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Research Article

Analysis of Shopee Driver Partner Satisfaction Service on the Shopeefood Driver Application with the End User Computing Satisfaction Method (EUCS)

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Abstract
This study aims to analyze shopee driver partner satisfaction with the shopeefood driver application using the End User Computing Satisfaction (EUCS) method. The EUCS method is used to measure driver partner satisfaction with the shopee food driver application using 5 variables, namely content, accuracy, format, ease of use and timelines. So that the level of satisfaction from shopeefood driver application users is more measurable, so as to generate input for the developer. This study was conducted by taking a sample of 100 drivers. The results showed that all factors simultaneously had an influence on user satisfaction. But in itself only the accuracy and timeliness factors have a significant effect because it is necessary to improve and improve these factors because these factors are very important in influencing user satisfaction of the shopeefood driver application. while using the End User Computing Satisfac method.

Keywords: Satisfaction Service Analysis; shopeeFood application; EUCS method

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1. Introduction

In today's age of globalization, many people have the ability to do things thanks to technological advancements (Rohman et al., 2024). Online motorcycle taxis are one type of individual transportation that is widely used by the public, especially in big cities both for freight forwarding services and people transportation (Ferdila & Us, 2021). It is undeniable that the rapid development of information technology is the main factor that drives rapid globalization. With information technology, everything becomes easy. Through offering a process of adaptation assurance of technology and user compliance. Thus, it is easier to access their purpose. The development of technology towards the modern transportation business through the use of sophisticated applications in cyberspace is the latest information technology phenomenon that has received the most attention and become a conversation. In addition to providing passenger pick-up services, the ride-hailing company has also offered online food delivery services in recent years.

Online food delivery service is a means of connecting customers to be able to connect with online culinary businesses that connect restaurants with customers (Muchran et al., 2022). Online food delivery services have been widely used at this time. From 91% in 2019 to 183% in 2020. Southeast Asia's food delivery market share is rising, according to Momentum Works records(AMARINI & FITRIA, 2024). This is due to the habit of the community to order food and drinks online.

The End User Computing Satisfaction (EUCS) method is used as a framework to analyze the level of driver partner satisfaction with the Shopeefood Driver application. EUCS is an approach that measures end-user satisfaction with the computer system or application they use(Sugandi & Halim, 2020). Through this approach, the study aims to understand various aspects of user experience in using the Shopeefood Driver application, ranging from usability, performance, to overall satisfaction.

The Shopeefood Driver application with the End User Computing Satisfaction (EUCS) Method is focused on the context of the rapid growth of the online food delivery service industry, especially in the pandemic era where the service is becoming increasingly important. In the midst of intense competition in this market, applications are the main key in attracting and retaining quality driver partners. The availability of platforms such as Shopee Food has changed the culinary business landscape, now restaurants to MSMEs in the culinary sector have the ability to expand their markets and reach more consumers without being limited by geography, besides providing comfort and convenience for consumers because to order food or drinks they do not have to come to related restaurants.

Shopee is one of the online platforms in Indonesia that provides food delivery services based on an online platform, namely Shopeefood (Rahima & Rismayati, 2022). Shopeefood is a feature in the Shopee application that offers food delivery services through shopeefood driver partners according to user requests (Bidol et al., 2023). However, based on reviews on the Shopeefood application playstore, drivers have many obstacles such as the position of the point that is not right with the customer's address, income that does not match the delivery distance, order notifications that do not sound, improper restaurant locations, and several other problems that ultimately cause drivers to complain and slow down their work as drivers.

Shopee as one of the major players in the e-commerce industry, launched the food delivery service Shopeefood Driver (Wijayanti, 2023). However, the success of this service is determined not only by the technical features and functionality of the application, but also by the level of satisfaction of driver partners with its use. Satisfied driver partners will not only increase their productivity in operating the application, but will also create a better experience for the end customer.

This research provides a comprehensive picture of the importance of user satisfaction analysis in the development and maintenance of e-commerce applications, especially for driver partners who spearhead delivery and service to customers. In-depth analysis of factors that affect driver partner satisfaction can provide valuable insights for app developers in improving service quality and overall user experience.

This study aims to fill the knowledge gap by investigating the factors that affect driver partner satisfaction with the Shopeefood Driver application. Through the application of the End User Computing

Satisfaction (EUCS) Method, this research is expected to provide a deep understanding of user experience and driver partner needs, so as to provide valuable input for the development of the Shopeefood Driver application in the future. That way, this research has significant relevance in the context of developing business strategies and improving the quality of Shopee services in the increasingly competitive online food delivery industry.

To overcome this problem, it is necessary to analyze the satisfaction of Shopee driver partners with the ShopeeFood Driver application. The analysis aims to identify factors that affect user satisfaction, so that Shopee can make improvements to these factors.

