

# Perceived Ease of Use and Repurchase Intention: Mediating Roles of Trust and Customer Satisfaction

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## ABSTRACT

Intensifying competition among online food delivery (OFD) platforms in Indonesia has shifted consumer behaviour, with users migrating from GoFood to ShopeeFood. This phenomenon is reflected at Kopi Kolu, a local coffee merchant in Semarang, where ShopeeFood transactions significantly exceeded GoFood in the post-pandemic period. This study examines the direct and indirect effects of *Perceived Ease of Use* (PEOU) on repurchase intention among GoFood users at Kopi Kolu, with trust and customer satisfaction as mediating variables. A quantitative cross-sectional survey was conducted with 150 respondents via purposive sampling, analysed using regression, path analysis, and the Sobel test in SPSS. Results show that PEOU positively affects trust ( $\beta = 0.658$ ;  $p < 0.001$ ), customer satisfaction ( $\beta = 0.696$ ;  $p < 0.001$ ), and repurchase intention ( $\beta = 0.115$ ;  $p = 0.028$ ). Both trust and customer satisfaction significantly mediate the PEOU–repurchase intention relationship. The model explains 78.9% of variance in repurchase intention, confirming that application usability drives trust and customer satisfaction, which together foster repurchase intention among local merchant consumers.

**Keywords:** *Customer Satisfaction, Perceived Ease of Use, Repurchase Intention, Trust.*

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## 1. | INTRODUCTION

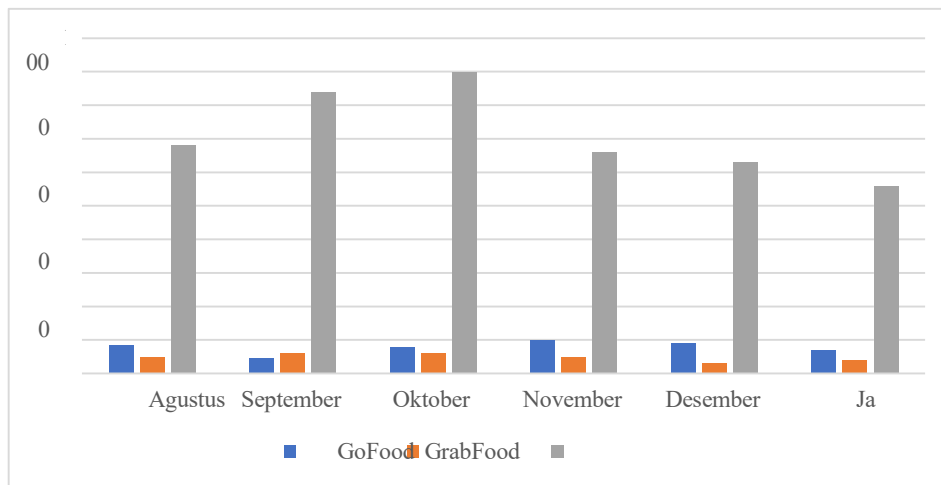
Digital transformation has fundamentally altered consumption patterns, with online food delivery (OFD) services emerging as one of its most visible manifestations. In Indonesia, this expansion is underpinned by three mutually reinforcing structural factors: internet penetration reaching 79.5% in 2024, widespread smartphone adoption across nearly all demographic segments, and growing consumer confidence in platform based digital transactions (APJII, 2024; Google, Temasek, & Bain & Company, 2024). OFD platforms have become more than distribution channels they serve as a single interface mediating the entire consumer experience from menu browsing and ordering to payment and service confirmation, making platform experience quality a central determinant of long-term consumer behavior.

The COVID-19 pandemic (2020–2022) acted as an unprecedented accelerator of OFD adoption. GoFood, which held approximately 75% of the national market share in 2019, experienced a significant surge in demand during this period. However, the post-pandemic momentum did not unfold linearly. Momentum Works (2026) recorded dramatic changes in competitive structure throughout 2021–2025: GoFood declined from 43% to 31% market share, while ShopeeFood surged from 18% to 42%, officially surpassing GoFood since 2024. Within four years, GoFood lost nearly one-third of its market share while ShopeeFood more than doubled its presence.

