



The Role of Perceived Ease of Use and Perceived Enjoyment in Affecting User Satisfaction on Grabfood Users in Bandung City

Elan Rusnendar^{1*}, Tanti Meilanty², Dwita Leoni Iswardani³

^{1,2}*Faculty of Economics and Business, Universitas Informatika dan Bisnis Indonesia, Bandung, Indonesia*

³*Master of Management, Widyatama University, Bandung, Indonesia*

**Corresponding author email: elanrusnendar@unibi.ac.id, tantimeyy11@gmail.com, dwita.iswardani@widyatama.ac.id*

Abstract

The purpose of this study is to find out how much influence the Perceived ease of use and Perceived enjoyment have on User satisfaction on Grabfood users in Bandung City. The research method used in this research is descriptive and verification with a quantitative approach. The population in this study are users of the Grabfood application in Bandung City. Collecting data in this study using a questionnaire distributed to 100 respondents with probability sampling technique with purposive sampling. The results showed that partially Perceived ease of use had a significant effect on User satisfaction on Grabfood users with a t -value of $7.328 > 1.984$ or a significance value of $0.000 < 0.05$ and an coefficient value of 90.9%, The results showed that Perceived Enjoyment had a significant effect on User satisfaction on Grabfood users with a t value of $5.404 > 1.984$ or a significance value of $0.000 < 0.05$ and an coefficient value of 89.1 % While the results of the study simultaneously show that Perceived ease of use and Perceived enjoyment have a significant influence on User satisfaction on Grabfood users with a calculated F value of $643.123 > 3.09$ and a significance value of $0.000 < 0.05$ and the value of coefficient is 92.8%

Keywords: Perceived ease of use, perceived enjoyment, user satisfaction

1. Introduction

Today's community activities cannot be separated from the internet, because at this time life forces people to get used to do all activities using technology and internet. This makes people relying on technology and internet. The internet and technology which continues to grow rapidly in people's lives makes a change in people's lifestyle to completely online lifestyle, proved by the fact that people are getting used to carry out all their activities using the internet and technology.

Life is dominated by digitalization where technology and internet became an important need in life. This has an impact on the attitudes and behavior of people who spend their time using internet, especially during the Covid 19 pandemic in Indonesia, *Pemberlakuan Pembatasan Kegiatan Masyarakat* (PPKM) was implemented. The number of smartphone owners and users keep increasing continuously, which is also balanced by online shoppers both from websites and applications. Advances in technology require feature updates and must be balanced with the publication of usage procedures, so it will simplify and increase consumer satisfaction (Sawitri, 2020).

The ease of accessing the internet and smartphone usage is an opportunity that several companies can take advantage of as a marketing strategy in developing online businesses through applications, one of which is Grab, where this research focuses on Grabfood services. Internet users are directly related to the problem of user satisfaction. When customer satisfaction has feelings, pleasure and disappointment, it will compare to their expectations (Sawitri, 2020). Even when feeling happy, user satisfaction will arise by comparing the product's perceived performance or the results against their expectations. If performance fails to meet expectations, the customer will be dissatisfied. If performance meets expectations, the customer will be very satisfied or happy. So it can be said that user satisfaction is one of the important factors that may be influenced by customer perceptions about what customers feel about a product or service assessment.

To maintain and increase customer user satisfaction so that customers always feel satisfied in using application, it is necessary to have a solution to the problem of user satisfaction. Judging from the research results, Cengiz (2010) suggests that one of the things that can stimulate user satisfaction is by paying attention to perceived ease of use to provide applications that are easy to use and operate so that customers satisfied in using an application. This can be

interpreted that the higher the perceived ease of use, the more it increases user satisfaction. Based on the explanation about perceived ease of use from earlier studies, the authors assume that perceived ease of use of an application or an online service provide convenience in their use.

