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The Influence of Mobile Application Quality, Brand Consistency, and Service Reliability on the Digital Customer Experience of Food Delivery Application Users

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Abstract

The objective of this study is to analyze the influence of Mobile Application Quality, Brand Consistency, and Service Reliability on Digital Customer Experience Users of food delivery app. Multiple linear regression was used to analyze data collected through online questionnaires. Prior to hypothesis testing, the validity test, reliability test, and classical assumption test were used for the data. The study showed that the Mobile Application Quality, Brand Consistency, and Service Reliability variables had a positive and significant influence on Digital Customer Experience both partially and simultaneously. The coefficient of determination suggests that three independent variables in this research explain the Digital Customer Experience. According to the research findings, application quality, brand consistency, and service reliability shape the digital customer experience in food delivery services. In addition to providing recommendations for food delivery service providers on how to improve their service quality and product competitiveness through effective customer experience management, the study also makes theoretical contributions to digital marketing, customer experience, and digital service management literatures.

Keywords: Mobile Application Quality, Brand Consistency, Service Reliability, Digital Customer Experience.

INTRODUCTION

The development of digital technology, has driven changes in people's consumption patterns, including app-based food ordering or food delivery services. The upsurge in the use of smartphones, easy access to the internet, and changes in the lifestyle of people have greatly pushed the food delivery business. There is rising competition amongst service providers leading companies to not just focus on price and speed of service but also ensure the quality of the digital experience that the customer experiences on the software. Digital Customer Experience (DC) in this context is a strategic factor that affects customer satisfaction and loyalty as well as the sustainability of the relationship. The sum of customer experiences while utilizing the application, the last mile product search and order, payment, order tracking, after-sale service reflects digital customer experience.

Mobile Application Quality is one of the main factors thought to influence the Digital Customer. Food delivery app user experience Quality of mobile application is the quality of the software, including usability, speed of access, system stability, transaction security, interface appearance, completeness of available features. Good quality software allows customers to search menus, order, pay and track orders simply, quickly and conveniently. Brand Consistency is also considered to play a significant role in the Digital Customer Experience of food delivery app users. Brand consistency is the degree to which a company is consistent in delivering brand identity, service quality, marketing communications, and customer experience at all touchpoints. This consistency aids in the creation of a clear image of the brand's character and values, thus enhancing customer trust in the company. In food delivery services, customers expect a uniform experience from the appearance and promotions of the app to customer service and delivery. Another factor thought to influence the Digital Customer Experience of food delivery software users is Service Reliability. Service reliability is the capability of a company to deliver services to customers in a correct, accurate, timely and promising way. The reliability of a food delivery service is reflected in the accuracy of the delivery, conformity of the order, accuracy of the information, and the ability of the company to quickly solve customer problems. If customers feel that what they are getting is reliable and meets their expectations, they will have a better digital experience.

This research is to analyze the Effect of Mobile Application Quality, Brand Consistency and Service Reliability to the Digital Customer Experience in Food Delivery Software Users. Theoretically, the study is expected to contribute to the development of digital marketing, customer experience and consumer behaviour literature, particularly on factors that influence customer experience in digital software-based services. Furthermore, this research is needed to further understand the effect of software quality, brand consistency and service reliability on the development of digital customer experiences. In simple terms, the research findings are expected to contribute to food delivery service providers in enhancing the software quality, upholding brand consistency and bolstering the reliability of the services offered to customers.

METHOD

This research used a quantitative approach with survey method. The study's population consisted of the users of food delivery apps who actively order food online. The sampling method used is purposive sampling with criteria of respondents that are at least 18 years old, actively use food delivery apps at least the last six months, and order food at least twice a month. Fixing 180 respondents in total. The data was collected by an online questionnaire using Google forms. The quality of the Mobile Application was evaluated on ease of use, quality of information, system performance and security. The Brand Consistency measure was in the dimensions of brand identity consistency, communication consistency and service consistency. Service Reliability had the dimensions of Accuracy, Timeliness, Dependability and Service Fulfillment. At the same time, Digital Customer Experience was measured by dimensions of cognitive experience, emotional experience, behavioral experience and sensory experience. The research instrument was subjected to validity and reliability test using Cronbach Alpha with minimum value of 0.70. Prior to hypothesis testing, the data were analyzed through classical assumption tests. To find the partial and simultaneous effect of independent variables on the Digital Customer Experience, multiple linear regression analysis was used to test the relationship between variables at a significance level of 5%.

