

ABSTRACT

The rapid development of technology causes technology to play a very important role in people's lives. One of the benefits of technological advances that are being felt by the the people of Indonesia today is the digitization of food delivery services which are increasingly popular. GrabFood is one of the services in the Grab application that dominates the online food delivery service market in Indonesia. The purpose of this study was to determine whether there is an effect of e-service quality and promotion on customer satisfaction at GrabFood services.

This research uses quantitative methods, descriptive and causal research types. Data collection was carried out through distributing questionnaires using Google Form to 100 respondents who are users of the Grab application and use the GrabFood service. The sampling technique used was non probability sampling with purposive sampling type. The data analysis technique used in this study is multiple linear regression analysis and is processed using SPSS ver. 25.

The results showed that the variables of e-service quality and promotion had a positive and significant influence on customer satisfaction at GrabFood services, both partially and simultaneously. Based on the test results the coefficient of determination obtained a value of 61.9%. This shows that the effect of E-Service Quality and Promotion on Customer Satisfaction at GrabFood services is 61.9% and the remaining 38.1% is influenced by other variables not examined in this study.

Keywords: Food Delivery, E-Service Quality, Promotion, Customer Satisfaction.