2. Literature Review

Online Food Delivery Service

Online food delivery is a growing online-to-offline service that provides a channel between catering companies and consumers by integrating online orders and offline delivery services(Widanengsih et al., 2022). This platform plays a role in connecting restaurants with consumers, allowing them to order food online and deliver it to the desired location, the existence of this service makes it very easy for consumers to order food, because it can be accessed anytime, and anywhere through an online food delivery service provider application.

Shopee

Shopee is an online shopping application that provides various product sales media to meet people's needs such as fashion, household appliances, and so on (Saidani et al., 2019). Shopee comes as an application that makes it easier for users to shop online without the need to use a computer.

User Satisfaction

User satisfaction is feedback or feedback from users when using the system and is an assessment of the benefits of the system that can be used as a reference or benchmark to improve the performance of information systems designed for system designers(Aminah & Utamajaya, 2023). The quality of an application can be improved by developers by using user satisfaction as an indicator.

Metode End User Computing Satisfaction (EUCS)

End User Computing Satisfaction is a method for comparing the expectations and reality of information systems to determine how satisfied users of the application system are (Damayanti et al., 2018). End user computing satisfaction (EUCS) is a method created and also developed by Doll & Torkzadeh in 1988. According to Doll & Torkzadeh, there are five dimensions that affect system user satisfaction, namely Content, Format, Accuracy, Ease of Use, and Timelines (punctuality)(Bawardi et al., 2019).

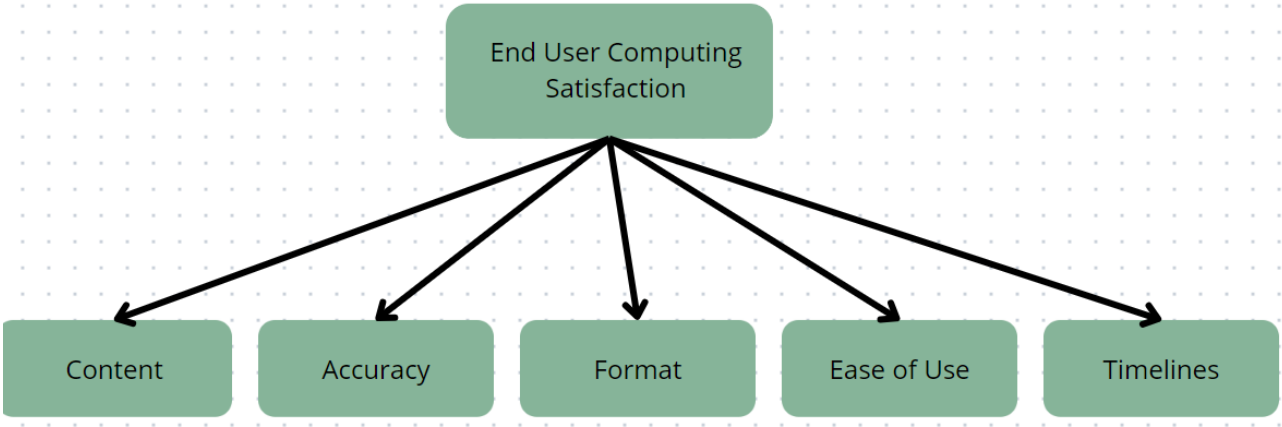

Figure 1. Model End User Computing Satisfaction

In the EUCS model contained in Figure 1 there are several dimensions, namely:

Content Variables
In the EUCS model, there is a first variable called a content variable. This variable is used to assess user satisfaction based on the content or content in an application system.

Variable Accuracy
In the EUCS model, there is a second variable called the accuracy variable. This variable is used to measure the level of user satisfaction based on the level of accuracy of the data displayed by an application.

Format Variables
In the EUCS model, there is a third variable called the format variable. This variable is used to measure user satisfaction based on the appearance and aesthetic aspects of the system interface.

Variable Ease of Use
In the EUCS model, there is a fourth variable called the "Ease of Use" variable. This variable is used to measure user satisfaction based on the level of user-friendliness or comfort in using the system, User convenience in this context is not only the ease of learning and using a system but also refers to the ease of carrying out the process of entering data, processing data, and finding the information needed.

Timeliness Variables
The fifth variable in the EUCS model is the "Timeliness" variable. This variable is used to measure user satisfaction in terms of accuracy and speed of the application in providing information needed by users. Information that comes to the recipient should not be late, information that is too late will no longer have value, because information is the basis for decision making. If decision making is late, it can be fatal for users of such information systems.

User Satisfaction Variable
The sixth variable in the EUCS model is the variable "User Satisfaction" or user satisfaction.is the response and feedback generated by users after using the information system. User attitude towards information systems is a subjective criterion of how much users like the system used.

