

SHAPING CUSTOMER SATISFACTION IN ONLINE FOOD DELIVERY: THE ROLES OF SERVICE QUALITY, PERCEIVED VALUE, AND TRUST IN INDONESIA



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Abstract

This study aims to examine the effects of service quality, customer perceived value, and trust on customer satisfaction, while also analyzing the mediating role of trust. Consumer shopping behavior has shifted alongside the growth of internet usage, leading to the rapid development of online food delivery (OFD) services. Online food delivery enables customers to conveniently order meals online and receive delivery directly to their address. In this highly competitive business environment, understanding the determinants of customer satisfaction is crucial. This study aims to examine service quality, customer perceived value, and trust in relation to customer satisfaction, both directly and to investigate the role of trust as a mediator. A quantitative research design was adopted and analyzed using PLS-SEM with the SmartPLS software. Data were collected through an online survey of 175 ShopeeFood users. The results reveal that service quality, customer perceived value, and trust significantly and positively influence customer satisfaction. Furthermore, trust is confirmed as a significant mediator in the relationship between service quality and customer perceived value toward customer satisfaction.

Keywords: Online Food Delivery, Service Quality, Customer Perceived Value, Trust, Customer Satisfaction

INTRODUCTION

The rapid growth of the internet and smartphone usage has transformed global consumer behavior, with 66.2% of the population online and 5.61 billion active smartphone users in January 2024 (We Are Social, 2024). In Indonesia, internet penetration reached 212 million users by January 2025, accompanied by 3.5 billion non-cash transactions, a 35.3% increase (Kemp, 2025; Rachman, 2025). This digital expansion has accelerated the shift from offline to online purchasing, particularly in food consumption, prompting restaurants to adopt online delivery services and other sectors to implement dual sales models (Ma et al., 2024; Ruggeri et al., 2024). Shopee, Indonesia's leading e-commerce platform, drives digital economic growth through services including ShopeeFood, which enables direct food delivery with convenience, transparent pricing, and appealing displays (Fersellia et al., 2023; Toha et al., 2025).

Previous studies indicate that ShopeeFood is more frequently used by students for online food ordering compared to other platforms (Risnanti et al., 2023). Resta et al. (2023) revealed that among students and employees, ShopeeFood stands out due to its convenience and fast delivery. Similarly, Faizah and Zulfaturrohmaniyah (2023) observed that ShopeeFood surpassed GoFood in popularity among students in Semarang. This preference is largely driven by attractive promotions, including discounts for new users, free delivery vouchers, and various price reductions.

Customer satisfaction is a key driver of success in the online food delivery (OFD) industry, directly influencing repurchase and recommendation intentions (Pal et al., 2022). Providers must continuously enhance satisfaction through high-quality offerings to sustain loyalty (Dogra et al., 2023). The Expectation-Disconfirmation Theory (EDT) explains that satisfaction arises when service performance meets or exceeds consumer expectations, with positive disconfirmation reinforcing continued usage and negative disconfirmation increasing service abandonment (Seo et al., 2024; Ma et al., 2022). Hence, satisfaction depends on both service quality and the alignment between expectations and experiences, making it central to long-term customer loyalty.

Service quality exhibits inconsistent effects on customer satisfaction. While Khoo (2022) found a significant positive relationship in the KTV industry, Saputra et al. (2024) reported no effect in Kopi Tuku. Similar contradictions exist for customer perceived value, the trade-off between benefits and costs (Soelasih et al., 2024), with significant effects in Indonesia's online fashion sector (Syah & Olivia, 2022) but not in Vietnam's healthcare industry (Nguyen et al., 2021). Trust, defined as confidence in fair practices (Malik et al., 2024) and reliable service fulfillment (Hong et al., 2023), also shows mixed findings, sometimes influencing satisfaction (Venkatakrisnan et al., 2023) and sometimes not (Suci & Dahlan, 2023), while additionally being recognized as a potential mediator between service quality, perceived value, and satisfaction.

