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The Effect of E Service Quality on E Satisfaction and E Trust and Its Impact on Repurchase Intention, Word of Mouth, and Site Revisit

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Abstract

This study aims to examine the effect of e service quality on e satisfaction and e trust, as well as its impact on repurchase intention, word of mouth, and site revisit among GoFood users on the Gojek application in Indonesia. The population of this study consists of all GoFood users in Indonesia, with a sample of 210 respondents. Data were analyzed using Smart PLS with the Structural Equation Modeling Partial Least Squares approach. The results indicate that e service quality has a positive and significant effect on e satisfaction and e trust. Furthermore, e satisfaction has a positive and significant effect on word of mouth, repurchase intention, and site revisit. Likewise, e trust has a positive and significant effect on word of mouth, repurchase intention, and site revisit. These findings suggest that improving electronic service quality is essential to enhance user satisfaction and trust, which subsequently encourage repeat purchases, positive recommendations, and continued use of the platform. Therefore, GoFood should continuously improve its digital service quality to strengthen customer loyalty and maintain competitiveness in the online food delivery industry.

Keywords: E Service Quality, E Satisfaction, E Trust, Repurchase Intention, Site Revisit, Word of Mouth

INTRODUCTION

The rapid development of digital technology has significantly transformed the service sector, including food delivery services that have become an essential part of

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modern lifestyles in Indonesia. Increasing internet penetration and smartphone usage have changed consumer behavior in fulfilling daily consumption needs more quickly and conveniently (Statista, 2023). This trend is reinforced by changing lifestyles that prioritize efficiency, making online food delivery services more preferable than direct purchases at restaurants or food stalls (McKinsey & Company, 2023; NielsenIQ, 2024). This phenomenon is not only evident in major cities but has also expanded to suburban and rural areas as digital access continues to improve (Katadata Insight Center, 2024).

In Indonesia, competition in the food delivery industry is dominated by GoFood, GrabFood, and ShopeeFood. However, recent data indicate changing market dynamics. GoFood's market share declined from 44% in 2022 to 36% in 2024, while GrabFood maintained market leadership at around 50%, and ShopeeFood experienced significant growth from 7% to 14% (Jakpat, 2024). Transaction value data also show that Indonesia has become the largest food delivery market in Southeast Asia, reaching US$5.4 billion in 2024. In this context, GrabFood ranked first, GoFood second, while ShopeeFood recorded the fastest growth (Katadata, 2024). These findings reflect increasingly intense competition among digital platforms.

In such competition, e service quality has become a strategic factor in maintaining customer loyalty. E service quality includes dimensions such as reliability, convenience, security, service speed, ease of use, and the system's ability to consistently meet user needs (Lee et al., 2019; Yulianti & Satya, 2022). When a platform provides fast, accurate, secure, and user friendly services, users are more likely to experience e satisfaction and develop e trust toward the platform (Sundari, 2023; Ejournals, 2025). Conversely, poor service quality may create dissatisfaction and reduce customer loyalty.

E satisfaction and e trust have important implications for digital consumer behavior. Customers who are satisfied and trust the service tend to show stronger repurchase intention, spread positive recommendations through electronic word of mouth, and revisit the application repeatedly (Mahendra & Mugiono, 2022; Widodo & Yosepha, 2023; Wuisan, 2021). Satisfaction and trust also strengthen the emotional relationship between customers and the brand, making the application their primary choice for daily food needs. Therefore, these two variables play an important role in creating long term customer loyalty.

Although GoFood continues to innovate, various customer complaints still occur, such as delayed deliveries, incorrect orders, unfulfilled promotions, and system disruptions within the application (Liputan6, 2022; Bisnis.com, 2023). This condition indicates that improving e service quality remains a major challenge. Based on this

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phenomenon, this study is important to analyze the effect of e service quality on e satisfaction and e trust, as well as its impact on repurchase intention, word of mouth, and site revisit among GoFood users in Indonesia. The findings are expected to provide academic contributions and practical recommendations for companies in strengthening competitiveness within the digital service industry.

RESULTS AND DISCUSSION

Discriminant Validity Test Results

Discriminant validity testing is generally conducted using several approaches, including the Fornell–Larcker criterion and the Heterotrait-Monotrait Ratio of Correlations (HTMT). Under the Fornell–Larcker criterion, the square root of the Average Variance Extracted (AVE) for each construct must be greater than its correlations with other constructs. Meanwhile, in the HTMT method, the correlation ratio between constructs is expected to be below a certain threshold, commonly 0.85 or 0.90. If these criteria are satisfied, it can be concluded that discriminant validity has been achieved, indicating that the research instrument is able to effectively distinguish each construct and support the overall validity of the study results.

