The Role of Service Feature Dimensions to Drive Purchase Decisions and Loyalty

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Abstract

This study aims to analyze the role of service feature dimensions on purchase decisions and then their impact on consumer loyalty using GoFood. The approach used in this research is a quantitative approach. The population in this study are all consumers of GoFood application in Makassar City. The number of samples used was 120 respondents with accidental sampling technique. Data collection in this study was a survey method using questionnaires Google form. Data of analyzed using Smart PLS. The results show that directly the service feature dimensions are completeness, ease of features and suitainbility have a positive and significant effect on purchase decision. Furthermore, the variables completeness of features, ease of features, suitainbility of features and purchase decision directly have a positive and significant effect on consumer loyalty. As well as the purchase decision variable can mediate the indirect relationship between the completeness of features, ease of features and feature Suitainbility to consumer loyalty.

1. Introduction

One of the contributions to technological progress with the internet can make it easier for people around the world to obtain various information needed. Currently, business developments that utilize online store media and*e-commerce* continues to grow rapidly (Dwivedi, et.al, 2021; (Setiawan, et.al, 2020). It can be seen by the increasing trend of the number of internet users compared to the previous year (Veonnita & Rojuaniah, 2022). This is also marked by the proliferation of various application programs running on the Internet. Based on data adopted from Katadata.co.id in 2022, it shows that in 2020 internet users in Indonesia will reach 175.4 million, then in 2021 there will be an increase of 27.2 million users. Meanwhile, at the beginning of 2022, there was an increase of 2.1 million, namely 204.7 million internet users (www.katadata.id, 2020). This progress is used by companies to improve the quality of competition by developing mobile applications for the goods and services they produce. Increasing the number of service players*delivery orders*and increased innovation in delivery systems through application and technology development have increased customer choice and power, thereby increasing competition in this segment (Cahya, Martha, & Prasetianto, 2021). One of the companies engaged in online food delivery services is Gojek. In this digital era, the Gojek application has become one of the platforms most used by Indonesians to fulfill their daily needs. One of the excellent features offered is Go Food, which makes it easier for users to order food from nearby restaurants. The existence of Go Food has changed the way Indonesian people order food (Putra, Hidayatullah, & Farida, 2020). Especially in big cities where people are often busy and don't have time to cook for themselves or go to restaurants. Using Go Food, consumers can enjoy the food they want quickly and easily (Nugraha, 2020). With just a few taps on the smartphone screen, consumers can order food at their favorite restaurants without having to leave the house.

The Go Food feature is very popular with customers in Indonesia because it offers a variety of features, such as online payments, the ability to track food deliveries, and a wide selection of food. Based on the data cited katadata.co.i degarding the transaction value of food delivery services at the beginning of 2020, it shows that the Go Food transaction value was IDR 30.65 trillion. The transaction value surpasses ShopeeFood, which is IDR 26.49 trillion and GrabFood, which is only IDR 20.93 trillion (www.katadata.id, 2020). Factors that make consumers decide to use the Go Food application as the best alternative choice are the many promotions, discounts offered, socialization and education of the application to the general public and the convenience of application features (Saleh, 2021). With the Go Food feature, it can make it easier for people to make transactions safely and comfortably without having to leave the house. Based on information quoted from katadata.co.id which states that in terms of convenience, variety of menus, and security in transactions, GoFood is superior to other companies. In terms of convenience, GoFood gets the highest score, which is 5.09%. Meanwhile, GrabFood and ShopeeFood each have a score of 4.97%. Then in terms of menu

diversity, GoFood excels with a score of 5.18%. While GrabFood 5.06% and ShopeeFood 4.86%. In terms of transaction security, GoFood also excels with a score of 5.23%. While ShopeeFood 5.19% and GrabFood 5.15%. This survey also found that GoFood was the first food delivery service remembered by 50% of respondents. Meanwhile, the percentages for ShopeeFood and GrabFood are 28% and 22% (Nur, 2022).

