

ABSTRACT

Technological progress has a very important role in life because it has many benefits that can be felt. Food delivery services are needed and favored by consumers especially Indonesian people. Basically, food is the most important need for humans. To achieve success in a business one factor is to have loyal customers. So in order to reach loyal customers, there are several factors that affect them, including service quality, price and promotion of a particular brand. This study aims to determine the effect of service quality, price and promotion on GoFood customer loyalty.

This research uses quantitative methods and Likert scale as a measurement. The population in this study is GoFood users with a sample of 150 GoFood users who live in the city of Bandung. The data analysis technique used in this study is multiple linear regression analysis processed using SPSS 22 for Windows.

Based on the hypothesis test that has been done, the service quality variable has a value: $7.090 (t_o) > 1.65536 (t_\alpha)$, a positive and significant effect on customer loyalty variables, for the price variable: $2.912 (t_o) > 1.65536 (t_\alpha)$, positive and significant effect on customer loyalty variables, and for the promotion variable has a value: $5.743 (t_o) > 1.65536 (t_\alpha)$, positive and significant effect on customer loyalty variables. Then it shows that the variables of service quality, price and promotion have a positive and significant influence on customer loyalty variables.

It can be concluded that there is a partial effect on the service quality variable on customer loyalty that is equal to 35%. And the effect on price variables on customer loyalty is 1%. And the effect on promotion variables on customer loyalty is 27%. It can be concluded that service quality has the most significant influence on GoFood customer loyalty, and simultaneously service quality, price and promotion variables have an influence of 62.8%.

Keywords: *Service Quality, Price, Promotion, Customer Loyalty*