The limit of this study is online transportation in Indonesia, which is currently in great demand by the public, are Grab and Gojek. Especially during the Covid 19 pandemic, customer behavior shifted to online transaction. Competition for online transportation service business companies keeps increasing, making Grab's position is under Gojek's on Top Brand Index data, Grab by 39.7% and Gojek by 53%, so it needs to increase user satisfaction by paying attention to and increasing perceived ease of use and perceived enjoyment so that customers feel satisfied using online transportation transaction with Grabfood application service. Besides, with good perceived ease of use in the minds of customers, it can create user satisfaction. Therefore, an online service marketing strategy is also needed so that the level of comfort or enjoyment that can be felt by customers (perceived enjoyment). Customers can be maintained and increased so that user satisfaction in Grabfood's customers will be created and will not shifted to Grabfood's competitors.

In addition to the perceived convenience of users in using an application, there are things that also need to be considered, namely by creating perceived enjoyment, when customers feel the application is easy, useful and fun, they will be more satisfied to use the application. According to Iriani (2020) that Perceived ease of use will have an impact on behavior, that the higher someone's perception of the ease of using the system, the higher the utilization rate of the application.

2. Literature Review

According to Kotler and Keller (2016: 179) customer behavior is the study of how individuals, organizations and groups act in buying, selecting and using ideas, products and services in satisfying customer needs and wants. Meanwhile, Schiffman et al. (2015: 30) said that consumer behavior is the study of customer's actions when searching, buying, using, evaluating, and disposing products and services that they expect will satisfy their needs. The point of marketing is to identify the unfulfilled needs and provide products or services that can filled those needs".

Along with the development of the times with increasingly sophisticated technology and continues to develop, according to Wamuyu (2015) there is a theory of consumer behavior in adopting new products based on technology and communication, namely the Theory of Reasoned Action or TRA and Theory of Planned Behavior. of Planned Behavior) or TPB.

According to Ajzen et al in Wamuyu (2015) Theory of Reasoned Action (TRA) assumes that when someone shows a "behavior intention" they carry out the behavior without obstacle. This assumption is an obstacle to TRA, because in practice the behavior is limited by time, abilities, unconscious habits, organizational or environmental boundaries. This limitation gave rise to the second theory, Theory of Planner Behavior (TPB). The Theory of planned Behavior or TPB is a theory developed to complement the Theory of Reasoned Action (TRA). According to White Baker e al., (2007), Theory of Planned Behavior (TPB) is a theory that provides a framework to study attitudes towards behavior that suggests three conceptual determinants of intention. In particular, intentions are based on variables, which are attitudes towards behavior, subjective norms, and perceived behavioral control. According to TPB, when an individual behaves, they aren't free to behave without limits, but someone controls it. Therefore, there is a perceived behavioral control variable in the Theory of Planned Behavior (TPB) model. Theory of Planned Behavior or TPB has three factors that become concepts in this theory, which are:

A. Attitude

Attitude is an evaluation of a person's performance, both positive and negative, where this attitude can be determined by a combination of personal beliefs with consequences for both positive and negative results (Harrison et al., 2006). In this attitude factor, belief connected to impact and behavior that can produce an intention.

B. Subjective Norms

Subjective Norms is a person's perception that people who are important to them think they should or should not do certain behaviors (Wamuyu, 2015). The factor of this subjective norm can be said that a person's assumptions about expectations of people in their life about doing or not doing certain behaviors.

C. Perceived Behavior Control (PBC)

Perceived Behavior control (PBC) is defined as the perception of internal and external constraints on behavior (Kidwell & Jewell, 2003). PBC factor relates to a person's belief in controlling behavior that is relatively stable in all situations. Perceptions of behavior control can change depending on the situation and the type of behavior to be performed.

Thus, it can be concluded that consumer behavior is in line with the increasingly advanced times, consumer behavior continues to experience changes and developments. For this reason, as a marketer we really need to know and keep up with customer behavior that continues to change with the times. Especially when there is technology that continues to experience development in the world, this can be one of the main factors in the change and development of customer behavior. Therefore, we need to know more about how customer behavior develops in a technology.

