# The Role of Customer Satisfaction Mediating Perceived Value on Positive Electronic Word of Mouth (Study on ShopeeFood's Consumer in Denpasar)

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## A B S T R A C T

Online food delivery services have experienced significant growth during the past decade. Modern consumer behaviour requires all elements of life to operate efficiently and swiftly. This online food delivery service enables clients to order food without having to visit a restaurant. ShopeeFood is an online meal delivery service. This research aims to elucidate the impact of perceived value on positive electronic word of mouth and the role of customer satisfaction in moderating this impact among ShopeeFood users in Denpasar City. This study applies consumer behaviour theory with a sample size of 100 individuals and utilises purposive sampling. Blood samples were obtained using interviews, observations, and questionnaires in this study. This study employs the Classical Assumption Test, Path Analysis, and Sobel Test. The research findings indicate that perceived value positively and significantly impacts positive electronic word of mouth and customer satisfaction. Additionally, customer satisfaction positively and significantly influences positive electronic word of mouth, and it partially mediates the impact of perceived value on positive electronic word of mouth. ShopeeFood Denpasar City can utilise the consequences of this research to establish suitable strategies for customer behaviour patterns.

Keywords: *Perceived value, Customer Satisfaction, Positive electronic word of mouth*

## Introduction

Indonesian society is deeply influenced by quickly evolving technology, which is seen in several sectors and the growing number of internet users in the country. The growing development of the internet in Indonesia is supported by the equal distribution of network infrastructure by communication service providers in various urban and rural areas across the country (Dewantara et al., 2022). Internet usage in Indonesia is prevalent across various age groups (Akmala, 2018). Examining the data compiled by Hootsuite (We Are Social): Indonesian Digital Report in 2022 reveals that 204.7 million individuals out of the total population of 277.7 million are connected to the internet. This represents a one percent increase from the previous year.

The internet user growth rate continues to increase from year to year. This growth in internet users is supported by the improvement of internet network infrastructure. Over fifty percent of the overall population in Indonesia are internet users, showing that a substantial fraction of the Indonesian population uses online services for different purposes. The advancement of internet technology has influenced the behaviour of Indonesian society, who increasingly participate in diverse online activities.

The emergence of the internet has significantly influenced the realms of technology, economy, and business (Palinggi et al., 2020). The soaring growth of the internet has impacted the overall development of e-commerce (Bressolles et al., 2014). Indonesia's economic growth is no longer solely reliant on extractive industries (industries processing raw materials or natural resources). Online food delivery services represent a technology-driven sector that is currently popular, and it is one of the rapidly growing industries in Indonesia. Online food delivery services allow people to order food through smartphone applications using internet networks. This service has become popular with the public as a result of shifts in consumer behaviour, particularly in response to government regulations limiting social activities. Consequently, individuals promptly embraced food delivery services offered by culinary establishments. A survey showed that 58% of Indonesians utilise applications for food ordering (Lee, 2019). The research shows a positive correlation between the increase in internet users and the growth of the online meal delivery service sector.

The rise of meal delivery services is linked to the growing mobility of community activities that require fast and easy food availability, particularly in urban areas (Chai & Yat, 2019). Individuals are increasingly favouring online meal delivery services over traditional direct purchases due to their perceived practicality, speed, and efficiency (Jayaputra & Kempa, 2022). Utilising online meal delivery services enables users to save time by purchasing food and beverages without having to physically go to stores or restaurants. Online food delivery services demonstrate that using apps is seen as more

convenient, pleasant, and practical than purchasing food in person at restaurants. Transactions in activities like this are establishing a new lifestyle for the society, according to Camelia et al. (2022).

Online food delivery services generally take the form of digital applications that can be accessed through smartphones. Within these applications, various restaurant options are displayed based on the consumer's location, allowing them to browse menus, place orders, and make payments either in cash or through non-cash methods. The high quantity of attractive discounts offered is a primary reason customers prefer ordering food online, leading to the widespread use of online food delivery services, in addition to the convenience and practicality provided by the service (Lestari, 2022).

