

## **ABSTRACT**

*The rapid development of technology has driven changes in various aspects of human life, including the culinary sector. Online food delivery is an online service that connects consumers with food sellers. Shopeefood is a Shopee service that operates in the online food delivery. Shopeefood continues to strive to help Indonesian people fulfill their culinary needs conveniently and comfortably. Customer satisfaction is one of the factors for consumers to reuse a product or service in the future. The aim of this research is to determine the influence of price and e-service quality on Shopeefood customer e-satisfaction in Generation Z.*

*This research uses quantitative methods with a descriptive approach. The sampling technique used were nonprobability sampling and purposive sampling with a total of 106 respondents. The criteria for respondents are Shopeefood service users who were included in Generation Z. The data analysis technique used multiple linear regression analysis with the help of SPSS version 26 software.*

*Based on the research results, price and e-service quality have a positive and significant effect on Shopeefood customer e-satisfaction in Generation Z, both partially and simultaneously. The results of the coefficient of determination show that price and e-service quality have an influence of 70.3% on Shopeefood customer e-satisfaction in Generation Z.*

**Keywords:** *Online Food Delivery, Price, E-Service Quality, E-Satisfaction*