

ABSTRACT

The development of the internet in Indonesia can be said to be very rapid from time to time. One of the benefits of the advancement of the internet felt by today's society is the existence of digitalization. This is because of the practical use that makes it easier to do everything. Technology that is increasing from day to day makes people's lifestyles become dynamic or changing. One of them is the pattern of consuming food. If people used to make transactions face-to-face including buying food, then now everything can be done by staying at home while ordering through smartphones and applications. ShopeeFood service becomes one of the online food delivery services whose reality is still getting many complaints from customers in various media. This research aims to find out and analyze the influence of e-service quality on customer satisfaction on ShopeeFood services.

This research uses quantitative methods with descriptive types of research. Sampling technique uses nonprobability sampling technique with sampling incidental / accidental sampling category involving 100 respondents. Data analysis techniques use multiple linear regression analysis with the help of SPSS version 25.

Based on the results of descriptive analysis of E-Service Quality variables and overall Customer Satisfaction in good categories. The magnitude of the influence of E-Service Quality and Customer Satisfaction by 69.7% and the remaining 30.3% was influenced by other variables not studied in the study. Simultaneously the dimensions of the E-Service Quality variable positively and significantly affect customer satisfaction on ShopeeFood services.

Keywords: ShopeeFood, E-Service Quality, Customer Satisfaction