THE IMPACT OF INFORMATION QUALITY ON CUSTOMER SATISFACTION: THE MEDIATING EFFECT OF CUSTOMER PERCEIVED VALUE AND EXPERIENCE QUALITY FROM USING THE GRAB FOOD APPLICATION

Mutia Nur Vabela, Jati Waskito.
Management Degree in Management Studies, Faculty of Economics and Business
Muhammadiyah University of Surakarta

Abstrak

Penelitian ini bertujuan untuk mengetahui dan membuktikan pengaruh kualitas informasi terhadap nilai yang dirasakan pelanggan dan kualitas pengalaman, serta kepuasan, dari penggunaan aplikasi GrabFood di Kota Boyolali dan di kalangan mahasiswa UMS. Penelitian ini dapat digunakan sebagai acuan dalam menentukan strategi pemasaran. Populasi penelitian ini adalah konsumen yang pernah menggunakan aplikasi GrabFood. Jenis penelitian yang digunakan adalah penelitian eksplanatif dengan menggunakan pendekatan kuantitatif, dengan melakukan survei langsung kepada pengguna aplikasi, menggunakan kuesioner daring. Sampel penelitian sebanyak 161 responden. Teknik pengambilan sampel pada penelitian ini adalah purposive sampling dengan kriteria pengguna aplikasi Grab telah melakukan pembelian aplikasi minimal dua kali, dan berusia 16 tahun ke atas, sehingga persepsi yang diberikan sudah cukup jelas. Analisis data dalam penelitian ini dilakukan dengan menggunakan model persamaan struktural Smart Partial Least Square (PLS) 3. Hasil penelitian menunjukkan bahwa kualitas informasi berpengaruh positif dan signifikan terhadap nilai yang dirasakan pelanggan, kualitas pengalaman dan kepuasan pelanggan, kualitas pengalaman berpengaruh positif dan signifikan terhadap nilai yang dirasakan pelanggan, dan nilai yang dirasakan pelanggan berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

Kata Kunci: Kualitas Informasi, Nilai yang Dirasakan Pelanggan, Kualitas Pengalaman, Kepuasan Pelanggan.

Abstract

This research aims to determine and prove the influence of information quality on the perceived value of customers and quality of experience, as well as satisfaction, from using the GrabFood application in Boyolali City and among UMS students. This research can be used as a reference in determining marketing strategies. The research population consists of consumers who have used the GrabFood application. The type of research used is explanatory research using a quantitative approach, by conducting direct surveys of application users, using an online questionnaire. The research sample consisted of 161 respondents. The sampling technique for this research is purposive sampling with the criteria being that Grab application users have purchased the application at least twice, and are aged 16 years or over, so that the perceptions given are quite clear. Data analysis in this research was carried out using the Smart Partial Least Square (PLS) 3 structural equation model. The results of the research show that the quality of information has a positive and significant effect on the customer perceived value, quality of experience and customer satisfaction, the quality of experience has a positive and significant effect on the perceived value by customers, and the perceived value by customers has a positive and significant effect on customer satisfaction.

1. INTRODUCTION

Many people's lifestyles have changed due to recent technological advances, especially those related to the internet and e-commerce. Technology has the ability to promote a company in new ways, thereby improving the company significantly. In addition, this can create new goods and services faster than before (Unhelkar, 2006). The emergence of cellular telephone technology completely changed the communications sector, with 5 billion subscriptions in 2010. As a result, telephone technology services have continued to advance (Sachdeva, 2010). It may lead to a constant departure of cell phone users from the advancement of new information technologies. Online transportation based on applications is one of the information systems that has been established. It falls within the category of business activities. To develop a long-term business plan for them, it is necessary to investigate online transportation applications further. For a while now, several sectors have used information technology (IT) in their operations. Almost every industry now makes use of IT, including the transportation industry. Online transportation services utilize technology that makes advantage of mobile phone applications, which are now widely used in daily life.

The emergence of COVID-19 triggered a financial collapse. Additionally, it has altered customer behavior. The Boston Consulting Group (BCG), a large management consulting firm, has performed studies into these shifts. According to the findings, consumer attitude during the epidemic is gloomy in a number of different countries. Consumer behavior around the world is changing, particularly with regard to buying behavior, as a result of this major health issue and economic danger. According to a Nielsen survey, the majority of domestic consumers cut back on eating out and postponed their international travel plans. Additionally, they expanded their online purchasing (Citradi, 2020). There has been no denying that there is a link between these limits and the viability of regional culinary companies both during the epidemic and since the imposition of broad social restrictions (PSBB). Culinary enterprises in general, including dealers and SMEs, have suffered. In contrast, GrabFood, an online delivery service, has seen a growth in the quantity of business transactions (Josina, 2020). This is because customer behavior has changed since laws restricting social contact were passed. People have been compelled to alter their way of life and behavior, and in order for the culinary industry to prosper, it must also adjust to the new technologies. Further research into consumer purchasing patterns during the COVID-19 outbreak may prove to be fascinating.