What makes this phenomenon academically significant is its context: GoFood's decline occurred precisely when Indonesia's total OFD market continued to grow (Momentum Works, 2025). Consumers did not stop ordering food online they switched platforms. This is not merely a short-term promotion-driven preference shift; it represents a deeper psychological erosion weakening platform trust, declining transactional satisfaction, and collapsed repurchase intention (Alghamdi et al., 2023; Kurniawan & Tankoma, 2023).

This phenomenon also manifests at the local merchant level. Operational data from Kopi Kolu, a coffee brand in Semarang with 10 branches, reveals that during August 2025–January 2026, ShopeeFood transaction volumes consistently reached eight to ten times that of GoFood each month, despite GoFood being the dominant platform during

the pandemic. This confirms that national preference shifts manifest concretely down to the local merchant level.



*Source: Kopi Kolu, 2026*

**Figure 1.** Online Food Delivery Usage at Kopi Kolu

The choice of Kopi Kolu as an empirical setting is grounded in strong theoretical justification. As a small-to-medium enterprise without a large promotional budget, customer retention at Kopi Kolu depends almost entirely on the quality of the transaction experience mediated by the platform. This creates an analytically clean context for isolating the influence of PEOU, trust, and customer satisfaction on repurchase intention, free from the distortions of large-scale subsidy campaigns (Zaheer et al., 2024).

Perceived Ease of Use (PEOU) is defined as the degree to which a person believes that using a particular system requires minimal cognitive effort (Davis, 1989). Consumers who perceive ease of use in a platform tend to develop trust in its reliability and evaluate their transactional experience positively under two conditions that jointly reinforce the inclination to transact again (Alghamdi et al., 2023; Kurniawan & Tankoma, 2023). Existing literature leaves two research gaps: first, no study has simultaneously and comparatively tested which path is more dominant PEOU → trust → repurchase intention or PEOU → customer satisfaction → repurchase intention within a single integrative model; second, almost all studies focus on user experiences at the platform level in aggregate, while the psychological mechanisms binding consumers to specific local merchants remain underexplored.

Based on the above, this study poses the following research question: how does PEOU influence GoFood users' repurchase intention at Kopi Kolu, both directly and through the mediation of trust and customer satisfaction? This study makes three contributions: (1) building an integrative conceptual model positioning trust and customer satisfaction as simultaneous mediators; (2) comparatively testing the relative

strength of the two mediation pathways; and (3) providing empirical evidence from a local merchant context within Indonesia's restructuring OFD competitive landscape.

## 2. | LITERATURE REVIEW

### **Core User Experience Antecedents: Perceived Ease of Use and Trust**

*Perceived Ease of Use* (PEOU) is defined as the degree to which a person believes that using a system requires no great effort (Davis, 1989). In the OFD context, PEOU reflects the extent to which consumers find the application interface easy to understand, the ordering process easy to follow, and the overall interaction smooth and unobstructed. Recent research confirms that PEOU is a significant predictor of trust, satisfaction, and continued usage intention (Chiu et al., 2024; Nuralam et al., 2024; Alghamdi et al., 2023).

When an application functions seamlessly, it directly minimizes transaction friction, which inherently shapes how users perceive the platform's underlying reliability and security. Consequently, trust is defined as consumers' belief that the platform will behave as expected, process transactions reliably, and protect users' personal information (Ginting et al., 2023; Ly, 2025). In OFD services, consumers cannot physically verify service quality before a transaction is completed, making trust a psychological substitute mechanism. Trust is multidimensional, encompassing system technical reliability, information integrity, financial data security, and the belief that the platform handles complaints responsively (Iffan et al., 2024; Ginting et al., 2023).

### **Evaluative Mechanisms and Behavioral Outcomes: Customer Satisfaction and Repurchase Intention**

The intersection of ease of use and established trust provides the cognitive baseline upon which consumers form their post-purchase evaluations. Customer satisfaction is defined as a holistic affective evaluation formed after consumers use a service, reflecting the extent to which actual experience meets or exceeds expectations (Wu et al., 2024; Dsouza et al., 2025). Within the expectation confirmation model framework, satisfaction forms through consistent positive confirmation between expectations and actual performance (Nuralam et al., 2024; Iffan et al., 2024).

