

## **ABSTRACT**

*Advances in digital technology have become one of the influences on the Indonesian economy, this can be said to be because advances in technology have made it easier for all forms of business activity starting from production, marketing, sales to transaction processes. Along with the development of this technology, now people can make non-cash transactions.*

*Simply using a mobile device connected to the internet, the transaction process can be carried out quickly, effectively and efficiently. There are six online grocery applications in the graph above, one of which is TaniHub. Even though it is one of the top online grocery applications, TaniHub is inseparable from the negative reviews expressed by its users.*

*This study aims to determine and analyze the description of service quality, user loyalty, and the effect of service quality on user loyalty to TaniHub Service users. In addition, the authors hope that this research can be used as a basis for decision making and/or problem solving related to service quality and user loyalty faced by TaniHub service providers.*

*The data analysis technique in this study uses descriptive analysis, Method of Successive Interval (MSI), classic assumption test, simple linear regression analysis, hypothesis testing and coefficient of determination.*

**Keywords:** *e-grocery, tanihub, service quality and customer loyalty.*