

ABSTRACT

At this time in Indonesia a new innovation in the business in the field of transportation appears, namely Go-jek. Where Gojek is an application that provides public transportation services such as motorbike or car transportation that can be ordered online by the wider community. It seems that Go-jek has changed how Indonesians use public transportation because people always follow trends in the digital age and one of the trends is public transportation services that can be ordered easily and quickly as long as there is an internet connection like Go-jek. The Go-jek application does not only provide transportation services, but also provides a food delivery service, which is named Go-Food. The presence of Go-Food in the Go-jek application allows people to sit pretty at home while looking at the food and drinks they want to order. This certainly makes it easier for consumers to order food, so consumers don't have to leave the house to buy food.

In this study the authors conducted quantitative research with descriptive methods. There are independent and dependent variables in this study, for the independent variables namely Promotion (X1), Service Quality (X2) and the dependent variable in this study is Customer Satisfaction (Y). The sampling technique in this study used a non-probability technique with purposive sampling with 130 respondents.

Based on the descriptive analysis, it explains that promotion and service quality are included in the very good category, as well as customer satisfaction which is also included in the very good category. Based on the results of the study, partially promotions have a significant effect on Go-Food customer satisfaction. Partially, service quality has a significant effect on Go-Food customer satisfaction. Then simultaneously promotions and service quality affect Go-Food customer satisfaction. The amount of promotion and service quality on customer satisfaction is equal to 55.7%, while the remaining 44.3% is influenced by other variables not examined in this study.

Keywords: *Promotion, Service Quality, Customer Satisfaction, Go-Food*