

DIGITAL RETAIL EXCELLENCE: HOW KLIK INDOMARET FOOD APP DELIVERS LOYALTY AND SATISFACTION IN CIREBON

Ardi Surya Satria Ridwan^{1*}, Pulung Nurtantio Andono², Diana Aqmala³

^{1,3} Management Doctoral Program Universitas Dian Nuswantoro, Central Java, Indonesia

² Computer Science Doctoral Program Universitas Dian Nuswantoro, Central Java, Indonesia

*Email corresponding author: P42202400030@mhs.dinus.ac.id

Abstract

The rapid development of the retail business sector in Indonesia has transformed consumer behavior, with a growing preference for online food shopping driven by technological advancements and easier internet access. Indomaret, as one of the largest modern minimarkets in Indonesia, has expanded its services through the Klik Indomaret Food Application to meet consumer demands for convenience, speed, and reliable food delivery. This study aims to analyze the influence of brand trust, brand awareness, and discounts on customer satisfaction and loyalty among Klik Indomaret Food Application users in Cirebon Regency. Using a quantitative approach with 100 respondents and Smart-PLS analysis, the results indicate that brand trust and brand awareness significantly and positively affect customer satisfaction, while discounts show a positive but relatively weak influence. Furthermore, customer satisfaction significantly impacts customer loyalty. The findings emphasize that prioritizing brand trust and awareness is essential in enhancing satisfaction and fostering long-term loyalty. Meanwhile, providing consistent and attractive discounts remains a supporting strategy to retain customers and encourage repeated transactions. This study contributes to understanding how integrated marketing strategies can strengthen consumer relationships and satisfaction in the increasingly competitive online food delivery market in Indonesia.

Keywords: Brand Trust, Brand Awareness, Discounts, Customer Satisfaction, Customer Loyalty

INTRODUCTION

With the development of the retail business sector in Indonesia and starting to keep up with the times, many consumers prefer to buy food through online shopping applications. The increase in online shopping activities in society is due to the ease with which people access the internet with the development of advances in information technology, as well as easy access to shopping through online shopping applications that are starting to appear in Indonesia (Farasyi et al., 2021; Sazali, 2020). Technological advances in the business world indirectly encourage every company, in various sectors, to adapt and follow these developments. Indomaret, is one of the largest modern minimarket companies operating in Indonesia to fulfil daily needs as well as serving online food orders by the public as well as selling through offline stores. Indomaret began to develop its business by utilising online shopping service applications to accept food orders to strengthen brand awareness among consumers in Indonesia, especially the people of Cirebon Regency. Based on customer complaints in May 2025, there were 31 complaints, which were dominated by complaints such as delayed courier delivery 9 complaints, overall refund 8 complaints, products received less 6 complaints, refund edit goods 4 complaints and product quality 4 complaints.

Through a direct interview with the director of PT Klik Indomaret Perkasa, Franky Cahyadi revealed that the Klik Indomaret Food application is to maintain Brand Trust by guaranteeing that the delivery service for food and beverages upholds the slogan "Easy and Safe Online Shopping". This delivery service application is an application from Indomaret Modern Minimarket with a total number of members throughout Indonesia in 2024 of 17,675,147 active members, for Cirebon Regency in brand awareness by having 11,176 active members who shop repeatedly, with a significant reputation so that will influence customer decisions to choose shopping directly from home through the application. Furthermore, Klik Indomaret provides attractive discounts and promotions and provides quality delivery services for Free Shipping and One Hour Delivery Guarantee (JITU), allowing customers to assess and choose it as an online shopping application. Data from PT Indomarco Prismatama shows that for direct transactions using the Klik Indomaret Food application shows that in March 2025 there were 2,730 active users, April 2025 there were 2,456 active users and May 2025 there were 2,180 active users in Cirebon Regency.