2.1. Technology Acceptance Model

In TAM, there are two main factors as the basis of the relationship related to the use of the system, namely Perceived Usefulness (PU) that shows how much a person believes that using the system will improve his performance or be useful. In addition, there is a Perceived Ease of Use (PEOU) factor, to see how much a person believes that using a particular system doesn't require great effort or can be said to be easy to use (Wamuyu 2015).

TAM hypothesizes that perceived ease of use and perceived usefulness are factors of attitude toward using. Attitude toward using is a mediating variable from the effect of perceived ease of use and perceived usefulness on actual system use. Perceived usefulness is directly influenced by perceived ease of use. Technology Acceptance Model (TAM) continues to develop to produce a modification of TAM known as TAM2 according to Venkatesh & Davis in 2000. TAM2 is the same as TAM in general, has two main behavioral variables, namely PU and PEOU, but the TAM2 concept has several additional determining factors in PU such as subjective norm factors, image, job relevance, output quality, result demonstrability and the main factors of PEOU (Lai, 2017). And there are experience and voluntariness factors that are used as moderating variables which are considered quite influential on its users. The subjective norm, experience and voluntariness factors are considered as factors of social influence while the rest are considered as cognitive instrumental processes (Kaur & Baljinder, 2017).

In 2008 Venkatesh and Bala progressed from TAM2 to TAM3. The development of TAM3 is a development on the PEOU factor. Where in the development carried out this involves moderating the experience factor. The development of TAM3 includes factors such as computer self-efficacy, perceptions of external control, computer anxiety, computer playfulness, perceived enjoyment, and objective usability. TAM3 has four types of individual differences, system characteristics, social influences, and facility conditions that can determine PEOU (Lai, 2017). In TAM3 theory, there is a PEOU process on (PU), Computer anxiety on PEOU, PEOU on behavior Intention which is moderated by experience.

2.2. User Satisfaction

According to Petter in Setiawanta (2022) defines that user satisfaction is the response or feelings of the user after using an information system. Overall, user satisfaction is influenced by information quality, system quality, and service quality. So that the instrument used in measuring the level of user satisfaction is by looking at the level of satisfaction regarding reports or output generated, website, and support services from system providers. So if the system is easy to use then it will increase user satisfaction. User satisfaction according to Ives in Yusup et al. (2015) says that user satisfaction shows how far users are satisfied and believe in the information system provided to meet their needs. The indicators that used in this research are indicators according to McGill in Yusup et al. (2015) there are indicators of user satisfaction, namely as follows:

- 1) Efficiency: When consumers experience efficiency in using system applications, both efficient in time, that the services in these applications respond quickly to customers, or cost efficiency in terms of using these applications, it don't cost customers too much.
- 2) Effectiveness: Customers feel effectiveness in using applications, including those that are effective in terms of time, cost, and effectiveness in using applications.
- 3) Proudness: Customers feel proud when using an application and recommend it to friends to use the application. Reviewing the pride they feels when using the application through social media and so on

2.3. Perceived Enjoyment

Perceived enjoyment has a very important influence on the satisfaction of customers or users of an application. Because with the pleasure they felt, customers or consumer users will like that online shopping is easy and fun.

According to Tangke in Suki (2011) states that perceived enjoyment is a condition in which an individual uses a technology when doing their activities and feels comfortable for themselves. The higher the level of comfort possessed by information technology users, the better the attitude of the user which will later be related to the acceptance of system technology or the application. Based on the explanation from earlier research about perceived enjoyment, the authors assume that perceived enjoyment is a feeling of pleasure and comfort in using an application, where an application can please users in using it. The Perceived enjoyment indicator used in this study, namely According to Sawitri (2020), perceived enjoyment can be measured by the following indicators:

- 1) Convenience of Transactions: When customers or users feel safe and comfortable in processing transactions in an application.
- 2) Attractive Design: The appearance of an attractive application design in terms of images, colors, features and animations in the application is very attractive to customers.
- 3) Pleasure: Customers feel pleasure after using the services in the application, they feel happy because the application is easy and provides a lot of positive values for consumers in using the application.