The trend of using messaging applications between food in Makassar City continues to increase, especially since the pandemic made many people turn to food delivery services. With more and more people using the food ordering application service from their favorite restaurant, applicators, especially GoJek, invite more restaurants to join GoFood to reach more customers and increase their sales. In 2022, it is recorded that the total number of business partners in Indonesia who have joined GoFood is more than 1.4 million, which are dominated by culinary MSMEs (www.kompas.com, 2022). This of course will provide consumers with more choices when ordering food online which will have an impact on consumer purchase decisions. Decision making by consumers in choosing a product or service is of course different (Rahmayanti, Lubis & Utami, 2019). Purchase decisions can depend on the variety of desires or needs of consumers themselves. This is because consumer buying behavior is inherently complex, with different brands of the same type of product and relatively different product specifications (Sari, 2020). Although Go Food offers many advantages, there are still some challenges, such as the problem of food availability and timely delivery. Therefore, Gojek continues to strive to improve the quality of their services and provide the best experience for customers. If the company is able to fulfill customer desires, this will encourage customer loyalty to continue using the services offered by GoJek. Many previous studies examined consumers who used the Gojek application (Sari, 2020), dan (Achadi, A., & Winarto, 2020). For this reason, this research more specifically uses the GoFood application service. Furthermore, there is still a lack of studies that test the effects of the GoFood application for Purchase Decisions and Loyalty Customer. So based on the problems and phenomena that have been described above, the purpose of this study is to analyze the role of product quality dimensions on consumer purchase decisions using Go Food and their impact on customer loyalty.

2. Literature Review

Consumer loyalty is very important for the success of a business, because loyal customers will buy products or services on a regular basis and give positive preferences about the brand or product to others. Oliver, (1999). views customer loyalty as a customer's commitment in depth to re-subscribe or make repeated purchases of certain products or services because they are considered to have a higher value than them or other similar products. Kotler and Armstrong (2020) argue that loyalty is the level of customer tendency to buy or use certain brands consistently within a certain period of time. As well as Dick, Alan S, Basu, (1994) confirm that loyalty is a form of repeat purchase that arises from a deliberate

choice that will encourage them to continue buying and recommending the brand or product to others. To create and maintain consumer loyalty, there needs to be continuous efforts to provide quality products or services and build good relationships with customers. Schiffman, Leon G. Wisenbilt (2015) argue that consumer purchase decisions are the selection of two or more alternative purchase decision choices, which means that a person can make a decision when several alternative choices are available. Purchase decisions become the stage in the purchase decision-making process where consumers actually buy (Kotler, Philip, Armstrong, 2016). Consumers will choose products that provide the highest utility, namely the satisfaction or benefits derived from these products. Consumers will compare the utility provided by various product choices before deciding which product to buy. In purchase decisions consumers will also choose products that provide the highest satisfaction, which is based on their experiences with these products in the past. Prior to the purchase process, consumers first compare information by processing information about products systematically. Consumers will consider the features, benefits (Achadi, A., & Winarto, 2020), and product prices before making a decision (Hidayati, 2018). But basically, consumers will also tend to buy products they trust or like, even if these products are more expensive than similar products (Solihin, 2020).

Product features are an integral part of the product so that the features on the product or service become a competitive means to differentiate the company's products from competing products (Kotler, Philip., & Keller, 2016). Product features are synonymous with properties and something that is unique, distinctive, and special that other products do not have. According to Kotler, Philip., & Keller, (2016) a product feature is a product characteristic that complements the product's basic functions. With the various features offered by manufacturers, consumers will increasingly feel fulfilled with products that suit their needs. Therefore, a tool is needed that can provide added value for consumers to choose these products.

According to (Natalia, & Ginting, (2018) there are four indicators owned by product features, namely feature completeness, ease of use of features, and suitability of features to consumer needs. Completeness of product features related to the availability of all products or services offered to be owned and used by consumers (Altin & Wahyudin, 2023). One of the factors considered by online buyers is the ease of use factor. According to Primary, (2020) convenience is defined as the extent to which a person believes that using a technology can be clearly used and does not require much effort, is easy to use or not difficult to operate. The easier the technology system is when it is used, the less effort a person makes. The next product feature dimension is feature suitability. Conformity relates to non-conformance with predetermined specifications based on customer wishes. Products that have high conformity, means that the product is in accordance with predetermined standards. So that consumer purchase decisions are often caused because the product or service is consistent and always the same as the standard that has been set (Riyanto, 2018).

