Digital Service Quality and Purchase Decision in a Case Study of Cafeteria Labbis-Polban, Bandung-Indonesia

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ABSTRACT

This study aims to analyze the impact of virtual service quality on consumer purchasing decisions at Cafeteria Labbis POLBAN. In an era of interconnected digital technology, consumers increasingly rely on digital platforms to make purchasing decisions, including when selecting dining options. Digital service quality, encompassing reliability, security, accessibility, responsiveness, and personalization, is pivotal in enhancing consumer satisfaction and loyalty. This research adopts a quantitative approach utilizing a descriptive causal method and employs multiple linear regression analysis to examine the impact of digital service quality on purchasing decisions. The findings indicate that digital service quality significantly influences purchasing decisions at Cafeteria Labbis, with reliability and responsiveness emerging as the most dominant elements. Additionally, high-quality digital services contribute to increased customer loyalty. Based on these findings, it is recommended that Cafeteria Labbis continue to enhance its digital service quality by improving device reliability, ensuring transaction security, and increasing responsiveness to customer needs, thereby strengthening the customer experience and encouraging repeat purchases.

Keywords: Digital Service Excellence; Purchasing Decisions; Consumer Loyalty; Cafeteria Labbis Polban

INTRODUCTION

In the digital era, the way customers choose merchandise has changed significantly due to the use of digital platforms to search for information, read product reviews, and use social media as a reference before making a purchase (Kotler et al., 2017; Nurain et al., 2024). Many consumers in Indonesia use Tokopedia or Shopee to compare prices and read customer reviews before deciding to buy a product. In addition, recommendations from influencers on Instagram or TikTok are often a reference.

One important aspect of the Politeknik Negeri Bandung (POLBAN) campus is the availability of facilities that fulfill students' needs. The existence of easily accessible eating places, such as the campus cafeteria, is very important amid busy working hours. Fast, safe, and easily accessible services on the Internet can make customers feel comfortable and encourage them to return to buy goods (Thariq & Efawati, 2024). This Labbis cafeteria provides an effective and efficient service, meaning students do not need to leave the campus area or spend too long ordering food and drinks.

Previous research shows that technology significantly impacts consumer behavior (Chaniago, 2020; Chaniago & Efawati, 2022). According to Parasuraman et al. (2005), technology enables service providers to offer a more efficient and personalized customer experience. In the context of e-commerce, Susanto and Wibowo (2019) stated that digital service reliability and ease of access are the main factors that influence customer loyalty.

The Cafetaria Labbis on the POLBAN campus is a place to eat and supports modern lifestyles with digital-based services. With an online ordering system, clear menu information, and reliable digital payment services, it can provide customers with a convenient and fast shopping experience. This service fulfills the needs of students with busy schedules.

In the long run, digital service innovations such as those implemented by Cafeteria Labbis are expected to create a more integrated ecosystem in the campus environment. Research by Parasuraman et al. (2005) shows that consistent technology-based services can increase customer satisfaction and build customer loyalty. In addition, this innovation also has the potential to encourage students to be more familiar with digital technology, which will be useful in the world of work (Chaniago & Efawati, 2024). By prioritizing digital technology, Cafeteria Labbis creates innovative services. Hopefully, with good service quality, Cafeteria Labbis can increase customer satisfaction, foster customer loyalty, and become the first choice for students and the entire POLBAN community. This also shows how important digital service innovation is in the campus environment because the modern education increasingly requires fast and efficient facility support (Muharam et al., 2021; Efawati & Hermawan, 2020).

This study examines the impact of technology-based services on customer satisfaction at Cafeteria Labbis. Specifically, this study aims to measure the relationship between digital service reliability and customer satisfaction levels, analyze the effect of ease of access to technology services on customer loyalty, and assess the effectiveness of online ordering systems in improving operational efficiency and customer convenience. In addition, this research also aims to identify the factors in digital service quality that have the most significant impact on customer purchasing decisions. The results of this research are expected to provide strategic insights for business managers to continue developing better technology-based services.

Many studies have been conducted on the effect of digital service quality on purchasing decisions (Efawati et al., 2024). For example, Susanto and Wibowo (2019) found that good service quality, especially regarding reliability and transaction security, can increase customer loyalty on e-commerce platforms in Indonesia. This research

shows that consumers are more likely to choose platforms that offer reliable services and provide a sense of security in transactions.

