valid
	M3	0,846	Valid
Reuse Intention (Y)	Y1	0,913	Valid
	Y2	0,845	Valid
	Y3	0,893	Valid

The reliability test is employed to determine the extent of consistency of the measurement tool used. A research variable is considered reliable if the Cronbach's Alpha value is greater than 0.6. Table 3 presents the results of the reliability test, where all variables have values greater than 0.6, indicating that they are considered reliable.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	Explanation
Ease of Use (X)	0,795	Reliable
Customer Satisfaction (M)	0,937	Reliable
Reuse Intention (Y)	0,858	Reliable

Table 4 presents the description of the ease of use application variable. The instrument with the highest average value is "ShopeeFood is clear and understandable," with an average score of 4.15. This instrument received responses of very disagree from 1 respondent (8 percent), disagree from 3 respondents (2.5 percent), somewhat agree from 22 respondents (18.3 percent), agree from 45 respondents (37.5 percent), and strongly agree from 49 respondents (40.8 percent). This can be supported by an attractive and clear interface that is easily understood by users. The instrument with the lowest average value is "ShopeeFood is easy to control," with an average score of 3.75, still considered high. This instrument received responses of very disagree from 1 respondent (8 percent), disagree from 11 respondents (9.2 percent), somewhat agree from 30 respondents (25 percent), agree from 53 respondents (44.2 percent), and strongly agree from 25 respondents (20.8 percent). This may be due to the ShopeeFood application issuing unwanted notifications and alerts to users beforehand.

Table 4. Description of Ease of Use Variable

Statement	Frequency of Respondents' Answers					Average	Criteria
	SD	D	N	A	SA		
In my opinion, ShopeeFood is easy to learn.	1	6	24	57	32	3,94	High
In my opinion, ShopeeFood is clear and understandable.	1	3	22	45	49	4,15	High
In my opinion, ShopeeFood is easy to control.	1	11	30	53	25	3,75	High
In my opinion, ShopeeFood has flexibility in its features.	1	2	23	50	44	4,12	High
In my opinion, it is easy to become skilled in using the ShopeeFood website or app.	1	8	26	53	32	3,89	High
In my opinion, ShopeeFood is easy to use overall.	1	6	21	49	43	4,06	High
Average Score						3,98	High

Table 5 provides a description of the customer satisfaction variable. The instrument with the highest average value is "Feeling satisfied when using ShopeeFood," with an average score of 4.08. This instrument received responses of very disagree from 0 respondents (0 percent), disagree from 3 respondents (2.5 percent), somewhat agree from 26 respondents (21.7 percent), agree from 49 respondents (40.8 percent), and strongly agree from 42 respondents (35 percent). Consumers using ShopeeFood experience a sense of satisfaction after using the application. The instrument with the lowest average value is "It is the right decision to use ShopeeFood," with an average score of 3.68. This instrument received responses of very disagree from 1 respondent (1 percent), disagree from 13 respondents (13 percent), somewhat agree from 34 respondents (28.3 percent), agree from 48 respondents (40 percent), and strongly agree from 24 respondents (20 percent). Consumers feel somewhat uncertain that using ShopeeFood is the right decision.

Table 5. Description of Customer Satisfaction

Statement	Frequency of Respondents' Answers					Average	Criteria
	SD	D	N	A	SA		
The features offered by ShopeeFood are in line with expectations.	0	7	30	50	33	3,91	High
Satisfaction arises when using the ShopeeFood application.	0	3	26	49	42	4,08	High
I feel that I made the right decision to use the ShopeeFood application.	1	13	34	48	24	3,68	High
Average Score						3,89	High

Table 6 presents the description of the variable "intention to reuse." The instrument with the highest average value is "I will make an effort to use the ShopeeFood application for daily needs," with an average score of 4.04. This instrument received responses of very disagree from 1 respondent (0.8 percent), disagree from 3 respondents (2.5 percent), somewhat agree from 27 respondents (22.5 percent), agree from 48 respondents (40 percent), and strongly agree from 41 respondents (34.2 percent). There is a tendency for a consumer to use ShopeeFood in their daily life. The instrument with the lowest average value is "I plan to use the ShopeeFood application again," with an average score of 3.72. This instrument received responses of very disagree from 1 respondent (0.8 percent), disagree from 12 respondents (10 percent), somewhat agree from 28 respondents (23.3 percent), agree from 58 respondents (48.3 percent), and strongly agree from 21 respondents (17.5 percent). There is uncertainty among ShopeeFood users about using it again in the future.

Table 6. Description of Reuse Intention

Statement	Frequency of Respondents' Answers					Average	Criteria
	SD	D	N	A	SA		
I intend to reuse the ShopeeFood application.	1	8	26	45	40	3,96	High
I will make an effort to use the ShopeeFood application for daily needs.	1	3	27	48	41	4,04	High
I plan to use the ShopeeFood application again.	1	12	28	58	21	3,72	High
Average Score						3,91	High

The path analysis is conducted with regression analysis twice, namely 1) the variable Ease of Use (X) to the variable Consumer Satisfaction (M), and 2) the variables Ease of Use (X) and Consumer Satisfaction (M) to the variable Intention to Reuse (Y). The details of Path Analysis 1 are explained in Table 7.

