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 eservice 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.