According to Peter & Olson (2010), consumer behavior is the dynamic interaction of

cognitive, behavioral, and environmental factors that occur when people exchange portions of their lives. Additionally, Kotler & Keller (2009) described consumer behavior as a study of choosing, purchasing, utilizing, and placing goods, services, ideas, and experiences that people, groups, and organizations perceive as meeting their needs and desires. After gaining a grasp of the various market categories, the understanding of consumer behavior needs to be further examined and can be applied as a plan to enter the market. In order for service providers to satisfy customers who utilize their services, a number of requirements have been raised by the development of an online transportation service-based mobile phone application system. Businesses that offer mobile phone applications based on online transportation services can reap several benefits from consumer satisfaction alone. According to Al-Dweeri (2017), customer happiness in the electronics industry is strongly influenced by the quality of the information available. According to Rai et al. (2002), information produced by an information system is more accurate, timely, and dependable. Additionally, it raised client satisfaction. Because quality is the key to a competitive edge in company (Kusumawati and Rahayu, 2019), this is fascinating and should be explored utilizing current technical breakthroughs. Information must be found to establish its impact on user satisfaction.

DeLone & McLean (2014) claim that the information quality displayed in online applications for transportation services is comparable to a two-edged sword. It might entice clients to use the service or drive them away if it doesn't meet their needs. As a result, the major factor in ensuring customer satisfaction is the quality of the information (Szymanski & Hise, 2000), particularly for clients of online transportation services using mobile phone applications. Customer happiness is also reliant on the caliber of the experience, in addition to the caliber of the content. In different service environments like offices, restaurants, and banks, (Roy, 2018) claimed that experience quality has an impact on customer satisfaction for a variety of consumer behaviors, spanning from new customers to existing customers. If the perceived value and the information's quality are in line, customers will be satisfied. Hapsari et al. (2017) looked into this and discovered that the customer value has a direct and significant impact on customer satisfaction. This study intends to demonstrate the impact of information quality on the experience quality, customer perceived value, and customer satisfaction with the service provided by Grab's meal ordering applications in accordance with the phenomena and empirical evaluation. The findings of this study help to evaluate marketing efforts made during the COVID-19 time frame. The StimulusOrganism-Response (SOR) theory model and the consumer behavior theory from (Bagoozi, 1992) are both used in this study. In this model, the information quality acts as a stimulus and the customer experience and perceived value act as organisms. Consumer

response might take the shape of customer satisfaction. It is intended that the findings of this study will add to the body of knowledge regarding consumer behavior during the COVID-19 pandemic.

Home delivery service (also known as home delivery staff or third-party employees) is the practice of having items or products delivered to consumers' homes, offices, or other locations. This outdated service got new life with the advancement of technology and the Internet (Geng, 2019), as the capacity to deliver groceries in a timely and efficient manner became a crucial component of online businesses' success. Home delivery services in the past were questionable because of the financial ramifications, particularly with regard to ineffective home deliveries in the food industry (Kamarainen et al., 2001). Home delivery services were, however, expected to recover popularity by the turn of the century (Guglielmo, 2000). Modern consumers that need their goods swiftly and conveniently turn to home delivery services (Kamar-ainen et al., 2001).

The rapid development of technology and the uptake of the Internet are credited with the advent of e-commerce (Karim and Qi, 2018). The Internet is used by 52 percent of people worldwide, which has had a significant impact on business and social life. The growth of e-commerce as a result of increased internet use was estimated at USD 2.30 billion in sales in 2017 and is expected to reach USD 4.88 billion by 2021 (e-Marketer, 2018).

In terms of timely delivery, careful handling of perishable goods, pleasant interactions with the delivery person, adequate instructions and documentation, ensuring convenience, and other factors, it is obvious that home delivery service providers must live up to consumers' expectations. The COVID-19 epidemic has caused a dramatic rise in internet sales. Customers' purchase volumes and habits have changed throughout the Covid-19 pandemic, claims (Ozturk, 2020). Food items, notably those from food courts and restaurants, exhibit these variances in a particularly noticeable way (Brewer and Sebby, 2021). Drive-through, takeaway, and home delivery services have developed into significant options that allow retail enterprises to continue operating in many nations where limitations have been put in place to minimize social connections, including the suspension of dine-in services (Wida, 2020). This is demonstrated by the rise in the number of online food orders placed through mobile apps and the Internet (Dixon et al., 2009) (Brewer and Sebby, 2021). Online food delivery services have quickly attracted the attention of retail firms, practicing managers, and business researcher alike (Prasetyo et al., 2021). The ability of the delivery service staff to close the gap in service quality between customers' expectations and the company's actual service delivery performance is essential to the success of such a business (Kim, 2021).

Delivery service has become an integral part of modern life, providing convenience and efficiency in delivering goods and services directly to customers' doorsteps. The concept of delivery service dates back centuries, with the earliest recorded instances of organized delivery systems found in ancient civilizations like the Roman Empire and ancient China.

In recent years, the rise of e-commerce and advancements in technology have significantly transformed the delivery service industry. Companies and platforms have emerged, specializing in delivering a wide range of products, including groceries, meals, packages, and even services such as ridesharing. Delivery services have become particularly popular in urban areas, catering to the growing demand for fast and convenient delivery options.

Delivery services have not only impacted the retail and e-commerce sectors but have also revolutionized various industries such as food and grocery delivery, healthcare, logistics, and transportation. These services have provided job opportunities for drivers and delivery personnel, while also offering convenience, efficiency, and time-saving benefits to customers.

As the delivery service industry continues to evolve, companies are focusing on improving last-mile logistics, enhancing delivery speed and accuracy, reducing environmental impacts, and addressing challenges such as congestion and sustainability. The competition among delivery service providers remains fierce, driving innovation and improvements in service quality, customer experience, and overall efficiency.

