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ANALISIS KEPUASAN PELANGGAN LAYANAN GOFOOD DI KOTA MAKASSAR BERDASARKAN METODE CSI, IPA, DAN PGCV

CUSTOMER SATISFACTION ANALYSIS OF GOFOOD IN MAKASSAR: AN INTEGRATED APPROACH USING CSI, IPA, AND PGCV METHODS

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Abstrak

Layanan GoFood merupakan salah satu fitur dalam aplikasi Gojek yang berfokus pada pemesanan dan pengantaran makanan secara *online*, dan telah menjadi pilihan utama masyarakat Indonesia. Seiring dengan perkembangan teknologi dan meningkatnya ekspektasi pelanggan, pengukuran kepuasan serta identifikasi prioritas perbaikan layanan menjadi penting. Penelitian ini bertujuan untuk mengukur tingkat kepuasan pelanggan layanan GoFood di Kota Makassar menggunakan metode *Customer Satisfaction Index* (CSI) dan *Importance Performance Analysis* (IPA), serta menentukan urutan prioritas perbaikan atribut dengan metode *Potential Gain in Customer Value* (PGCV). Data diperoleh dari 214 responden pengguna GoFood di Makassar melalui kuesioner. Hasil penelitian menunjukkan nilai CSI sebesar 75,975% yang termasuk dalam kategori "puas". Namun, analisis IPA dan PGCV menunjukkan masih terdapat atribut yang perlu diperbaiki, seperti pertanggungjawaban atas kemasan rusak (X17), kesesuaian produk (X9), kendala dari aplikasi (X16), dan kelancaran sistem aplikasi (X4). Meskipun pelanggan merasa puas, hasil ini mengindikasikan adanya potensi peningkatan untuk mencapai tingkat kepuasan yang lebih tinggi yaitu kategori "sangat puas". Temuan ini diharapkan dapat menjadi masukan bagi pihak GoFood dan merchant dalam meningkatkan kualitas layanan secara berkelanjutan.

Kata kunci: CSI, GoFood, IPA, Kepuasan Pelanggan, Kualitas Layanan, PGCV

Abstract

GoFood is one of the key features in the Gojek application, focusing on online food ordering and delivery, and has become a top choice among Indonesians. Alongside technological developments and rising customer expectations, measuring satisfaction and identifying service improvement priorities have become essential. This study aims to assess customer satisfaction with GoFood services in Makassar using the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA), as well as to determine the order of service improvement priorities using the Potential Gain in Customer Value (PGCV) method. Data were collected from 214 GoFood users in Makassar through a questionnaire. The results show a CSI score of 75.975%, which falls into the "satisfied" category. However, the IPA and PGCV analyses indicate that several attributes still require improvement, such as accountability for damaged packaging (X17), product conformity (X9), application issues (X16), and system smoothness (X4). Although customers are generally satisfied, the findings suggest there is still potential to enhance service quality to reach the "very satisfied" level. These results are expected to serve as input for GoFood and its merchants to improve service quality continuously.

Keywords: CSI, GoFood, IPA, Customer Satisfaction, Service Quality, PGCV

I. INTRODUCTION

The advancement of internet and mobile application technology has significantly influenced modern lifestyles, particularly in how people access goods and services online [1]. Online transportation platforms such as Gojek, Grab, Maxim, and InDriver offer various conveniences, including food delivery services[2]. Gojek, an Indonesian tech company, has evolved into a super app with over 190 million downloads, more than 2 million driver-partners, and around 900,000 merchant-partners nationwide [3]. One of its leading services, GoFood, has experienced rapid growth—especially during the COVID-19 pandemic—as consumer demand for food delivery surged [4].

Despite being the most preferred food delivery service in Indonesia with a market share of 38% [5], GoFood still receives various customer complaints. These include technical issues within the app, order cancellations, high delivery fees, and product mismatches [6][7][8]. These concerns were identified through a sentiment analysis study using a Support Vector Machine model with 80.18% accuracy and 100% recall, indicating a strong tendency of negative sentiment related to those issues, despite the absence of detailed satisfaction percentages [6]. These problems highlight the urgent need to evaluate service quality to maintain customer satisfaction amid tight competition [9].