3. Research Methods

The method used in this study uses a quantitative approach by analyzing numbers to translate research results (Sugiyono., 2013). The population in this study are all consumers who have used the Go Food delivery service application in Makassar City. The sampling method used in this study is Accidental Sampling, which is a sampling technique based on chance, that is, any consumer who has used the Go Food application without prior planning. Based on the opinion of Hair, et al, (2014) if the population size is not known with certainty, then use the formulation of 5 or 10 number of indicators. So based on this, research calculations take a minimum number of samples of 24 x 5 = 120 samples user GoFood in Makasar. Data collection methods in this study are observation, documentation, and questionnaire methods. In this study, primary data was obtained from data collection using the Google form for Go Food consumers, with a scale of data measurement using a Likert Scale which was analyzed using PLS (Partial Least Square) data analysis (Hair, et.al, 2014).

4. Results

This research was conducted on consumers in Makassar City who ordered products through the GoFood platform by collecting data using the Google Form. Of the 120 target respondents, data was obtained that there were 41 male respondents and 79 female respondents. The dominant age characteristics of the respondents are between 25 and 35 years old, which means that most of the GoFood application users are of productive age. Based on Table 1, The Outer Model Test presented below shows that the Average Variance Extracted (AVE) value for all variables is at a value of > 0.5 and is declared valid. As well as the loading factor value > 0.5. So that it can be explained that all the question items in the questionnaire have met the validity requirements.

Table 1. Outer Model Test

Variables/indicators	Outer loading	AVE	Composite reliability	Cronbach's Alpha
Completeness of Features		0.613	0.905	0.874
X1.1	0.781			
X1.2	0.818			
X1.3	0.761			
X1.4	0.827			
X1.5	0.757			
X1.6	0.752			
Ease of Features		0.659	0.906	0.871
X2.1	0.760			
X2.2	0.856			
X2.3	0.856			
X2.4	0.829			
X2.5	0.750			

Feature Compatibility		0.701	0.875	0.785
X3.1	0.895			
X3.2	0.835			
X3.3	0.778			
Buying decision		0.609	0.861	0.885
Y1.1	0.829			
Y1.2	0.735			
Y1.3	0.819			
Y1.4	0.733			
Loyalty		0.596	0.898	0.864
Y2.1	0.764			
Y2.2	0.822			
Y2.3	0.794			
Y2.4	0.752			
Y2.5	0.727			
Y2.6	0.769			

Source: Processed Data (2022)

Table 2. Cross Loading Results

	Completeness of Features	Ease of Features	Feature Compatibility	Buying decision	Customer loyalty
X1.1	**0.781**	0.434	0.516	0.515	0.605
X1.2	**0.818**	0.403	0.356	0.470	0.476
X1.3	**0.761**	0.532	0.399	0.608	0.594
X1.4	**0.827**	0.383	0.340	0.462	0.511
X1.5	**0.757**	0.376	0.495	0.577	0.559
X1.6	**0.752**	0.479	0.455	0.487	0.603
X2.1	0.413	**0.760**	0.570	0.626	0.720
X2.2	0.396	**0.856**	0.373	0.419	0.492
X2.3	0.545	**0.856**	0.436	0.502	0.527
X2.4	0.530	**0.829**	0.408	0.520	0.603
X2.5	0.368	**0.750**	0.407	0.366	0.513
X3.1	0.443	0.461	**0.895**	0.543	0.639
X3.2	0.423	0.359	**0.835**	0.551	0.583
X3.3	0.509	0.557	**0.778**	0.624	0.654
Y1.1	0.575	0.561	0.621	**0.829**	0.692
Y1.2	0.518	0.378	0.421	**0.735**	0.501
Y1.3	0.521	0.509	0.561	**0.819**	0.615
Y1.4	0.480	0.462	0.519	**0.733**	0.670
Y2.1	0.538	0.682	0.610	0.754	**0.764**
Y2.2	0.635	0.651	0.585	0.622	**0.822**
Y2.3	0.546	0.490	0.590	0.563	**0.794**
Y2.4	0.503	0.521	0.512	0.596	**0.752**
Y2.5	0.531	0.458	0.603	0.623	**0.727**

| Y2.6 | 0.572 | 0.508 | 0.571 | 0.526 | **0.769** |

Source: Processed Data (2022)

Table 2 above shows the value of the cross loading factor which is useful for knowing whether a construct has sufficient discriminant, that is, by comparing the loading value of the intended construct, it must be greater than the loading value with other constructs.

Reliability Test
Based on the data in Table 1 above the results of the Smart PLS calculation, the Cronbach's alpha value for all independent and dependent variable items is obtained with a Cronbach's alpha value> 0.7 so that it can be said that the measurement scale for all constructs is reliable.(Hair et al., 2014).