1) Discriminant Validity Test Results (Fornell–Larcker Criterion Test)

The table below presents the results of the discriminant validity test using the Fornell Larcker Criterion.

Table 1. Discriminant Validity Test Results

	E-Satisfaction	*E-Service Quality*	*E-Trust*	*E-Word of Mouth*	*Repurchase Intention*	*Site Revisit*
E-Satisfaction	*0.764*					
E-Service Quality	*0.601*	*0.658*				
E-Trust	*0.381*	*0.309*	*0.725*			
E-Word of Mouth	*0.573*	*0.45*	*0.422*	*0.78*		
Repurchase Intention	*0.469*	*0.441*	*0.593*	*0.591*	*0.772*	
Site Revisit	*0.431*	*0.366*	*0.822*	*0.566*	*0.596*	*0.728*

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Table 1 presents the results of the discriminant validity test using the Fornell–Larcker criterion, which generally indicate that each construct has a square root value of Average Variance Extracted (AVE) greater than its correlations with other constructs. This suggests that each variable is able to empirically represent a distinct concept. The diagonal values (square roots of AVE) for the constructs of E Satisfaction, E Service Quality, E Trust, E Word of Mouth, Repurchase Intention, and Site Revisit are higher than the inter construct correlation values outside the diagonal, indicating that no significant measurement overlap exists. Therefore, it can be concluded that the research model has met the discriminant validity criteria, meaning that the instrument used is capable of effectively distinguishing each construct and is appropriate for further analysis.

2) Discriminant Validity Test Results (Cross Loading Test)

The table below presents the results of the cross loading values.

Table 2. Discriminant Validity Test Results (Cross Loading Test)

	E-Satisfaction	*E-Service Quality*	*E-Trust*	*E-Word of Mouth*	*Repurchase Intention*	*Site Revisit*
ESF1	**0.678**	0.406	0.255	0.299	0.241	0.247
ESF2	**0.801**	0.577	0.224	0.436	0.356	0.255
ESF3	**0.806**	0.398	0.383	0.542	0.447	0.46
ESQ1	0.382	**0.661**	0.139	0.453	0.391	0.257
ESQ3	0.413	**0.682**	0.106	0.295	0.285	0.157
ESQ4	0.379	**0.703**	0.252	0.233	0.285	0.285
ESQ5	0.316	**0.548**	0.256	0.29	0.264	0.268
ESQ6	0.457	**0.596**	0.214	0.243	0.243	0.183
ET1	0.316	0.219	**0.49**	0.185	0.293	0.273
ET2	0.32	0.249	**0.89**	0.383	0.538	0.877
ET3	0.225	0.224	**0.739**	0.314	0.421	0.469
RI1	0.425	0.422	0.458	0.516	**0.78**	0.478
RI2	0.315	0.403	0.411	0.446	**0.761**	0.433
RI3	0.339	0.204	0.499	0.405	**0.775**	0.467
SR1	0.377	0.351	0.309	0.512	0.471	**0.624**
SR2	0.322	0.298	0.316	0.5	0.254	**0.657**
SR3	0.32	0.249	0.89	0.383	0.538	**0.877**

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	E-Satisfaction	*E-Service Quality*	*E-Trust*	*E-Word of Mouth*	*Repurchase Intention*	*Site Revisit*
WM1	0.414	0.358	0.371	**0.771**	0.521	0.443
WM2	0.478	0.362	0.369	**0.832**	0.476	0.515
WM3	0.449	0.334	0.24	**0.736**	0.383	0.358

Table 2 presents the results of the discriminant validity test using the cross loading method, indicating that each indicator has the highest loading value on the construct it is intended to measure compared to other constructs. This can be observed from the indicators of E Satisfaction (ESF), E Service Quality (ESQ), E Trust (ET), Repurchase Intention (RI), Site Revisit (SR), and E Word of Mouth (WM), each of which shows the highest loading value on its respective original variable. This condition indicates that each indicator is able to represent its construct more strongly than other constructs, meaning that no significant measurement overlap occurs. Therefore, it can be concluded that the research model has met the discriminant validity criteria based on the cross loading test and is appropriate for further structural analysis.