To comprehensively measure customer satisfaction, this study employs the Customer Satisfaction Index (CSI) to assess overall satisfaction [10], Importance-Performance Analysis (IPA) to identify key service attributes [11], and the Potential Gain in Customer Value (PGCV) to identify attributes with the greatest potential to improve customer satisfaction [12]. The findings are expected to serve as a strategic reference for Gojek and its merchant partners in enhancing the quality of GoFood services in Makassar.

II. LITERATURE REVIEW

A. Service Quality

The quality of goods and services refers to the overall combination of characteristics derived from marketing, engineering, production, and maintenance aspects, all aimed at meeting customer expectations. Ultimately, quality is determined by customer perception [13]. In service contexts, quality is defined as the gap between customer expectations and their perceptions of the actual service received. This concept highlights the customer's subjective evaluation of the overall excellence of a service [14].

According to Kotler and Keller, service quality is a customer's assessment of the excellence or superiority of a product or service. Similarly, Lewis and Booms describe service quality as the extent to which a service meets customer expectations [15]. These definitions emphasize that customer perception plays a central role in evaluating quality, indicating that measuring customer satisfaction and service quality should focus on the actual customer experience.

A. Electronic Service Quality

E-service quality refers to the level of efficiency and effectiveness of an application in facilitating product and service transactions [16]. According to Kotler and Keller (2009), online service quality reflects how well digital platforms support product selection, purchase, and delivery processes [17]. Parasuraman outlines seven key dimensions of e-service quality that influence customer satisfaction in online environments [18].

1. Efficiency refers to how quickly and easily users can access platforms, find product information, and complete transactions with minimal effort.
2. Reliability relates to system stability, accuracy in transactions, and minimal technical disruptions.
3. Fulfilment measures how well service providers deliver on promises such as accurate descriptions, timely delivery, and product availability.
4. Privacy emphasizes the protection of customer data and the security of payment systems.
5. Responsiveness evaluates the platform's ability to respond promptly and helpfully to customer inquiries or complaints.
6. Compensation addresses how companies respond to service failures through refunds, discounts, or apologies.
7. Contact refers to the availability of direct communication channels (e.g., live chat or customer support) to assist users when problems arise.

These dimensions serve as the foundation for assessing and improving online service quality to enhance customer satisfaction.

B. Customer Satisfaction

Customer satisfaction refers to the positive evaluation customers give based on the products and services they receive. It is a crucial factor in service-oriented businesses and plays a vital role in sustaining growth and competitiveness [19]. Empirical evidence

confirms that service quality has a significant positive effect on customer satisfaction, where improvements in service quality lead directly to increased satisfaction levels [20].

Satisfaction is shaped by the gap between customer expectations and the perceived performance of the service. If the service falls short of expectations, dissatisfaction arises; if it meets expectations, satisfaction is considered standard; and if it exceeds expectations, high satisfaction often termed service excellence is achieved [9]. Therefore, service quality can serve as a measure of customer satisfaction.

Ultimately, customer satisfaction is influenced by how well services are managed and delivered. Well-managed services help fulfill customer expectations more effectively and can enhance their overall satisfaction [21].

C. Customer Satisfaction Index

The Customer Satisfaction Index (CSI) is a method used to evaluate customer satisfaction by considering both the importance and performance of various service attributes [22]. CSI offers a quantitative approach to assess how well a service meets customer expectations by calculating weighted scores based on the perceived importance and satisfaction of each attribute [23]

The CSI calculation involves several steps [24]:

1. Mean Importance Score (MIS): the average importance rating for each attribute.
   $$MIS = \frac{\sum Yi}{n} \quad (1)$$
2. Weight Factor (WF): the proportion of each attribute's MIS relative to the total MIS.
   $$WF = \frac{MISi}{\sum MISi} \quad (2)$$
3. Mean Satisfaction Score (MSS): the average satisfaction rating for each attribute.
   $$MSS = \frac{\sum Xi}{n} \quad (3)$$
4. Weight Score (WS): the product of WF and MSS for each attribute.
   $$WSi = WFi \times MSS \quad (4)$$
5. CSI Value: the sum of all WS values divided by the highest scale (HS), then multiplied by 100%.
   $$CSI = \frac{\sum WSi}{HS} \times 100\ \% \quad (5)$$

The final CSI score is interpreted as follows [24]:

Table 1. CSI Classification

CSI Score	CSI Classification
81-100	Very Satisfied
66-80	Satisfied
51-65	Fairly Satisfied
35-50	Less Satisfied
0-34	Not Satisfied

D. Importance Performance Analysis

The Importance Performance Analysis (IPA) method is employed to evaluate customer satisfaction levels by analyzing the relationship between the importance and performance of service attributes. This approach enables researchers and businesses to identify key areas needing improvement and to formulate targeted strategies [25].

Originally introduced by Martilla and James (1977), IPA is a quadrant-based analytical tool that assesses consumer perceptions against service expectations. It provides a visual mapping of attributes in a two-dimensional Cartesian graph to facilitate prioritization. This allows service providers to recognize attributes that are highly important yet underperforming, as well as those that are being over-delivered despite low perceived importance.

The IPA framework divides attributes into four quadrants [26]

1. Quadrant I (Concentrate Here): High importance, low performance. Attributes here require immediate improvement.
2. Quadrant II (Keep Up the Good Work): High importance, high performance. These should be maintained.
3. Quadrant III (Low Priority): Low importance, low performance. Not a current focus for resource allocation.
4. Quadrant IV (Possible Overkill): Low importance, high performance. Resources may be better allocated elsewhere.

E. Potential Gain in Customer Value

The Potential Gain in Customer Value (PGCV) method is a quantitative approach used to determine which service or product attributes should be prioritized for improvement to maximize customer satisfaction [12]. PGCV serves as a strategic tool to identify which attributes offer the highest potential to enhance perceived customer value. According to Hom (1997), PGCV analyzes the gap between customers' expectations and their actual perceptions to uncover opportunities for value enhancement [27].

This method involves several systematic stages to compute an index that reflects the potential gain in customer value. The calculation is as follows:

1. Achieved Customer Value (ACV):
   $$ACV = I \times P \quad (6)$$

where I is the average importance weight and P is the average performance (satisfaction) weight.

2. Ultimately Desired Customer Value (UDCV):
   $$UDCV = I \times P_{max} \quad (7)$$
   where P_{max} is the maximum possible satisfaction score.
3. PGCV Index:
   $$PGCV = UDCV - ACV \quad (8)$$

The resulting PGCV score allows organizations to rank attributes based on their potential contribution to increasing customer value, enabling more targeted and impactful improvements.

III. RESEARCH METHOD

This study adopts a descriptive quantitative approach with the research object being users of GoFood services in Makassar City. Primary data was collected through an online questionnaire distributed via Google Forms in May 2025. Before the main data collection, the questionnaire was pre-tested on a small group of respondents to assess its clarity, validity, and reliability. After necessary revisions, the finalized questionnaire was distributed online via Google Forms in May 2025. Respondents were selected using purposive sampling, targeting individuals who reside in Makassar, are at least 17 years old, have used GoFood at least once in the last three months, and were willing to complete the questionnaire honestly and thoroughly.

The minimum sample size was determined using the Lemeshow formula for unknown population sizes, resulting in 96 respondents [28].

$$n = \frac{z^2 p\,(1-p)}{d^2}$$

$$n = \frac{(1{,}96)^2 \times 0{,}5 \times (1-0{,}5)}{(0{,}10)^2} = 96{,}04 \approx 97$$

The questionnaire measured both the importance and performance of service attributes using a 5-point Likert scale. Importance was rated from "not important" (1) to "very important" (5), while performance was rated from "very dissatisfied" (1) to "very satisfied" (5).