2.4. Perceived Ease of Use

Jogiyanto in Soetanto et al., (2021) suggests that perceived ease of use is the extent to which individuals believe using technology will be effortless. If the individual considers the media information is easy to use then they will use it. Otherwise, if the individual considers the media information is not easy to use then then will not use it. According to Pradita & Munari (2021) perceived ease of use usually refers to the basic words "ease" and "easy" which means free from great effort. Someone will tend to be easier to accept a system that is easy to use compared to a more difficult one. Thus the authors assume that perceived ease of use is the perceived ease of use that customers feel in the ease of using an application and operating it doesn't make it difficult for users to use. The indicators of perceived ease of use that used in this study are based on Spears & Singh (2004), there are four indicators of perceived ease of use, namely as follows:

- 1) Easy to learn: When customers use the application for the first time, customers can easily learn the process involved in the application.
- 2) Easy to use: Customers find it easy to use all the services in the application.
- 3) Clear and easy to understand: When customers understand the process flow that is in the application it can be easily understood in its use.
- 4) Easy to operate: Customers find it easy to operate or use the services in the application.

The hypothesis used in this study are:

- H1: Perceived ease of use has an effect on user satisfaction for Grabfood users in Bandung City
- H2: Perceived enjoyment has an effect on User Satisfaction on Grabfood Users in Bandung City
- H3: Perceived ease of use and perceived enjoyment have an effect on user satisfaction for Grabfood users in the city of Bandung

3. Materials and Methods

The research method is a method that used for research as a tool for measuring or collecting data during research. According to Thamhain (2014), the research method is a scientific way to obtain data with specific purposes and uses. In this study the authors used a descriptive verification research method through a quantitative approach by describing the independent variables namely perceived ease of use, perceived enjoyment and along with the dependent variable namely user satisfaction to prove the influence of the independent variables to dependent variable can be tested through hypothesis testing.

According to Thamhain (2014), population is a generalized area consisting of objects or subjects that have certain quantities and characteristics that has been set by the authors to study and then draw conclusions. Thamhain (2014) stated that the sample is part of the number and characteristics possessed by this population. The population used in this study amounted to 712,984 residents of the city of Bandung. The type of sample that the authors used in this study was non- probability sampling with a purposive sampling technique. Purposive sampling is a sampling technique with specific criteria that must be met by respondents, this method is usually chosen so that the population is considered homogeneous or with the same characteristics. The number of samples used in this study were 100 respondents with the following characteristics:

1. Domicile in Bandung
2. Ever ordered food online through an app
3. Age range 20 to 49 years
4. Ever used an online food delivery application?
5. Ever used the Grabfood service on the Grab application

So that the variables can be measured properly, the researchers compiled a variable operationalization table to serve as a reference for the questionnaire statements. Then the research instruments that have been made are tested for validity and reliability using SPSS software. Furthermore, after all the statement instruments passed the validity and reliability tests, the researcher distributed questionnaires to respondents who had been designed using a 5 Likert scale (1 = strongly disagree, 5 = strongly agree). The operationalization of the variables from the research is presented in Table 1