The presence of online food delivery services in Indonesia targets large cities with high mobility, and one such city is Denpasar, known for its population with high activity levels. The residents of Denpasar represent the highest internet users in the Bali Province, making online food delivery services a familiar option for them. The National Economic and social Survey (SUSENAS) by the Central Statistics Agency shows that the proportion of Denpasar's population using the internet in the past three months has steadily risen from 2019 to 2021. In 2019, 54.08% of Denpasar's population used the internet in the past three months, which rose to 61.06% in 2020. In 2021, 67.75 percent of the population had internet connection, showing an increase. According to the Population Projection of Denpasar by the Central Statistics Agency of Bali Province in 2020, the city's population reached 962,900. Considering the internet access percentage in 2021 was 86.73 percent, the estimated number of Denpasar residents who accessed the internet is approximately 835,123 people.

The success of GoFood and GrabFood has triggered the emergence of new competitors in the online food delivery service sector. The current development in Indonesia's online food delivery service sector is closely tied to the demands of its people for convenience and speed. The introduction of ShopeeFood as an online food delivery service has become a strong competitor for GoFood and GrabFood (Adi et al., 2022). PT. Shopee International Indonesia innovated and prepared to compete by creating a new feature, ShopeeFood, which was launched in Indonesia in April 2020. ShopeeFood is an online food delivery service that caters to the needs of consumers through the Shopee platform. Due to its existence in the online meal delivery service industry, there is currently intense competition amongst businesses that are similar. This is seen in the growing number of businesses that provide distinct benefits from one another. The Shopee app has been enhanced with ShopeeFood features. ShopeePay is used to make payments for meals, and Shopee-provided couriers handle both the payment and food delivery processes. The Shopee app, which can be downloaded from the AppStore or Google PlayStore (Android or iOS), offers all of these features and services. ShopeeFood functions similarly to other applications for food delivery services in that drivers, merchants, and customers are all connected via the Shopee app to place online orders.

The presence of ShopeeFood offers advantages for the people of Denpasar, which are divided into three parties involved: merchants, drivers, and consumers. Merchants who partner with ShopeeFood can experience several benefits, including expanding their food business as they become more recognized by the community, gaining media promotion, increasing restaurant earnings, easy product marketing, simplified and quick payments, and a flexible online working system. Drivers or ShopeeFood driver partners can enjoy benefits such as higher income through profit-sharing, a straightforward and fast working process, increased daily or monthly earnings, bonuses and incentives corresponding to their workload, the opportunity to receive numerous orders, and easy payments supported by banking facilities. Consumers also reap benefits, including having their food delivered directly by ShopeeFood driver partners, enjoying discounts or free delivery fees, using vouchers with up to 60% discounts or IDR 24,000 off, and having a variety of menu choices due to the numerous featured merchants or restaurants partnering with ShopeeFood. Shopee ensures the quality of service is well-maintained to provide a pleasant experience for consumers, encouraging them to continue using the Shopee app, especially ShopeeFood, for their transactions.

According to research conducted by Tenggara Strategics (2022), GoFood holds the top position with a total transaction value of 30.63 trillion Indonesian rupiahs. ShopeeFood, considered by consumers as the platform offering the most promotions, takes the second position with a total transaction value for food delivery services amounting to 26.49 trillion rupiahs. GrabFood secures the third position with a total transaction value of 20.93 trillion rupiahs. Despite being the first to offer food delivery services, GrabFood is surpassed by ShopeeFood, though ShopeeFood has yet to surpass GoFood. Despite offering numerous promotions, including discounted delivery fees, ShopeeFood still falls behind GoFood. According to Tenggara Strategics (2022), GoFood is the online food delivery service platform that is top of mind for the public, and the level of service excellence provided by GoFood is considered superior to ShopeeFood.

According to Kim and Hyun (2019), perceived value refers to how customers evaluate a good or service overall based on their impressions of what they buy and receive. Perceived value is essentially the value that a customer expects from a product; when a product lives up to their expectations, they are more likely to use it (Yogaswara & Pramudana, 2022). Based on their impression of what they get, consumers evaluate a product or service's overall advantages. This is known as perceived value.

The advantage that customers believe they will receive from a good or service is known as perceived value (Asih et al., 2020). Customers can use the internet to check the accuracy of promises made by businesses, compare products, and look into potentially better options. Consumers' limited resources—money, knowledge, mobility, and search costs—lead them to optimise perceived value. This perceived value entails a thorough evaluation of a product's utility based on the sense of what is gained in relation to what is given up. Every consideration of a sacrifice is examined from the viewpoints of money (price) and non-money (time, energy). ShopeeFood is one online meal delivery service provider that considers the value offered to customers. They constantly work to increase perceived value by outperforming rivals, raising the calibre of their services, making application services easily accessible, giving customers flexible ways to pay with both physical and digital currency, and cutting expenses with programmes like free delivery and delivery fee reductions. This strategy guarantees that customers view the advantages they obtain as being equal to the expenses they spend.

