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Original Article

Evaluating the Quality of GrabFood Services in Bogor City, Indonesia

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Abstract: This study examines the quality of GrabFood services in Bogor City and evaluates the extent to which service performance aligns with customer expectations on digital food delivery platforms. As competition in online food delivery intensifies, service quality and customer satisfaction become critical determinants of platform sustainability and competitive advantage. This research aims to assess customer satisfaction levels and identify priority areas for service improvement. A quantitative descriptive approach was employed, involving 100 GrabFood users selected through purposive sampling. Data were collected using structured questionnaires based on the SERVQUAL dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. The data were analyzed using the Importance–Performance Analysis (IPA) to identify performance gaps and the Customer Satisfaction Index (CSI) to measure overall satisfaction. The findings indicate that the overall CSI value is 79.94%, placing customer satisfaction in the satisfied category. Attributes related to application clarity, transaction security, data protection, and driver politeness demonstrate high performance and align closely with customer expectations. However, attributes such as delivery punctuality and time estimation accuracy exhibit noticeable performance gaps, indicating areas requiring managerial attention. The results suggest that while GrabFood has generally met user expectations in Bogor City, improvements in operational efficiency and timeliness are essential to further enhance customer satisfaction and service competitiveness.

Keywords: Service Quality; Customer Satisfaction; Importance–Performance Analysis; Customer Satisfaction Index; Online Food Delivery Services.

1. Introduction

The rapid development of technology in the digital era has significantly increased students' use of online applications at Pakuan University, including fast-food delivery services. According to Wulandari et al. (2024), there has consistently been a relationship between urban development and the growth of fast-food consumption. Furthermore, the COVID-19 pandemic made it difficult for people to travel outside their homes, prompting them to switch to online food delivery services, which facilitated food purchases without

requiring in-person visits to stores (Tandon et al., 2021). In Bogor City, services such as GrabFood are used not only for food delivery but also as practical solutions for managing busy schedules, including academic responsibilities, work, and other activities. The availability of diverse menu options, promotional offers, and time-saving features encourages users to rely on fast food delivery services. Consequently, many individuals depend on GrabFood as their primary platform for ordering ready-to-eat meals, particularly during peak hours. This service is considered practical because it saves both time and effort (Kinarsih & Rizqullah, 2023).

This phenomenon indicates a gap between customer expectations and actual service performance, which may influence customer satisfaction (Yuliyanti & Indrianti, 2025). Previous studies have reported mixed findings on the effects of service quality, price, and promotion on GrabFood users' satisfaction (Agustiningsih & Hartati, 2023). This study was conducted because the GrabFood application has become an important service for its users; however, discrepancies remain between customer expectations and the actual performance of GrabFood services. The purpose of this study is to examine the quality of services provided by the rapidly growing GrabFood application and to determine the extent to which service quality affects customer satisfaction. Additionally, this research aims to provide insight into students' perceptions of GrabFood services and to offer practical recommendations for improving service quality, including delivery management, delivery fees, communication between users and drivers, and marketing strategies (Rahmawati, 2020).

2. Literature Review

Service quality is widely acknowledged as a critical determinant of organizational success because it directly influences corporate image, competitive advantage, and customer behavioral responses (Usman et al., 2020; Rintyarna et al., 2022; and Septiantika & Rachmawati, 2023). High service quality enhances a firm's reputation and strengthens perceived value, thereby encouraging favorable customer evaluations and loyalty (Parasuraman et al., 1988; Cronin & Taylor, 1992). Service quality is commonly conceptualized using the SERVQUAL framework, which comprises five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988). These dimensions provide a comprehensive structure for assessing the extent to which service performance aligns with customer expectations. In the context of digital food delivery platforms such as GrabFood, which has experienced rapid growth and widespread adoption in Bogor City, service quality plays an essential role in shaping consumer perceptions, particularly regarding order accuracy, timeliness, responsiveness, transaction security, and service reliability. Despite its widespread use, users may still encounter service-related issues, underscoring the importance of systematically evaluating service performance. Effective delivery across the five SERVQUAL dimensions can significantly enhance customers' positive evaluations of digital services and contribute to higher levels of satisfaction.