Research by Shin and Perdue (2022) also revealed that high digital service quality, including responsiveness and personalization, is important in increasing customer trust and affecting purchasing decisions (Efawati et al., 2021). Study by Oliveira et al. (2017) also stated that the ease of use of digital platforms is one of the key factors in purchasing decisions, especially in the e-commerce sector. However, although many studies have examined digital service quality in the context of e-commerce, the digital-based food sector in the campus environment, especially in Indonesia, is still not widely discussed. Therefore, this study aims to fill this void by examining how digital service quality affects purchasing decisions at Cafeteria Labbis, POLBAN.

This research has significant novelty in several aspects. First, it fills a gap in the literature by examining the impact of digital service quality on consumer purchasing decisions in campus cafeterias at Politeknik Negeri Bandung (POLBAN). The digital-based food service sector in educational settings, especially on campus, has not been widely explored in previous research, so this study can significantly contribute by examining this specific context. Second, this study focuses on more specific dimensions of digital service quality: reliability and responsiveness. Previous research combines various dimensions of digital service quality without emphasizing each dimension. In contrast, this research explores how the reliability of digital ordering systems and service response speed can improve purchasing decisions and customer loyalty. Third, another novelty is in the approach used. This study uses quantitative methods with multiple linear regression to analyze the causal relationship between digital service quality and consumer purchase decisions. This approach makes it possible to measure the influence of each digital service dimension on purchasing decisions more precisely and in-depth, providing newer insights in the context of digital-based food services in the campus environment.

Fourth, this study provides practical implications that are useful for Labbis Cafeteria managers and digital-based food service businesses on campus. The findings of this study indicate that system reliability and service response speed can strengthen customer experience, directly affecting purchasing decisions and consumer loyalty. Overall, this research not only makes a theoretical contribution to developing the literature on digital service quality but also makes a practical contribution by providing recommendations for improving digital services in the campus food sector, which is highly relevant for business managers in the educational environment.

LITERATURE REVIEW

Digital quality is crucial in influencing consumer behavior and purchasing decisions in a business world increasingly dependent on digital technology. In this digital age, businesses seek to maximize their service quality by using digital platforms to ensure customer satisfaction and encourage repeat purchases (Efawati, 2024). This article will discuss various aspects related to digital quality, customer satisfaction, and the impact of digitalization on consumer services, emphasizing how these factors affect customer satisfaction at Cafeteria Labbis.

Digital Service Quality

Digital service quality refers to how digital services meet consumer expectations. (Matarazzo et al., 2021) Speed, transaction security, personalization, and efficiency are the main components of digital service quality. In 2019, research by Susanto and Wibowo found that users are more likely to use platforms with responsive and easy-to-use features.

Purchase Decision

Consumers buy goods or services after considering many things (Oliveira et al., 2017). In the digital world, ease of use, trust in the platform, and ease of transaction are the main factors that influence this purchase decision (Jung & Kang, 2019; Mulyadi & Efawati, 2024). Relationship between Digital Service Quality and Purchasing Decisions According to research by Shin and Perdue (2022), customer trust can be increased through good digital service, which directly impacts purchasing decisions. Data-driven product recommendations and personalized services help consumers return to purchase goods. (Bag et al., 2020).

RESEARCH METHOD

A quantitative approach with a causal descriptive design is used in this study, which aims to find and analyze the effect of digital service quality on consumer purchasing decisions at Cafeteria Labbis. This quantitative approach was chosen because it makes it possible to measure the relationship between predetermined variables mathematically and can provide a better picture of how much impact digital service quality has on customer behavior when making purchases (Creswell, 2014; Chaniago et al., 2023).

Data will be collected using a questionnaire method and distributed to Cafeteria Labbis consumers who have used digital platform services. This questionnaire consists of questions designed to evaluate how customers view various aspects of digital service quality and how much impact it has on their purchasing decisions. Multiple linear regression techniques are also used to analyze the data obtained to test the causal relationship between digital service quality and consumer purchasing decisions.

In this study, the number of samples taken was 70 respondents; this number was obtained after multiplying the number of indicators by 5 - 10, which was considered sufficient to obtain representative data and enable valid analysis. The selection of 70 respondents is also based on practical considerations, given the population's size and the research's exploratory nature, to provide an initial understanding of the relationship between digital service quality and purchasing decisions.

