

ABSTRACT

Online Food Delivery (OFD) services have now become something that is needed by the people of Indonesia, so that Online Food Delivery (OFD) services are now competing to provide maximum satisfaction to their customers. In Indonesia, there are already many services from OFD, one of which is Grab, which has an OFD feature, namely Grabfood. In connection with the many existing competitors, Grabfood must always offer maximum service and attractive promotions so that customers will feel satisfied with the services offered. This research was conducted with the aim of knowing and analyzing the effect of e-service quality and promotion on customer satisfaction both partially and simultaneously in generation Z in Bali.

The method used in this study is a quantitative method with a descriptive approach. The Likert scale is used as a measurement scale and the data analysis used is multiple linear regression, partial test (t test), simultaneous test (F test) and the coefficient of determination. In this study using non-probability sampling technique with accidental sampling type. By using the Bernoulli formula, then the questionnaires were distributed to 96 respondents and data processing using SPSS.

The results of the descriptive analysis revealed that the variables studied, namely e-service quality, promotion and customer satisfaction, were included in the good category with the percentage of each variable, namely e-service quality of 81.35%, promotion of 78.72% and customer satisfaction of 83.07%. Then for the results of hypothesis testing both partially and simultaneously, both show that there is a significant influence between e-service quality and promotions on GrabFood customer satisfaction in generation z in Bali. The contribution of the influence of the independent variables e-service quality and promotion on the dependent variable of customer satisfaction is 69.2% while the remaining 30.8% is the contribution of the influence of other variables outside this study such as e-trust, products and prices.

Keywords: E-Service Quality, Promotion, Customer Satisfaction.