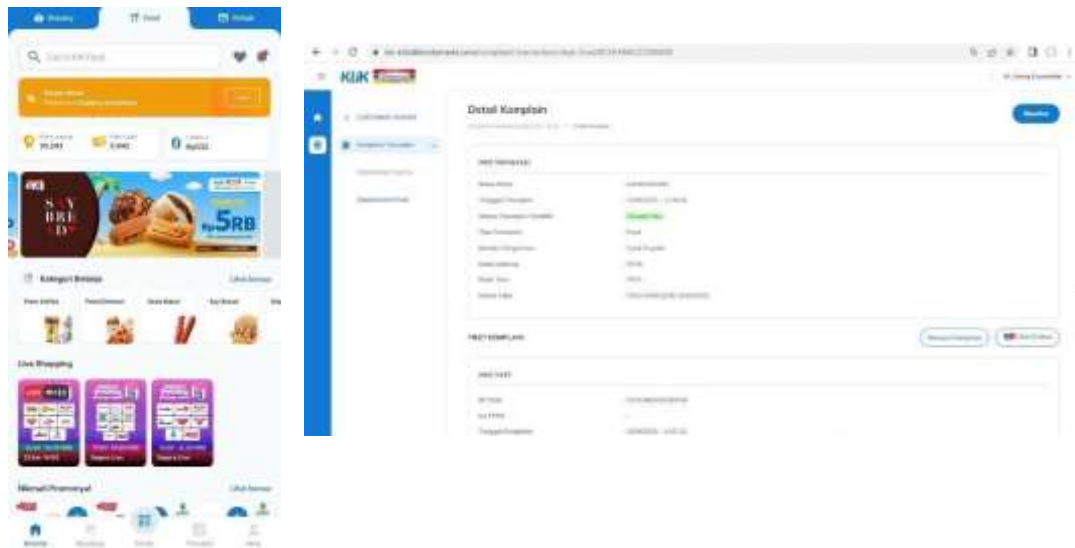
Trust in brands is one of the determinants of customer satisfaction and loyalty, as evidenced by research conducted by Rahmayani & Riyadi (2023), which shows that trust in certain brands will have a positive and significant influence on customer satisfaction and loyalty. Consumer awareness of the Klik Indomaret Food online food order application will encourage customers to continuously shop there, because they recognise and appreciate its advantages over other online food orders for beverage and food delivery services. In this case, it shows that the Klik Indomaret Food application facilitates food and beverage delivery to the people of Cirebon Regency by providing attractive promotions with a weekly period while promoting the socialisation of this Klik Indomaret Food application. Research by Sulyantri et al. (2023) confirms that brand awareness has a significant and positive impact on customer satisfaction and loyalty. According to Tandarto et al. (2017), customer satisfaction and loyalty are not much influenced by brand awareness.

In the development of modern minimarkets and supported by the quality of timely delivery services and discounts and attractive promos are important elements in maintaining customers who continuously order food and drinks through the Klik Indomaret Food application. Customers will feel comfortable when shopping when they receive satisfactory service, which also encourages them to recommend the Klik Indomaret Food App to others. Customer satisfaction and loyalty are positively correlated, according to Dwipa and Wardhani (2024). This finding underscores the importance of prioritizing exceptional service to increase customer satisfaction and loyalty, because a good experience from consumers while using the Klik Indomaret Food delivery application can foster a stronger relationship between the brand and the customer.

Research questions to be developed include:

1. How is the relationship between customer satisfaction and loyalty of Klik Indomaret Food App in Cirebon Regency with brand trust?
2. How does brand awareness affect shopping transactions on the Klik Indomaret Food Application, Cirebon Regency?
3. How does the discount affect the satisfaction and loyalty of Klik Indomaret Food App customers in Cirebon Regency?
4. How do discounts, brand awareness and brand trust affect customer satisfaction and loyalty in the Klik Indomaret

Fig. 1. Klik Indomaret Food App & Klik Indomaret Food Komplain



LITERATURE REVIEW AND HYPOTHESIS FORMULATION

1. Brand Trust

According to (Masud et al., 2024) Brand trust is the recognition and recall of a brand and competitors from other brands in the field. According to (Pratama & Rusdianto, 2024) customer trust in the brand (Brand Trust) is defined as the customer's desire to be consistent in a brand with the risks faced because expectations of the brand will cause positive results. According to (Ratnawati & Lestari, 2018) brand awareness shows the ability of a prospective buyer to recognize or recall that a brand is part of a particular product category. Brand trust requires trust in the brand itself in the following case, Klik Indomaret Food application is trusted by consumers that the products and services from Klik Indomaret Food continue to increase consumer confidence itself.