RESULT AND DISCUSSION

The data processing results of the food delivery application user respondents showed that all research instruments were valid and reliable. The results of the validity test show that all statement items have a calculated t value greater than t table at the significance level of 5%, so all indicators are fit to be used in the study. The reliability test showed good internal consistency, as the Cronbach Alpha value for all variables was >0.70 . The results of multiple linear regression analysis revealed that Mobile Application Quality, Brand Consistency and Service Reliability have a simultaneous positive and significant influence on Digital Customer Experience. The value of the coefficient of determination is 0.662 which means that 66.2% of the variation in Digital Customer Experience can be explained by the three independent variables, the remaining is affected by other factors outside the research model. Furthermore, the partial test results revealed that all independent variables have a positive and significant effect on Digital Customer Experience, so that all research hypotheses were proven accepted.

The research results show that Mobile Application Quality has a positive and significant effect on the Digital Customer Experience of food delivery app consumers. This means the better the users' perception of the quality of the app, the better the digital experience they will have from the service. Good app quality means easy navigation, good interface, speed of response, stability, security of transactions and completeness of functionality. The entire process of ordering meals, paying and tracking orders can be done smoothly and without any obstacles, users will be more at ease. This ease makes it easier to perform transactions and makes the experience more satisfying throughout the app. Besides, a high-performance app helps to reduce the number of system failures and to boost users' confidence in the service provided. App quality is an important touchpoint in the food delivery industry, which is primarily reliant on digital technology, and therefore, a factor that affects consumer opinions of the brand. So, Mobile Application Quality is one of the very important part in providing a pleasant Digital Customer Experience.

The results of the research show that Brand Consistency has a positive and statistically significant effect on the Digital Customer Experience of food delivery app users. The results of this research suggest that a firm's consistency in delivering brand identity, service quality, marketing communications, and customer experience may increase the quality of the digital experience users experience. If consumers experience the same experience at all touchpoints, they will more easily recognise brand attributes and form a positive impression of the firm. Consistency also decreases the uncertainty users experience as they are aware of the grade of service they will receive each time they use the app. In addition, the more consistent the promotional message, the presentation of the app, the customer service and the delivery procedure, the more complete and believable the experience. Brand consistency can be a feature that builds the emotional connection between the clients and the organization in the highly competitive digital service market. Therefore, Brand Consistency is an important factor in improving the Digital Customer Experience for consumers of food delivery apps.

The research findings suggest that Service Reliability has a positive and significant impact on the Digital Customer Experience of food delivery app customers. The result suggests that the more reliable the services provided by a company, the better the digital experience perceived by its consumers. Reliability of the service is expressed in the timeliness of delivery, the compliance of the orders with customer requirements, the accuracy of information displayed in the application and the ability of the company to consistently fulfill service promises. If clients get the service they expect, they will have more satisfaction and more trust in the quality of the company's service. But late deliveries, order mistakes or wrong information can affect the overall quality of the client experience. Reliability also provides a sense of security and confidence that the organization can provide competent and consistent

service. Service Reliability is therefore one of the main variables contributing to the building of a pleasant Digital Customer Experience for food delivery apps consumers.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that Mobile Application Quality, Brand Consistency and Service Reliability has positive and significant influence to the Digital Customer Experience of food delivery application users, either partially or simultaneously. The findings of the research show that Mobile Application Quality has the highest impact to increasing Digital Customer Experience. This is because excellent application quality may provide a simple, quick, secure and pleasant transaction experience for users. In addition, Brand Consistency has been shown to have a strong impact on creating a pleasant digital experience, via delivering brand identity, communication and consistent service quality at all points of touch with consumers. Service dependability also has a good effect on Digital Customer Experience as the dependability of service i.e. delivery of promises to the customer, on time delivery, correctness of the order, and consistency in the service may enhance the user's pleasure and confidence in the application. Meanwhile, three independent factors may explain much of the difference in Digital Customer Experience of food delivery application users.

REFERENCES

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