3) Discriminant Validity Test Results (HTMT Test)

The following table presents the results of the HTMT test.

Table 3. HTMT Test Results

	E-Satisfaction	*E-Service Quality*	*E-Trust*	*E-Word of Mouth*	*Repurchase Intention*
E-Service Quality	*0.867*				
E-Trust	*0.661*	*0.501*			
E-Word of Mouth	*0.842*	*0.647*	*0.666*		
Repurchase Intention	*0.689*	*0.642*	*0.657*	*0.878*	
Site Revisit	*0.671*	*0.583*	*0.651*	*0.631*	*0.854*

Table 3 presents the results of the Heterotrait Monotrait Ratio of Correlations (HTMT) test, indicating that all HTMT values among constructs are below the recommended threshold of 0.90. The highest HTMT values are found in the relationship between E Service Quality and E Satisfaction at 0.867, and between Repurchase Intention and E Word of Mouth at 0.878; however, both values remain within the

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acceptable limit. This indicates that each construct in the research model has an adequate level of distinctiveness and does not exhibit excessive overlap with other constructs. Therefore, it can be concluded that the research model has met the discriminant validity criteria based on the HTMT test, meaning that the research instrument is able to effectively distinguish each variable and is appropriate for further analysis.

A. Construct Reliability Test Results

The construct reliability test aims to evaluate the extent to which the research instrument is able to produce consistent and reliable measurements in assessing the studied constructs. Construct reliability is generally examined using Composite Reliability (CR) and Cronbach's Alpha, where CR and Cronbach's Alpha values greater than 0.70 indicate that the indicators within a construct have good internal consistency. In addition, construct quality assessment is complemented by the Average Variance Extracted (AVE) test, which is used to measure the construct's ability to explain the variance of its indicators. The recommended AVE value is ≥ 0.50, meaning that more than 50% of the indicator variance can be explained by the respective construct. If the CR and Cronbach's Alpha values meet the reliability criteria and the AVE value satisfies the convergent validity criterion, it can be concluded that the constructs in this study are reliable and valid for further analysis.

Table 4. Construct Reliability Test Results

Variable	*Cronbach's Alpha*	*rho_A*	*Composite Reliability*	*Average Variance Extracted (AVE)*
E-Satisfaction	0.747	0.768	0.807	0.584
E-Service Quality	0.734	0.736	0.819	0.533
E-Trust	0.744	0.773	0.759	0.526
E-Word of Mouth	0.778	0.784	0.823	0.609
Repurchase Intention	0.763	0.765	0.816	0.596
Site Revisit	0.733	0.800	0.767	0.530

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Based on Table 4, the results of the construct reliability test indicate that all research variables have met the required reliability and validity criteria. The values of Cronbach's Alpha and Composite Reliability (CR) for all constructs are above the minimum threshold of 0.70, indicating that the indicators within each variable have good internal consistency and are able to measure the constructs reliably. In addition, the rho_A values, which are also above 0.70, further strengthen the evidence that the construct reliability in this research model is considered satisfactory.

Furthermore, the results of the Average Variance Extracted (AVE) test show that all variables have AVE values above 0.50, meaning that each construct is able to explain more than 50% of the variance of its indicators. This indicates that convergent validity has been well established. It can therefore be concluded that all constructs in this study, namely E Satisfaction, E Service Quality, E Trust, E Word of Mouth, Repurchase Intention, and Site Revisit, have fulfilled the required reliability and validity criteria, and are therefore appropriate for structural analysis and subsequent hypothesis testing.

B. Model Fit Results

Model fit is a measure used to assess the extent to which a research model or statistical model is able to represent and explain the observed empirical data as a whole. Model fit indicates the degree of consistency between the theoretical model structure and the pattern of relationships found in the data, and therefore can be used to evaluate whether the model is appropriate and acceptable. In analyses such as Structural Equation Modeling (SEM), model fit is commonly evaluated using various goodness of fit indices, such as Chi square, RMSEA, CFI, TLI, and GFI, which collectively provide an overview of whether the model adequately reflects actual conditions and can be used for further hypothesis testing.