Previous studies have produced inconclusive evidence on the relationships between service quality and customer satisfaction (Khoo, 2022; Saputra et al., 2024), customer perceived value and satisfaction (Syah & Olivia, 2022; Nguyen et al., 2021), and trust and satisfaction (Venkatakrisnan et al., 2023; Suci & Dahlan, 2023). These relationships vary across industries, highlighting inconsistencies in the literature and the need for further empirical investigation. For instance, Uzir et al. (2021) examined the effects of service

quality, perceived value, and trust on customer satisfaction in Bangladesh, within the home delivery service sector.

The novelty of this study lies in its focus on ShopeeFood in Indonesia, examining the influence of service quality, customer perceived value, and trust on customer satisfaction, as well as the mediating role of trust. Furthermore, customer satisfaction will be analyzed using the Expectation-Disconfirmation Theory. Thus, this study is important to re-examine the impacts of these variables within the Indonesian online food delivery context.

REVIEW OF LITERATURE

Expectation-Disconfirmation Theory (EDT)

Expectation-Disconfirmation Theory (EDT), introduced by Oliver (1977) and further developed in 1980, is one of the most widely applied models in customer satisfaction research. EDT posits that satisfaction arises from the comparison between expected and actual service performance, incorporating both cognitive and affective dimensions (Oliver, 2015; Manu & Sreejesh, 2024). Negative disconfirmation occurs when performance falls short of expectations, while positive disconfirmation leads to satisfaction (Abrate et al., 2021). This study extends EDT by examining service quality, customer perceived value, and trust as key determinants of satisfaction in online food delivery (Uzir et al., 2021; Jahangir et al., 2025).

Service Quality and Customer Satisfaction

Service quality, defined as the extent to which a service meets consumer needs (Zhao et al., 2024), is a key determinant of customer satisfaction. When services meet or exceed customer expectations, satisfaction is achieved (Tangchua & Vanichchinchai, 2024; Mubarak et al., 2023). Empirical evidence across industries consistently demonstrates this relationship. For instance, service quality significantly influenced customer satisfaction in the Malaysian takaful insurance sector (Saoula et al., 2024), enhanced satisfaction in mobile banking (Kumar et al., 2024), and proved critical in the long-term insurance sector in Namibia (Tjizumaue & Olusegun Atiku, 2024). Collectively, these findings establish service quality as a reliable predictor of customer satisfaction, underscoring its central role in shaping positive consumer experiences.

H1: Service quality has a positive effect on customer satisfaction.

Customer Perceived Value and Customer Satisfaction

Customer perceived value (CPV) refers to the benefits that consumers gain from using a service, evaluated relative to the sacrifices they incur (Iskandar et al., 2025; Abror et al., 2022). When perceived benefits exceed costs, consumers assess the service more positively, leading to higher satisfaction (Cui et al., 2023). Empirical studies across multiple sectors consistently confirm that CPV significantly influences customer satisfaction. For example, Abror et al. (2023) demonstrated this effect in Islamic banking in West Sumatra, Uzir et al. (2020) found similar results in Bangladesh's household electronics industry, and Soelasih et al. (2024) observed it in Indonesia's full-service airline sector. Collectively, these findings establish CPV as a crucial determinant of customer satisfaction, highlighting its importance in shaping favorable consumer evaluations and post-use behavioral intentions.

H2: Customer perceived value has a positive effect on customer satisfaction.

Trust and Customer Satisfaction

Trust is a critical determinant of business success, particularly in transactions where buyers and sellers do not interact directly (Antwi, 2021). High levels of trust increase consumer confidence, reduce perceived risks, and enhance customer satisfaction (Taufiq-Hail et al., 2023). In online shopping contexts, trust functions as a key predictor that reassures consumers and fosters loyalty. Empirical studies consistently demonstrate a positive relationship between trust and customer satisfaction. For example, Venkatakrishnan et al. (2024) and Rana et al. (2023) reported significant effects of trust on satisfaction in India's online market, while Wattoo et al. (2025) confirmed similar outcomes in broader online shopping contexts. These findings indicate that trust is an influential driver of customer satisfaction and should be prioritized by businesses seeking to maximize positive consumer experiences.

H3: Trust has a positive effect on customer satisfaction.