H1: Brand Trust Affects Customer Satisfaction

2. Brand Awareness

According to Tahir et al. (2024), the ability of consumers to identify or remember a brand and associate it with a particular product category is called brand awareness. Customer satisfaction and loyalty increase along with the increase in branding on the Klik Indomaret Food Application brand in Cirebon Regency. Kini et al. (2024) found that brand awareness has a significant effect on customer satisfaction and loyalty among female students in Malang City in previous research. Research from Perwira & Werthi (2023) also shows that the level of Grab Food customer satisfaction in the Bali International University environment falls into the very satisfied category, but Grab must be consistent in conducting field surveys and conducting periodic evaluations to maintain and increase customer satisfaction.

H2: Brand Awareness Affects Customer Satisfaction

3. Discount

Discounts are very attractive to customers who shop. The circulation of goods will continue as long as the transaction continues. The success of this transaction will be more likely if both parties, the customer and the seller, agree on the selling price that has been set. (Adhitya & Rio, 2023). In

the Klik Indomaret Food Application in Cirebon Regency, customer satisfaction and loyalty increase along with the increase in discounts and attractive weekly promos from the Klik Indomaret Food Application. Adhitya & Rio (2023) conducted research showing the effect of discounts or price reductions on customer satisfaction and loyalty.

H3: Discounts Affect Customer Satisfaction

4. Customer Satisfaction

According to Kotler and Keller (2009), customer satisfaction is a feeling of pleasure or disappointment that arises after comparing product/service performance with customer expectations. If the performance is below expectations, the customer is dissatisfied; if it matches, the customer is satisfied; and if it exceeds, the customer is very satisfied.

- a. Very satisfied customers tend to be:
- b. More loyal and long-lasting.
- c. Purchase more new or upgraded products.
- d. Recommend the brand to others.
- e. Less interested in competitors and less price sensitive.
- f. Provide input for product/service development.
- g. More cost-effective service than new customers.

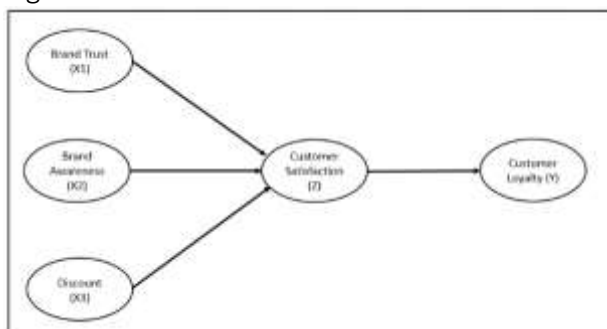
H4: Brand trust, brand awareness, and discounts affect customer satisfaction

5. Customer Loyalty

Customer loyalty is formed over time through various strategies that can encourage consumers to have a loyal mindset towards a brand (Vuong et al., 2024). This process begins when customers become aware of the existence of a service or product. At this point, brand owners begin the process of fostering perceptions among potential consumers that their products or services are superior to competitors. Meanwhile, (Andriani & Dwbunga, 2018) explains consumer satisfaction and loyalty as a consumer commitment to a brand, store or supplier based on very positive traits in longterm purchases. Meanwhile, brand loyalty indicators according to (Ratnawati & Lestari, 2018) are satisfaction, repeat purchases, and recommending brands. At this momentum, maintaining the right customers in the long term is considered more profitable than attracting and fostering new customers continuously to replace existing loyal customers. Satisfied customers will recommend positive experiences through WOM, this essentially serves as advertising for the company (Deka et al., 2020). In a business that maintains loyal customers who are satisfied, customer satisfaction can be the basis for getting loyal customers.