Table 5. Model Fit Results

	Saturated Model	*Estimated Model*
SRMR	0.015	0.021
d_ULS	2.557	3.376

Based on Table 4, the model fit test results indicate that both the Saturated Model and the Estimated Model demonstrate a very good level of model fit. The SRMR value for the Saturated Model is 0.015 and for the Estimated Model is 0.021, both of which are well below the commonly accepted threshold of 0.08, indicating that the difference

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between the observed covariance matrix and the estimated covariance matrix is very small. In addition, the d_ULS value for the Estimated Model is 3.376, which is higher than that of the Saturated Model at 2.557; however, it is still considered acceptable in the context of PLS SEM evaluation, where the primary focus is on the relative comparison between models. Overall, these results indicate that the estimated model has achieved a good level of fit and is appropriate for further analysis.

C. Structural Model Results of Partial Least Squares (PLS)

The figure below presents the Partial Least Squares (PLS) analytical model used in this study.

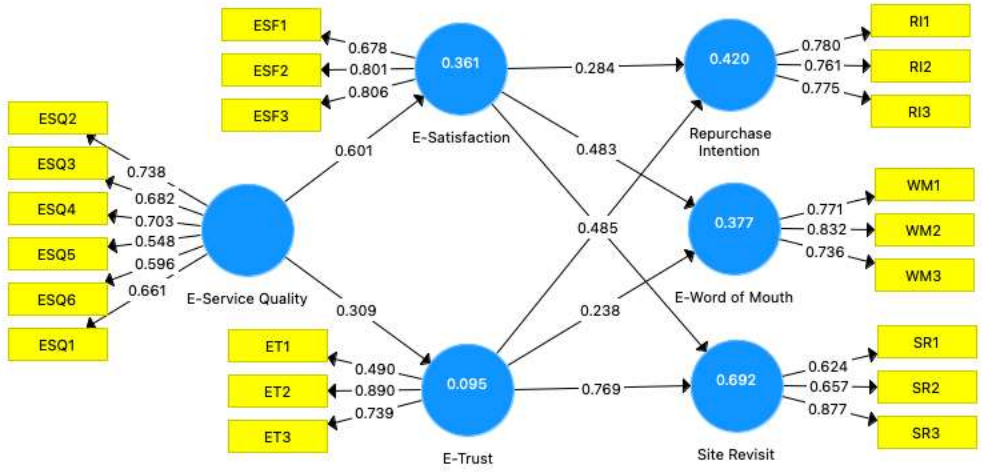


Figure 1. Partial Least Squares (PLS) Analysis Model

D. Hypothesis Testing Results

Hypothesis testing is a statistical process used to examine the validity of an assumption or claim about a population based on data obtained from a research sample. In the context of this study, hypothesis testing aims to determine whether the relationships or effects among variables proposed in the research model can be accepted or rejected statistically. This process begins with the formulation of the null hypothesis (H_0), which states that there is no effect or relationship, and the alternative hypothesis (H_1), which states that there is an effect or relationship. The testing process is conducted through statistical analysis, such as path coefficients, t statistics, and p values. If the p value is lower than the predetermined significance level, for example 0.05, then the null hypothesis is rejected and the alternative hypothesis is accepted. Thus, hypothesis

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testing ensures that the research conclusions are based on objective and measurable empirical evidence. The following presents the results of hypothesis testing based on path coefficient values.

Table 5. Hypothesis Testing Results

Relationship	Original Sample (O)	Sample Mean	Standard Deviation	T Statistics	P Values	Conclusion
E Service Quality → E Satisfaction	0.601	0.612	0.047	12.819	0.000	Significant
E Service Quality → E Trust	0.309	0.318	0.070	4.430	0.000	Significant
E Satisfaction → Repurchase Intention	0.284	0.295	0.077	3.712	0.000	Significant
E Satisfaction → E Word of Mouth	0.483	0.486	0.073	6.635	0.000	Significant
E Satisfaction → Site Revisit	0.139	0.138	0.063	2.208	0.028	Significant
E Trust → Repurchase Intention	0.485	0.479	0.078	6.240	0.000	Significant
E Trust → E Word of Mouth	0.238	0.243	0.074	3.214	0.001	Significant
E Trust → Site Revisit	0.769	0.773	0.046	16.801	0.000	Significant

Based on Table 5, the hypothesis testing results indicate that all relationships among variables in the research model are statistically significant. E Satisfaction has a positive and significant effect on E Word of Mouth, Repurchase Intention, and Site Revisit, as indicated by path coefficient values of 0.483, 0.284, and 0.139 respectively, with t statistics greater than 1.96 and p values below 0.05. These findings indicate that the higher the level of user satisfaction with GoFood services, the greater the tendency of customers to recommend the service to others, make repeat purchases, and revisit the

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website or application. In addition, E Service Quality is also proven to have a positive and significant effect on E Satisfaction and E Trust, with coefficient values of 0.601 and 0.309 respectively, indicating that electronic service quality plays an important role in shaping user satisfaction and trust.