In addition to field data, the study also employed library research to support theoretical frameworks and indicator development.

The analysis methods used were:

1. Customer Satisfaction Index (CSI) to quantify overall customer satisfaction,
2. Importance Performance Analysis (IPA) to map attributes based on their performance and importance,
3. Potential Gain in Customer Value (PGCV) to determine the priority order for service improvements by analyzing the gap between customer expectations and perceived performance.

By integrating these methods, the study provides a comprehensive strategy for enhancing service quality: CSI offers a broad measure of satisfaction, IPA identifies specific strengths and weaknesses across service attributes, and PGCV helps prioritize improvements by focusing on areas with the highest potential gain in customer value. This combination enables targeted resource allocation for service enhancements that effectively elevate overall customer satisfaction.

IV. RESULT AND DISCUSSION

The development of the research instrument was aimed at collecting data relevant to the research objective, namely measuring customer satisfaction with GoFood services in Makassar City. The instrument used was a Likert-scale questionnaire designed to capture both the importance and performance of service attributes. Although the minimum required sample size based on calculations was 96 respondents, this study collected data from 214 respondents to increase the reliability and generalizability of the results. Based on a review of relevant literature, the researcher compiled a set of indicators categorized into seven key e-service quality dimensions

Table 2. Questionnaire Indicator Attributes

Dimension	Indicator Code	Indicator Description
Efficiency	X1	GoFood service is easyto access and use [29].
	X2	Easy to find the desired product [30].
	X3	Allows customers to complete transactions quickly [31].
System Availability	X4	The system runs smoothly without crashing [32].
	X5	App pages do not freeze after the customer enters order information [33].
	X6	The application is always available for transactions [32].
Fulfillment	X7	Items are available and delivered on time [30].
	X8	Discount and free delivery promotions

Dimension	Indicator Code	Indicator Description
		offered by GoFood are valid and match at the time of payment [33].
	X9	The products purchased online match the products received [34].
Privacy	X10	Able to protect personal information (name, phone number, address) [29].
	X11	Protects information about customers' shopping behavior on the app [31].
	X12	The application protects credit card information [32].
Responsiveness	X13	GoFood service is responsive in handling issues that arise [29].
	X14	Able to provide appropriate solutions for customer problems [32].
	X15	Deactivates stores that are no longer actively selling [33].
Compensation	X16	Takes responsibility for issues caused by the application [29].
	X17	Takes responsibility for damaged food packaging, contamination, or incomplete orders [33].
	X18	Provides compensation for orders that are not delivered on time as stated in the description [32].
Contact	X19	Facilitates the need to speak directly with customer service operators when problems occur [29].
	X20	Customers can contact GoFood via social media, phone numbers, and email [32].
	X21	Provides communication services with the driver [33].

A. Validity and Reliability Testing

Before distributing the main questionnaire, a validity and reliability test was conducted to ensure that the instrument was both accurate and consistent in measuring the intended variables.

1. Validity Test

   The validity test was conducted to evaluate whether each statement in the questionnaire was appropriate for use as a measurement tool in the study. Validity was assessed by comparing the calculated correlation coefficient (r-count) with the critical value (r-table) [35]. This test was applied to all dimensions used in the research: efficiency, system availability, fulfillment, privacy, responsiveness, compensation, and contact. With a total of 214 respondents and a 5% significance level, the r-table value was 0.134. An item was considered valid if its r-count exceeded this threshold [36]. The results of the validity test, conducted using SPSS.