H5: Customer satisfaction affects customer loyalty

The proposed research model can be seen in
 Fig. 2. Model Research



RESEARCH METHODS

1. Research Variables

Independent and dependent variables were used in this study. In this case, the independent variable, represented by (X), is the independent variable, while the dependent variable, represented by (Y), is the dependent variable. The independent variables in this study are Brand Trust (X1), Brand Awareness (X2) and Discount (X3). The intervening variable is Customer Satisfaction (Z) while the dependent variable is Customer Loyalty (Y).

2. Data Collection

The questionnaire was used to collect data in this study. According to (Sugiyono & Noeraini, 2016) provides an explanation that a questionnaire is a data collection technique by providing a list of written questions to respondents to be filled in. The questionnaire distributed consists of closed or open questions / statements that are submitted directly to the respondent. The questionnaire used in this study is closed, meaning that respondents can only answer using the available answer choices with a total of 100 respondents.

3. Data Analysis

The use of Smart PLS software was used to examine the assessment of Brand Trust, Brand Awareness, Discount to increase customer satisfaction and loyalty. Structural Equation Modeling (SEM) with the help of Smart-PLS (Partial Least Squares) software was used to analyze. After establishing the measurement parameters and structural model, the researcher applied the appropriate PLS Algorithm technique. Meanwhile, evaluating the overall and direct influence of Brand Trust, Brand Awareness, Discount to drive customer satisfaction and loyalty can gain insight into the relationship between these variables which is the purpose of this study.

RESULTS AND DISCUSSION

1. Convergent Validity Test

Convergent validity is the principle that the measurements of a construct should be highly correlated (Jogiyanto, 2011). In Table 1, the convergent validity of the researcher shows the findings in Table 1, which shows that all the values obtained are greater than 0.7, which is the highest value. The researcher utilized the Matrix on Outers Loadings to analyze the data collected and draw conclusions based on the recommendations provided by other researchers. The composite dependency values displayed variations above 0.7, marking the highest value recorded for composite dependencies. The researchers were of the opinion that the appropriate critical composite threshold (CR) should not be set below 0.7, this level being considered acceptable.

Table I. Matrix

Indikator	Outer Loading	Keterangan
BA 1	0.799	VALID
BA 2	0.860	VALID
BA 3	0.788	VALID
BA 4	0.863	VALID
BT 1	0.857	VALID
BT 2	0.848	VALID
BT 3	0.864	VALID
BT 4	0.809	VALID
CL1	0.824	VALID
CL2	0.875	VALID
CL3	0.851	VALID
CS1	0.870	VALID
CS2	0.850	VALID
CS3	0.800	VALID
D1	0.849	VALID
D2	0.866	VALID
D3	0.858	VALID

The Rule of Thumb for assessing average variance gained (AVE) was used to evaluate convergence validity. Table 2 displays AVE values that exceed 0.5, the highest recorded. According to previous research, a minimum AVE value of 0.5 is considered satisfactory. Researchers have concluded that the acceptance threshold has been met, indicating that convergent validity has been established across all four dimensions (Ghozali & Latan, 2015).

Table II. Construct Reliability & Validity

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
BA	0.797	0.863	0.614
BT	0.869	0.911	0.718
CL	0.808	0.887	0.723
CS	0.792	0.878	0.706
D	0.785	0.771	0.533