Furthermore, E Trust is shown to have a strong and significant effect on E Word of Mouth, Repurchase Intention, and Site Revisit. This is reflected in path coefficient values of 0.238, 0.485, and 0.769 respectively, with high t statistics and p values of 0.000 or close to zero. The strongest effect is found in the relationship between E Trust and Site Revisit, indicating that user trust is the dominant factor in encouraging repeated visits to the GoFood platform. Overall, these results confirm that E Service Quality indirectly influences post purchase behavior through the enhancement of E Satisfaction and E Trust. Therefore, all hypotheses proposed in this study are accepted.

E. Discussion of Research Findings

The Effect of E Service Quality on E Satisfaction

Based on the path coefficient test results, the effect of E Service Quality on E Satisfaction shows a positive and statistically significant relationship, with an original sample (O) value of 0.601, t statistic of 12.819, and p value of 0.000. This indicates that improvements in electronic service quality, such as a responsive application system, data security, and an easy ordering process, are directly associated with higher levels of GoFood user satisfaction. This finding is also reflected in the high mean scores of the E Service Quality and E Satisfaction variables, showing that users generally have positive perceptions regarding service quality and the level of satisfaction they experience while using the GoFood application.

This result is consistent with Almawash and Saleh (2025), who found that e service quality has a positive relationship with customer satisfaction in food delivery applications, particularly through aspects such as application design, information quality, and user security and privacy. In addition, a systematic literature review on online food delivery services also found that e service quality consistently serves as a major predictor of customer satisfaction across various empirical studies, thereby strengthening the relevance of the relationship between these variables (Ramdhansya et al., 2025).

This finding is further supported by the descriptive statistical test of the E Satisfaction variable, which shows an average value of 4.735, categorized as very high. This value indicates that most respondents perceive the services provided by GoFood as meeting their expectations, generating positive experiences, and creating overall satisfaction. The

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high level of satisfaction is inseparable from the quality of electronic services provided, such as ease of application use, delivery punctuality, and service reliability in meeting customer needs. Therefore, the better the service quality perceived by users, the greater the satisfaction they experience when using GoFood services.

These findings not only support theories stating that digital service quality plays an important role in increasing customer satisfaction, but are also consistent with recent international studies. E Service Quality has proven to be a key factor in shaping user perceptions and experiences in online food delivery services such as GoFood. Electronic service quality is not limited to the technical functionality of the application, but also reflects the platform's ability to meet user expectations, thereby creating a more effective, efficient, and enjoyable service experience.

The Effect of E Service Quality on E Trust

Based on the path coefficient test, the effect of E Service Quality on E Trust shows a positive and significant influence, with a coefficient of 0.309, t statistic of 4.430, and p value of 0.000. This means that the higher GoFood users perceive the quality of electronic services, the higher their level of trust (E Trust) in the platform. The relatively high mean values of the E Service Quality and E Trust variables reflect that most GoFood users have positive experiences regarding digital service quality, such as transaction security, application response time, and ease of navigation, which significantly contribute to building trust in the platform. This trust is important because it forms the basis for users to feel comfortable and confident in conducting repeated transactions and digital interactions through the GoFood application.

Research conducted by Lolemo and Pandya (2025) shows that e service quality plays an important role in building user trust in digital service contexts. An empirical study published in ScienceDirect found that dimensions of electronic service quality, such as website design, security and privacy, and fulfillment, contribute positively to overall consumer behavior and are positively associated with customer trust in online shopping contexts, indirectly strengthening the relationship between service quality and digital consumer behavior. Furthermore, Hidayah (2025) also emphasized that e trust significantly affects e satisfaction and user loyalty on digital platforms, indicating that trust is an important pathway connecting service quality perceptions with consumer behavioral outcomes.

This result is also supported by the descriptive statistical test of the E Trust variable, which shows an average value of 4.802, categorized as very high. This value indicates

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that most respondents believe that GoFood is able to provide services honestly, has the capability to fulfill its service promises, and demonstrates concern for customer needs. The high level of trust indicates that strong electronic service quality, such as reliable information, secure transactions, and professional service, can build user confidence in GoFood services. Therefore, the better the service quality perceived by users, the higher the level of trust users place in the service.