Table 1: Variable Operationalization

Construct	Indicator	Sub-indicator	Source	Scale
User Satisfaction	Efficiency	a. Efficiency when consumers feel efficient in using the application	McGill in Yusup (2013)	Ordinal
		b. Efficiency in terms of time, it doesn't take a long time in the process of using the application.		
		c. Efficiency in terms of cost, it doesn't cost a lot to use the application		
	Effectiveness	a. Effective in terms of time, cost and usage according to what consumers need in using the application		
		b. Achievement of the goals needed or desired by consumers in the services available in the application		
		c. The target is suitable to help and facilitate consumers in making their problems more practical by using the application		
		d. Right on target according to what consumers need in terms of services that exist in the application		
	Proudness	a. Willingness to recommend to friends		
		b. Willingness to recommend via social media		
		c. Tells about pride when using the application through the results of reviews / playstore, youtube, and so on.		
Perceived Ease of Use	Easy to learn	a. The process of using the services in the application is easy to learn	Sawitri, (2020)	Ordinal
		b. The order flow process on the app is easy to learn		
		c. All service systems in the application are easy for all people to learn		
	Easy to use	a. The process of using the services in the application is easy to use		
		b. The order flow process on the application is easy to use		
		c. All service systems in the application are easy to use by all people		
	Clear and easy to understand	a. The order process flow in the application is clear and easy for consumers to understand		
		b. The system in the application is clear and easy for consumers to understand		
	Easy to operate	a. The application system is easy for consumers to operate		
		b. The services in the application are easy for consumers to operate and do not bother consumers		
Perceived Enjoyment	Transaction convenience	a. Ease of transaction in the application used	Spears & Singh (2004)	Ordinal
		b. Transactions are convenient for consumers to use, don't bother consumers in making payments on the application		
		c. Safe transactions are used by consumers for payments in application usage		
	Attractive design	a. The design appearance of the application is very attractive to consumers		
		b. The UI and UX of the app attract consumers		
		c. The UX or site in the application can operate easily, the features provided in the product, the design structure, product use navigation, visual design aspects, and all aspects of interaction with users provide comfort when using the application		

- Enjoyment
- The application can be relied upon to make it easier for consumers to issue needs by ordering online through the application
 - The types of services that exist in the application can provide pleasure for its users
 - The services available in the fast response application to consumers
 - All types of services in the application make consumers happy in terms of time, cost and the ordering process on the application can satisfy consumers

Regarding the results of the validity test, the research instrument contained 56 questionnaire statements with the results of the test having good or measurable values. As well as the results of the reliability test, it can be seen that the values of the three research variables have Cronbach alpha values > 0.60 , which means that all statement items are reliable. This means that the questionnaire has been measured and can reliably measure research variables.

Table 2: Reliable Test Results

Variable	Cronbach's Alpha Measurement Value	Standard Cronbach's Alpha Value	Information
Perceived Ease of Use	0.980	>0.60	Good reliability
Perceived Enjoyment	0.976	>0.60	Good reliability
User Satisfaction	0.990	>0.60	Good reliability

4. Results and Discussion

Based on the results of processing the data obtained by the authors and the results of hypothesis testing, it can be explained the results of the research findings based on the characteristics of the respondents which are based on gender, age, and occupation can be seen in table 3.

In terms of the characteristics of the respondents, the female users dominate the use of the Grabfood application in Bandung city, this reflects that women more often buy food and drinks through grabfood. Based on age, the majority of respondents who buy food online in the Grabfood application are aged 20-24 years.

Table 3: Demographic Characteristics

Gender	Frequency	Percentage
Man	36	36%
Woman	64	64%
Total	100	100%
Age	Frequency	Percentage
20 – 24	67	67%
25 – 29	12	12%
30 – 34	10	10%
35 – 39	5	5%
40 – 49	6	6%
Total	100	100%
Work	Frequency	Percentage
Student / Student	50	50%
Businessman	15	15%
Private employees	26	26%
Government employees	0	0%
Teacher/Lecturer	3	3%
TNI/POLRI	1	1%
Other	5	5%
Total	100	100%

Source: Data Processed by the Author (2022)

Based on the results of the characteristics of respondents based on work which is dominated by student respondents. This reflects that people who are at that age have an awareness that Grabfood services are currently very helpful in fulfilling their needs and desires for both food and drinks. The results of the study for each variable illustrate that the variable user satisfaction, perceived ease of use and perceived enjoyment have a fairly good total value for all variables at intervals of 2.61-3.40. The results of further testing are verification testing which functions to determine the relationship between Perceived ease of use and Perceived enjoyment on User satisfaction by testing the classical assumption test, Multiple Linear Regression Test, and hypothesis testing.

The test results show that the data in this study all statement items have passed the normality, heteroscedasticity and multicollinearity tests. The following results of multiple linear regression testing are presented in Table 4.