Satisfaction formed through repeated confirmation ultimately becomes a powerful driver of long-term retention and platform loyalty (Soeharso & Suryandari, 2024). This affective evaluation transitions directly into concrete behavioral commitment, expressed as repurchase intention. Repurchase intention is defined as consumers' psychological tendency to make another purchase through the same platform or merchant after a prior transactional experience (Dandis et al., 2026; Silalahi & Wahyudi, 2025; Ginting et al., 2023). In the OFD context, repurchase intention is the most operational indicator of behavioral loyalty as it reflects consumers' active decision to return, rather than merely a passive positive attitude. Recent research confirms that repurchase intention is simultaneously influenced by PEOU, trust, and customer

satisfaction, with the strength of influence varying by local context (Nuralam et al., 2024; Ly, 2025; Chiu et al., 2024).

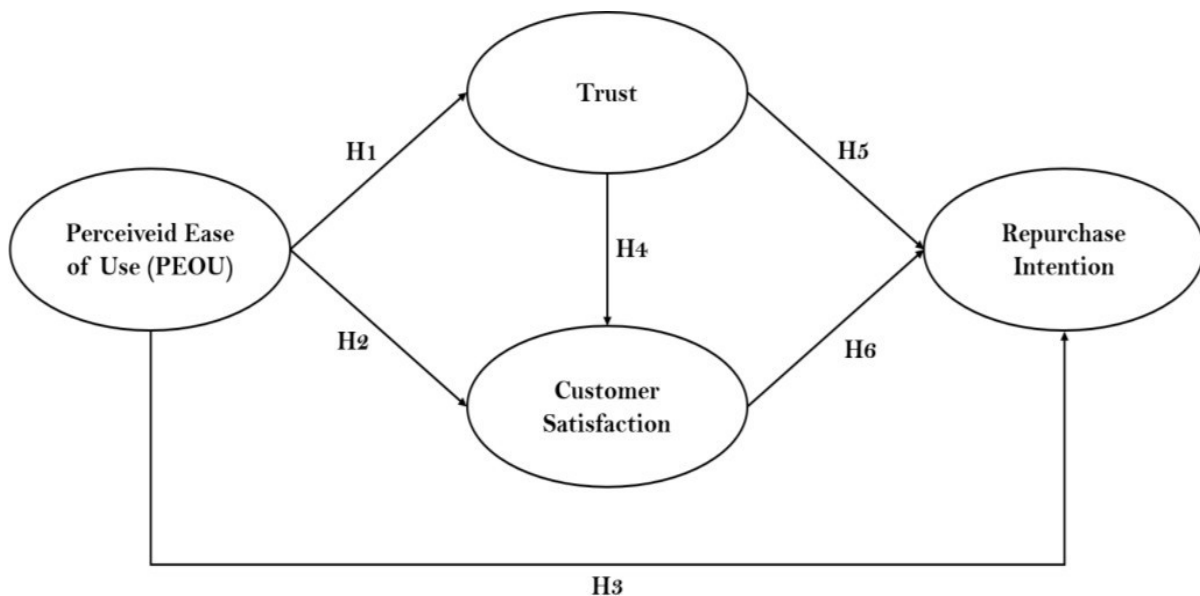
**Table 1.** Hypotheses

Hypothesis	Variable Relationship	Theoretical Basis
H1	Perceived Ease of Use affects trust	Kurniawan & Tankoma (2023); Chiu et al. (2024)
H2	Perceived Ease of Use affects customer satisfaction	Wu et al. (2024); Nuralam et al. (2024); Dsouza et al. (2025)
H3	Perceived Ease of Use affects repurchase intention	Nuralam et al. (2024); Saoula et al. (2023)
H4	Trust affects customer satisfaction	Iffan et al. (2024); Ginting et al. (2023); Ly (2025)
H5	Trust affects repurchase intention	Ginting et al. (2023); Iffan et al. (2024); Silalahi & Wahyudi (2025)
H6	Customer satisfaction affects repurchase intention	Soeharso & Suryandari (2024); Wu et al. (2024)

*Source: Primary data processed, 2026*

**Conceptual Framework**

The conceptual framework positions *Perceived Ease of Use* (PEOU) as the independent variable, trust and customer satisfaction as mediating variables, and repurchase intention as the dependent variable. PEOU is hypothesized to influence repurchase intention both directly and indirectly through trust and customer satisfaction as mediators, as illustrated in Figure 2.