The GrabFood application is a service offered by Grab, a Singapore-based technology company. GrabFood is an on-demand food delivery platform that allows users to order food from a wide range of restaurants and have it delivered to their desired location. The GrabFood application was launched as an extension of Grab's super app, which initially focused on ride-hailing services.

Expansion into Food Delivery: Recognizing the growing demand for food delivery services and the potential for an on-demand economy, Grab is expanding its services to include GrabFood. By leveraging its existing user base, driver network and logistics infrastructure, Grab aims to provide customers with a convenient and efficient food delivery experience. Restaurant Partnerships: GrabFood partners with a variety of restaurants, ranging from local eateries to popular chains, to offer its users a wide variety of cuisines and dining options. The app displays menus, pricing information and customer reviews, allowing users to browse and select the food they want. Seamless Ordering Process: The GrabFood App offers an easy-to-use interface, enabling customers to browse restaurants, select their preferred items, customize orders, and make payments seamlessly.

Users can specify their delivery locations, track their orders in real-time, and

communicate with delivery partners through the app. Delivery and Logistics Network: GrabFood leverages Grab's extensive network of drivers and delivery partners to ensure timely and efficient food delivery. The application uses advanced algorithms for route optimization, matching orders with available drivers, and managing the logistics of multiple shipments to provide a smooth and reliable service. Promotions and Rewards: GrabFood offers various promotions, discounts and a loyalty program to drive customer engagement and retention. Users can take advantage of special offers, earn reward points, and receive personalized recommendations based on their preferences and order history. Safety and Quality: GrabFood prioritizes the safety and quality of food delivery. The app includes features such as contactless delivery options and hygiene ratings for restaurants. User ratings and feedback also help maintain service standards and improve the overall experience. Market Expansion: GrabFood is expanding its services across Southeast Asia, entering various markets and partnering with local restaurants to cater to diverse culinary preferences. Apps are adapted to local languages, currencies and payment methods to improve user experience in each market.

Modern services have been significantly simplified and made more accessible through the use of mobile applications (apps). Background on how apps have simplified various aspects of our lives. Convenience and Accessibility: The application provides a convenient way for users to access services anytime, anywhere through their mobile devices. Whether it's ordering food, ordering rides, or managing finances, the app eliminates the need for physical visits or phone calls, making services available at the user's fingertips. Seamless User Experience: Apps are designed with a focus on intuitive user interface (UI) and seamless user experience (UX). They simplify complex processes and present information in a user-friendly way, ensuring a smooth and engaging experience for users. Personalization and Customization: Apps offer a personalized experience by allowing users to set preferences, receive customized recommendations, and customize settings. This personalization increases user satisfaction and streamlines the service to suit individual preferences and needs. Streamlined Processes: The app simplifies various processes by automating tasks and reducing manual effort. For example, banking applications allow users to make transactions, check balances, and manage accounts without having to visit a physical branch. Likewise, travel apps streamline the booking process and provide real-time updates on the status of flights or hotel reservations. Efficient Communication: The application provides an instant and efficient communication channel between service providers and users. Features such as in-app messaging, push notifications, and chatbots facilitate fast and direct communication, enabling quick responses to questions or updates. Time and Resource Management: Application helps users to optimize their time and resources. Calendar apps help

with scheduling and organizing tasks, while productivity apps offer tools for task management, note-taking and collaboration. This app simplifies the way users manage schedules, prioritize tasks, and stay productive.

Service Integration: Many apps integrate multiple services into a single platform, offering users a one-stop solution. For example, super apps combine online transportation, food delivery, e-commerce and other services into one application, simplifying the process of accessing and managing various services. Data and Analytics: The application collects and analyzes user data to provide insights and improve service delivery. This data-driven approach helps service providers understand user preferences, behavior and needs, enabling them to offer personalized experiences and continuously improve their services. Overall, mobile apps have revolutionized the way we access and interact with services, simplifying processes, increasing convenience and enhancing the user experience. The continuous evolution of application technology, coupled with advances in areas such as artificial intelligence and data analytics, promises to further simplify and optimize modern services through applications

2. METHOD

In this research, the object chosen is the GrabFood application which is currently widely used, especially among students. The objects of this research are information quality, customer perceived value, experience quality, customer satisfaction from using the GrabFood application. The independent variable in this research is information quality, the mediating variable is customer perceived value and experience quality, and the dependent variable is customer satisfaction. This research uses a quantitative method in the form of distributing questionnaires online using Google Form using a 1-5 Likert scale. . Because the population used by researchers is not limited, the numberof samples used must be calculated. In calculating the sample, researchers used (Hair et, al.,2017) which offers the sampling based on the numbers of indicators that multiplied by 5-10, those result is used for the number of respondents. This research have 16 indicator which means this must be filled by minimum 80 respondents. But to uphold better research and more significant result, authors decided to use a sample of 161 respondents. Understanding how to evaluate the collected data, the next step is data analysis, where researcher preparation and processing data (Sugiyono, 2016: 244). The statistical analysis method used by the author is Structural Model Evaluation(SEM) - Partial Least Square(PLS). The Smart PLS 3.0 application which is a soft modeling research analysis method. SEM is a multivariate statistical method that combines factor analysis and path analysis to evaluate and estimate casual correlations both between indicator and construct or between construct relationship (Santoso:2014).