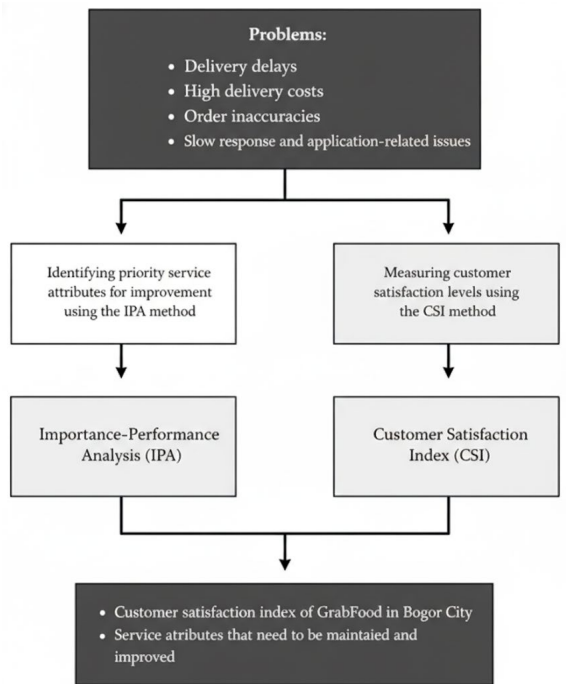

Figure 1. Research Framework

Customer satisfaction is defined as the emotional response resulting from a comparison between perceived performance and prior expectations (Oliver, 1980). When service performance meets or exceeds expectations, customers experience satisfaction; conversely, when performance falls short, dissatisfaction arises. In the case of GrabFood, satisfaction may be influenced by app usability, information clarity, payment security, and the quality of interactions between customers and delivery drivers. To comprehensively evaluate service quality and customer satisfaction, this study integrates the Importance–Performance Analysis (IPA) and the Customer Satisfaction Index (CSI). IPA serves as a diagnostic tool to identify service attributes that customers consider important but exhibit unsatisfactory performance, thereby indicating priority areas for improvement (Martilla & James, 1977). Meanwhile, the CSI method measures overall customer satisfaction by quantifying the extent to which customer expectations are met. The combination of IPA and CSI provides a systematic and robust approach to assessing GrabFood's service quality performance and identifying performance gaps in meeting user expectations in Bogor City (see Figure 1).

3. Materials and Methods

3.1. Research Design

This study employs a quantitative, descriptive research design to evaluate service quality and customer satisfaction with the GrabFood application in Bogor City. A quantitative method was selected because it enables the measurement of customer perceptions and evaluations using numerical data, thereby facilitating objective statistical analysis.

3.2. Population and Sample

The study population comprises all GrabFood users in Bogor City. The sampling technique employed is purposive sampling, with respondents selected based on the criterion that they have used the GrabFood service at least once. Data were collected by directly distributing structured questionnaires to eligible respondents.

3.3. Sampling Technique

A sample represents a subset of a population that shares relatively similar characteristics and is considered representative of the broader population under study. In this research, the total population size is unknown or assumed to be infinite. Therefore, the sample size was determined using the Lemeshow formula, which is appropriate when the population size (N) cannot be precisely identified. The sample size calculated using the Lemeshow approach depends on the estimated proportion and the acceptable margin of error. A smaller margin of error and a more conservative estimate of population proportion will result in a larger recommended sample size to ensure greater statistical reliability and precision. In determining the sample size using the Lemeshow formula, the following parameters were applied:

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{d^2} \quad (1)$$

Where *n* represents the required sample size; *z* denotes the z-score corresponding to a 95% confidence level (1.96); *p* indicates the estimated population proportion, which was set at the maximum estimate of 0.5 (50%) to ensure adequate sample size; and *d* represents the margin of error, set at 0.10 (10%).

On the basis of these parameters, the calculated minimum sample size required for this study was 96.04 respondents. For practical purposes and to ensure adequacy, this figure was rounded up to 100 respondents. The Lemeshow formula was employed because the total population of GrabFood users in Bogor City is unknown or cannot be determined with certainty, making it appropriate for studies involving large or indefinite populations.

3.4. Research Instruments

The research instrument was developed based on the five dimensions of service quality in the SERVQUAL model, namely tangibles (physical evidence), reliability, responsiveness, assurance, and empathy. Each indicator was measured using a Likert scale to capture respondents' perceptions of both the importance and performance of service attributes.