The Mediating Role of Trust on Service Quality and Customer Satisfaction

Several studies highlight the mediating role of trust in linking service quality and customer satisfaction. Service quality has been shown to significantly influence trust in various contexts, including a restaurant in Malang (Wahyudi et al., 2023) and e-marketplace platforms (Wiwekananda et al., 2024). In turn, trust significantly affects customer satisfaction, as evidenced in studies on the Alodokter healthcare application in Surabaya (Ellitan & Gabriel, 2025) and TikTok Shop in Indonesia (Harianto & Ellyawati, 2023). Research further confirms the mediating function of trust, with partial mediation observed in private hospitals in Jordan (Al-hilou & Suifan, 2023), logistics services in Indonesia (Prasetio et al., 2025), and the Livin' Mandiri mobile banking sector (Kutubi & Setiyati, 2025). These findings suggest that high service quality strengthens trust, which in turn enhances customer satisfaction, positioning trust as a key mediator between service quality and satisfaction.

H4: Trust mediates the relationship between service quality and customer satisfaction.

The Mediating Role of Trust on Customer Perceived Value and Customer Satisfaction

Previous studies highlight the mediating role of trust in the relationship between customer perceived value (CPV) and customer satisfaction. CPV has been shown to significantly influence trust in various contexts, including Grab transportation in Yogyakarta (Mutiarra et al., 2024) and Islamic banking services in West Sumatra, Indonesia (Abror et al., 2022). Trust, in turn, positively affects customer satisfaction, as evidenced in LinkAja e-wallet services at Gubeng Station, Surabaya (Al Fatah et al., 2023) and the Halodoc healthcare application in Jakarta (Prayitno et al., 2023). Empirical research further confirms trust as a mediator between CPV and satisfaction across industries, including beauty clinics (Dewi & Praswati, 2024), logistics services (Prasetio et al., 2025), and ShopeeFood online food delivery in Solo, Indonesia (Shefira & Mangifera, 2024). Collectively, these findings indicate that higher perceived value strengthens trust, which in turn enhances customer satisfaction, establishing trust as a critical mediator in this relationship.

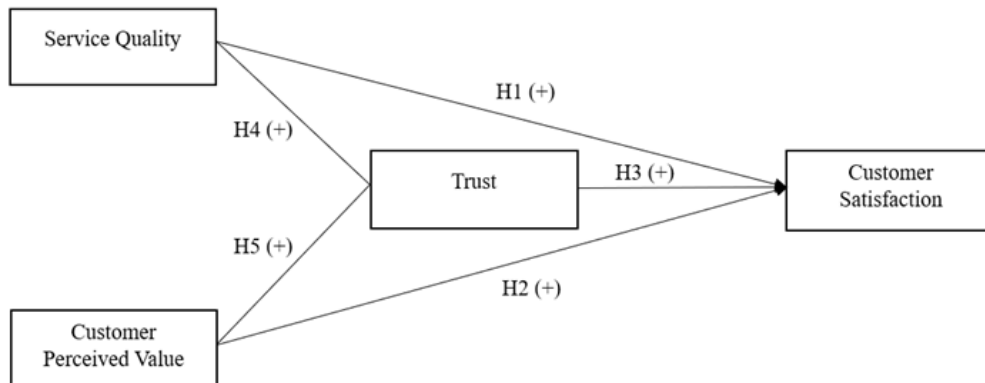
H5: Trust mediates the relationship between customer perceived value and customer satisfaction.

Research Model

The research model presented in Figure 1 is adapted from the framework developed by Uzir et al. (2021). This study investigates the effects of three primary variables: service quality, customer perceived value, and trust on customer satisfaction. Unlike studies that

investigate the dimensions of service quality separately and treat it as a second-order construct, this research conceptualizes service quality as a first-order construct, following Molinillo et al. (2021). Additionally, it examines both the direct relationships among these variables and the mediating role of trust.

Figure 1.
Research Model



Research model adapted from Uzir et al. (2021).

RESEARCH METHOD

This study investigates consumer satisfaction in using ShopeeFood through a quantitative approach. ShopeeFood was chosen because it provides customers with the convenience of ordering food from home and is widely used by university students in Indonesia as a preferred platform for food purchases. Primary data were collected via an online questionnaire distributed through Google Forms and shared on Instagram, WhatsApp, and X. Purposive sampling was employed to select respondents meeting the research criteria, ensuring broad geographic coverage without regional restrictions. The study examined service quality and customer perceived value as independent variables, trust as a mediating variable, and customer satisfaction as the dependent variable. Measurement indicators for each construct are presented in Table 1, and all constructs were assessed using a five-point Likert scale ranging from strongly disagree to strongly agree (Kandasamy et al., 2020). A total of 211 responses were collected from Indonesian students with prior ShopeeFood experience, with 175 valid responses retained for statistical analysis.

