

## **ABSTRACT**

*The online food delivery industry is one of the sectors that has the second largest digital economy transaction value in Indonesia with a total transaction value in 2023 of \$7 billion. The convenience and efficiency provided by online food delivery services have made many people, especially generation z, start using these services in their daily lives. When viewed based on existing demographics, West Java, especially Bandung City as one of the cities in West Java with the largest generation z population.*

*Competition in the online food delivery industry in Indonesia is inevitable and will be increasingly fierce, leaving three big names still standing such as GoFood, ShopeeFood and GrabFood. GoFood is the first online food delivery service in Indonesia and has been operating since April 1, 2015, but until now, GoFood is still losing to GrabFood, which began operating in Indonesia in 2016. This is because GoFood has a problem with their customer loyalty, which can be seen from GoFood being top of mind in the online food delivery industry in Indonesia and consumers who have an interest in recommending the service, not having a good repurchase. This can be seen from GoFood's GMV in 2023 which decreased by 6% and in 2023 GoFood's GMV by percentage was only 38%.*

*The purpose of this study is to analyze the variables that influence customer loyalty of generation z consumers who are users of GoFood online food delivery services in Bandung City. The variables that are indicated to influence GoFood customer loyalty are perceived price fairness, perceived service quality, mobile service quality, customer satisfaction and personal innovativeness which negatively moderate mobile service quality with customer loyalty.*

*This study uses quantitative methods with purposive sampling techniques in non-probability sampling where primary data is obtained by distributing online questionnaires using a Likert scale to respondents who have used GoFood at least once a week for the last three months. SEM-PLS is a data analysis technique used with SmartPLS v.3.2.9 as the software used to process data.*

**Keywords:** *Mobile Service Quality, Perceived Service Quality, Perceived Price Fairness, Customer Satisfaction, Personal Innovativeness, Customer Loyalty*