Thus, these findings strengthen the evidence that improving electronic service quality not only affects user satisfaction, but also directly builds online trust. For GoFood users, this means that the better the perceived digital service quality, including data security, reliability, and ease of use, the higher the customer trust in the application. Such trust is crucial in the online food delivery context because users who feel safe and confident in the service tend to have stronger engagement and a higher likelihood of continued usage in the future.

The Effect of E Satisfaction on Repurchase Intention

Based on the path coefficient test results, the effect of E Satisfaction on Repurchase Intention shows a positive and significant influence, with a coefficient of 0.284, t statistic of 3.712, and p value of 0.000. This means that the higher the level of GoFood users' satisfaction with their service experience, the greater their intention to make repeat purchases through the platform. In the context of GoFood users, this finding is relevant because the high mean values of E Service Quality and E Trust also contribute to users' overall perceptions of the digital service. When users are satisfied with service quality and trust the platform, they are more likely to have stronger intentions to transact again in the future.

This finding is consistent with Sahranavard et al. (2024), who found that e satisfaction has a positive effect on repurchase intention in digital service or online food delivery contexts. For example, an empirical study on an online food ordering platform found that e satisfaction positively and significantly influences repurchase intention, illustrating a strong relationship between user satisfaction and the tendency to reuse the same service in the future. In addition, other studies reported that e service quality, e trust, and e satisfaction collectively have positive effects on consumer behavior, including repurchase intention, confirming that electronic service quality and trust are important supporting factors of satisfaction that subsequently drive repeat purchase intentions in e commerce (Rita et al., 2019).

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This result is also supported by the descriptive statistical test of the Repurchase Intention variable, which shows an average value of 4.773, categorized as very high. This value indicates that most respondents intend to reorder food through GoFood in the future, have a strong intention to make repeat purchases, and are willing to recommend the service to others. The high level of repurchase intention indicates that satisfying experiences while using GoFood services encourage users to continue using the platform. Therefore, the higher the level of satisfaction perceived by users, the greater their tendency to make repeat purchases through GoFood.

Therefore, these findings strengthen empirical evidence that E Satisfaction is an important determinant of GoFood users' post purchase behavior. High satisfaction reflects that the services provided are able to meet or exceed user expectations, which automatically increases the likelihood of repeat purchases and ultimately supports customer loyalty and retention. Strategies to improve service quality and build consumer trust through enhanced digital experiences are proven to be crucial for online food delivery platforms in maintaining and increasing users' repurchase intentions.

The Effect of E Satisfaction on E Word of Mouth

The effect of E Satisfaction on E Word of Mouth shows a positive and significant influence, with a coefficient of 0.483, t statistic of 6.635, and p value of 0.000. This means that the higher the level of GoFood users' satisfaction with digital services, the greater their tendency to provide positive online recommendations to others. The high mean value of the E Satisfaction variable indicates that most respondents experience high satisfaction with the platform, leading them to actively share reviews and recommendations with family or friends. This form of E Word of Mouth supports indirect promotion from existing users to potential new users. Such behavior is important in service platforms like GoFood because positive reviews on social media or applications can attract new customers and strengthen brand reputation without additional promotional costs.

This finding is consistent with Nurul et al. (2022), whose previous study found that customer satisfaction acts as an important antecedent in triggering E Word of Mouth behavior. For instance, research examining the relationship between E Satisfaction and E Word of Mouth in the Tokopedia marketplace context found that E Satisfaction has a positive and significant effect on E Word of Mouth, which in turn strengthens consumer relationships with the platform and encourages repurchase intentions through digital recommendations. Furthermore, other studies in the general e commerce environment

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also found that satisfaction with digital service experiences encourages users to share positive experiences online, which can increase word of mouth and service reputation among digital consumer communities (Prabowo et al., 2024).

This result is also supported by the descriptive statistical test of the E Word of Mouth variable, which shows an average value of 4.755, categorized as very high. This indicates that most respondents are willing to share their positive experiences, recommend the service, and communicate their GoFood usage experiences to friends, family, or others. The high average score suggests that satisfaction experienced by users while using GoFood encourages them to provide positive recommendations through both digital communication and direct interactions. Therefore, the higher the satisfaction perceived by users, the greater their tendency to spread positive word of mouth regarding GoFood services.