Table 1. Variable, indicator, statement

Variables	Indicators	Statement
Variable X (Digital Service Quality)	Ease of Use of the System	Cafetaria Labbis' online ordering system is easy to use.
	Completeness of Product and Menu Information	Information about products and menus on digital platforms is clear and complete.
	Service Response Speed	The response time of the digital service is very fast.
	Security and Ease of Digital Payments	The digital payment process at Cafeteria Labbis is safe and easy.
	User Convenience in Using Digital Services	I feel comfortable using Cafetaria Labbis' digital services to order food and drinks.

Variable Y (Consumer Satisfaction and Purchase Decisions)	Purchase Frequency Due to Digital Service Quality	I buy more often at Labbis Cafeteria because of the good quality of digital services.
	The Effect of Digital Services on Purchasing Decisions	Digital services influence my decision to purchase at Cafetaria Labbis.
	Customer Satisfaction with Digital Services	I am satisfied with the digital service at Cafeteria Labbis and will make a repeat purchase.
	Recommendations to Others	A good digital service experience makes me recommend Cafeteria Labbis to others.
	Preference for Labbis Cafeteria Over Other Places	The quality of digital services makes me prefer Cafetaria Labbis to other places.

Source: Own compilation (2024)
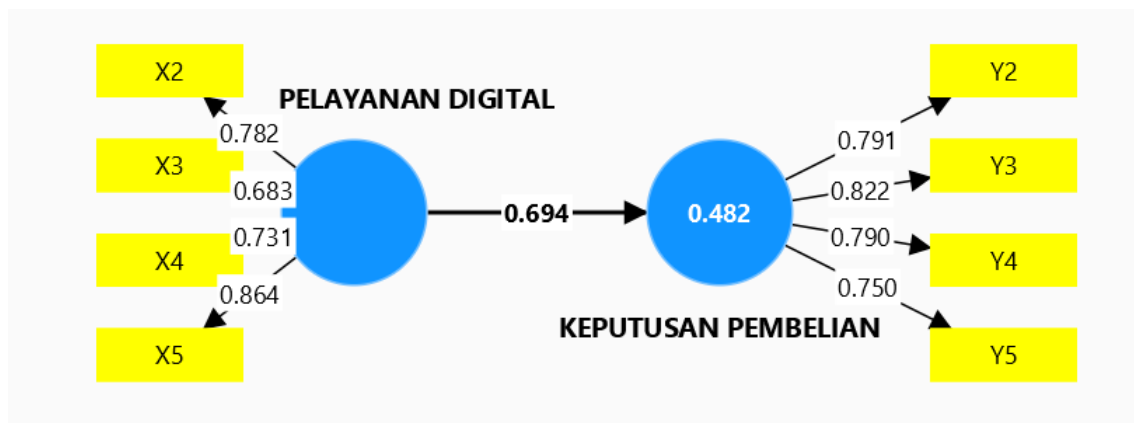
RESEARCH RESULTS

Figure 1. Map of E-Commerce Indonesia
Source: Smart PLS 4 Version 4.1.0.9

This diagram depicts a structural model showing the relationship between Digital Service Quality (labeled "Digital Service") and Buyer Decision (labeled "Purchase Decision"). The model evaluates the impact of several indicators on these two main constructs and the strength of the relationship between them.

The "Digital Services" variable is measured using four indicators, namely X2, X3, X4, and X5. Each indicator has a loading factor illustrates its influence on digital service quality. Indicator X5 has the highest loading factor of 0.864, indicating that this indicator contributes most significantly to the perception of digital service quality. In contrast, X3 has the lowest loading factor of 0.683, which indicates its influence is smaller than other indicators. Nevertheless, all indicators still have an important role in determining the quality of digital services.

Meanwhile, the "Purchase Decision" variable reflects consumers' decision to make a purchase and is influenced by four indicators, namely Y2, Y3, Y4, and Y5. Among these indicators, Y3 has the highest factor load of 0.822, indicating the strongest influence on purchasing decisions, while Y5 has the lowest factor load of 0.750, indicating a slightly weaker influence.

The path coefficient of 0.694 shows the relationship between digital service quality and purchasing decisions. This figure indicates a significant positive relationship, where increased digital service quality increases the likelihood of positive purchasing decisions.

In addition, the "Purchase Decision" variable has an explained variance (R-squared) value of 0.482, which means that 48.2% of the variation in purchase decisions can be explained by digital service quality. Thus, although digital service quality contributes significantly, other factors influence purchasing decisions.