In the digital age, consumer behaviour has changed, with people actively using social media to review and discuss goods and services (Asmuni et al., 2022). This change has affected commercial communication, as electronic word-of-mouth has replaced traditional word-of-mouth. Since positive electronic word-of-mouth is thought to have greater influence than brand or marketer marketing, ShopeeFood is working to increase it. Positive electronic word-of-mouth is thought to have a bigger influence on potential customers' impressions and purchasing decisions when it comes from friends, family, and other consumers who have made purchases.

Customer reviews and customer ratings are part of electronic word of mouth (e-WOM) as they represent direct opinions from customers who voluntarily use the service, rather than being advertisements tied to a company (Hariyanto & Trisunarno, 2020). ShopeeFood is one of the online food delivery services that features a review system consisting of customer reviews and customer ratings for both its driver and merchant services. Customers can express their opinions through these features after using the ShopeeFood service. Positive electronic word of mouth can be conceptually defined as positive statements made by customers about a product or company through the internet (Arif, 2019). Positive electronic word of mouth is considered more trustworthy and credible than advertisements conducted by marketers, making it a recognized and important promotional tool (Chu, 2021). Positive electronic word of mouth can serve as an effective marketing tool in the business world (Noviana & Khuzaini, 2022). ShopeeFood should also pay attention to positive e-WOM for their services, as it influences consumer decisions to reuse the ShopeeFood service, ultimately impacting transaction value (Purnomo et al., 2023).

In order to bolster the previously mentioned concerns, the investigator carried out an initial survey among ShopeeFood users who had completed many transactions. The preliminary survey results, which come from 30 respondents who have done multiple transactions with ShopeeFood, show that customers promote ShopeeFood positively through electronic word-of-mouth. These positive referrals are influenced by their perception of the value they receive and their level of customer satisfaction. A study by Sukaris et al. (2020) found that positive electronic word of mouth is significantly and favourably impacted by perceived value. Nonetheless, a study by Rouibah et al. (2021) produced contradictory findings, claiming that good electronic word of mouth is not much impacted by perceived value.

Regarding the impact of perceived value on positive electronic word of mouth, a study gap has been observed. Since customer satisfaction can affect positive electronic word of mouth, the researcher in this study is using the research framework from Giantari et al. (2021), where it is hypothesised that it will mediate the impact of perceived value on positive electronic word of mouth. The reaction and evaluation of the consumer regarding their level of happiness is known as customer satisfaction (Wibowo, 2018). When a product or service is evaluated or assessed to ensure that it meets needs or exceeds expectations, the outcome is perceived customer satisfaction (Rio Sasongko, 2021). According to Effendi and Dini's research from 2022, customer happiness is significantly positively impacted by perceived value. Poetry and Halim (2022) and Dewi and Hidayat (2022) discovered similar outcomes. Positive perceptions of the product or service are often formed by satisfied consumers, who then use social media to spread the word about it. When their demands are satisfied, customers will tell others about their positive experiences with the online meal delivery service. Given the aforementioned remarks and the fierce rivalry in the food delivery service industry, it is clear that customer satisfaction requires more focus because it plays a major role in motivating users to spread positive electronic word of mouth. In light of the observed phenomena and the research gap from other studies, this study requires the inclusion of customer satisfaction as a mediating variable.

## Methodology

The method used to collect data in this research is an online survey. The research is analyzed using multivariate analysis, where the minimum sample size is ten times the number of variables (Sugiyono, 2019: 143). There are a total of 9 indicators used in this research. The sample size for this study is 100 respondents.

### Validity Test

A Pearson Correlation of more than 0.3 is found for every instrument in the perceived value, customer satisfaction, and word-of-mouth variables. As a result, it can be said that every variable included in this study is legitimate and suitable for use as a research tool.

### Reliability Test

Perceived value, customer satisfaction, and positive electronic word-of-mouth are the variables whose Cronbach's Alpha values are more than 0.6 according to reliability testing. This suggests that all of the instruments used to measure the study's variables show consistency in doing so, satisfying the reliability requirements.