R Square Test (R2)

Table 3. R-Square

| Variable	R Square	R Square Adjusted
Buying Decision	0.624	0.612
Customer Loyalty	0.796	0.787

Source: Processed Data (2022)

Tests on the structural model were carried out to examine the relationship between latent constructs including the R-Square test. Based on the data in table 3 above, it can be seen that the R-Square value in the Purchase Decision variable (Y1) is 0.624. This means that the Purchase Decision variable can be explained by the Completeness of Features (X1), Ease of Features (X2), and Feature Appropriateness (X3) variables of 62.3%, while the remaining 37.7% is explained by other variables outside of this research model. The R-Square value for the Loyalty variable (Y2) is 0.796. This means that the Loyalty variable can be explained by the Completeness of Features (X1), Ease of Features (X2), Feature Conformity (X3), and Purchase Decision (Y1) variables of 79.6%, while the remaining 20.4% is explained by other variables outside of this research model.

Hypothesis test
To find out the relationship between latent variables in this research model, it can be seen from the results of estimated path coefficients and their level of significance or P Values. To test the hypothesis in the proposed research, it can be seen from the magnitude of the P Value. If the P Value <0.05 then Ho is rejected and Ha is accepted or has a significant effect which is correlated with the t-statistic value, where the t-statistic value is > t-table. The statistical value is the result of estimated path coefficients to test the strength of influence between variables and explain the firmness of the relationship between the directions of the variables. The explanation can be seen in Figure 1 and Table 4 below:
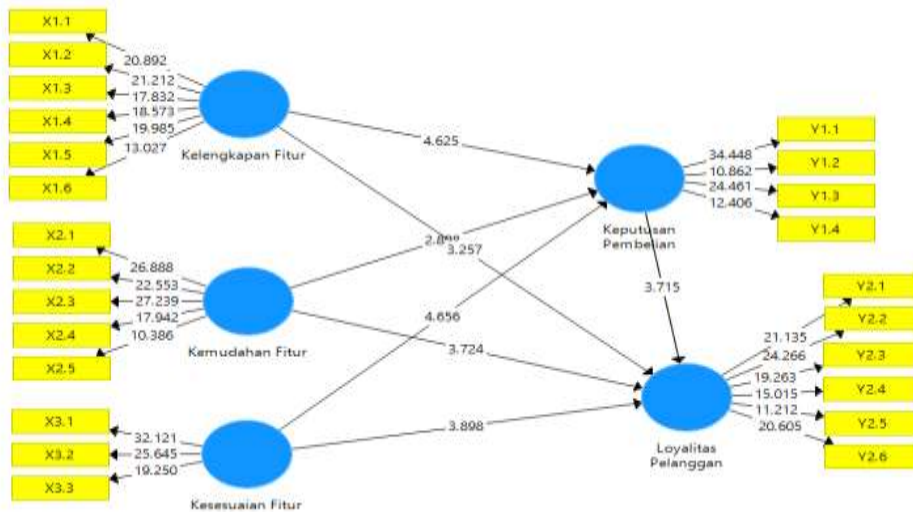
Source: Processed Data (2022)

Figure 1. Outer Models

Table 4 Bootstrapping results

Testing the Direct Effect Hypothesis	Path Coefficients	T Statistics	P Values
Completeness of Features -> Purchase Decision	0.339	4,625	0.000
Completeness of Features -> Customer Loyalty	0.217	3,257	0.001
Ease of Features -> Purchase Decision	0.218	2,898	0.004
Ease of Features -> Customer Loyalty	0.258	3,724	0.000
Purchase Decision -> Customer Loyalty	0.304	3,715	0.000
Feature Conformity -> Purchase Decision	0.380	4,656	0.000
Feature Compatibility -> Customer Loyalty	0.280	3,898	0.000

Source: Processed Data (2022)

Based on the explanation in table 6 of the estimated path coefficient above which includes the P Value, it can be explained by the following hypothesis:

The Effect of Completeness of Features on Purchase Decisions
The results of hypothesis testing show that the Completeness of Features variable has a positive and significant effect on Consumer Purchase Decisions using the GoFood application. This can be seen from the path coefficient table giving a P value of 0.000 <0.05, which means it is significant with a statistical t value of 4.625 > t-table1.980 with an effect of 0.339 so that the hypothesis is accepted. This means that the Completeness of Features has a positive and significant effect on consumer purchase decisions using GoFood, this shows that the completeness of features in the GoFood application can influence consumer decisions in ordering food. With complete facilities or services, such as the availability of restaurants and varied menu choices and complete menu descriptions, most consumers choose Go Food as a food ordering platform. The findings of this study are in line with research conducted by Fauzan & Sujana, (2022) who found the feature completeness variable has a positive and significant effect on purchase decisions.