DISCUSSION

Based on the results of multiple linear regression analysis, the findings of this study indicate that reliability and responsiveness are the two dimensions of digital service quality that have the most influence on consumer purchasing decisions at Cafeteria Labbis, Bandung State Polytechnic. The loading factor value for the reliability dimension (0.864) shows that this factor greatly influences customer perceptions of digital service quality. This shows that consumers pay more attention to the reliability of the ordering system and transaction security as important aspects of their purchasing decisions. The reliability dimension shows significant results in influencing purchasing decisions. Customers prefer to transact on platforms that ensure their orders are processed correctly and on time. The reliability of the online ordering system is an important factor in increasing customer trust, which directly impacts their decision to make repeat purchases. This finding aligns with research by Matarazzo et al. (2020), which shows that the reliability of digital services plays an important role in creating a positive customer experience. High reliability also provides a sense of security for consumers that their orders will be processed as expected. In the context of Cafeteria Labbis, customers who feel safe and confident that their orders will not be problematic are more likely to choose to return to buy food through the platform.

The results also show that responsiveness significantly influences purchasing decisions, with a loading factor value of 0.822. Customers highly value a responsive system in handling their queries or complaints. Fast and responsive service can increase customer satisfaction and build stronger relationships between customers and service providers. This finding supports previous research by Shin and Perdue (2022), which states that digital service responsiveness can strengthen customer loyalty. The speed of response to customer complaints or queries plays an important role in creating a positive experience. Customers who feel their complaints or problems are addressed immediately are more likely to return to using the service. This signifies the importance of fast response times in improving consumer satisfaction and purchasing decisions.

Although some dimensions of digital service quality, such as ease of use and transaction security, show less influence on purchase decision-making, they are still important in building a more holistic customer experience. In this study, the transaction security dimension has a lower loading factor (0.683), possibly due to customers' high trust in secure digital payment platforms. This suggests that while transaction security remains an important factor for consumers already familiar with secure digital transactions, it may not be as influential as reliability or responsiveness in influencing purchase decisions.

This research aligns with Susanto and Wibowo's (2019) findings that digital service quality, especially regarding reliability and security, is important in building customer loyalty on e-commerce platforms. However, our findings show that in Cafetaria Labbis, responsiveness has a greater influence than in previous studies in the e-commerce

sector, indicating that the speed of response aspect is crucial in the digital-based food service industry. This research also shows that system reliability and responsiveness are more dominant in the digital food service sector than in the general e-commerce sector, where ease of use is often a more significant factor.

Based on these findings, it is recommended that Cafeteria Labbis continue to improve the reliability of the online ordering system to ensure customers feel safe and comfortable when ordering food. This system's reliability includes the speed of order processing and accuracy in serving food according to customer requests. In addition, it is important to speed up service response time so that customers feel valued and their concerns are addressed promptly. Improvements in these two dimensions are expected to strengthen the customer experience and encourage repeat purchases, ultimately increasing customer loyalty. In addition, the manager of Cafeteria Labbis also needs to ensure that the existing payment system remains secure and accessible, even though it did not significantly affect purchasing decisions in this study. Improving these aspects, reliability, and responsiveness can give customers a more holistic and satisfying digital experience.

Overall, digital service quality significantly influences purchasing decisions at Cafeteria Labbis, with reliability and responsiveness being the two most dominant factors. These findings suggest that digital service managers should improve system reliability and responsiveness to customer needs to increase customer satisfaction and loyalty. By ensuring that customers feel safe and valued and that their issues are addressed quickly, Cafetaria Labbis can strengthen relationships with customers and encourage higher repeat purchases.

CONCLUSIONS

The results of the research that has been conducted prove that digital service quality plays a significant role in influencing purchasing decisions at Cafeteria Labbis. Digital service dimensions such as reliability, responsiveness, assurance, empathy, and tangibles are important in shaping positive consumer experiences. A reliable digital platform makes consumers more confident that orders will be processed appropriately and on time. Fast responsiveness in service provides convenience, ensuring that complaints and requests can be responded to immediately. With the assurance of safety and reliability, consumers feel more secure in using digital services for payment. In addition, empathy applied in the service, such as understanding consumers' needs, makes their experience more personalized and satisfying.

The results of this study also prove that consumers tend to repurchase more often and even recommend Cafetaria Labbis to others when the digital services they receive are of high quality. Thus, digital service quality encourages current purchases and increases the potential for long-term loyalty from consumers. This is evidence that the better the quality of digital services, the greater the impact on consumer purchasing decisions, satisfaction, and recommendations.

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