3.5. Data Analysis

The collected data were analyzed using two analytical methods: Importance–Performance Analysis (IPA) and the Customer Satisfaction Index (CSI). The IPA method was used to identify discrepancies between perceived service performance and the importance attributed to each service attribute. The results are

mapped into four quadrants to determine priority areas for managerial improvement. Meanwhile, the CSI method was applied to measure overall customer satisfaction by calculating weighted scores based on the importance and performance ratings of each attribute. The combined results of IPA and CSI serve as the basis for assessing GrabFood's overall service quality and for formulating strategic recommendations to enhance customer satisfaction.

4. Results and Discussion

4.1. Overview of GrabFood

Grab was founded in 2012 in Malaysia by Anthony Tan and Hooi Ling Tan in response to inefficiencies in the transportation system at that time. Initially established as a taxi-booking platform, Grab aimed to improve safety, accessibility, and service reliability in urban transportation. Over time, Grab expanded rapidly across Southeast Asia and currently operates in Singapore, Indonesia, the Philippines, Malaysia, Thailand, and Vietnam, serving millions of users and driver-partners throughout the region. Grab entered the Indonesian market in June 2012 as a taxi-booking application and subsequently diversified its services to include private cars, motorcycle taxis, courier services, and digital payments (Duyung et al., 2025). As part of its continuous innovation strategy, Grab introduced several services, including GrabFood, GrabBike, GrabCar, and GrabExpress (Khairani & Lubis, 2018).

The GrabFood service, launched in 2016, was designed to facilitate convenient and efficient online food ordering. The application interface is user-friendly and requires minimal time to learn, thereby enhancing accessibility for a broad range of users. Additionally, GrabFood collaborates with diverse business partners, including restaurants, food stalls, cafés, and street vendors, thereby supporting the digitalization of local culinary enterprises. This study involved 100 respondents who actively use the GrabFood application in Bogor City. Data were collected through structured questionnaires designed to measure respondents' perceptions of both the importance and performance of various service quality attributes. The collected data were analyzed using Importance–Performance Analysis (IPA) and the Customer Satisfaction Index (CSI) methods. IPA was applied to identify priority areas for service improvement based on the gap between importance and performance levels, while CSI was used to assess overall customer satisfaction with GrabFood services in Bogor City.

4.2. Importance–Performance Analysis (IPA) Method

Importance–Performance Analysis (IPA) is a strategic evaluation method used to measure the relationship between the level of importance (customer expectations) and the level of performance (perceived service reality or satisfaction) for specific service attributes. The results are presented in a Cartesian matrix, where the X-axis represents performance and the Y-axis represents importance or expectation (Rastryana et al., 2022). This matrix is divided into four quadrants, each reflecting different managerial implications for service improvement.

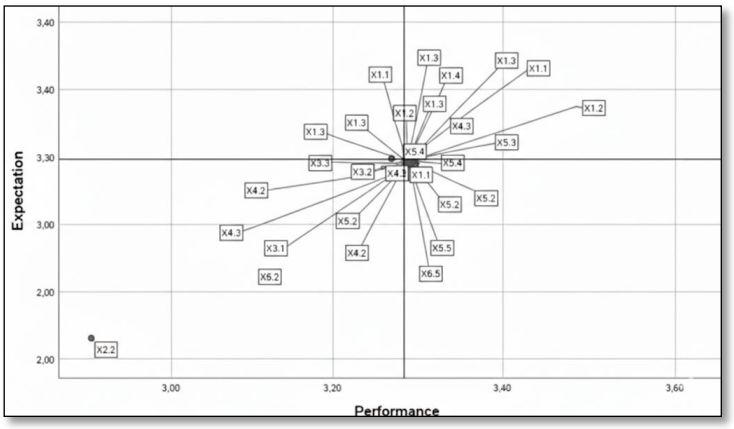

Figure 2. Cartesian Diagram of GrabFood Service Attributes in Bogor City, Indonesia

The findings of the IPA for GrabFood service attributes in Bogor City are categorized into four quadrants as follows:

Quadrant I (Top Priority)

This quadrant includes attributes with high importance but low performance, indicating critical areas requiring immediate improvement. The results of this study show that no attributes fall into Quadrant I. This

finding suggests that, overall, there are no service aspects that require urgent or primary corrective action, as customer expectations are generally aligned with perceived performance.