Data analysis combined descriptive and statistical methods. Descriptive analysis illustrated the characteristics of the target respondents (Jaish et al., 2023). Statistical analysis employed PLS-SEM using SmartPLS software, following a two-stage procedure: the measurement model and the structural model. The measurement model assessed validity and reliability, while the structural model evaluated collinearity, the coefficient of determination (R^2), predictive relevance, and path coefficients, ensuring a comprehensive examination of relationships among the study variables.

Table 1.
Item Measurement.

Variables	Measurement	Source
Service Quality	SQ01	ShopeeFood’s service is always ready to assist me.
	SQ02	ShopeeFood’s service possesses the knowledge to answer my questions.
	SQ03	ShopeeFood’s service understands my specific needs.
	SQ04	ShopeeFood consistently provides solutions that are accurate and appropriate to the issues I experience.
Customer Perceived Value	CPV01	ShopeeFood offers affordable prices with good quality.
	CPV02	The service I receive from ShopeeFood is highly valuable.
	CPV03	The overall value of the ShopeeFood app is worth my money and effort.
	CPV04	ShopeeFood is valuable considering its costs, risks, and benefits
Trust	TRU01	I feel comfortable using ShopeeFood’s service.
	TRU02	I feel that ShopeeFood’s service is secure.
	TRU03	I always trust ShopeeFood.
Customer Satisfaction	CST01	ShopeeFood’s delivery service meets my expectations.
	CST02	I am satisfied with my decision to use ShopeeFood’s service.
	CST03	I will use ShopeeFood’s service again in the future.
	CST04	I would recommend ShopeeFood to others.

RESULTS AND DISCUSSION

This section presents findings on the antecedents of customer satisfaction in ShopeeFood’s online food delivery service. Data were collected from 211 Indonesian student respondents, with 175 valid responses retained after screening for relevance and redundancy. Respondent profiles were categorized by gender, age, education level, monthly expenditure, domicile, and average weekly ShopeeFood usage as summarized in Table 2.

Table 2.
Respondent Characteristics.

	Category	Frequency	%
Gender	Male	28	16.0
	Female	147	84.0
Age	17–22 years old	126	72.0

	23–28 years old	47	26.9
	29–34 years old	2	1.1
	35–40 years old	0	0
	> 41 years old	0	0
Education	Diploma	7	4.0
	Bachelor's Degree	161	92.0
	Master's Degree	7	4.0
	Doctoral Degree	0	0
Expense per Month	<1 Million IDR	65	37.1
	1 – Rp3 Million IDR	88	50.3
	3 – Rp5 Million IDR	19	10.9
	5 – Rp7 Million IDR	2	1.1
	>7 Million IDR	1	0.6
Domicile	DKI Jakarta	46	26.3
	Yogyakarta	35	20.0
	West Java	32	18.3
	Central Java	20	11.4
	East Java	16	9.1
	Banten	10	5.7
	Other	16	9.1
ShopeeFood Usage Frequency	1–3 times per week	130	74.3
	5–7 times per week	40	22.9
	9–14 times per week	5	2.9

Source: Data processed (2025).

Table 2 presents that the majority of respondents were female (84.0%), aged between 17 and 22 years (72.0%). Most respondents held a bachelor’s degree (92.0%) and reported a monthly expenditure of IDR 1–3 million (50.3%). The majority resided in DKI Jakarta (26.3%), and their frequency of using ShopeeFood was predominantly 1–3 times per week (74.3%).

Measurement Model Evaluation

The measurement model was evaluated through validity and reliability tests to confirm indicator accuracy and consistency. Convergent validity was assessed using outer loadings and Average Variance Extracted (AVE), with values exceeding 0.5 indicating construct validity (Hair et al., 2021). Reliability was examined through Cronbach’s Alpha (CA) and Composite Reliability (CR), where values above 0.6 demonstrated acceptable internal consistency (Hair et al., 2021). The results of convergent validity and reliability are summarized in Table 3.

