

ABSTRACT

Shopeefood is a feature of the Shopee application that offers food delivery services according to application user requests. Shopeefood has been around since April, 2020 in the Shopee application, which has the same function and purpose as other delivery services. Customer satisfaction is the level of one's feelings after comparing the performance or results he feels compared to his expectations. Promotion is one form of variable contained in marketing programs and is one of the determining factors for the success of marketing programs. The urgency of research using E-Service Quality with the object of Shopee Food is that Shopee Food is part of the Shopee application which is currently widely used by the public. The shopee food service varies depending on the driver providing the service. Promotion also influences consumer decisions to make transactions on food delivery services. This study aims to determine the effect of e-service quality and promotion on shopeefood customer satisfaction.

The research method used is descriptive. The population of this study are people who use the shopee food application, while the sample in this study is 100 people. The research results obtained are that the E-Service Quality provided by the shopeefood is very good so that it affects customer satisfaction, and the promotion variable has a significant effect on the customer satisfaction variable.

The results of this study are based on the simultaneous f test showing a significant value of the regression coefficient of 0.000. The value of $0.000 < 0.05$ means that it can be seen if the hypothesis is accepted. The significance value of the promotion variable is $0.00 < 0.05$, so it can be interpreted that in this study the hypothesis is accepted. Based on the results of the partial t test, it can be seen if the significance value of E-Service Quality is $0.00 < 0.05$, it means that in this study the hypothesis is accepted. There is a significant influence between E-Service Quality on ShopeeFood customer satisfaction. There is a promotional effect on ShopeeFood customer satisfaction. There is an influence of E-Service Quality promotions and promotions on ShopeeFood customer satisfaction.

The suggestions given by researchers are intended for further researchers and companies. For further researchers, based on the research results from the descriptive analysis, it can be seen if the average does not agree with the items asked. Therefore, further researchers can arrange items according to the conditions in the field in order to obtain maximum results in research activities. Based on the results of the descriptive analysis, it is hoped that the shopee company can provide better service and provide customer satisfaction

Keywords: E-Service Quality, Promotion, Customer Satisfaction