Table 3. Validity Test Result

Indicator	R-count Importance	R-count Performance	R-table	Status
X1	0,787	0,696	0,134	Valid
X2	0,714	0,559	0,134	Valid
X3	0,772	0,603	0,134	Valid
X4	0,812	0,646	0,134	Valid
X5	0,784	0,688	0,134	Valid
X6	0,846	0,625	0,134	Valid
X7	0,807	0,666	0,134	Valid
X8	0,760	0,588	0,134	Valid
X9	0,754	0,566	0,134	Valid
X10	0,783	0,693	0,134	Valid
X11	0,808	0,790	0,134	Valid
X12	0,753	0,711	0,134	Valid
X13	0,835	0,720	0,134	Valid
X14	0,811	0,736	0,134	Valid
X15	0,727	0,645	0,134	Valid
X16	0,800	0,738	0,134	Valid
X17	0,798	0,683	0,134	Valid
X18	0,767	0,607	0,134	Valid
X19	0,783	0,634	0,134	Valid
X20	0,758	0,658	0,134	Valid
X21	0,792	0,595	0,134	Valid

2. Reliability Test

Reliability testing aims to assess the consistency level of the instrument used in the study, in order to determine whether the questionnaire can be considered a trustworthy measurement tool [35]. An instrument is considered reliable if the Cronbach's Alpha coefficient exceeds 0.6; conversely, if the value is below 0.6, the questionnaire is deemed unreliable [36].

Table 4. Reliability Test Result

Dimension	Cronbach Alpha Importance	Cronbach Alpha Performance	Parameter	Status
Efficiency	0,887	0,714	0,6	Reliable
System Availability	0,886	0,756	0,6	Reliable
Fulfillment	0,842	0,696	0,6	Reliable
Privacy	0,873	0,854	0,6	Reliable
Responsiveness	0,846	0,777	0,6	Reliable
Compensation	0,862	0,805	0,6	Reliable
Contact	0,835	0,720	0,6	Reliable

B. Customer Satisfaction Index Analysis

Table 5. Customer Satisfaction Index Calculation

Indicator	MSS	MIS	WF	WS
X1	4,107	4,402	0,0480	0,197
X2	4,089	4,388	0,0478	0,196
X3	4,168	4,416	0,0482	0,201
X4	3,752	4,402	0,0480	0,180
X5	3,981	4,322	0,0471	0,188
X6	4,098	4,402	0,0480	0,197
X7	3,687	4,360	0,0475	0,175
X8	3,953	4,393	0,0479	0,189
X9	3,556	4,369	0,0476	0,169
X10	3,967	4,453	0,0486	0,193
X11	4,028	4,430	0,0483	0,195
X12	3,972	4,416	0,0482	0,191
X13	3,533	4,332	0,0472	0,167
X14	3,682	4,327	0,0472	0,174
X15	3,598	4,224	0,0461	0,166
X16	3,598	4,379	0,0477	0,172
X17	3,411	4,388	0,0478	0,163
X18	3,126	4,266	0,0465	0,145
X19	3,528	4,299	0,0469	0,165
X20	3,579	4,280	0,0467	0,167
X21	4,299	4,453	0,0486	0,209
Total				**3.799**

$$CSI = \frac{\sum WSi}{HS} \times 100\ \%$$

$$CSI = \frac{3,799}{5} \times 100\ \%$$

$$CSI = 75,975\%$$

The Customer Satisfaction Index (CSI) score of 75.975% indicates that overall, users are satisfied with the GoFood service in Makassar City. Based on CSI interpretation standards, a score between 66% and 80% falls under the "satisfied" category. This result suggests that GoFood generally meets user expectations, but several aspects still need improvement. In particular, attributes located in Quadrant I of the Importance Performance Analysis (IPA) require immediate attention. These are the service elements considered high in importance but low in performance, indicating critical areas for improvement to further enhance customer satisfaction.

C. Classification of Attribute Importance through Importance Performance Analysis

The Importance Performance Analysis (IPA) was used to map the importance and performance levels of each service attribute based on customer perceptions. The analysis results are presented in a Cartesian diagram divided into four quadrants, allowing identification of which attributes should be maintained, improved, or prioritized for service enhancement. The IPA visualization for each indicator related to GoFood services is shown in Figure 1.

This study focuses on attributes located in Quadrant I, as they represent critical areas that are highly important to customers but currently underperforming. These attributes will be further evaluated using the PGCV method to determine improvement priorities.