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The Effect of Ease of Features on Purchase Decisions
The results of hypothesis testing show that the Ease of Features variable has a positive and significant effect on Consumer Purchase Decisions using the GoFood application. This can be seen from the path coefficient table giving a P value of 0.004 <0.05, which means it is significant with a statistical t value of 2.898 > t-table1.980 with an effect of 0.218 so that the hypothesis is accepted. This gives the meaning that the Ease of Features variable has a positive and significant effect on consumer purchase decisions using GoFood, this can be interpreted that the ease of features in the GoFood application can influence consumer decisions in ordering food. The existence of confidence that arises in consumers using the GoFood application when ordering food and drinks without having to experience difficulties when using the application makes consumers decide to place an order through GoFood. The existence of other features that can make it easier for consumers to make purchases such as a search feature, availability of images, a rating system, and the convenience provided when going through the transaction process encourage consumers to decide to make purchases using GoFood. The findings of this study are in line with research conducted by Humaidi, (2022); (Sudjatmika, 2017) which shows that the variable ease of features perceived by consumers will drive consumer purchase decisions.

The Effect of Suitability Features on Purchase Decisions
The results of hypothesis testing show that the Feature Conformity variable has a positive and significant effect on Consumer Purchase Decisions using the GoFood application. This can be seen from the path coefficient table giving a P value of 0.000 <0.05, which means it is significant with a statistical t value of 4.656 > t-table1.980 with an effect of 0.380 so that the hypothesis is accepted. This means that the feature suitability variable has a positive and significant effect on consumer purchase decisions. This is interpreted by the suitability of features on GoFood services that can influence consumer decisions in purchase food and drinks. The emergence of consumer expectations and beliefs that the food and beverage products offered at GoFood suit their needs. Many consumers realize that the product they ordered in the catalog image matches the product they will receive. Consumers assess that food and beverage products are in accordance with quality standards and prices that are appropriate so as to encourage consumer purchase decisions to order food and beverages on the GoFood application. The findings of this study are in line with research conducted by Alamsyah & Saino, (2021) who found that the feature suitability variable will have a positive and significant effect on purchase decisions.

The Effect of Completeness of Features on Consumer Loyalty
The results of hypothesis testing show that the feature completeness variable has a positive and significant effect on consumer loyalty. This can be seen from the path coefficient table giving a P value of 0.001 <0.05, which means it is significant with a statistical t value of 3.257 > t-table1.980 with an effect of 0.217 so that the hypothesis is accepted. This means that the Completeness of Features has a positive and significant effect on consumer loyalty using GoFood, this shows that

the completeness of features in the GoFood application can affect consumer loyalty decisions using GoFood as a food ordering platform. The complete features of the GoFood service make consumers choose to be loyal or continue to use the application when they want to order food. This is assessed because the brand on the product is clearly depicted, consumers tend to believe that product quality is very good from the product images seen on GoFood. In addition to service features by providing complete food and beverage products, the completeness of other features such as attractive promo features and discounts offered makes consumers choose to be loyal to using GoFood. The results of this study are in line with research conducted by Natalia & Ginting, (2018) who found that the product completeness variable has a positive and significant effect on consumer loyalty.

The Effect of Ease of Features on Consumer Loyalty
The results of hypothesis testing show that the Ease of Features variable has a positive and significant effect on Consumer Loyalty. This can be seen from the path coefficient table giving a P value of 0.000 <0.05, which means it is significant with a statistical t value of 3.724 > t-table1.980 with an effect of 0.258 so that the hypothesis is accepted. This shows that the Ease of Features variable has a positive and significant effect on consumer loyalty ordering products using GoFood, this can be interpreted by the convenience of features when using the GoFood application will encourage consumer loyalty. In the current era, the habit of people who want instant everything has become a necessity. So this makes the management of GoFood offer a friendly application for its users. Using GoFood is considered easy and straightforward when ordering food. After choosing, the rest enter the delivery address and choose a payment method that can be made, and then the driver will deliver the order according to the intended address, assessed by consumers for time efficiency so they decide to be loyal. This finding is in accordance with research conducted by Natalia & Ginting, (2018); Veonnita & Rojuaniah, (2022) which show that the ease of service features has a positive and significant effect on consumer loyalty.