Table 7. Path Analysis I

Model	Unstandardized Coefficients		Unstandardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0,527	0,422		1,250	,214
Ease of Use (X)	0,466	0,017	0,927	26,879	<0,001
R ²	0,927				
F Statistic	722,493				
Sig.F	<0,001 ^b				

Table 7 presents the results of Path Analysis 1, where the equation obtained from this path analysis is as follows:

$$M = \beta_2 X + \varepsilon_1 \dots \dots \dots (1)$$

$$M = 0,466 X + \varepsilon_1$$

Based on equation (1), the coefficient result for the variable Ease of Use (X) is 0.466 for the variable Consumer Satisfaction (M), indicating that the variable Ease of Use (X) has a positive effect on the variable Consumer Satisfaction (M). This equation can be interpreted as an increase of 0.466 in the variable Consumer Satisfaction (M) when the variable Ease of Use (X) increases by 1 point.

Path Analysis 2 aims to find the regression equation for the variables Ease of Use (X) and Consumer Satisfaction (M) on the variable Intention to Reuse (Y). Table 8 shows the regression results from Path Analysis 2.

Table 8. Path Analysis II

Model	Unstandardized Coefficients		Beta	t	Sig.
	B	Std. Error			
(Constant)	-0,196	0,334		-0,587	0,558
Ease of Use (X)	0,207	0,036	0,399	5,688	<0,001
Customer Satisfaction (M)	0,597	0,072	0,577	8,237	<0,001
R ²	0,959				
F Statistic	666,274				
Sig.F	<0,000 ^b				

Table 8 presents the results of Path Analysis 2, where the equation obtained from this path analysis is as follows:

$$Y = \beta_1 X + \beta_3 M + \varepsilon_2 \dots\dots\dots (2)$$

$$Y = 0,207 X + 0,597 M + \varepsilon_2$$

Based on equation (2), the coefficient results for the variable Ease of Use (X) are 0.207, and the coefficient for the variable Consumer Satisfaction (M) is 0.597 for the variable Intention to Reuse (Y). This indicates that the variables Ease of Use (X) and Consumer Satisfaction (M) have a positive effect on the variable Intention to Reuse (Y). This equation can be interpreted as an increase of 0.207 in the variable Intention to Reuse (Y) when the variable Ease of Use (X) increases by 1 point, and there is an increase of 0.597 in the variable Intention to Reuse (Y) when the variable Consumer Satisfaction (M) increases by 1 point.

The coefficient of determination can be determined based on equations 1 and 2 in subsection 4.5.1, where it is necessary to determine the standard error first, as follows.

$$Pe_i = \sqrt{1 - R_i^2} \dots\dots\dots (3)$$

$$Pe_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,927} = 0,207$$

$$Pe_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,959} = 0,202$$

Based on equation (3), the results show the influence of error 1 (Pe1) is 0.207, and the influence of error 2 (Pe2) is 0.202. The total coefficient of determination can be determined as follows:

$$\begin{aligned}
 R^2_m &= 1 - (Pe_1)^2 - (Pe_2)^2 \dots\dots\dots (4) \\
 &= 1 - (0,207)^2 - (0,202)^2 \\
 &= 1 - (0,042) - (0,040) \\
 &= 1 - 0,002 = 0,998
 \end{aligned}$$

Based on equation (4), the total determination value is 0.994, which can be interpreted as 99.8 percent of the variation in the Intention to Reuse (Y) is influenced by the variation in Ease of Use (X) and Customer Satisfaction (M), while 0.02 percent is explained by other factors not used in the study.

The direct and indirect effects can be represented in Table 4.9:

Table 9. Direct Effect, Indirect Effect, and Total Effect Ease of Use (X), Customer Satisfaction (M) and Reuse Intention (Y)

Variable Effect	Direct Effect	Indirect Effect ($\beta_2 \times \beta_3$)	Total $\beta_1 + (\beta_2 \times \beta_3)$
Ease of Use (X) → Reuse Intention (Y)	0,207	0,278	0,458
Ease of Use (X) → Customer Satisfaction (M)	0,466	-	-
Customer Satisfaction (M) → Reuse Intention (Y)	0,597	-	-

Table 10 shows the coefficients and standard errors from path analysis 1 and 2. The Sobel Test equation can be determined as follows:

Table 10. Coefficient and Error Path Analysis I and II

Variabel	Unstandardized Coefficients	Standard Error
Ease of Use (X) → Customer Satisfaction (M)	0,466 (a)	0,017 (Sa)
Customer Satisfaction (M) → Reuse Intention (Y)	0,597 (b)	0,072 (Sb)