Table 3.
Convergent Validity and Data Reliability

Variables	Indicators	Loadings	AVE	CA	CR
Customer Perceived Value	CPV01	0.788	0.588	0.766	0.851
	CPV02	0.763			
	CPV03	0.780			
	CPV04	0.737			

Customer Satisfaction	CST01	0.766	0.564	0.743	0.838
	CST02	0.786			
	CST03	0.724			
	CST04	0.727			
Service Quality	SQ01	0.808	0.592	0.770	0.853
	SQ02	0.737			
	SQ03	0.766			
	SQ04	0.766			
Trust	TRU01	0.808	0.639	0.719	0.842
	TRU02	0.789			
	TRU03	0.801			

Source: Data processed (2025).

Table 3 shows that all indicators have outer loadings above 0.70 and AVE values exceeding 0.50, confirming convergent validity (Hair et al., 2021). The reliability is supported, with CA and CR values above 0.6, indicating acceptable internal consistency. Overall, the measurement model is valid and reliable, providing a robust basis for subsequent structural analysis.

Table 4.
The Fornell & Larcker's

Variables	CPV	CST	SQ	TRU
CPV	0.767			
CST	0.749	0.751		
SQ	0.670	0.690	0.770	
TRU	0.677	0.721	0.679	0.799

Source: Data processed (2025).

Note: Service Quality (SQ); Customer Perceived Value (CPV); Trust (TRU); Customer Satisfaction (CST).

Table 4 presents discriminant validity results based on the Fornell-Larcker criterion. The square root of each construct's AVE exceeded its correlations with other constructs, confirming that the measurement model meets Fornell and Larcker's (1981) requirements. Specifically, the bolded square root AVE values (CPV = 0.767; CST = 0.751; SQ = 0.770; TRU = 0.799) surpassed the corresponding inter-construct correlations.

Table 5.
Cross Loading

	CPV	CST	SQ	TRU
CPV01	0.788	0.651	0.514	0.426
CPV02	0.763	0.559	0.556	0.530
CPV03	0.780	0.586	0.526	0.520
CPV04	0.737	0.503	0.458	0.598
CST01	0.592	0.766	0.530	0.550
CST02	0.596	0.786	0.582	0.582

CST03	0.524	0.724	0.456	0.587
CST04	0.536	0.727	0.499	0.440
SQ01	0.526	0.562	0.808	0.515
SQ02	0.456	0.486	0.737	0.520
SQ03	0.501	0.529	0.766	0.561
SQ04	0.577	0.545	0.766	0.492
TRU01	0.602	0.651	0.558	0.808
TRU02	0.473	0.524	0.516	0.789
TRU03	0.537	0.544	0.552	0.801

Source: Data processed (2025).

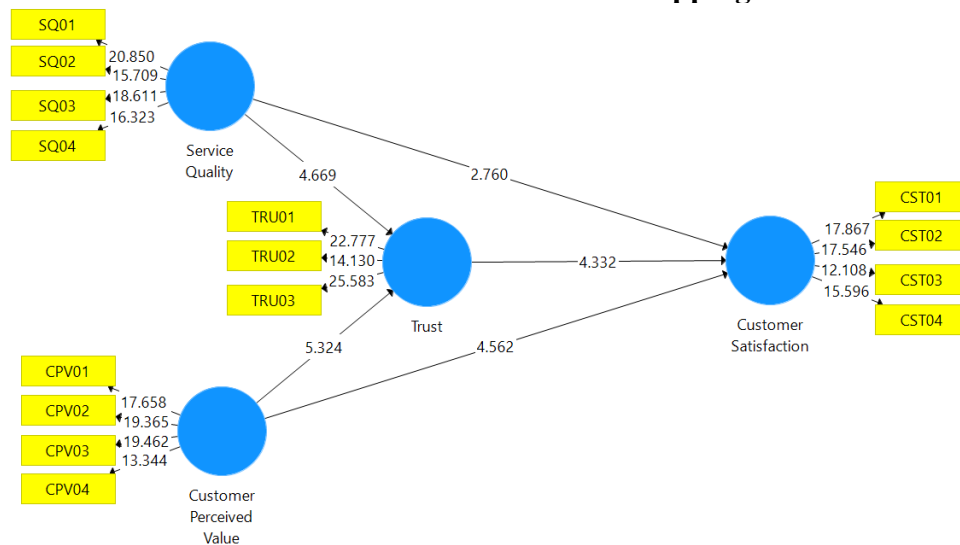
Note: Service Quality (SQ); Customer Perceived Value (CPV); Trust (TRU); Customer Satisfaction (CST).