### Analysis Technique

With no intention of drawing conclusions that are generalizable or applicable to all situations, descriptive statistical analysis is a statistical method used to analyse data by describing or portraying the acquired data as it is (Sugiyono, 2017: 232). In this study, the average response from respondents and the frequency distribution are examples of descriptive statistics. A statistical technique called inferential statistical analysis is used to examine sample data; the findings are then extrapolated to the entire population from which the sample was taken. To test hypotheses, inferential statistics are employed. Path analysis and the Sobel test are two examples of the inferential statistical analysis employed in this work.

## Results

### Overview

ShopeeFood is one of the features of the Shopee application that provides online food delivery services. This service acts as a platform connecting consumers with culinary businesses in the digital realm, and it can be downloaded through the AppStore and Playstore. Introduced in Indonesia in April 2020, the first ShopeeFood advertisement was released by Shopee Indonesia's official YouTube channel on January 10, 2021. ShopeeFood commenced its operations in Kota Denpasar on September 28, 2021. To attract consumers in Kota Denpasar, ShopeeFood launched a promotion offering "50% Discount + Free Unlimited Delivery," which was communicated through the official Instagram account @shopeefood_id.

ShopeeFood consistently provides attractive offers to its customers, communicated through the official ShopeeFood Instagram page. This is done to build strong relationships with ShopeeFood customers. Since its launch in Kota Denpasar until 2023, ShopeeFood continues to offer enticing promotions to its customers. An example of this is the subscription voucher "ShopeeFoodMAX." By using this voucher, customers can enjoy a delivery fee discount of up to 10,000 and can be utilized for a duration of 7 days.

### Characteristics of Cunsomers

A sample of 100 ShopeeFood customers in Denpasar, the city, was used in this investigation. When the respondents' gender is taken into account, 59% of the respondents are female consumers. When it comes to respondents' ages, Denpasar ShopeeFood customers between the ages of 21 and 25 make up the majority (55%). When it comes to ShopeeFood customers in Denpasar, individuals with high school or vocational school education predominate, accounting for 50% of the respondents' educational backgrounds. Students make up the majority of Denpasar's consumer base in terms of occupation (47%).

### Description of Research Variables

The description of respondents' responses regarding the variables in the study is conducted by categorizing the average scores of respondents' answers on a measurement scale with five categories. Categories are formulated into an interval range obtained by subtracting the highest limit value from the lowest limit value, then dividing it by the total value used (5-1):5 = 0.80).

### Perceived value

In this study, the variable "perceived value" is regarded as an independent variable. Three statements are used to test the perceived value variable, represented by X, and responses are recorded on a 5-point Likert scale. The following are the respondents' opinions of the perceived value variable, with the highest and lowest averages:

a. One of the statements that respondents felt had the lowest average when it came to perceived value was "I feel the price paid is in line with the expected benefits provided." With an average score of 3.81, the result meets the high requirement. Its average is lower than that of other assertions, though, suggesting that respondents generally believe the benefits received do not fully justify the price paid.

b. The statement "I feel the benefits of the ShopeeFood service" received the highest average rating from respondents for the perceived value variable. With an average score of 4.22, the result meets the good requirements. This indicates that respondents generally think the ShopeeFood service has advantages.

### Positive Electronic Word of Mouth

In this study, the variable "positive electronic word of mouth" is used as a dependent variable. Three statements are used to gauge the positive electronic word-of-mouth variable, represented by the letter Y, and responses are recorded on a 5-point Likert scale. The following are the respondents' opinions regarding the positive electronic word-of-mouth variable, with the highest and lowest averages:

a. One of the statements that respondents thought had the lowest average rating for positive electronic word-of-mouth was "I intend to recommend ShopeeFood to anyone asking for advice on the internet." With an average score of 3.46, the result meets the high requirements. But when compared to other claims, it has the lowest average, suggesting that respondents generally do not intend to refer ShopeeFood to others online.

b. According to respondents' evaluations, the positive electronic word-of-mouth variable that has the greatest average is "I intend to invite friends/others to use ShopeeFood through the internet." With an average score of 4.31, the result meets the extremely high requirements. This indicates that most respondents plan to use ShopeeFood online to invite friends or other people.