The Effect of Conformity Features on Consumer Loyalty
The results of hypothesis testing show that the Feature Conformity variable has a positive and significant effect on Consumer Loyalty using the GoFood application. This can be seen from the path coefficient table giving a P value of 0.000 <0.05, which means it is significant with a statistical t value of 3.898 > t-table1.980 with an effect of 0.280 so that the hypothesis is accepted. This means that the Feature Conformity variable has a positive and significant effect on consumer loyalty, this is interpreted by the suitability of features on GoFood services that are felt to be in accordance with consumer needs can influence the attitudes and behavior of loyal consumers ordering products using the GoFood application. The suitability of features in the GoFood application can affect consumer loyalty, because these features can provide a positive experience and make it easier for consumers to use the products or services provided. The use of these features has been considered capable of meeting consumer needs, the

existence of product standardization and the consistency of the products offered are in accordance with the GoFood application, so that consumers tend to use GoFood regularly and decide to be loyal to using the GoFood platform when they want to order food and drinks. The results of this study are in accordance with research conducted by Arista, et.al, (2021) and Veonnita & Rojuaniah, (2022) which show that feature suitability has a positive and significant effect on consumer loyalty.

The Effect of Purchase Decisions on Consumer Loyalty
The results of hypothesis testing indicate that the variable Purchase Decision has a positive and significant effect on Consumer Loyalty. This can be seen from the path coefficient table giving a P value of 0.000 <0.05, which means it is significant with a statistical t value of 3.715 > t-table1.980 with an effect of 0.304 so that the hypothesis is accepted. This shows that the Ease of Features variable has a positive and significant effect on consumer loyalty ordering products using GoFood, this can be interpreted as purchase decisions made by consumers tend to affect consumer loyalty if consumers are satisfied with GoFood services. With the purchase decisions made by consumers, it will be able to encourage them to order food and drinks again using the GoFood application. Consumer purchase decisions that are taken do not always depend on product quality, but also on the shopping experience and services provided by GoFood applicators. If consumers are satisfied with the shopping experience or the services provided which are easy, instant and complete, they will most likely decide to order food again using the GoFood platform. When consumers make a decision to buy a product or service, they have certain expectations about the product or service. When these expectations are met, consumers tend to decide to be loyal to the service. So the higher the level of purchase decisions made by consumers, the loyal attitudes and behavior of these consumers will be followed. This finding is in line with research conducted by Hermawan, (2015) and (Rahmayanti, et.al, 2019) shows that consumer purchase decisions will encourage consumer loyalty if accompanied by a satisfying shopping experience. As for this research, an indirect effect test was carried out to determine the indirect effect of the independent latent variable on the dependent latent variable with one mediating effect. As for seeing the results of the indirect influence, it is presented in table 5 below:

Table 5. Indirect Effect Results

Indirect Effect Hypotensive Testing	Path Coefficients	T Statistics	P Values
Completeness of Features -> Purchase Decision -> Customer Loyalty	0.103	3,142	0.002
Ease of Features -> Purchase Decision -> Customer Loyalty	0.066	2,276	0.023
Feature Appropriation -> Purchase Decision -> Customer Loyalty	0.116	2,419	0.016

Source: Processed Data (2022)

The Effect of Completeness of Features Through Purchase Decisions on Consumer Loyalty

The results of hypothesis testing indicate that the variable Completeness of Features through purchase decisions has a positive and significant effect on Consumer Loyalty. Based on table 6, the indirect effect gives a P value of 0.002 <0.05, which means it is significant with a statistical t value of 3.142 > t-table1.980 with an effect of 0.103 so that the hypothesis is accepted. This result means that the purchase decision variable plays a role in mediating the effect of the feature completeness variable on consumer loyalty. This means that the feature completeness variable can have a direct and indirect effect on consumer loyalty. This proves that with the completeness of the features available on the GoFood service such as the availability of menus to find restaurants and menus provided, promo and discount features, as well as the desired payment transaction options feature, it makes consumers decide to order or buy products using GoFood, so this is also what makes consumers are willing to return to using the GoFood platform when ordering food and drinks online. This research is in line with research conducted by Setyo, et.al,