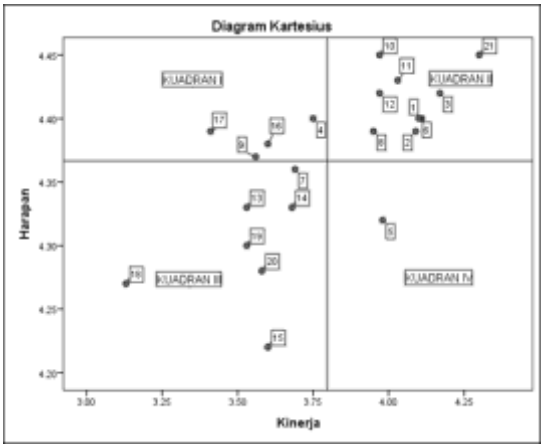

Figure 1. Importance Performance Analysis Diagram

1. Quadrant I

   Quadrant I highlights attributes that are considered highly important by customers but are currently underperforming. These attributes require immediate attention and improvement from GoFood.

   The top priority is X17 – Accountability for damaged or incomplete orders. This issue is critical as it directly affects product quality and customer trust. Damaged or contaminated food packaging and missing items not only reduce satisfaction but also pose potential health risks.

   X9 – Consistency between ordered and received products is another major concern. Customers expect the product they receive to match the online description and visuals. Discrepancies can occur due to misleading photos, inaccurate descriptions, or operational errors in processing orders.

   X16 – Accountability for app-related issues reveals that customers expect clear and responsive handling of technical problems, such as order errors, payment issues, or system bugs. A lack of responsibility in this area can reduce confidence in the platform's reliability.

   Lastly, X4 – Smooth system performance without crashes is a fundamental requirement for any digital service. Frequent crashes, especially during peak hours or promotions, disrupt the ordering process and frustrate users, ultimately affecting GoFood's reputation.

   These four attributes should be prioritized in service improvement efforts to better align GoFood's performance with customer expectations.

2. Quandrant II

   The attributes included in Quadrant II represent those considered highly important by customers and are also perceived to be performing well, indicating that GoFood has successfully met customer expectations in these key service areas. One of the most notable strengths lies in the aspect of data privacy and security. Customers feel confident that their personal information, such as names, phone numbers, and addresses (X10) is well protected. This sense of security is further reinforced by GoFood's ability to safeguard data related to customers' shopping behavior (X11) and the security of credit card information (X12). In today's digital era, this level of trust is essential for maintaining a positive customer relationship.

   In terms of accessibility and ease of use, GoFood has also performed admirably. Customers find the platform easy to navigate (X1), and they are able to complete their transactions quickly and efficiently (X3), which enhances overall convenience. The consistent availability of the application for transactions (X6) further supports GoFood's reliability, as users are able to access the service at any time without disruption.

   The ability to communicate directly with drivers (X21) is another appreciated feature, offering customers greater transparency and control during the delivery process. In addition, GoFood's commitment to transparency in its promotional offerings, particularly in terms of delivery discounts (X8) has fostered a sense of trust among users, as the deals offered are consistent and align with what customers encounter at the point of payment.

   Taken together, these attributes form a strong foundation for customer satisfaction and demonstrate GoFood's understanding of customer priorities. Maintaining high performance in these areas is crucial, as they not only fulfill customer expectations but also serve as a competitive advantage in the fast-growing and highly competitive food delivery industry.

3. Quadrant III

   Quadrant III represents service attributes that are perceived by customers as having both low importance and low performance. Seven attributes fall into this category, indicating that although the performance of these elements is not yet optimal, their overall impact on customer satisfaction is relatively minor. For example, the punctuality of order delivery (X7) is included in this quadrant, suggesting that although delivery may not always be on time, most customers do

not view this as a critical issue. This is likely because minor delays are often acceptable as long as the food arrives in good condition.

Several customer service-related attributes such as responsiveness in handling issues (X13), the ability to offer effective solutions (X14), direct access to customer service representatives (X19), and the availability of contact channels (X20) are also in this quadrant. This placement suggests that these aspects are not frequently used or needed by most customers, possibly because their overall experience with the app is smooth enough to avoid the need for assistance.