### Customer Satisfaction

In this study, the variable "customer satisfaction" is regarded as a mediating variable. Three statements are used to gauge the customer satisfaction variable, represented by the letter M, and responses are recorded on a 5-point Likert scale. The following are the respondents' opinions regarding the customer satisfaction variable, with the highest and lowest averages:

a. The customer satisfaction criteria that received the lowest average score from respondents was "I feel the quality of ShopeeFood service exceeds expectations." With an average score of 3.50, the result meets the good requirements. Its average is lower than other statements, though, suggesting that respondents generally do not believe ShopeeFood's quality of service has yet surpassed their expectations.

b. The response given by respondents to the customer satisfaction variable that has the greatest average is "I feel ShopeeFood successfully provides the offered services." With an average score of 3.74, the result meets the good requirements. This indicates that respondents generally believe ShopeeFood delivers the services it offers successfully.

**Analysis**

The path analysis technique is utilised in this study to investigate the causal linkages between the dependent variables, which include positive electronic word of mouth and customer satisfaction, and the independent variables, which include perceived value. The mediating function of the customer satisfaction variable in moderating the association between the perceived value variable and favourable electronic word-of-mouth is also examined in this study. The following are some theories for the research model that are based on current theory:

(1)   ShopeeFood customers in Denpasar City's positive electronic word-of-mouth is significantly influenced by perceived value.

(2)   ShopeeFood customers in Denpasar City report that their level of customer satisfaction is significantly positively impacted by perceived value.

(3)   ShopeeFood customers in Denpasar City are highly likely to spread positive electronic word of mouth when they are satisfied.

(4)   Among ShopeeFood customers in Denpasar City, customer satisfaction acts as a mediating variable in the relationship between perceived value and good electronic word of mouth.

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 1.135 | 0.350 | | 3.247 | 0.002 |
| Perceived value | 0.640 | 0.085 | 0.607 | 7.570 | 0.000 |
| $R^2$        : 0.369 | | | | | |

Table 1. Results of the Path Analysis on Substructure 1

Source: Researcher, 2023

Perceived value is positively correlated with customer satisfaction, as indicated by the variable's correlation of 0.607. This suggests that consumer happiness will rise in tandem with an increase in perceived value. This study calculates the impact of customer satisfaction and perceived value on positive electronic word-of-mouth.

Table 2. Results of the Path Analysis on Substructure 2:

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 0.980 | 0.281 | | 3.484 | 0.001 |
| Perceived value | 0.352 | 0.081 | 0.376 | 4.322 | 0.000 |
| Customer satisfaction | 0.391 | 0.077 | 0.440 | 5.062 | 0.000 |
| $R^2$          : 0,537 | | | | | |

Source: Researcher, 2023

Perceived value is positively correlated with good electronic word of mouth, as indicated by the variable's correlation of 0.376. This indicates that favourable electronic word-of-mouth will improve along with perceived value. With a coefficient of 0.440, the customer satisfaction variable indicates a favourable relationship between positive electronic word of mouth and customer satisfaction. This suggests that good electronic word-of-mouth will rise in tandem with an increase in customer satisfaction.

When there is no mediating variable between two variables, there are direct effects.

a) Positive electronic word of mouth is directly impacted by perceived value by 0.376.

b) There is a 0.607 direct relationship between perceived value and customer satisfaction.

b) Positive electronic word-of-mouth has a 0.440 direct relationship with consumer satisfaction.

When a third variable moderates the link between two variables, indirect effects take place. 0.607 x 0.440 = 0.267 is the calculated indirect effect of perceived value on positive electronic word of mouth through customer satisfaction.

The indirect impact of perceived value on positive electronic word of mouth through customer satisfaction (0.267) and the direct effect of perceived value on positive electronic word of mouth (0.376) can be added to comprehend the overall effect (0.376 + 0.267 = 0.643).

A value of 0.708 is obtained by computing the overall coefficient of determination. Thus, it can be concluded that customer happiness and perceived value, particularly in the substructure, account for 70.8% of the variation in positive electronic word of mouth among ShopeeFood users in Denpasar City. Other factors that are outside the purview of the study or not included in the research model have an impact on the remaining 29.2%.