3. RESULT AND DISCUSSION

3.1. Respondent Profile

Respondent characteristics are the criteria used in a study. In this study, the authors chose respondents with the criteria of respondents who had used GrabFood Application. This research has been distributed using a questionnaire distributed via google form with a population of consumers who have used GrabFood Application, so that 161 respondents have been obtained. The following are the details of the respondent's data:

Tabel 1. Characteristics of Respondents (n=161)

Characteristics	Frequently	
	n	%
Gender		
Male	62	38.5%
Female	99	61.5%
Age		
10-20	49	30.4 %
21-30	96	59.6 %
31-40	9	5.6%
>40	7	4.3%
Education		
Middle School	10	6.20%
High School	131	81.40%
Diploma	10	6.20%
Bachelor	10	6.20%
Occupation		
Students	103	64%
Doesn't Work	1	0,6%
Housewife	9	5.60%
Employee	31	19.30%
Government Employee	2	1.20%
Work Alone	9	5.60%
Other	6	3.7%
Frequently Use		
2	108	67.1%
>2	53	32.9%
Total	**161**	**100%**

Table 4.1 shows that there are more female respondents than male respondents. Female respondents totaled 99 people or in percentages of 61.5%, while male respondents totaled 62 or 38.5% if using percentages. With a total of 161 respondents with an age range of 21-30 years have a dominant number, namely 96 people or around 59.6%, then followed by an age range of 10-20 years, namely 49 people or around 30.4%, then with age range of 31-40 years, namely 9 people or around 5.6%, then the last is respondents with an age range of >40 years, totaling 7 people or around 4.3%. Based on the data above, the last level education of respondents is dominated by High School, namely 131 people,

with a percentage of 81.4%. Then the other three, Middle School, Diploma, and Bachelor have the same frequency, namely 10 people, with a percentage of 6.2%. the majority of people who use the Grabfood application are people with student status, namely 64% or around 103 people, then followed by employee, namely 31 people or around 19.3%. Then there are two that are the same, housewife and work alone, namely 9 people with 5.6% percentage. Then followed by other, namely 6 people or around 3.7%. Next is government employee, namely 2 people or around 1.2%. The last is doesn't work, namely 1 people or around 0.6%. With the table explains that the majority of people who use GrabFood are people who have used the application as much as 2 times, namely 67.1% or around 108 people. However, this does not rule out the possibility, it turns out that many people have used the application more than twice. This is proven by data on respondents >2 times amounting to 32.9% or around 53 people.

3.2. Questionnaire and Measurement
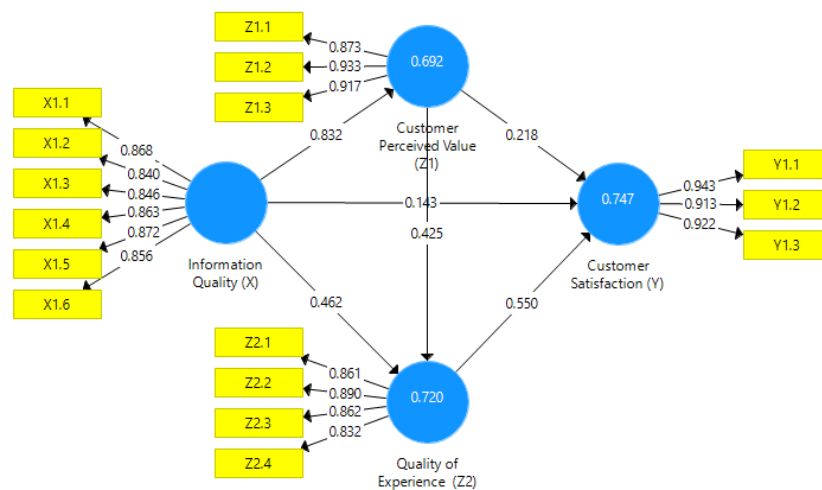### 3.2.1. Outer Model

Figure 1. Outer Model

Table 2. Outer Loading

Indicator	Information Quality	Description
Usability	0.868	Valid
Comprehension	0.840	Valid
Interest	0.846	Valid
Reliability	0.863	Valid
Completeness	0.872	Valid
Completeness	0.856	Valid
Indicator	**Customer Perceived Value (Z1)**	**Description**
Price	0.873	**Valid**
Benefits	0.933	**Valid**
Sacrifice	0.917	**Valid**
Indicator	**Experience Quality (Z2)**	**Description**
Peace of Mind	0.861	**Valid**
True Moments	0.89	**Valid**

9

Results Focus	0.862	**Valid**
Product Experience	0.832	**Valid**
Indicator	**Customer Satisfaction (Y)**	**Description**
Happiness	0.943	**Valid**
Satisfaction	0.913	**Valid**
Overall Satisfaction	0.922	**Valid**

Convergent Validity is also assessed based on the Average Variance Extracted (AVE) of each indicator with an AVE value > 0.7 to be valid. The following is the AVE value for each indicator of the research variable:

Table 3. AVE

Discriminant Validity	**AVE**	**Description**
Information Quality	0.825	**Valid**
Customer Perceived Value	0.857	**Valid**
Experience Quality	0.735	**Valid**
Customer Satisfaction	0.742	**Valid**

Source: Primary data, 2024

Based on the table above, it can be seen that the AVE value in the Information Quality indicator> 0.5 or amounting to 0.825. AVE value on Customer Perceived Value Indicator> 0.5 or equal to 0.857. AVE value on Experience Quality indicator> 0.5 or equal to 0.735. And the AVE value on the Customer Satisfaction indicator> 0.5 or amounting to 0.742. So, it can be concluded that the AVE value of all indicators can be said to be valid because> 0.5.