Quadrant II (Maintain Performance)

Attributes in this quadrant are characterized by high importance and high performance. These represent the service's core strengths and should be consistently maintained. The results indicate that driver friendliness, transaction security, and ease of use of the GrabFood application fall into this quadrant. This implies that these attributes perform well and meet customer expectations, thereby contributing positively to overall customer satisfaction.

Quadrant III (Low Priority)

This quadrant consists of attributes with low importance and low performance. Such attributes are not considered primary concerns by customers and therefore do not require immediate strategic attention. Although performance levels are relatively lower, customers do not perceive these attributes as highly important.

Quadrant IV (Possible Overkill or Excessive)

Attributes in this quadrant demonstrate high performance but relatively low importance. This indicates that resources allocated to these aspects may exceed customer expectations. From a managerial perspective, this quadrant suggests opportunities to allocate resources more efficiently without negatively affecting customer satisfaction. Thus, the IPA results indicate that GrabFood's service performance in Bogor City is generally aligned with customer expectations, particularly in the most critical service dimensions.

4.3. Customer Satisfaction Index (CSI) Method

The Customer Satisfaction Index (CSI) is a quantitative analytical method used to measure the overall level of customer satisfaction by considering the relative importance and performance of the attributes associated with a company's goods or services (Rastryana et al., 2022).

Table 1. Result of Importance and Performance Scores of GrabFood Service Attributes in Bogor City

No.	Service Attributes	Mean Importance Score (MIS)	Weight Factor	Mean Satisfaction Score (MSS)	Weighted Score
1	Visual appearance of the GrabFood application	3.35	0.06	3.2	0.18
2	Clarity of application menus and features	3.51	0.06	3.38	0.2
3	Professional appearance of GrabFood drivers	3.19	0.05	3.14	0.17
4	Neatness of food packaging	3.35	0.06	3.31	0.19
5	Punctuality of delivery time	3.06	0.05	2.9	0.15
6	Accuracy of delivery time estimation	2.9	0.05	2.66	0.13
7	Driver commitment in completing deliveries	3.33	0.06	3.25	0.18
8	Driver readiness to assist customers	3.31	0.06	3.19	0.18
9	Clarity of solutions provided by customer service	3.17	0.05	3.15	0.17
10	Security of payment transactions	3.42	0.06	3.41	0.2
11	Protection of user data security	3.3	0.06	3.29	0.18
12	Accuracy of delivery location point	3.35	0.06	3.28	0.19
13	Customer trust in GrabFood services	3.33	0.06	3.25	0.18

No.	Service Attributes	Mean Importance Score (MIS)	Weight Factor	Mean Satisfaction Score (MSS)	Weighted Score
14	Convenience during the booking process	3.33	0.06	3.16	0.18
15	Polite and friendly attitude of drivers	3.33	0.06	3.23	0.18
16	Driver communication with customers	3.25	0.05	3.14	0.17
17	Customization of services according to customer needs	3.3	0.06	3.17	0.18
18	Willingness to listen to customer concerns	3.33	0.06	3.33	0.19
	Total	59.11	1.00	57.44	3.2

Table 1 presents the results of the Importance–Performance Analysis (IPA) and the Customer Satisfaction Index (CSI) for 18 GrabFood service attributes in Bogor City. The Mean Importance Score (MIS) reflects the degree of importance customers assign to each attribute, while the Mean Satisfaction Score (MSS) represents the perceived performance of those attributes. The weight factor indicates each attribute's relative contribution to overall satisfaction, and the weighted score serves as the basis for calculating the CSI value. The total MIS of 59.11 and total MSS of 57.44 indicate that overall performance is slightly below customer expectations; however, the gap remains relatively small. The total weighted score of 3.20 yields a CSI of 79.94%, placing it in the satisfied category. This finding suggests that, overall, GrabFood services in Bogor City meet customer expectations, though improvements are still needed to reach a very satisfied level.

