

ABSTRAK

The benefit of technological developments felt by the public is that online food ordering and food delivery (OFD) is increasingly popular. Gofood is a food delivery service provided by Go-Jek and has collaborated with more than hundreds of thousands of merchants throughout Indonesia. The aim of this research is how much influence e-service quality has on customer satisfaction with Gofood services.

The method used in this research is a quantitative method with a descriptive approach. The research results from descriptive analysis revealed that the variables studied, namely electronic service quality and customer satisfaction, were in the good category with a percentage of each variable, namely electronic service quality of 74.4% and customer satisfaction of 74.8%.

Then, the results of hypothesis testing, both partially and simultaneously, both show that there is a significant influence between e-service quality on GoFood customer satisfaction in Bandung.

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