The Effect of Ease of Features Through Purchase Decisions on Consumer Loyalty

The results of hypothesis testing show that the variable Ease of Features through Purchase Decisions has a positive and significant effect on Consumer Loyalty. Based on table 6, the indirect effect gives a P value of 0.023 <0.05, which means it is significant with a statistical t value of 2.276 > t table of 1.980 with an effect of 0.066 so the hypothesis is accepted. This result can be interpreted that the purchase decision variable plays a role in mediating the effect of the convenience feature variable on consumer loyalty. This proves that with the availability of features that are easy to use and easy to understand when ordering food and it is considered that there are no difficulties when processing transactions or payments and ordering and fast food delivery so as to provide time efficiency, consumers decide to continue using the GoFood platform as a the main choice when you want to order food and drinks. The GoFood application has been assessed by consumers as providing convenience and the best experience, such as GoFood providing a food search feature based on culinary type, location, price, and customer reviews, so they tend to continue using the application and decide to be loyal to using GoFood rather than other platforms that don't have the same features. The same.

The Effect of Feature Suitability Through Purchase Decisions on Consumer Loyalty

The results of hypothesis testing indicate that the variable Feature Conformity through Purchase Decision has a positive and significant effect on Consumer Loyalty. Based on table 6, the indirect effect gives a P value of 0.016 <0.05, which means it is significant with a statistical t value of 2.419 with an effect of 0.116 so that the hypothesis is accepted. This result can be interpreted that the purchase decision variable succeeds in mediating the indirect effect between

feature suitability on consumer loyalty. This proves that the service features available in the GoFood application are considered to meet consumer needs so that this can influence consumer decisions and loyalty. The availability of a restaurant search feature to the food and beverage menu at prices that are considered relatively affordable has made consumers decide to choose GoFood as their food and beverage ordering application. There are features offered according to consumer needs and preferences so that consumers will feel satisfied with using the GoFood application and tend to use the application in the future. The results of this study are in line with research conducted by Kurnia & Suyono, (2022), whose research results show that products with indicators of compliance with specifications can influence consumer purchase decisions which have an impact on consumer loyal behavior. There are features offered according to consumer needs and preferences so that consumers will feel satisfied with using the GoFood application and tend to use the application in the future. This research results show that products with indicators of compliance with specifications can influence consumer purchase decisions which have an impact on consumer loyal behavior. There are features offered according to consumer needs and preferences so that consumers will feel satisfied with using the GoFood application and tend to use the application in the future. The results of this study are in line with research conducted by (Kurnia & Suyono, 2022), whose research results show that products with indicators of compliance with specifications can influence consumer purchase decisions which have an impact on consumer loyal behavior.

5. Conclusion and Suggestion

Based on the analysis of the results of the research that has been done, the conclusion of this study is that the variable feature completeness, feature convenience, and feature suitability have a positive and significant effect on consumer purchase decisions using the GoFood application. This shows that the variable feature completeness, feature convenience, and feature suitability have a direct influence on purchase decisions. Furthermore, the variables of feature completeness, feature convenience, feature suitability, and purchase decisions have a positive and significant effect on consumer loyalty. This proves that the variable feature completeness, feature convenience, feature suitability, and purchase decisions have a direct effect on consumer loyalty. It shows that if these variables are managed properly by GoFood management, consumers will tend to be loyal and decide to continue to choose to use GoFood when they want to order food and drinks online because they are considered to suit their needs and desires. Furthermore, purchase decision variables can mediate the indirect relationship between feature completeness, feature convenience, and feature suitability variables on consumer loyalty. Products with indicators of compliance can influence consumer purchase decisions. As for suggestions in the research, namely because the completeness of features, ease of features, and suitability of features affect purchase decisions and consumer loyalty due to the dimensions of these service features providing a positive experience and making it easier for consumers to use GoFood services, so that managers or applicators continue to

improve and update features. existing features to remain relevant and meet consumer needs to maintain consumer loyalty. It is important for GoFood to ensure that the services they offer meet consumer expectations and needs. Furthermore, the company also needs to ensure that the services provided are of good quality and meet the standards expected by consumers. For further research will be able to examine the service aspects of GoFood officers directly for impact on consumer purchase and loyalty.

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