From an importance perspective, customers place the greatest emphasis on the clarity of application menus and features, the security of payment transactions, the visual appearance of the application, the neatness of packaging, the accuracy of delivery location points, and relational aspects of service. These findings indicate that system usability, transaction security, and service reliability are critical determinants of customer evaluation in digital food delivery platforms. Prior research has consistently demonstrated that e-service quality dimensions such as efficiency, system availability, privacy, and reliability significantly influence customer satisfaction and trust in online environments (Parasuraman, Zeithaml, & Malhotra, 2005; Wolfinbarger & Gilly, 2003). Moreover, perceived security and privacy protection are fundamental drivers of trust and continued usage intention in electronic commerce platforms (Kim, Ferrin, & Rao, 2008; Blut, 2016).

In terms of performance, the highest satisfaction scores are observed in payment transaction security, clarity of menus and features, willingness to listen to customer concerns, packaging neatness, and user data protection. The close alignment between importance and performance in payment security reflects strong consumer trust in financial transactions conducted on the platform, consistent with prior findings that trust mediates the relationship between service quality and customer satisfaction in online settings (Anderson & Srinivasan, 2003). Conversely, lower performance scores are identified in delivery punctuality and the accuracy of delivery time estimation. These attributes exhibit the most noticeable gaps between expectations and perceived performance, suggesting that timeliness remains a primary area requiring managerial attention. Service reliability, particularly in terms of timeliness and consistency, has been widely recognized as a key predictor of customer satisfaction and behavioral intentions (Cronin & Taylor, 1992; Zeithaml, Berry, & Parasuraman, 1996).

Furthermore, interpersonal service attributes such as driver politeness, communication skills, readiness to assist, commitment to delivery, and willingness to listen are considered highly important and are performed at satisfactory levels. This finding underscores that human interaction continues to play a vital role in shaping customer experience, even within technology-mediated service environments. Previous studies have shown that both functional service quality and relational interaction significantly contribute to customer satisfaction and loyalty (Parasuraman, Zeithaml, & Berry, 1988). Overall, the results indicate that GrabFood has achieved a strong level of customer satisfaction in Bogor City, particularly in digital system reliability and transaction security. Nevertheless, improving operational timeliness remains a strategic priority to enhance competitive advantage and long-term customer loyalty.

5. Conclusions

This study is written to evaluate the quality of GrabFood services in Bogor City using the Customer Satisfaction Index (CSI) and Importance–Performance Analysis (IPA) methods. In general, customer satisfaction falls within the satisfied category. The CSI value of 79.94% indicates that GrabFood has generally met user expectations in Bogor City. This result reflects strong performance in key service dimensions, particularly in application usability, transaction security, data protection, and interpersonal service aspects such as driver politeness and communication. However, the IPA results reveal that several service attributes require greater managerial attention. Specifically, attributes related to delivery timeliness, time-estimation accuracy, driver service stability, and delivery costs fall into the main priority quadrant, indicating high importance but relatively lower performance. These gaps suggest that operational efficiency remains a critical area for improvement. Since punctuality and reliability are central to customer perceptions of food delivery services, targeted improvements in logistics coordination, driver management systems, and real-time tracking accuracy are essential to enhance overall service performance.

In addition, this study has several limitations. First, the sample size was limited to 100 respondents in Bogor City, which may restrict the generalizability of the findings to other regions or larger populations. Second, the study employed a cross-sectional design, capturing customer perceptions at a single point in time; therefore, it does not account for changes in satisfaction levels over time. Third, the analysis focused primarily on SERVQUAL-based attributes and did not incorporate additional factors such as promotional strategies, price sensitivity, or competitive comparisons with other food delivery platforms. Future research could expand the sample size, adopt longitudinal designs, and incorporate broader explanatory variables to obtain a more comprehensive understanding of the dynamics of digital service quality.

From a managerial perspective, the findings provide important strategic insights for GrabFood. First, maintaining strengths in transaction security, user interface clarity, and customer-oriented driver behavior is crucial to sustaining customer trust and loyalty. Second, management should prioritize operational improvements in delivery timeliness and cost efficiency, as these attributes significantly influence customer evaluations. Investments in route optimization technology, performance monitoring systems, and driver training programs may enhance reliability and service consistency. From a broader policy perspective, collaboration between platform providers and local stakeholders in Bogor City could help develop a more efficient digital logistics infrastructure. Strengthening digital governance frameworks related to consumer data protection and transaction security can also reinforce public trust in platform-based services. By implementing continuous service quality improvements and strategic operational enhancements, GrabFood can further elevate customer satisfaction and strengthen its competitive position in the regional food delivery market.

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