Table 5 presents cross-loading results, showing that all indicators load highest on their respective constructs and lower on others. This pattern meets the discriminant validity criteria recommended by Hair et al. (2017). Thus, each indicator demonstrates adequate discriminant capacity to distinguish among the constructs.

Structural Model Evaluation

The structural model was evaluated through collinearity analysis, path coefficient testing, coefficient of determination (R²), and Q-square assessment. These tests were conducted to examine the relationships among variables and to assess the model’s explanatory power for the endogenous constructs. The bootstrapping results of the structural model analysis are presented in Figure 2.

Figure 2.
Structural Model Bootstrapping



Source: Data processed (2025).

Table 6.
Collinearity Test

Variables	CPV	CST	SQ	TRU
CPV		2.173		1.813
CST				

SQ	2.185	1.813
TRU	2.223	

Source: Data processed (2025).

Note: Service Quality (SQ); Customer Perceived Value (CPV); Trust (TRU); Customer Satisfaction (CST).

Table 6 shows no significant multicollinearity, with all VIF values below the threshold of 5 and most below 3. This indicates that the model’s variables are independent and free from serious multicollinearity. Consequently, the results support the robustness and reliability of the model.

Table 7
R-Square and Q-Square

Variables	R-square	Adjusted R-Square	Q-Square
Customer Satisfaction	0.668	0.662	0.620
Trust	0.550	0.545	0.543

Source: Data processed (2025).

Table 7 presents the results of the coefficient of determination and predictive relevance tests. R-square values indicate that the independent variables effectively explain both customer satisfaction and trust. Predictive relevance assessed through the Q-square test shows that both endogenous variables have Q² values greater than zero, confirming their predictive capability.

The path coefficient test was conducted to determine the direction and strength of relationships among variables based on the original sample values. Relationships were interpreted as positive or negative according to the hypothesized associations, with path coefficients ranging from -1 to +1. Hypotheses were evaluated using T-statistics and P-values, where a T-statistic greater than 1.96 and a P-value below 0.05 indicate significance, and the detailed results are presented in Table 8.

Table 8.
Path Coefficient & Hypotheses Testing

Hipoteses	β	T Statistics	P Value	Conclusion
SQ → CST	0.216	2.760	0.006	H1 is accepted and significant.
CPV → CST	0.398	4.562	0.000	H2 is accepted and significant.
TRU → CST	0.305	4.332	0.000	H3 is accepted and significant.
SQ → TRU → CST	0.125	2.916	0.004	H4 is accepted and significant.
CPV → TRU → CST	0.123	3.650	0.000	H5 is accepted and significant.

Source: Data processed (2025).

Note: Service Quality (SQ); Customer Perceived Value (CPV); Trust (TRU); Customer Satisfaction (CST).

Table 8 indicates that all direct and indirect hypotheses are statistically significant and supported, with uniformly positive relationships as reflected by original sample values greater than zero. Moreover, trust is confirmed as a significant mediator between service quality and customer satisfaction, reinforcing the robustness of the proposed model. Enhancing trust ensures that service quality translates into higher customer satisfaction in online food delivery services.

Positive Influence of Service Quality on Customer Satisfaction

The study confirms that service quality significantly affects customer satisfaction in ShopeeFood. High-quality service fosters positive experiences, reflected in the standardized factor loading of 0.808 for SQ01. Services that consistently meet customer needs, through reliability, responsiveness, and professionalism, enhance overall satisfaction, supporting prior findings in home delivery and fast-food contexts (Uzir et al., 2021). Similarly, Ahmed et al. (2022) reported that punctuality, personalized attention, and attentive staff positively influence satisfaction, highlighting the broader relevance of consistent service quality across industries.