Standardised beta coefficient values for each association between variables are used to illustrate the path coefficient values based on the substructure equation explanation.
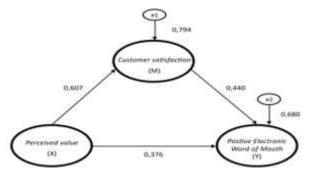


Figure 1. Path Analysis Model

Source: Researcher, 2023

The standardised coefficients Beta are used to determine the impact of perceived value on customer satisfaction and positive electronic word of mouth, as well as the impact of customer satisfaction on positive electronic word of mouth. The error terms for each substructure equation are also considered to assess the magnitudes of influence.

Hypothesis Testing:

H0: Perceived value does not have a significant positive impact on customer satisfaction.

Ha: Perceived value has a significant positive impact on customer satisfaction

The perceived value has a Beta value of 0.607 and a significance value of 0.000. The significance value of 0.000 is less than 0.05, hence the alternative hypothesis (Ha) is accepted. Perceived value strongly influences customer satisfaction. Simply said, when the perceived value by ShopeeFood users in Denpasar City goes up, customer satisfaction among these consumers likewise goes up. The first hypothesis is therefore accepted.

Hypothesis Testing:

H0: Customer satisfaction does not have a significant positive impact on positive electronic word of mouth

Ha: Customer satisfaction has a significant positive impact on positive electronic word of mouth

The Beta value for customer satisfaction is 0.440 with a significant value of 0.000. As the significance value (0.000) is below 0.05, the alternative hypothesis (Ha) is accepted. Customer satisfaction significantly influences good electronic word of mouth. When customer satisfaction rises among ShopeeFood users in Denpasar City, there will be a corresponding increase in positive electronic word of mouth among these consumers. Hence, the second hypothesis is confirmed.

Hypothesis Testing:

H0: Perceived value does not have a significant positive impact on positive electronic word of mouth

Ha: Perceived value has a significant positive impact on positive electronic word of mouth

The perceived value has a Beta value of 0.376 and a significance value of 0.000. The significance value of 0.000 is less than 0.05, hence the alternative hypothesis (Ha) is accepted. Perceived value significantly influences favourable electronic word of mouth. As the perceived value of ShopeeFood consumers in Denpasar City rises, good electronic word of mouth among these consumers will also increase. Hence, the third hypothesis is approved.

The study on ShopeeFood consumers in Denpasar City found that perceived value significantly and positively affects customer satisfaction, with a coefficient of 0.607 and a significance value of 0.000.

The study on ShopeeFood consumers in Denpasar City found that perceived value significantly influences positive electronic word of mouth, with a coefficient of 0.376 and a significance value of 0.001.

The study on ShopeeFood consumers in Denpasar City found that customer satisfaction significantly influences positive electronic word of mouth, with a coefficient of 0.440 and a significance value of 0.000.

In a study on ShopeeFood consumers in Denpasar City, it was found that perceived value directly influences positive electronic word of mouth, with a coefficient of 0.376. The indirect positive impact from customer satisfaction is 0.267, leading to a cumulative positive impact of 0.643.

## Discussions

The study's hypothesis testing results show that perceived value significantly and positively influences positive electronic word of mouth. An increase in perceived value by ShopeeFood users in Denpasar City results in a rise in favourable electronic word of mouth among these consumers. The first hypothesis in this investigation is therefore accepted. This research shows that perceived value significantly impacts good electronic word of mouth. Greater perceived value leads to increased favourable electronic word of mouth. The findings are consistent with prior research, such as Setiawan & Pramudana (2018), indicating that perceived value positively and significantly impacts positive electronic word of mouth. Ajina's research in 2019 demonstrated that perceived value strongly impacts good electronic word of mouth. Alrwashdeh et al. (2020) demonstrated similar findings, indicating that the perceived value variable has a notable positive influence on positive electronic word of mouth. Pang (2021) found that perceived value has a strong beneficial impact on electronic word of mouth.

The hypothesis testing results show that perceived value significantly and positively affects customer satisfaction in this study. An increase in perceived value by ShopeeFood consumers in Kota Denpasar would result in higher customer satisfaction among these consumers. The second hypothesis in this investigation is therefore accepted. This research reveals that the perceived value variable positively impacts customer satisfaction. Perceived value is the benefits that consumers believe they receive from using a product or service. Customer satisfaction is positively and significantly influenced by perceived value; an increase in perceived value leads to an increase in customer satisfaction (Giantari et al., 2021). Increased perceived value of a product or service can improve customer satisfaction (Suhartanto et al., 2018). The findings of this study are consistent with research conducted by Alrwashdeh et al. (2020), which determined that a rise in perceived value results in a rise in customer satisfaction. Komala et al. (2019) discovered comparable findings, indicating that perceived value has a major impact on consumer satisfaction. Yogaswara & Pramudana (2022) found that the perceived value variable positively and significantly influences customer satisfaction.