Table 4. Cronbach's Alpha

Cronbach's Alpha	**Values**	**Description**
Information Quality	0.894	**Reliable**
Customer Perceived Value	0.917	**Reliable**
Experience Quality	0.928	**Reliable**
Customer Satisfaction	0.884	**Reliable**

Based on the tabel, it can be conclude that Information Quality is 0.894, Customer Perceived Value 0.917, Experience Quality 0.928, and Customer Satisfaction is 0.884. So, the data above show that Cronbach's Alpha each variable are more than 0.70, the data are reliable.

Table 5. Composite Reliable

Composite Reliable	**Values**
Information Quality	0.934
Customer Perceived Value	0.947
Experience Quality	0.943
Customer Satisfaction	0.920

Based on the table above, it can be concluded that Information Quality 0.934, Customer Perceived Value 0.947, Experience Quality 0.943, and Customer Satisfaction 0.920. The data shows that the CompositeReliability value of each variable is> 0.70, so it can be concluded that

the above variables are Reliable.

Table 6. VIF

	VIF
X1.1	2.852
X1.2	2.544
X1.3	2.587
X1.4	2.813
X1.5	2.934
X1.6	2.713
Y1.1	3.929
Y1.2	3.002
Y1.3	3.165
Z1.1	2.234
Z1.2	3.349
Z1.3	3.029
Z2.1	2.288
Z2.2	2.73
Z2.3	2.24
Z2.4	2.025

Sources: Primary data, 2024

Based on the data above, the multicollinearity test result show that, the outer result of Information Quality, Customer Perceived Value, Experience Quality and Customer Satisfaction are above 0.10. So, the data does not violate the multicollinearity test.
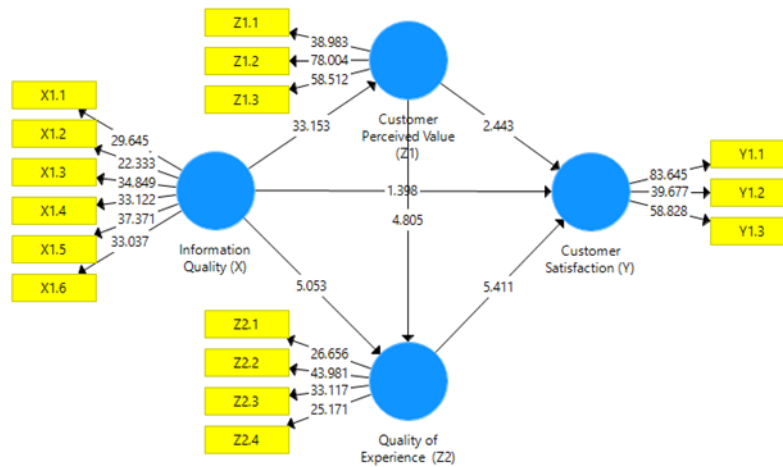
3.2.2. Inner Model

Figure 2. Inner Model

Table 7. R Square

	R square	R Square Adjusted
Customer Perceived Value	0.692	0.69
Customer Satisfaction	0.747	0.742
Experience Quality	0.72	0.717

Based on the data above, it can be seen that the value of R2 on Customer Perceived Value is 0.692 or 69.2%. The R value of2 on Customer Satisfaction is 0.747 or 74.7%. The R value of on Experience Quality is 0.720 or 72%.

Table 8. F-Square

	Z1	Y	X	Z2
Z1		0.048		0.199
Y				
X	2.243	0.020		0.235
Z2		0.334		

So based on the table of F Square values above, the large effect size with the criteria F Square > 0.35 is the influence of X on Z1. And the medium effect, namely with F Square between 0.15 to 0.35, is the influence of Z1 on Z2, the influence of X on Z2, and Z2 on Y. Z1 on Y and Meanwhile, there is no negligible influence because none of them has an f square value <0.02.

Table 9. FIT

	Saturated Model	Estimated Model
SRMR	0.049	0.049
NFI	0.887	0.887
Chi Square	276.602	276.602

Based on the data table above, it can be concluded that the SRMR value is interpreted as fit, because it is <0.10, which is 0.049. Furthermore, the NFI value is also identified as fit because the NFI value> 0.1, which is 0.887. Chi Square has a value of 276.602, this value is said to be fit and feasible because it has a range value> 0.05 (Ghozali & Latan, 2020: 78).