Related research that can be a reference or comparison for the article "Analysis of Shopee Driver Partner Satisfaction Service on the Shopeefood Driver Application with the End User Computing Satisfaction (EUCS) Method" is as follows:

A Study on User Satisfaction with Food Delivery Apps: An Empirical Investigation oleh Li, S., & Xu, L.(Li et al., 2021). This study investigated user satisfaction with online food delivery apps through surveys and statistical data analysis. The results of this study can provide additional understanding of the factors that affect user satisfaction, which can be relevant for the analysis of Shopee driver partner satisfaction with the Shopeefood Driver application(Setiawan & Rohimat, 2023).

Assessing the Usability and User Satisfaction of Mobile Learning Management Systems in Higher Education: A Comparative Study oleh Al-Emran, M., Mezhuyev, V., & Kamaludin, A. (Bettayeb et al., 2020). Although it focuses on user experience in an educational context, this study uses the EUCS framework to evaluate user satisfaction with mobile-based learning management systems. The findings from this study may provide additional insight into the use of EUCS methods in analyzing user satisfaction with mobile applications.

An Assessment of Mobile Banking App User Satisfaction using End-User Computing Satisfaction (EUCS) Model oleh Kweh, Q. L., & Pheng, L. S. (Cucus & Halim, 2019). This study uses the EUCS method to evaluate user satisfaction with mobile banking applications. The findings of this study can provide a relevant perspective in analyzing the satisfaction of Shopee driver partners with the Shopeefood Driver application using a similar approach.

By referring to this related research, research on Shopee driver partner satisfaction with the Shopeefood Driver application using the EUCS method can be strengthened with existing fundamentals and make an additional contribution to the understanding of user satisfaction in the context of online food delivery services.

3. Design/Methods

The purpose of this study is to analyze the level of satisfaction of Shopee driver partners with the Shopeefood Driver application using the End User Computing Satisfaction (EUCS) method. The population of this study is Shopee driver partners who actively use the Shopeefood Driver application. While a random sample was taken from a population of driver partners who were willing to participate in the study.

Data collection instruments, namely questionnaires, questionnaires are made based on the EUCS framework and include questions related to usability, performance, and driver partner satisfaction with the Shopeefood Driver application(Anggreeni, n.d.). Interviews, interviews are conducted to gain a deeper understanding of user experience from a qualitative point of view.

Prosedur Penelitian

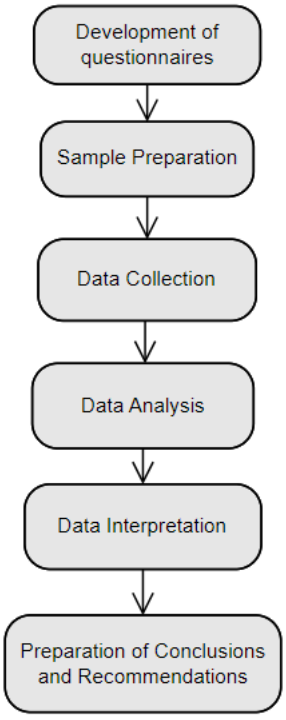

Figure 2. Research Procedure

The research procedure carried out by the researcher as shown in Figure 2, namely:
Questionnaire Development
The development of the questionnaire is carried out by identifying variables that are relevant for the evaluation of driver partner satisfaction with the Shopeefood Driver application, such as usability, performance, and overall satisfaction. Next, design a questionnaire based on the EUCS framework, including structured questions covering the aspects you want to evaluate.

Sample Preparation
The sample preparation stage is carried out by setting inclusion criteria for participation in the study, for example, Shopee driver partners who have used the Shopeefood Driver application for a certain period. It then randomly samples the population of driver partners who meet the inclusion criteria.

Data Collection
The data collection process is carried out by distributing questionnaires to selected driver partners through online platforms, such as email or messaging applications. It further provides clear instructions on how to fill out the questionnaire and the deadline for filling out. Another option is to conduct in-depth interviews with a number of driver partners to get a deeper understanding of their experience in using the Shopeefood Driver application.

Data Analysis
Data analysis was carried out by collecting all responses from the filled questionnaire. Perform descriptive analysis to calculate statistical averages, standard deviations, and frequency distributions for each variable.

Interpretation of Results
Interpretation of the results is carried out by analyzing findings from the data to identify the main factors that affect driver partner satisfaction with the Shopeefood Driver application. It further associates the results with the EUCS framework to gain a deeper understanding of the user experience. Present findings clearly and thoroughly in research articles.

Preparation of Conclusions and Recommendations
Summarizing research findings and their implications for the development and maintenance of the Shopeefood Driver application. As well as presenting concrete recommendations for Shopee based on research findings to improve driver partner satisfaction and overall service quality.