Additionally, compensation for late orders (X18) is viewed as a lower priority, which means customers are generally not expecting material compensation when delays occur. This may indicate that they place more importance on consistent service quality than on after-the-fact compensation, or that they have realistic expectations about potential delays in food delivery services. Likewise, the management of inactive stores on the platform (X15) seems to have minimal effect on user experience. This is likely because GoFood's recommendation and search features already highlight active vendors, making inactive stores less visible or impactful.

Although these attributes are not currently central to customer satisfaction, GoFood should continue monitoring them, since changes in customer expectations or industry trends may increase their importance in the future. Strategically, Quadrant III provides GoFood with the flexibility to focus resources on enhancing the attributes in Quadrant I and maintaining excellence in Quadrant II, while also keeping track of developments related to the attributes in this quadrant.

4. Quadrant IV

Quadrant IV represents attributes that are perceived to have high performance but low importance from the customer's perspective. This category is often referred to as "excessive" because it indicates an over-performance in areas that are not highly prioritized by users.

In this study, only one attribute falls into Quadrant IV, which is the application's ability to remain responsive and not freeze after customers input their order information (X5). The position of attribute X5 in this quadrant shows that GoFood has successfully implemented technology that prevents screen freezing, ensuring the app remains stable and responsive during the ordering process. This reflects strong system performance in processing user data without technical disruptions.

However, the relatively low importance placed on this attribute by customers suggests that they do not view this technical aspect as a crucial part of their overall service experience. This could be because most users consider smooth technical performance to be a basic expectation rather than a special advantage. Customers tend to focus more on visible and directly impactful aspects of the service, such as food quality, order accuracy, or delivery speed.

The fact that only one attribute appears in this quadrant also reflects GoFood's efficient resource allocation. The limited number of attributes in the excessive category indicates that the company has not over-invested in areas that customers do not highly value.

D. Prioritization of Attributes Using Potential Gain in Customer Value

The Potential Gain in Customer Value (PGCV) analysis provides strategic guidance in prioritizing improvements based on the potential increase in value perceived by customers. This method is applied after identifying the attributes located in Quadrant I of the Importance Performance Analysis (IPA), which are considered important by users but currently underperforming. PGCV helps determine the priority order so the company can allocate resources effectively to the attributes most in need of improvement.

The priority ranking from the PGCV analysis matches the order of attributes with the largest performance gaps in IPA Quadrant I, confirming that both methods consistently identify the key attributes requiring urgent improvement to boost customer satisfaction.

To conduct the PGCV analysis, three key metrics were calculated: the Average Customer Value (ACV), the Utility Derivative of Customer Value (UDCV), and the Potential Gain in Customer Value (PGCV). These are defined by the following formulas:

1. ACV = Mean Importance Score × Mean Satisfaction Score: 3,411 × 4,388 = 14,968
2. UDCV = Mean Importance Score × Maximum Possible Satisfaction Score: 3,411 × 5 = 21,939
3. PGCV = UDCV – ACV
   21,939 - 14,968 = 6,971

Table 6. Potential Gain in Customer Value Calculation

Indicator	Mean Satisfaction Score	Mean Importance Score	*Gap*	ACV	UDCV	PGCV	Rank
X17	3,411	4,388	-0,977	14,968	21,939	6,971	1
X9	3,556	4,369	-0,813	15,537	21,846	6,309	2
X16	3,598	4,379	-0,780	15,754	21,893	6,138	3
X4	3,752	4,402	-0,650	16,517	22,009	5,492	4

The highest priority attribute is X17: "taking responsibility for issues related to damaged packaging, poorly presented/contaminated food, and incomplete orders." This issue directly affects customer experience since damaged or incomplete food can disrupt customers' plans and create negative impressions, impacting trust in GoFood's service. To address this, GoFood should implement stricter quality control systems for merchant partners by establishing standard operating procedures (SOPs) for checking order completeness and packaging condition before delivery. Training for merchants on safe and hygienic packaging and enhancing in-app reporting features to facilitate quicker and more responsive customer complaints are also recommended. Merchants must commit to these SOPs, ensuring order completeness and appropriate packaging to protect food during delivery. Collaboration between GoFood and merchants is vital for improving service quality and customer loyalty.