*Source: Kopi Kolu, 2026*  
**Figure 1.** Online Food Delivery Usage at Kopi Kolu

### 3. | RESEARCH METHOD

This study employs a quantitative approach using a questionnaire-based survey method to empirically examine causal relationships among variables. Primary data were collected directly from respondents through a five-point Likert-scale structured questionnaire (1 = strongly disagree to 5 = strongly agree), supplemented by secondary data comprising Kopi Kolu's operational transaction volume per platform as provided by the business owner.

The study population comprised Kopi Kolu customers in Semarang who had ordered through GoFood within the past six months. Purposive sampling was applied with the following criteria: (1) residing in Semarang; (2) having ordered from Kopi Kolu through GoFood; and (3) aged at least 17 years. The sample size was set at 150 respondents, satisfying the minimum 10:1 ratio between samples and predictors (Hair et al., 2019). Data collection was conducted through an online questionnaire distributed to customers across all Kopi Kolu branches in Semarang from March 27 to April 10, 2025.

To ensure statistical rigor, instrument quality was formally verified prior to hypothesis testing validity testing was evaluated using Pearson correlation ( $r$ -table = 0.159;  $n = 150$ ;  $\alpha = 0.05$ ) and reliability testing using Cronbach's alpha (minimum threshold: 0.70). All 17 items were declared valid ( $r$ -calculated = 0.871–0.971) and reliable ( $\alpha = 0.926$ –0.973).

Statistical processing and data analysis were conducted using IBM SPSS Statistics version 26 across four sequential operational stages. Stage 1 (Descriptive Statistics): Applied to capture general distribution tendencies and profile characteristics. Stage 2 (Classical Assumption Tests): Conducted to ensure model compliance, comprising normality testing via Kolmogorov-Smirnov, heteroscedasticity evaluation via the Glejser test, and multicollinearity diagnostics via Tolerance and Variance Inflation Factor (VIF) limits. Stage 3 (Hypothesis Testing): Executed via simple linear regression for direct paths (H1, H2, H4) and multiple linear regression for simultaneous paths (H3, H5, H6) at  $\alpha=0.05$ , utilizing the mathematical model

$$\hat{Y} = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Stage 4 (Mediation Testing): Carried out using path analysis and the Sobel test following standardized procedure, where the significance of all indirect effects was strictly confirmed at  $p<0.05$ .

### 4. | RESULTS

#### Demographic and Diagnostic Baselines

A total of 150 active OFD users participated in this study. Respondents were predominantly female (66.0%), aged 17–22 years (75.3%), students (81.3%), and residing in the Tembalang area (58.7%). The most commonly used OFD platform was

ShopeeFood (40.7%), with a usage frequency of 1–2 times per month (52.7%) and monthly expenditure below IDR 500,000 (87.3%). The complete profile is presented in Table 2.

**Table 2.** Respondent Profile and OFD Usage (n = 150)

Category	Dominant Response	n	%
Most-used OFD Platform	ShopeeFood	61	40.7
Purchase Frequency (6 months)	2–3 times	67	44.7
Last GoFood Use	< 3 months ago	118	78.7
Monthly Frequency	1–2 times	79	52.7
Monthly Expenditure	< IDR 500,000	131	87.3
Gender	Female	99	66.0
Age Group	17–22 years	113	75.3
Occupational Status	Student	122	81.3

*Source: Primary data processed, 2026*

Before conducting the primary path analysis, the metric quality of the indicators was assessed through formal verification. All instrument items satisfied validity requirements ( $r$ -calculated  $>$   $r$ -table = 0.159;  $p <$  0.001) and reliability requirements (Cronbach's  $\alpha$  = 0.926–0.973), as shown in Table 3. These values exceed recommended thresholds (Hair et al., 2019).

**Table 3.** Summary of Instrument Validity and Reliability

Variable	Items	r-calculated Range	Cronbach's $\alpha$
Perceived Ease of Use (PEOU)	5	0.935–0.950	0.969
Trust	4	0.944–0.963	0.968
Customer Satisfaction	4	0.953–0.971	0.973
Repurchase Intention	4	0.871–0.923	0.926

*Source: Primary data processed, 2026.*

Based on data validation, descriptive statistics were generated to capture general perception tendencies. All four research variables fell in the high category, with mean values approaching the maximum score of each scale, as shown in Table 4.