Table 4: Results of Multiple Regression Analysis

		Coefficients a			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	std. Error	Beta	t
1	(Constant)	3,003	1,806		1,663
	Perceived Ease of Use	.850	.116	.564	7,328
	<i>Perceived enjoyment</i>	.402	.074	.416	5,404

a. Dependent Variable: *User satisfaction*

From the results of multiple linear regression analysis, the equation is obtained:

$$Y = 0.3003 + 0.850 X_1 + 0.402 X_2 + e$$

The above equation has the following meanings:

1. α = constant value (a) has a positive value of 3.003, this shows that when all independent variables (*perceived ease of use and perceived enjoyment*) are zero then user satisfaction will increase by 3.003.
2. β_1 = The regression coefficient value of perceived ease of use (X_1) is 0.850 with a positive value, means that if the *perceived ease of use* is increased by one unit, user *satisfaction* will increase by 0.850 assuming the other variables are zero.
3. β_2 = The regression coefficient value of perceived enjoyment (X_2) is 0.402 with a positive value, meaning that if *perceived enjoyment* is increased by one unit, user *satisfaction* will increase by 0.402 assuming other variables are zero.

Table 5: Partial Hypothesis Testing (t test)

Variable		Coefficient	t Count	Sig	Conclusion
<i>Perceived Ease of Use</i>	→ <i>User satisfaction</i>	0.909	7,328	.000	H1 Accepted
<i>Perceived enjoyment</i>	→ <i>User satisfaction</i>	0.891	5,404	.000	H2 Accepted

Source: SPSS 23 Author Data Processing (2022)

Based on the results of the SPSS 23 output in table 5, this study concluded. First, the value of the coefficient of determination of the variable Perceived ease of use on user satisfaction is 0.909 with the t_{value} on perceived ease of use obtained as big $7,328 > t_{table} 1,984$ and value significant $0.00 < 0.05$ which means take effect significant, then H_{o1} is rejected and H_{a1} is accepted. It means variables perceived ease of use (X_1) influenced user satisfaction (Y) on user Grabfood. The more the perceived ease of use increases, the user satisfaction will also increase. The perception of ease of access to applications that can be used anytime and anywhere certainly provides benefits for customers when ordering food, of course this has an impact on saving time and cost incurred by customers. So it is important for companies to provide a system for easy product looking, the food ordering process is easy and clear and transactions are guaranteed security. The coefficient value indicates that the variable perceived ease of use has an effect of 0.909 or 90.9% on user satisfaction, while the remaining 9,1% ($100\% - 90.9\%$) is influenced by other variables not examined in this study.

Second, the coefficient value of perceived enjoyment on user satisfaction is 0.891 with the t_{value} calculated on perceived enjoyment got $5,404 > t_{table} 1,984$ and a significance value of $0.000 < 0.05$ it can be concluded that H_{o2} is rejected and H_{a2} is accepted. It means there is influence on variables perceived enjoyment (X_2) to user satisfaction (Y) on users Grabfood. Increasing customer perceived enjoyment will also increase user satisfaction. The number of online food delivery applications caused online food ordering become a habit for cutomers. Customer buying interest in buying food with the application continues to increase so that customers are more free to choose and compare applications by the quality and price offered by these applications before customers decide to use the application. The tendency of consumers to be lazy to queue when buying food at restaurants, so make that Grabfood customers have

the convenience of buying food through the application. The coefficient value indicates that the variable perceived enjoyment has an effect of 0.891 or 89.1% on user satisfaction, while the remaining 10.9% (100% - 89.1%) is influenced by other variables not examined in this study.