The value of ab can be determined as follows:

$$\begin{aligned}
 Sab &= \sqrt{b^2 Sa^2 + a^2 Sb^2 + Sa^2 Sb^2} \\
 Sab &= \sqrt{(0,597)^2 (0,017)^2 + (0,466)^2 (0,072)^2 + (0,017)^2 (0,072)^2} \\
 Sab &= \sqrt{(0,356)(0,000) + (0,217)(0,005) + (0,000)(0,005)} \\
 Sab &= \sqrt{0,00000 + 0,00108 + 0,00000} \\
 Sab &= \sqrt{0,00108}
 \end{aligned}$$

$$\begin{aligned} S_{ab} &= 0,032 \\ ab &= 0,466 \times 0,597 \\ ab &= 0,27 \end{aligned}$$

After finding S_{ab} and ab , the Z value can be determined as follows:

$$\begin{aligned} Z &= \frac{ab}{S_{ab}} \\ Z &= \frac{0,27}{0,032} \\ Z &= 8,43 \end{aligned}$$

The Z value found is 8.43. This value is greater than 1.96, indicating that H_4 is accepted. This result indicates that the variable Consumer Satisfaction (M) is considered to mediate the influence of the variable Ease of Use (X) on the Intention of Reuse (M).

DISCUSSION

The t-test result for the influence of ease of use on the intention of reuse is 5.688, which is greater than the t-table value ($n=120$) with a significance level of 0.000, less than 0.05. This result leads to the conclusion that H_1 is accepted while H_0 is rejected, indicating that ease of use has a positive and significant influence on the intention of reuse. The easier the users find it to use the ShopeeFood application, the more interested those consumers will be in using the application in the future. This result aligns with research conducted by Anggraeni, K., & Dominica, A. W. (2017), Fitrianiingsih and Nurul (2022), and Badaruddin and Risma (2021), who found that ease of use has a positive and significant impact on the intention of reuse.

The t-test result for the influence of ease of use on the customer satisfaction is 26.879, which is greater than the t-table value ($n=120$) with a significance level of 0.000, less than 0.05. This result leads to the conclusion that H_2 is accepted while H_0 is rejected, indicating that ease of use has a positive and significant impact on consumer satisfaction. The more user-friendly the application, the more satisfied a consumer will be in using the application. This result is consistent with research conducted by Fransiska & Aquinia (2023) and Charisma & Suprapti (2020), stating that the perception of ease of use has a positive and significant impact on satisfaction.

The t-test result for the influence of customer satisfaction on the reuse intention is 8.237, which is greater than the t-table value ($n=120$) with a significance level of 0.000, less than 0.05. This result leads to the conclusion that H_3 is accepted while H_0 is rejected, meaning that customer satisfaction has a positive and significant impact on reuse intention. The more satisfied a consumer is in using the application, the more likely they are to reuse it. This result aligns with research conducted by Adriani and Warmika (2019), Alalwan (2020), Nurqamarani et al. (2020), Dwi and Raka (2022), Varianto et al. (2022), and Kurniawan et al. (2024), which found that customer satisfaction has a positive and significant impact on reuse intention.

The Z value of 8,43 prove that consumer satisfaction mediate the impact of ease of use on reuse intention. ShopeeFood can leverage its user-friendly application to satisfy consumers and ultimately encourage them to use the application in the future. This result aligns with research conducted by Adriani and Warmika (2019), Nurqamarani (2020), Dwi and Raka (2022), and Lestari and Hanif (2023), which found that satisfaction plays a mediating role in the reuse intention variable.

CONCLUSIONS AND RECOMMENDATIONS

Ease of use has a positive and significant impact on the reuse intention of the ShopeeFood application among the people of Denpasar City. The easier someone is in using the application, the more it will increase the intention to reuse in the future. Ease of use has a positive and significant impact on consumer satisfaction with the ShopeeFood application among the people of Denpasar City. The easier someone is in using the application, the more it will increase consumer satisfaction in using the application. Consumer satisfaction has a positive and significant impact on the reuse intention of the ShopeeFood application among the people of Denpasar City. Consumers who are more satisfied with using the application will increase the intention to reuse in the future. Satisfaction is proven to mediate the impact of ease of use on the reuse intention of the ShopeeFood application among the people of Denpasar City. Satisfaction becomes a factor that can support the ease of use in influencing consumers' intention to reuse in the future. Provide some conclusions and implementation of the research results.

ShopeeFood should pay attention to how a consumer can control themselves in using the ShopeeFood application. The scope of control that can be optimized may include notifications or display preferences that the consumer desires. ShopeeFood should convince its consumers that the ShopeeFood application is the best choice for a consumer to use. ShopeeFood can consider factors that can encourage someone to feel confident in using the application. ShopeeFood should encourage a consumer to use the application in the future. This encouragement can take the form of promotions or Customer Relationship Management (CRM) steps that ensure consumers will reuse the application in the future.

ADVANCED RESEARCH

Still conducting further research to find out more about the role of consumer satisfaction as a mediating factor in mediating the effect of usability on the intention to reuse the ShopeeFood application in Denpasar City.

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