Service quality is particularly critical for students, who rely on online food delivery to manage academic and time-demanding activities. Convenient, responsive, and readily available services allow students to access meals without leaving their residences, including during late-night hours (Zein et al., 2024). Thus, the platforms enhance user experiences, demonstrating that service quality plays a central role in shaping satisfaction among this demographic.

In the context of student consumers, the findings of this study emphasize that service quality is a crucial factor in shaping their satisfaction with ShopeeFood. Students with high mobility and limited time tend to evaluate satisfaction based on the speed, accuracy, and responsiveness of the service they receive. Therefore, the more consistent the service quality provided by ShopeeFood, the higher the level of satisfaction among students as the primary users of online food delivery services.

Positive Influence of Customer Perceived Value on Customer Satisfaction

This study confirms that customer perceived value (CPV) has a positive and significant effect on customer satisfaction. Customers who perceive greater benefits from their ordering experience report higher satisfaction, as reflected in the highest standardized factor loading of 0.788 for CPV01. Satisfaction is enhanced when services offer both affordability and good quality. These results align with prior research, which identifies CPV as a key determinant of satisfaction in online home delivery and e-commerce contexts, emphasizing the role of perceived benefits relative to costs, time, and effort in shaping customer experiences (Uzir et al., 2021; Simanjuntak et al., 2020). Customers evaluate value through price, service quality, convenience, and speed, with higher perceived value consistently leading to greater satisfaction.

The findings further indicate that CPV is particularly influential among Indonesian students, who were the respondents in this study. As a budget-conscious consumer group, students prioritize services that provide affordability without compromising quality (Sinaga et al., 2025). Consequently, when students perceive that online food delivery services offer favorable pricing alongside satisfactory quality, their overall satisfaction increases significantly, highlighting the critical role of perceived value in driving positive consumer responses within this segment.

Thus, in the context of student consumers, the findings of this study confirm that customer perceived value plays a pivotal role in shaping their satisfaction with ShopeeFood. Students who generally face budget constraints and demand time efficiency tend to evaluate satisfaction based on the extent to which the benefits of the service are commensurate with the costs incurred. Therefore, the higher the perceived value among students, whether

through affordable pricing, adequate food quality, or convenience in the ordering process, the greater their level of satisfaction as primary users of online food delivery services.

Positive Influence of Trust on Customer Satisfaction

The results show that trust positively affects customer satisfaction in online food delivery. Higher trust levels correspond to greater perceived satisfaction, as reflected in the highest standardized factor loadings of 0.808 for TRU01. Reliable, secure, and user-friendly services enhance customers' confidence that their expectations will be met, directly improving their overall experience. It supports prior studies highlighting trust as a key determinant of satisfaction and as a factor that reinforces perceived value and service quality (Uzir et al., 2021).

Similar patterns are observed across different contexts. In the hospitality sector in Ghana, trust reduces uncertainty and conflict, increasing satisfaction (Amoako et al., 2019). Among digitally literate Indonesian students, who are sensitive to online transaction risks such as fraud or delays, trust in the platform strongly influences satisfaction (Rismawan & Cahyono, 2025). When students feel secure and confident in the delivery process, their satisfaction rises, resulting in more positive evaluations of the service experience.

In the context of student consumers, these findings indicate that trust is a critical factor in shaping their satisfaction with ShopeeFood. Students who often rely on online food delivery for convenience and time efficiency are particularly attentive to the reliability and security of the service. When they perceive the platform as trustworthy, ensuring accurate orders, timely delivery, and safe transactions, their confidence in the service increases, leading to higher satisfaction levels. Therefore, fostering trust among student users is essential for enhancing their overall experience and loyalty to the platform.

The Mediating Role of Trust on Service Quality and Customer Satisfaction

The findings confirm that trust serves as a key mediator between service quality and customer satisfaction in OFD services. Service quality exerts the strongest positive influence on satisfaction when accompanied by high levels of trust, as trust reinforces confidence, security, and reliability in service delivery (Uzir et al., 2021). Consequently, customers with stronger trust perceptions evaluate their experiences more positively, leading to higher satisfaction compared to those with lower trust levels.