The study's hypothesis testing results show that customer satisfaction significantly influences good electronic word of mouth, having a favourable impact. When ShopeeFood users in Kota Denpasar have a greater level of customer satisfaction, it results in an increase in positive electronic word of mouth among these consumers. Hence, the third hypothesis in this study is confirmed. Customer satisfaction is the sense of happiness experienced by consumers when they feel that a product or service has met their expectations (Giantari et al., 2021). Consumers are likely to share their positive experiences with those close to them when they are satisfied with a product, brand, or service (Semuel & Audrey, 2020). The findings of this study are consistent with research conducted by Duarte et al. (2018), demonstrating that customer satisfaction has a notable beneficial influence on good electronic word of mouth. Parnataria & Abror (2019) found that customer satisfaction positively and significantly impacts positive electronic word of mouth. Rouibah et al. (2021) found that customer satisfaction had a notable beneficial influence on positive electronic word of mouth, yielding comparable outcomes. Kristy & Sinambela's (2022) research demonstrates that customer satisfaction has a considerable and beneficial impact on good electronic word of mouth.

Customer satisfaction partially mediates the influence of perceived value on positive electronic word of mouth among ShopeeFood consumers in Kota Denpasar. When ShopeeFood users in Kota Denpasar have a better perceived value, their customer happiness increases, leading to a rise in positive electronic word of mouth among these consumers. The value clients perceive from a product can increase positive electronic word of mouth about the product or service. Multiple studies have shown that the perceived value has a favourable and noteworthy influence on positive electronic word of mouth (Ajina, 2019; Alrwashdeh et al., 2020; Pang, 2021). Greater perceived value leads to increased positive electronic word of mouth from customers. Customer satisfaction is closely linked to positive electronic word of mouth, suggesting that changes in customer satisfaction would lead to changes in positive electronic word of mouth (Itasari et al., 2020; Setiawan & Pramudana, 2018). This research's findings are consistent with Setiawan & Pramudana's (2018) study, showing that perceived value positively influences positive electronic word of mouth through customer satisfaction. Customer happiness is driven by the values recognised by customers. Customer satisfaction encourages customers to share their experiences with others, relatives, and friends on social networks.

## Conclusion

According on the research results, various conclusions might be made:

1. Perceived value positively and significantly influences positive electronic word of mouth among ShopeeFood buyers in Kota Denpasar.

2. Perceived value positively and significantly influences customer satisfaction among ShopeeFood consumers in Kota Denpasar.

3. Customer satisfaction positively and significantly influences positive electronic word of mouth among ShopeeFood consumers in Kota Denpasar.

4. Customer satisfaction partly mediates the impact of perceived value on positive electronic word of mouth among ShopeeFood consumers in Kota Denpasar.

Based on the conclusions drawn from the research, the following recommendations can be made:

1. The indication with the lowest average in terms of perceived value is "I feel the price paid is in line with the expectations for the benefits provided." ShopeeFood should make sure that the prices and delivery costs displayed on the platform are transparent and free of any hidden or extra charges that

may arise during the payment process. This would assist consumers in forming accurate expectations regarding the final payment amount, thereby enhancing customer happiness. Higher customer satisfaction is expected to lead to more positive electronic word of mouth among ShopeeFood consumers in Kota Denpasar.

2. The indicator "I feel the quality of ShopeeFood service exceeds expectations" has the lowest average in terms of customer satisfaction. ShopeeFood must guarantee prompt food delivery, maybe exceeding the estimated time. Punctual delivery is a critical element that can improve customer satisfaction. ShopeeFood can partner with reputable restaurants known for their high food quality. Guarantee that orders consistently reach top quality standards and align with the description on the ShopeeFood app to enhance good electronic word of mouth.

3. It is advised to include variables that may impact good electronic word of mouth in future research and broaden the study beyond ShopeeFood customers in Kota Denpasar. Researchers could investigate several regions to offer a more comprehensive viewpoint that can be applied on a wider scale.

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