

ABSTRACT

The online food delivery service industry is one of the most frequently used digital services by people in Indonesia. The value of these service transactions in Indonesia will reach around Rp. 67.89 trillion in 2022 and will be the largest in the ASEAN region. The majority of users of online food delivery services are dominated by generation Z and Millennial generations by considering the factors of Price, Sales Promotion and Quality of Service in selecting online food delivery service providers. Preferences for using services used by Generation Z and Millennials are still dominated by Grabfood (34%) and Gofood (46%).

The purpose of this study is to analyze the factors that affect Customer Loyalty to Shopee Food service users who belong to Generation Z and Millennials in the city of Bandung. Factors that are indicated to influence Shopee Food Customer Loyalty are E-Service Quality, Sales Promotion, Price, on Customer Satisfaction, then there are moderator variables, namely Trust and App Design

The research method used is quantitative with descriptive purposes. The data source obtained in this study is primary data by distributing online questionnaires using a Likert scale to respondents who belong to Generation Z and Millennials and have used Shopee Food services and live in the city of Bandung. The data analysis technique used is the Structural Equation Model (SEM) using SmartPLS 3.2.9 software and the data collection technique uses a purposive sampling technique.

The research results show that E-Service Quality, Sales Promotion, and Price Perception have a positive and significant influence on Customer Loyalty through Customer Satisfaction as mediation. However, based on the results of the research conducted, there are differences in research results where Trust and App Design do not have a moderating influence on the relationship between the E-Service Quality variable and Customer Satisfaction. In previous research, research was conducted on a website-based platform in India, while this research was conducted on a mobile app platform in India, where there are differences in platform characteristics and demographic conditions that influence culture and culture, where this influences the influence of trust and app design. become a variable in this research.

Through this research, we can also emit each research variable indicator on the Shopee Food service. Apart from that, research can also be a guide for companies to increase company customer loyalty from Shopee Food services so that they can survive digital business competition.

Keywords: Electronic Service Quality, Sales Promotion, Price, Customer Loyalty, and Customer Satisfaction.