

## **ABSTRACT**

*The public's increased usage of the internet, as well as the increasing cases of COVID-19 in DKI Jakarta, have made it more difficult for consumers to purchase food directly and immediately switch to using online services. ShopeeFood is an online food delivery service feature that allows you to purchase and sell food and beverages online. With the online food delivery option, consumers can order food quickly and easily without being required to travel far. This certainly affects how much the e-service quality provided by ShopeeFood has on e-customer satisfaction and e-customer loyalty by using online food delivery services at ShopeeFood.*

*The purpose of this study is to determine how much influence ShopeeFood's e-service quality has on users of online food delivery services, as well as how it influences e-customer satisfaction and e-customer loyalty to ShopeeFood services in general.*

*The research method uses a descriptive and quantitative approach with data collection techniques through distributing online questionnaires via social media to obtain as many as 417 respondents. The sampling technique used nonprobability sampling with purposive sampling method. This study uses SPSS software version 27 in processing data. The results of the study show that e-service quality has a significant positive effect on e-customer satisfaction and e-service quality has a significant positive effect on e-customer loyalty to ShopeeFood services.*

**Keywords :** *E-Service Quality; E-Customer Satisfaction; E-Customer Loyalty*