Thus, these findings strengthen the theoretical understanding that E Satisfaction not only affects direct loyalty and repurchase intention, but also serves as a key driver of positive recommendation behavior through digital channels (E Word of Mouth). For GoFood, strategies to improve user experience, such as enhancing the application interface, increasing service speed, and strengthening customer support, will further improve customer satisfaction and ultimately expand the impact of E Word of Mouth, which is highly important in the competitive food delivery platform market.

The Effect of E Satisfaction on Site Revisit

The effect of E Satisfaction on Site Revisit in this study is proven to be positive and significant (coefficient = 0.139, t statistic = 2.208, p value = 0.028), which means that the higher the level of GoFood users' satisfaction with their digital service experience, the greater their tendency to revisit the application or website in the future. This finding is consistent with the highest mean values observed in the E Satisfaction and Site Revisit variables, indicating that among GoFood respondents, high satisfaction perceptions are also reflected in customers' intentions to return to the platform. This positive perception suggests that satisfying service experiences, including ordering speed, ease of navigation, and application responsiveness, are able to create emotional attachment and digital loyalty that influence revisit intentions.

This finding is supported by international studies showing that E Satisfaction is an important determinant of revisit intention in digital service contexts. For example, Rita et al. (2019) found that customer satisfaction significantly affects consumer behavior, including site revisit and other purchasing behaviors in online shopping services, because

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positive experiences strengthen digital loyalty and increase the likelihood of repeat visits. In addition, Li et al. (2024), in the *Journal of Theoretical and Applied Electronic Commerce Research*, also found that consumers' emotional experiences and satisfaction gained from digital interactions have a positive effect on revisit intention in internet shopping mall environments, which is relevant to user behavior mechanisms in applications such as GoFood.

These findings are not only consistent with the theory that E Satisfaction plays an important role in shaping post usage behavior, but also align with international empirical evidence showing that user satisfaction is a major predictor of revisit intention in digital services. For online food delivery platforms such as GoFood, focusing on improving customer satisfaction through better digital experiences will help maintain an active user base and encourage repeated visits, which ultimately enhances customer loyalty and overall platform performance.

This result is also supported by the descriptive statistical test of the Site Revisit variable, which shows an average value of 4.778, categorized as very high. This indicates that most respondents plan to revisit, continue using, and remain loyal to GoFood services in the future. The high average score demonstrates that satisfying user experiences encourage customers to repeatedly access and use GoFood services on an ongoing basis. Therefore, the higher the satisfaction perceived by users, the greater the likelihood that they will revisit GoFood services.

The Effect of E Trust on Repurchase Intention

The path coefficient test results show that the effect of E Trust on Repurchase Intention is positive and significant, with a coefficient of 0.485, t statistic of 6.240, and p value of 0.000. This means that the higher the level of users' electronic trust in the GoFood platform, the greater their tendency to make repeat purchases in the future. In the context of GoFood data, the highest mean values on the E Trust and Repurchase Intention variables indicate that most respondents have strong trust in the security, reliability, and consistency of GoFood services, which subsequently encourages their decision to make repeat transactions. This trust reflects consumers' perceptions that the platform consistently meets their expectations in terms of payment security, order accuracy, and service quality, thereby increasing loyalty and repurchase intentions.

This finding is consistent with research conducted by Amadea and Herdinata (2022), which showed that consumer trust (E Trust) is an important factor influencing repurchase intention in digital environments. For example, studies examining the effect

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of E Trust and perceived value on repurchase intention among E Commerce users found that the stronger consumers' trust in a platform, the greater their tendency to make repeat purchases, especially when consumers feel that the value received meets their expectations. Other studies examining this relationship among online shopping platform users also found that E Trust significantly affects repurchase intention, indicating that consumers who feel confident in transaction security and platform integrity tend to repurchase through the same platform (Listiyana et al., 2022).

Overall, these findings strengthen empirical evidence that E Trust is not merely a psychological perception, but a real driver of post purchase consumer behavior in digital service contexts such as GoFood. Improving trust building aspects such as data security, service transparency, and responsiveness to customer issues will positively affect loyalty and repurchase intention. Therefore, marketing and operational strategies that focus on increasing E Trust can help GoFood maintain and expand its base of repeat purchasing customers.