3.2.3. Hypothesis Test

Table 10. Hypothesis Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
CPV => CS	0.218	0.219	0.089	2.443	0.015
CPV => EQ	0.425	0.427	0.088	4.805	0.000
IQ => CPV	0.832	0.833	0.025	33.153	0.000
IQ => CS	0.143	0.143	0.103	1.398	0.163
IQ => EQ	0.462	0.462	0.091	5.053	0.000
EQ => CS	0.55	0.552	0.102	5.411	0.000
IQ => CPV =>CS	0.182	0.183	0.075	2.423	0.016
CPV => EQ => CS	0.234	0.236	0.068	3.435	0.001
IQ => CPV => EQ => CS	0.195	0.197	0.057	3.419	0.001
IQ => EQ => CS	0.254	0.254	0.067	3.789	0
IQ => CPV	0.354	0.356	0.074	4.761	0

3.2.3.1. The Impact of Information Quality on Customer Perceived Value

The results show a P value of 0.000, namely <0.05. So, the data shows that Information Quality has a positive and significant influence on Customer Perceived Value, this is in line with research such as (Kim et al, 2012) and (Ivonne Maria & Valentino Wijaya, 2021) who conducted research which stated that the information quality variable has a positive and significant influence on customer perceived value. . Apart from that, in the journal from (Nia and Shokouhyar, 2020) it was found that the quality of information provides information that is clear and easy for customers to understand. Apart from that, the quality of information also provides trust so that customers can easily make transactions regarding a product. These results are in line with research conducted by Nia and Shokouhyar (2020), and Milinillo et al. (2020) which states that information quality can increase customer perceptions of the value of a product and become a source of consideration for interacting with e-commerce. GrabFood is one of the largest applications that provides services so that customers can carry out food and drink shopping activities, where the information is available and meeting customer needs greatly influences the views that the customer will give. Up-to-date and trustworthy information also gives customers a positive view of the GrabFood Application. GrabFood must also have a variety of products and active users who can provide comments, likes and views on the products offered by traders, so that users can give a positive perception of value to GrabFood. Based on this research survey, the indicator with the statement "I feel that the information provided by the GrabFood application is understandable." has the highest rating. This indicator is customized, namely providing information related to GrabFood. So from the research results above it can be concluded that all indicators of Information Quality have an influence on Customer Perceived Value.

3.2.3.2. The Impact of Information Quality on Experience Quality

The results show a P value of 0.000, namely <0.05. So the data shows that Information Quality has a positive and significant effect on Experience Quality. These results are in accordance with the results of research conducted by (DeLone and McLean, 1992), (Gefen et al., 2003), and (Ho and Lee, 2007). Several additional studies, such as (Mattila and Wirtz, 2001) confirm the findings of this study, although not explicitly focusing on information quality, this study examines the influence of online store atmosphere on consumers' emotional responses. This indirectly addresses the quality of experience aspect, suggesting that factors such as music and color can influence a user's experience in an online environment. This provides more evidence that an efficient information quality approach can improve user experience. In other words, activities to improve the quality of information are a powerful tool for remembering and

reminding consumers, this is clearly seen in each indicator of the question "The GrabFood application gives me what I need quickly." is the question with the highest positive response, this shows consumers realize that GrabFood is able to meet consumer needs quickly. Then questions like "I am confident in the expertise of the GrabFood application" are expressions of the Peach of Mind indicator. This question is the question with the second highest rating, which means consumers are confident in the application's expertise and this makes them aware of quality GrabFood. Followed by a question with the third level of positive assessment "I have to choose between various options in the GrabFood app", this question includes the Product Experience indicator. Product Experience is the experience felt by users when using a product or service. The question with the final positive assessment level was "The GrabFood application is flexible in dealing with me and pays attention to my needs", this shows that consumers trust the Grabfood application which provides easy and fast services that adapt to what consumers need.

3.2.3.3. The Impact of Information Quality on Customer Satisfaction

The results show a P value of 0.163 > 0.05. So, the data shows that Information Quality has a negative and insignificant effect on Customer Satisfaction. Journals from (Weinberg, 2000) confirm that there is a negative correlation between web page loading times and user satisfaction. Similar evidence is also found in (Turban and Gehrke, 2000). The importance of context in creating meaningful mobile services has been discussed, for example, in (Dey, 2001) and (Lee and Benbasat, 2004). It is possible that customers will not place a high priority on Information Quality when deciding whether to be satisfied or not. So based on this description it can be concluded that Information Quality is the extent to which information can consistently meet the requirements and expectations of all customers who need this information to carry out their processes on the GravFood application. Meanwhile, Customer Satisfaction is the extent to which information can consistently meet the requirements and expectations of everyone who needs the information to carry out their processes.

3.2.3.4. Influence of Customer Perceived Value to Experience Quality

The fourth hypothesis of this research is "Customer Perceived Value has a positive and significant effect on Experience Quality". The results show a P value of 0.000, namely <0.05. So, the data shows that Customer Perceived Value has a positive and significant effect on Experience Quality. This is confirmed by (Anderson et al., 1994; Saravanan & Rao, 2006; Westlund et al., 2005; Zeithaml, 2000) with the opinion that people generally believe that the more satisfied a customer is based on their experience, the more value the customer perceives. the. A journal by (Huang & Rust, 2021) emphasizes that when consumers are looking for a product or service, they will be faced with many choices of products and services, after which

14

they will think about whether the product is worth buying. The fact that customers prefer brands by thinking about the value they feel after the experience of trying it means that GrabFood must create good value to attract more consumers, so that they experience the value that meets their expectations. This is very important because people tend to buy products based on experience and perceived value because it is difficult for them to try something new.