Table 6: Simultaneous Hypothesis Testing (F test)

Variable		Coefficient	F Count	Sig	Conclusion n
Perceived ease of use and Perceived enjoyment	→ <i>User satisfaction</i>	0.928	643,123	.000	H3 Accepted

Source: SPSS 23 Author Data Processing (2022)

Third, the coefficient value of the variable perceived ease of use and perceived enjoyment of user satisfaction obtained a result of 0.928 with a calculated F_{value} obtained $643.123 > F_{table} 3.09$ it can be concluded that H_{03} rejected and H_{a3} accepted. It means there is influence on variables *perceived ease of use* (X_1) and *perceived enjoyment* (X_2) to *user satisfaction* (Y) on users Grabfood. This means the *perceived ease of use and perceived enjoyment* have a very important role to be considered by the Grabfood application, because this can affect user satisfaction, so that consumers always feel satisfied with the service and always feel comfortable when using the Grabfood application, so Grabfood users don't move to another application. The coefficient value indicates that the variables *perceived ease of use* and *perceived enjoyment* on *user satisfaction* obtained a result of 0.928. This means the variables *perceived ease of use* and *perceived enjoyment* have an influence of 92.8% on *user satisfaction*, while the rest (100% - 92.8% = 7.2%) are influenced by other variables not explained in this study.

5. Conclusion

Based on the results of the research and hypothesis testing that has been done by the authors, the following conclusions are obtained: (1) Description respondent related to perceived ease of use, perceived enjoyment and user satisfaction in user Grabfood in the city of Bandung showed quite good results, where female respondents dominated the results of this study with an age range of 20-24 years. This shows that the role of the Grabfood application is good and is much needed by consumers, because it can help consumers when buying food or drinks becomes faster and more practical without having to buy directly to the place so that currently consumers choose to buy food or drinks through the Grabfood application. (2) Based on the results of the partial test research (t test) shows that perceived ease of use has an influence on user satisfaction for Grabfood users. This is caused by customer's perceptions regarding the ease of use of an application which is the main thing that customers see when using an application to purchase food online and the ease of use of an application makes it satisfying for customers to continue using the application. (3) The results of the partial test (t test) show that perceived enjoyment has an influence on user satisfaction for Grabfood users. This is because the facilities that provided by the application such as clear and detailed display of features, fast product search access, easy navigate and understandable application, secure transaction is maintained and the quality of service provided by the application is in accordance with its function and can meet the expectations of its customers. So customers who use Grabfood feel comfortable when ordering food online from the Grabfood application. (4) Based on the results of hypothesis testing simultaneously, the variable perceived ease of use and perceived enjoyment for Grabfood users has a significant effect on user satisfaction. This is proved by the results of the F test (simultaneous test) obtained by the calculated F value of $643.123 > F_{table} 3.09$ and the sig. of $0.000 < 0.05$. So that the perceived ease of use and perceived enjoyment of Grabfood users has an influence on user satisfaction because the F_{count} is $643.123 > 3.09$ and a significance value is $0.000 < 0.05$.

6. Suggestion

The results of the conclusions from research regarding perceived ease of use, perceived enjoyment in affect user satisfaction on users Grabfood in Bandung City has been exposed previously. On this occasion the authors would like to convey a number of things as input or suggestions based on the results obtained in this study: (1) Based on the responses of respondents as a whole regarding the variables perceived ease of use, perceived enjoyment, and user satisfaction, researchers suggest continuing to improve the service system and improve the services used in the Grabfood application so that it's easy to use by old and new consumers so that customers who use Grabfood feel satisfied when using the application. (2) Based on the results of the study, researchers suggest that companies improve the quality of convenience of the Grabfood application, such as held a games that could entertain and benefits in the form of coins to be used as vouchers or price discounts. Besides that, there are rewards for loyal users who have ordered more than 10 times a week. (3) Based on the research results, the authors suggest that the company adds the main advantages that are highlighted compared to other applications and increase the intensity of interaction with customers in the form of user satisfaction surveys, suggest giving feedback/reviews and giving certain rewards or gifts to increase engagement between customers and Grabfood both in the application and outside the application. (4) To further researchers, the researcher suggests further reviewing the theories of perceived ease of use, perceived

enjoyment and user satisfaction because there are possibilities of adding other independent variables outside of this study which can be examined related to user satisfaction.

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