Previous studies support this finding. Research on ShopeeFood in Solo, Indonesia, found that service quality not only directly influences satisfaction but also builds customer confidence and reliability perceptions (Shefira & Mangifera, 2024). Similarly, Yesitadewi and Widodo (2023) reported that in Deliveroo logistics services, trust strengthens long-term satisfaction by reinforcing the positive effects of consistent, responsive, and dependable services. These findings highlight that trust amplifies the impact of service quality on overall customer satisfaction.

In the context of student consumers, these findings suggest that trust plays a crucial mediating role in linking service quality to customer satisfaction on ShopeeFood. Students, who often have limited time and rely on online food delivery for convenience, tend to evaluate satisfaction not only based on the quality of the service but also on how much they can trust the platform to deliver accurately, securely, and reliably. When service quality is accompanied by high trust, students' confidence in the service increases, leading to more positive experiences and higher satisfaction. Therefore, building and maintaining trust among

student users is essential for maximizing the impact of service quality on their overall satisfaction.

The Mediating Role of Trust on Customer Perceived Value and Customer Satisfaction

The findings confirm that trust functions as a significant mediating variable in the relationship between customer perceived value (CPV) and customer satisfaction in OFD services. Customer perceptions of value, including benefits received and price fairness, have the strongest impact on satisfaction when the platform establishes trust. It aligns with previous research showing that trust connects CPV to satisfaction in home delivery services in developing countries (Uzir et al., 2021). Trust enhances confidence, security, and comfort, ensuring that the positive effects of perceived value are maintained over time and perceived benefits are fully realized.

Evidence from multiple contexts supports this mediating role. In Pakistan's home delivery sector, trust strengthens the influence of CPV on satisfaction through consistent and reliable service experiences (Akram et al., 2022). In Indonesia, the Mandiri Livin' application demonstrates that trust links emotional and cognitive responses to CPV, fostering security, comfort, and loyalty, which collectively increase overall satisfaction (Kutubi & Setiyati, 2025). High CPV combined with trust produces stronger customer satisfaction outcomes.

In the context of student consumers, trust significantly mediates the relationship between customer perceived value and satisfaction on ShopeeFood. Students with limited budgets and high time constraints are more satisfied when they perceive that the benefits of the service are reliable, secure, and fair. Therefore, combining high perceived value with trust enhances students' confidence in the platform, resulting in higher overall satisfaction.

CONCLUSION

This study highlights that service quality, customer perceived value, and trust significantly enhance customer satisfaction in ShopeeFood's online food delivery services. In this case, trust acts as a key mediator that strengthens the effect of service quality and customer perceived value on customer satisfaction of ShopeeFood's. Building trust through reliable service, secure transactions, and responsive support, alongside delivering high perceived value and consistent service quality, is essential for maximizing satisfaction. These insights offer practical guidance for practitioners to improve operational reliability, pricing transparency, menu clarity, and transaction security, while also informing policymakers in establishing service standards, consumer protection measures, and support for local culinary SMEs. It also provides practical guidance for practitioners and policymakers, and contribute to digital consumer behavior literature by emphasizing trust as a critical factor for future research.

This study has several limitations that warrant acknowledgment. First, the dominance of respondents aged 17–22 may not fully represent consumer behavior across broader age groups, highlighting the need for more diverse samples. Second, the predominance of undergraduate students limits generalizability to consumers with different occupational backgrounds, suggesting future studies should include varied professions. Third, the exclusive focus on ShopeeFood restricts applicability to other platforms with distinct features or user behaviors, underscoring the importance of cross-platform comparisons. Finally, the cross-sectional design prevents the capture of behavioral changes over time, indicating the

value of longitudinal or multi-period approaches to better understand evolving patterns of trust, satisfaction, and online food delivery usage.

Future research should further explore customer satisfaction in the rapidly growing online food delivery sector to capture evolving consumer behavior. Comparative studies across different platforms and demographic groups could reveal variations in user characteristics, while longitudinal or two-stage designs may provide deeper insights into changes in trust and satisfaction over time. Additionally, examining platform features such as reviews, promotions, and order tracking, as well as specific service quality dimensions, could offer a more nuanced understanding. Comparing frequent and infrequent users may also clarify how usage intensity shapes perceptions of service quality, perceived value, trust, and overall satisfaction.

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