3.2.3.5. The relationship between Information Quality to Customer Satisfaction mediated by Customer Perceived Value

The fifth hypothesis of this study is "Customer Perceived Value mediated the relationship between Information Quality and Customer Satisfaction". The result shows that the P values of IQ=>CPV=>CS is 0.016 which is <0.05. So, based on these data, it can be concluded that the mediation relationship is positive and significant, so that the fifth hypothesis which states that Information Quality has a positive and significant influence on Customer satisfaction with Customer Perceived Value as a mediating variable can be accepted. This was confirmed by (Cronin et al., 2000) by finding a positive relationship between perceived value and customer satisfaction. This is also supported by other researchers such as (Uddin and Akhter, 2012) and (Fazal and Kanwal, 2017) who emphasize that customer perceived value has a large direct impact on customer satisfaction in the cellular service sector. Basically, customers prefer applications that pay attention to the quality of information so that the value obtained by customers will have a good impact, this will make customers feel satisfied with the service they get. So GrabFood must create effective customer satisfaction to attract more consumers based on the quality of its information system.

3.2.3.6. The relationship between Information Quality to Customer Satisfaction mediated by Experience Quality

The sixth hypothesis of this study is "Experience Quality mediated the relationship between Information Quality and Customer Satisfaction". The result shows that the P values of IQ=>EQ=>CS is 0.000 which is <0.05. So, based on these data, it can be concluded that the mediation relationship is positive and significant, so that the sixth hypothesis which states that Information Quality has a positive and significant influence on Customer satisfaction with Experience Quality as a mediating variable can be accepted. This is supported by (Murphy et al., 2011) which shows that the customer experience of shopping in their free time influences customer satisfaction. The impact consumers experience in retail can be the dimension of poor quality service and may have a direct or indirect impact on the level of customer satisfaction. So the review clearly shows that information quality influences satisfaction. The better the quality of the information provided, the better the customer experience will be because customers will

continue to use the service if the information provided is appropriate, this is a benchmark for feeling satisfied with a service.

4. CONCLUSION
4.1. Conclusion

This research shows the impact of information quality on customer satisfaction which is mediated by customer perceived value and experience quality. The research results show that the quality of information means business success. Therefore, a business must focus on strategies to improve the quality of information. The research results show that customer satisfaction can be created based on several information stimuli provided by cell phone applications. Customers are satisfied if the results match their expectations. On the other hand, consumers may have a bad perception of the application. In other words, the application does not meet consumer expectations, so consumers are dissatisfied and may switch to another service. In conclusion, customer satisfaction with mobile phone application-based online transportation services can be formed based on the information provided by the application. Consumers can experience using the application and meet their expectations. According to Bagozzi (1992), the cognitive attitude of a behavioral action when making a decision can create an affective attitude. So, directives produce behavioral outcomes. It can also be concluded that the quality of cognitive attitude information is determined by the information contained in the application. Affective attitude is the quality of the overall experience felt by consumers regarding the products and services provided. In addition, affective attitudes consist of customer perceived value, namely the value expected by consumers. The result of this behavior is customer satisfaction. Customer satisfaction is the satisfaction felt after experiencing the service process. It can be concluded that the information provided by this application is in accordance with experience. This means that consumers perceive the information in the application in accordance with their expectations. In other words, consumers are satisfied with the information provided and their experience using the application. In this case, the experience felt by consumers does not have a direct effect on consumer satisfaction. Therefore, consumer satisfaction cannot be formed from experience alone, it must be balanced with consumer expectations. Based on information, the GrabFood application is acceptable and provides an experience for consumers. When using an application, the consumer experience does not provide immediate satisfaction. This can happen because the experience they feel does not match their expectations, so satisfaction is not formed. Likewise, research results show that if consumer perceptions are based on their experience, consumers will feel satisfied.

4.2. Implication

The study underscores the critical role of information quality in shaping customer satisfaction on the GrabFood application, mediated by customer perceived value and experience quality. To capitalize on this insight and improve customer satisfaction, GrabFood should strategically focus on enhancing information quality across its platform. Here's a tailored suggestion:

1. Information Quality Audit: Conduct a comprehensive audit of the information provided on the GrabFood application, including menu accuracy, pricing transparency, delivery time estimates, and order tracking accuracy. Identify areas where information quality can be improved to align with customer expectations and preferences.

2. Technology Integration: Invest in advanced technologies such as artificial intelligence (AI) and machine learning algorithms to optimize information delivery and accuracy. Implement intelligent systems to dynamically update menu information, predict delivery times more accurately, and personalize recommendations based on customer preferences.

3. User Experience Enhancement: Collaborate with user experience designers to streamline the interface and navigation flow of the GrabFood application, ensuring that relevant information is easily accessible and presented in a clear, concise manner. Prioritize user feedback and conduct usability testing to iteratively improve the platform's information delivery mechanisms.

4. Training and Quality Control: Provide comprehensive training programs for restaurant partners and delivery drivers to ensure consistency in information provision and service quality. Establish quality control mechanisms to monitor and address any discrepancies or inaccuracies in the information presented to customers throughout the order fulfillment process.

5. Communication Channels: Enhance communication channels between GrabFood and its customers, allowing for real-time updates on order status, delivery delays, and other relevant information. Implement proactive notifications and alerts to keep customers informed and mitigate any potential dissatisfaction arising from information gaps or uncertainties.