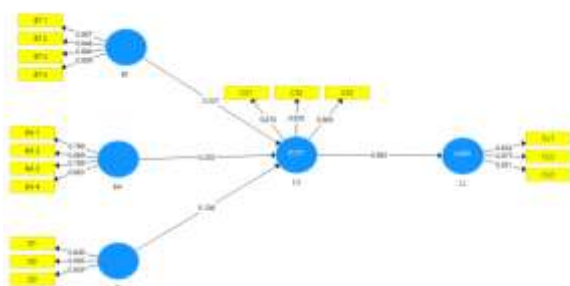
2. Structural Relationship

Model variable information is available in Table 3, which contains data on structural relationship variables such as mean, standard deviation, T-statistics, and p-values. After examining Table 2, the following conclusions can be drawn: there is a moderate positive relationship effect between BA and CS ($\beta = 0.203$; $T = 0.126$; $p < 0.01$); between BT and CS has a stronger and significant positive relationship ($\beta = 0.337$; $T = 0.078$; $p < 0.01$); and a positive but weak relationship between D and CS ($\beta = 0.982$; $T = 0.008$; $p < 0.01$) as well as a positive relationship indicating an almost perfect and significant relationship between CS and CL ($\beta = 0.106$; $T = 0.129$; $p < 0.01$).

Table III. Structural Relationship

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	P values	Ket
BA -> CS	0.203	0.204	0.126	0.018	Dapat Diterima
BT -> CS	0.337	0.347	0.078	0.000	Dapat Diterima
D -> CS	0.106	0.114	0.129	0.007	Dapat Diterima
CS -> CL	0.982	0.983	0.008	0.000	Dapat Diterima

Fig. 3. Model Structural



3. Discussion

The relationship between Brand Trust, Brand Awareness, and Discount, and their impact on increasing customer satisfaction and loyalty, is being investigated in this study. The aim is to gain

insight into how prioritizing customer satisfaction and loyalty, trying to create a positive influence, and combining Brand Trust, Brand Awareness, and Discount can motivate consumers to increase their satisfaction and loyalty (Cardoso et al. 2022). This research is driven by the concept that Brand Trust, Brand Awareness, and Discount should have an impact on the enjoyment felt by customers so that they become loyal. The research findings show that the relationship proposed in the hypothesis is proven. The model confirms the direct relationship between Brand Trust, Brand Awareness, and Discount to Customer Satisfaction and Customer Loyalty, especially those who use the Klik Indomaret Food App in Cirebon Regency, have shown increased acceptance of perceived enjoyment because it increasingly emphasizes customers who feel enjoyment through online shopping for daily necessities. This is in line with H1, namely Brand Trust Affects Customer Satisfaction. The findings reveal that the relationship proposed in the hypothesis is valid for loyal users of the Klik Indomaret Food App. They have shown an increased tendency towards personalized Brand Trust due to their increasing reliance on the internet market to fulfill their daily needs through online shopping. This is in line with H2. Brand Awareness also affects Customer Satisfaction. Customers who are fanatical with a certain brand awareness are more likely to be loyal. The structural model has clearly shown the relationship between Brand Awareness and customer satisfaction. Therefore, H3 is confirmed. Discounts have a positive impact but tend to be weak in terms of the perceived value of the Klik Indomaret Food App, with user satisfaction and loyalty to continue using the application. The research review shows that Brand Trust, Brand Awareness and Discount drive customer satisfaction and loyalty

CONCLUSION

Customer satisfaction and loyalty are influenced by brand awareness, brand trust and discounts for Klik Indomaret Food App users in Cirebon Regency. These results suggest that the Klik Indomaret Food Application in Cirebon Regency should continue to focus on the three research variables above. This is because customers buy their daily needs at Klik Indomaret online by considering these 3 things. Therefore, this study recommends companies to increase brand awareness and brand trust variables to increase customer satisfaction and loyalty. The discount variable shows a positive influence but tends to be weak on customer satisfaction and loyalty, therefore, Klik Indomaret Food Application in Cirebon Regency needs to continuously provide weekly special discounts to loyal customers, because to make customers interested in products that have discounts (price cuts). Thus, the more attractive the discount given, the more customer satisfaction and loyalty to the Klik Indomaret Food Application in Cirebon Regency will increase and invite others to use the Klik Indomaret Food Application.

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