**Table 4.** Descriptive Statistics of Research Variables (n = 150)

Variable	Min	Max	Mean	SD	Category
PEOU	5	25	20.46	4.860	High
Trust	4	20	16.55	3.916	High
Customer Satisfaction	4	20	16.71	4.016	High
Repurchase Intention	4	20	15.48	3.460	High

*Source: Primary data processed, 2026*

To confirm model fitness, classical assumption testing was conducted. All three classical assumption tests yielded satisfactory results: data are normally distributed (Kolmogorov–Smirnov,  $p = 0.079 >$  0.05), no heteroscedasticity was detected (Glejser

test, all  $p > 0.05$ ), and no multicollinearity was present (all VIF  $< 10$ ; Tolerance  $> 0.10$ ). The regression model is suitable for interpretation.

### Direct Structural Relationships and Hypothesis Testing

Hypotheses were tested using simple linear regression (H1, H2, H4), multiple linear regression (H3, H5, H6), and path analysis. The multiple regression model was found to be simultaneously significant ( $F = 186.908$ ;  $p < 0.001$ ) with Adjusted  $R^2 = 0.789$ , indicating that 78.9% of variance in repurchase intention is explained by the three predictors. A summary of results is presented in Table 5.

**Table 5.** Descriptive Statistics of Research Variables (n = 150)

H	Hypothesized Path	$\beta$	t	p	Result
H1	PEOU $\rightarrow$ Trust	0.658	17.191	$< 0.001$	Supported
H2	PEOU $\rightarrow$ Customer Satisfaction	0.696	19.051	$< 0.001$	Supported
H3	PEOU $\rightarrow$ Repurchase Intention	0.115	2.223	0.028	Supported
H4	Trust $\rightarrow$ Customer Satisfaction	0.905	22.876	$< 0.001$	Supported
H5	Trust $\rightarrow$ Repurchase Intention	0.376	5.098	$< 0.001$	Supported
H6	Customer Satisfaction $\rightarrow$ Repurchase Intention	0.297	3.844	$< 0.001$	Supported

*Source: Primary data processed, 2026*

Evaluating the specific paths reveals unique psychological patterns among digital consumers. For the first path, PEOU exerted a positive and strong effect on trust ( $\beta = 0.658$ ;  $R^2 = 0.666$ ). An easily understood application interface functions as a signal of service provider competence and reliability. Ease of use reduces uncertainty and risk perception, fostering the belief that the system operates consistently and professionally. This result is consistent with Kurniawan and Tankoma (2023) and the meta-analysis by Chiu et al. (2024), which confirm the PEOU  $\rightarrow$  trust path as one of the most consistent relationships in OFD literature.

Parallel to this, PEOU positively influenced customer satisfaction ( $\beta = 0.696$ ;  $R^2 = 0.710$ ), yielding the highest coefficient among all simple regression paths in the model. When the application experience meets or exceeds consumers' ease expectations, satisfaction evaluations tend to be positive. This finding aligns with Nafisah & Istanti (2025) & Kurniawan et al. (2024) in the post-pandemic Indonesian OFD context and Dsouza et al. (2025), affirming that user experience quality is the strategic key to building customer satisfaction. Conversely, PEOU had a direct effect on repurchase intention ( $\beta = 0.115$ ;  $p = 0.028$ ), albeit with a smaller coefficient than mediated paths. This significance persisted even when trust and customer satisfaction were controlled, indicating that ease of use makes an independent contribution to repurchase intention through habit formation. This result is consistent with Nuralam et al. (2024) and Saoula et al. (2023).

Looking closely at internal system linkages, Trust exerted a positive and very strong effect on customer satisfaction ( $\beta = 0.905$ ;  $t = 22.876$ ;  $p < 0.001$ ;  $R^2 = 0.780$ ) the highest  $R^2$  value among all simple regression paths in the model. Consumers with high trust

enter each transaction session with lower anxiety, resulting in more positive affective evaluations of the service. In the context of a local merchant such as Kopi Kolu, trust in the platform becomes the primary prerequisite before meaningful satisfaction can form. This is consistent with Ginting et al. (2023) and Ly (2025).