6. Continuous Monitoring and Feedback Loop: Establish a robust system for monitoring customer satisfaction levels, collecting feedback, and measuring the impact of information quality improvements over time. Utilize data analytics tools to track key performance indicators related to customer satisfaction and iterate on strategies based on actionable insights derived from customer feedback.

By prioritizing information quality enhancements based on the findings of the research, GrabFood can elevate the overall customer experience, foster stronger relationships with its user base, and drive sustained business growth in the competitive food delivery market

4.3. Limitation

This research expands the context of information quality in the field of culinary mobile application technology, where information quality plays an important role in shaping customer perceived value and customer satisfaction, based on the quality of experience. Therefore, it can be used as a determinant of long-term business success. The limitation of this research is that the respondent criteria can only describe the scope of UMS and its surroundings. This research only examines the experiences of customers who have used and made purchasing decisions with the application at least twice. This should also take into account novice consumers who may be making in-app purchasing decisions.

REFERENCE

Al-dweeri, R. M.-d. (2017). The impact of e-service quality and e-loyalty on online shopping: moderating effect of e-satisfaction and e-trust. *International Journal of Marketing Studies*, 92-103.

An, S. C.-K. (2021). Virtual travel experience and destination marketing: effects of sense and information quality on flow and visit intention. *Journal of Destination Marketing & Management*, 100492.

Choi, J. (2008). Customer satisfaction factors of mobile commerce in Korea. *Internet Research*, 313-335.

Cronin Jr, J. J. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 193-218.

Delone, W. H. (2004). Measuring e-commerce success: Applying the DeLone & McLean information systems success model. *International Journal of electronic commerce*, 31-47.

Echdar, S. (2017). Management and Business Research Methods. *Ghalia Indonesia*.

Ghozali, I. &. (2012). *Partial Least Square, Concepts, Techniques, and Applications SMART PLUS 2.0 M3 For Business Research.* Semarang: Diponegoro Publisher Agency.

Hapsari, R. C. (2016). The mediating role of perceived value on the relationship between service quality and customer satisfaction: Evidence from Indonesian airline passengers. *Procedia Economics and Finance*, 388-95.

Homburg, C. &. (2001). Personal characteristics as moderators of the relationship between customer satisfaction and loyalty—an empirical analysis. *Psychology & Marketing*, 43-66.

Hossain, U. J. (2020). Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates . *Heliyon*.

Hsiu, F. L. (2006). Determinants of success for online communities: an empirical study. *Behaviour and Information Technology*, 479-488.

Jin, N. L. (2013). The effect of experience quality on perceived value, satisfaction, image and behavioral intention of water park patrons: new versus repeat visitors. *International Journal of Tourism Research*, 82-95.

Josina. (2020). *During the Pandemic, GoFood Transactions Increase.* Retrieved from detik.com.

Khan, I. G. (2015). Customer service experience in hotel operations: an empirical analysis. *Procedia Social and Behavioral Sciences*, (pp. 266-274).

Klaus, P. P. (2013). Towards a Better Measure of Customer Experience. *International Journal of Market Research*, 227-246.

Kotler, P. &. (2009). *Marketing*. Jakarta: Erlangga.

Kusumawati, A. &. (2019). The role of experience quality and customer perceived value on customer satisfaction and customer loyalty: a case study of indonesian outdoor cafés. *International Journal of Innovation, Creativity and Change*, 143–159.

Kusumawati, A. &. (2020). The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty. *TQM Journal*.

Lemke, F. C. (2011). Customer experience quality: an exploration in business and consumer contexts using repertory grid technique. *Journal of the Academy of Marketing Science*, 846-869.

Levy, M. &. (2007). Retailing Management. *Boston: McGraw-Hill/Irwin*.

Mathwick, C. M. (2001). Experiential value: conceptualization, measurement and application in the catalog and internet shopping environment. *Journal of Retailing 77*, 39-56.

McFadden, F. R. (1999). *Modern database management 5th edition.* Boston: Addison Wesley.

Murphy, L. M. (2011). Evaluating tourist satisfaction with the retail experience in a typical tourist shopping village. *Journal of Retailing and Consumer Services*, 302–310.

Prayag, G. H. (2013). The role of tourists' emotional experiences and satisfaction in understanding behavioral intentions. *Journal of Destination Marketing and Management*, 118–127.

Rai, A. S. (2002). Assessing the validity of is success model: an empirical test and theoretical analysis. *Information Systems Research*, 50-69.

Roy, S. (2018). Effects of customer experience across service types, customer types and time. *Journal of Services Marketing*, 400-413.

Sachdeva, S. (2010). Mobile commerce: an overview. *Seminar Mobile Services* (pp. 1-9). Berlin: Technische Universitaet Berlin.

Suhartanto, D. C. (2013). analyzing the complex and dynamic nature of brand loyalty in the hotel industry. *Tourism Review International*, 47-61.

Szymanski, D. M. (2000). E-satisfaction: an initial examination. *Journal of Retailing*, 309–322.

Tam, C. &. (2017). *Understanding mobile banking individual performance: the DeLone and McLean model and the moderating effects of individual culture.* Internet Research.

Unhelkar, B. (2006). *Handbook of research in mobile business: technical, methodological, and social perspective.* Pennsylvania: Idea Group Inc.

Wu, H. C. (2018). A study of experiential quality, experiential value, experiential satisfaction, theme park image, and revisit intention. *Journal of Hospitality and Tourism Research*.