4. Results

Normality Test
The Normality Test aims to find out whether a group of data or variables is normally distributed or not. The figure briefly explains the results of the Normality Test on the data used in this study. This table displays Kolmogorov-Smirnov (K-S) and Sig. (2- tailed) values that are useful for testing data normality, which can be shown in Figure below:

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.34231248
Most Extreme Differences	Absolute		.082
	Positive		.063
	Negative		-.082
Test Statistic			.082
Asymp. Sig. (2-tailed)[c]			.095
Monte Carlo Sig. (2-tailed)[d]	Sig.		.098
	99% Confidence Interval	Lower Bound	.091
		Upper Bound	.106

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Figure 3. Normality Test Results

Figure 3 shows the results of the Kolmogorov-Smirnov Normality Test obtained by Asymp values. Sig. (2 tailed) of 0.95 which is superior to 0.05, then based on the basis of decision making of the Normality Test above, it can be concluded that the data in this study is normally distributed.

Multicholinerity Test
To conduct a multicollinearity test in the analysis of Shopee driver partner satisfaction services against the ShopeeFood Driver application using the End User Computing Satisfaction (EUCS) Method, requires relevant data and performs a series of statistical analysis steps. Here are the results of the multicholinerity test:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.834	.483		1.727	.088		
	X1	.028	.049	.052	.574	.567	.271	3.690
	X2	.168	.062	.269	2.718	.008	.230	4.352
	X3	.152	.074	.134	2.053	.043	.524	1.907
	X4	.212	.087	.209	2.435	.017	.304	3.285
	X5	.246	.064	.343	3.871	.000	.286	3.494

a. Dependent Variable: Y_total

Figure 4. Multicholinerity Test Results

Based on Figure 4 of the test results conducted, it was found that the Tolerance values for variables X1, X2, X3, X4, and X5 were above 0.10, while the VIF values for variables X1, X2, X3, X4, and X5 were below 10. Thus, it can be concluded that the data on the variables X1, X2, X3, X4, and X5 do not show the presence of multicollinearity, according to the decisions taken in the previous Multicollinearity Test.

5. Discussion

Based on the EUCS Method, it can be concluded that the variables Content, Accuracy, Format, Ease of Use, and Timeliness in the Shopeefood driver application as a whole contribute to the satisfaction of shopeefood driver application users. Viewed individually, there are only two variables that have a significant influence on user satisfaction of the Shopeefood driver application, namely:

Accuracy Factor
Accuracy is the ability of the system to display precise data. This can be observed from the accuracy of output data generated by the shopeefood driver application such as delivery fee provisions, accuracy of delivery points and restaurant points. If the accuracy factor in the shopeefood driver application is increased, this will have a significant impact on increasing shopee driver partner satisfaction, but if accuracy decreases, shopee driver partner satisfaction with the shopeefood driver application will also decrease significantly.

Timeliness Factor
Timeliness is the ability to provide information and provide data at the right time. This can be seen from the timeliness of the shopeefood driver application in providing data and also information such as partner discounts, information on peak order times, order notifications needed by users. If this factor is improved, it can increase shopee driver partner satisfaction significantly. The factors of content, accuracy, form, ease of use, and timeliness in the findings of this study in influencing user satisfaction by 77.7%.

6. Conclusion

The conclusion of the research on the Analysis of Shopee Driver Partner Satisfaction Service on the Shopeefood Driver Application with the End User Computing Satisfaction (EUCS) Method can be summarized as follows: The results showed that most Shopee driver partners were satisfied with the use of the Shopeefood Driver application based on analysis using the EUCS method. This is reflected in the high overall satisfaction levels evaluated in the study.

Factors such as usability, performance, and ease of use of the Shopeefood Driver application have a significant influence on driver partner satisfaction. The easy-to-understand features and stable functionality are the factors that contribute the most to their satisfaction. The research findings provide valuable insights for Shopee in the development and maintenance of the Shopeefood Driver application. Continuous improvement in features that improve user experience and strengthen

application performance can be key to maintaining driver partner satisfaction. Thus, this research makes an important contribution in the understanding of the factors that affect the satisfaction of Shopee driver partners with the Shopeefood Driver application, as well as providing valuable direction for the development of online food delivery services in the future.

Recommendation

Based on the results of the study, it is recommended for Shopee to continue to pay attention to driver partner feedback and implement continuous improvements in the Shopeefood Driver application. This can be done through regular updates, training for users, and improved technical support.

Limitations and avenue for future research

Although this study provides a deep understanding of Shopee driver partner satisfaction, there are some limitations that need to be noted. Future research may focus on using more diversified methods to gain more comprehensive insights, as well as broadening sample coverage to reinforce the generalizability of results.

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