Finally, analyzing ultimate behavioral drivers highlights that trust positively affected repurchase intention ( $\beta = 0.376$ ;  $p < 0.001$ ), with the largest coefficient among the three predictors in the multiple regression model. In the OFD industry, where many functionally equivalent platform alternatives are available, trust becomes the decisive factor distinguishing which platform consumers select. Ginting et al. (2023) and Iffan et al. (2024) confirm that trust is a significant predictor of repurchase intention in the Indonesian digital context. This behavior is further reinforced by post-purchase evaluations, where customer satisfaction positively affected repurchase intention ( $\beta = 0.297$ ;  $p < 0.001$ ). Satisfaction formed through accumulated positive transactional experiences motivates consumers to return, as the perceived experience met or exceeded expectations. The multiple regression model as a whole explained 78.9% of variance in repurchase intention (Adjusted  $R^2 = 0.789$ ;  $F = 186.908$ ;  $p < 0.001$ ), demonstrating high predictive power. This is consistent with Wu et al. (2024) and Soeharso and Suryandari (2024).

## 5. | DISCUSSION

Beyond the six primary hypotheses, an exploratory mediation analysis was conducted using path analysis and the Sobel test to examine whether trust and customer satisfaction mediate the PEOU–repurchase intention relationship.

Results indicate that trust partially mediates the PEOU  $\rightarrow$  repurchase intention relationship (indirect coefficient = 0.347;  $p = 0.0000005$ ), with the indirect effect (0.347) far exceeding the direct effect (0.115). Customer satisfaction also partially mediates this relationship (indirect coefficient = 0.289;  $p = 0.00008$ ). Mediation is partial because the direct effect of PEOU remains significant after mediators are controlled. Comparing the two mediation paths, the indirect coefficient through trust ( $\beta = 0.347$ ) is larger than through customer satisfaction ( $\beta = 0.289$ ), indicating that the cognitive mechanism via trust is slightly more dominant than the evaluative mechanism via satisfaction. The practical implication is that platform investment in system reliability and security may be more effective at driving repurchase than simply enhancing functional satisfaction.

These mediation findings contribute two original insights. First, this study not only demonstrates the mediating roles of trust and customer satisfaction, but also compares the relative strength of both paths, finding the trust path to be more dominant. Second, this evidence is generated at the local merchant level within the context of post-pandemic OFD competitive restructuring, complementing literature that has predominantly focused on the platform level in aggregate.

## 6. | CONCLUSION

This study analyzed how PEOU influences GoFood user's repurchase intention at Kopi Kolu in Semarang, both directly and through the mediation of trust and customer satisfaction. All six proposed hypotheses were empirically supported. First, PEOU was found to positively and significantly affect both trust and customer satisfaction, demonstrating that ease of use in the GoFood application plays an important role in building customer trust and satisfaction. Second, trust affected customer satisfaction ( $\beta = 0.905$ ) the highest value in the entire model affirming trust as the primary prerequisite for satisfaction in the local merchant context. Third, both trust and customer satisfaction positively affected repurchase intention, with trust as the strongest predictor. Fourth, PEOU exerted a significant direct effect on repurchase intention, albeit smaller than indirect paths. Fifth, exploratory mediation analysis confirmed that trust ( $\beta = 0.347$ ) and customer satisfaction ( $\beta = 0.289$ ) both partially mediate the PEOU repurchase intention relationship, with the path through trust being more dominant.

The practical implication derived from these findings highlights a strategic need for local merchants and online food delivery (OFD) platform managers to integrate interface usability enhancements with the active reinforcement of system reliability and security. Deploying a clean, intuitive application interface is insufficient on its own; it must be explicitly accompanied by transparent privacy policy indicators, rigorous payment security protocols, and highly accurate, real-time order status tracking to successfully foster long-term retention.

Acknowledgeable boundaries within this framework point to two distinct limitations that provide avenues for future research. First, because this study focuses strictly on a single local merchant and a single platform within one city, future empirical investigations could widen their geographic and operational coverage to include multiple diverse merchants across competing digital platforms. Second, the current cross-sectional research design cannot fully capture the shifting dynamics of long-term consumer perceptions. Future researchers are therefore encouraged to utilize longitudinal or mixed-method approaches to uncover a deeper, more granular understanding of how user trust and satisfaction evolve over time.

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### ***Declaration of Conflicting Interests***

The authors declare that there is no conflict of interest.

### ***Ethical Approval and Originality Statement***

Ethical approval was obtained for this study. The manuscript represents original work and has not been previously published, nor is it under consideration by another journal.

### ***Data Disclosure Statement***

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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