The second priority is attribute X9: "matching the online purchased product with the product received." Product mismatches may arise due to misleading product photos, inaccurate menu descriptions, or inconsistent food presentation by merchants. This gap can cause customer dissatisfaction as expectations set by the app visuals do not align with reality. GoFood should enforce stricter standards and regular monitoring of merchant listings to ensure accurate product information, photos, and descriptions. Direct reporting features for product discrepancies should be developed for faster, more systematic customer feedback and merchant evaluation. Merchants are responsible for providing honest and consistent product representations, including accurate photos and clear descriptions, as well as ensuring the actual food matches the app's display. Maintaining this alignment benefits both customers and merchants by preserving high ratings, which improve merchant visibility and reputation, ultimately increasing order volume.

The third-ranked attribute is X16: "taking responsibility for problems caused by the application." Technical issues disrupt user experience and negatively affect customer perception. Transparency and responsiveness in handling app problems are critical to maintaining customer trust. When errors or bugs occur, customers expect timely and effective solutions. Recommendations include developing an in-app notification system to alert users of system issues in real-time, implementing chatbots for automatic resolution of common problems, enabling easy error reporting with screenshots, and establishing clear compensation policies for losses caused by app malfunctions.

The fourth priority attribute is X4: "system runs smoothly without crashing." Although ranked last in PGCV, system stability remains a foundational element for optimal operations. Frequent crashes disrupt transactions, cause data loss, and reduce user trust. GoFood should strengthen server capacity to handle high traffic, especially during peak times or promotions, and routinely maintain the system to prevent technical failures such as sudden app closures or non-responsiveness.

These four prioritized attributes are interconnected, covering accountability for orders, product accuracy, and application stability. By systematically improving these aspects based on their priority, GoFood can enhance user convenience, foster customer trust, and strengthen loyalty toward its services.

This finding is consistent with [29], which highlighted that inaccurate orders and unstable application performance are among the primary drivers of dissatisfaction in online food delivery services. Likewise, [33] found that responsiveness and reliability play a crucial role in shaping customer trust and loyalty. Thus, focusing on these key areas not only addresses current service gaps but also reinforces trends observed in prior research.

V. CONCLUSION

A. Conclusion

This study concludes that overall customer satisfaction with GoFood services in Makassar is categorized as satisfactory, with a Customer Satisfaction Index (CSI) score of 75.975%. This indicates that GoFood has generally met user expectations. Based on the Importance-Performance Analysis (IPA), four attributes were identified as priorities for improvement: food packaging accountability, product accuracy, application functionality, and system stability. These findings were further supported by the Potential Gain in Customer Value (PGCV) analysis, which confirmed that improvements in these areas have the highest potential to increase customer satisfaction. By focusing on these key service aspects, GoFood can enhance service quality, better respond to user needs, and maintain its competitive position in the food delivery market.

B. Recommendation

GoFood management can consider the findings of this study as a reference for prioritizing service improvements, especially focusing on attributes in the primary priority quadrant with the highest PGCV scores.

Further research using different approaches, such as in-depth interviews or sentiment analysis of customer reviews, is recommended to gain deeper insights into customer complaints and needs regarding GoFood's services.

Future researchers may consider segmentation analysis based on demographic factors like age, gender, or frequency of GoFood usage to identify differences in user perceptions of service quality across various groups.

Merchants are encouraged to use the study results as feedback to improve product information accuracy, packaging quality, and order completeness, as several priority attributes fall under their direct responsibility. Subsequent studies should explore GoFood's services from the merchant's perspective to gain a more comprehensive understanding of operational challenges, compliance with service standards, and factors affecting service quality from the food provider's side, not just the customer or platform side.

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