The Effect of E Trust on E Word of Mouth

The path coefficient test results show that the effect of E Trust on E Word of Mouth is positive and significant, with a coefficient of 0.238, t statistic of 3.214, and p value of 0.001. This means that the higher the level of electronic trust perceived by users toward the GoFood platform, the greater their tendency to share positive experiences digitally through reviews, recommendations, or comments on social media and applications. In the context of this study, the high mean values observed in the E Trust and E Word of Mouth variables indicate that most GoFood users feel confident in transaction security, platform integrity, and service consistency, making them more likely to provide positive recommendations to their social networks. This demonstrates that digital trust is not only important for individual purchase decisions, but also encourages effective advocacy behavior in the online food delivery environment.

This finding is consistent with international academic literature showing that consumer trust (E Trust) is positively associated with electronic word of mouth behavior. For example, studies examining the relationship among E Service Quality, E Trust, E Satisfaction, and E Word of Mouth found that E Trust contributes to positive perceptions of digital reviews and recommendations, which in turn strengthens voluntary promotional behavior by users (Aditya et al., 2022). Furthermore, other studies emphasize that in digital marketplace environments, customer trust is often a major predictor of online

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positive experience sharing, which helps build brand credibility and attract potential new consumers through social and digital community channels (Amado Mateus et al., 2025).

Thus, these findings confirm that E Trust not only plays a role in increasing loyalty and repeat purchase decisions, but also significantly encourages E Word of Mouth behavior among GoFood users. Since digital recommendations from satisfied users have a substantial impact on platform reputation and growth in the digital economy era, strategies that strengthen trust such as secure transactions, transparent information, and consistent customer experiences will expand the positive effects of E Word of Mouth and strengthen GoFood's position in the highly competitive online food delivery market.

The Effect of E Trust on Site Revisit

The path coefficient test results show that the effect of E Trust on Site Revisit has a positive and highly significant relationship, with a coefficient of 0.769, t statistic of 16.801, and p value of 0.000. This means that the higher the level of users' trust (E Trust) in the GoFood platform, the greater the likelihood that customers will revisit the application or website in the future. The high mean values of these two variables indicate that most GoFood respondents have strong trust perceptions regarding transaction security, service transparency, and service consistency. Such trust becomes an important foundation that encourages revisit behavior, reflecting that users not only feel safe using the platform, but also feel comfortable and confident in returning to use the service for their future needs.

This finding is supported by international academic literature showing that E Trust plays an important role in shaping digital loyalty and revisit intention in platform based digital service contexts. In studies examining the relationship among E Service Quality, E Satisfaction, E Trust, and consumer behavior including site revisit intention, E Trust was found to positively influence consumers' revisit intention in internet shopping mall environments, highlighting the importance of trust in predicting repeated visits to digital websites or applications (Li et al., 2025). Other studies in the field of E Commerce also indicate that when consumers feel confident in the integrity of a digital service, it strengthens their intention to revisit or transact again on the same platform, whether due to previous positive experiences or expectations of consistent service fulfillment (Rita et al., 2019).

These findings are not only statistically consistent, but also theoretically supported by international studies emphasizing that E Trust is a major predictor of site revisit intention in digital services. In the context of GoFood, efforts to strengthen user trust, such

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as improving data security, enhancing service information transparency, and ensuring consistent user experiences, will be highly important in maintaining an active user base and encouraging repeated visits. Ultimately, this will increase customer retention and platform growth in a highly competitive market.

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CONCLUSION

The results of this study indicate that E Satisfaction has a positive and significant effect on E Word of Mouth, Repurchase Intention, and Site Revisit. This means that users who are satisfied with GoFood services are more likely to share positive experiences, recommend the platform to others, make repeat purchases, and revisit the application in the future. User satisfaction is influenced by positive service experiences, such as convenience, delivery accuracy, and overall service performance. Therefore, increasing customer satisfaction is an important factor in strengthening customer loyalty and encouraging positive behavioral intentions.

Furthermore, the study also found that E Service Quality has a positive and significant effect on both E Satisfaction and E Trust, while E Trust positively and significantly affects E Word of Mouth, Repurchase Intention, and Site Revisit. These findings indicate that better electronic service quality, including system reliability, transaction security, responsiveness, and ease of use, can enhance both user satisfaction and trust. In turn, higher trust encourages users to continue using GoFood, recommend the platform to others, and make repeat purchases. Thus, improving service quality and building customer trust are essential strategies for maintaining competitiveness and long term customer loyalty.

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