

## ABSTRACT

*With the rapid development of technology, this encourages a person's needs to be more developed. This encourages the people of Indonesia to make buying and selling transactions using online purchase. Not only goods that people buy, Indonesian people are starting to like ordering food with Online Food Delivery (OFD) service which is considered easier to do. The existence of this makes companies have to think about service quality and food quality which will affect customer satisfaction and customer behavioral intentions. There are problems related to service quality and food quality experienced by Burger King online food delivery customers which will affect customer satisfaction and customer behavioral intention.*

*Therefore this study aims to determine effect of service quality and food quality on customer satisfaction and customer behavioral intentions of Online Food Delivery Burger King customers in the city of Bandung with customer satisfaction as an intervening variable. This study uses the independent variable, namely service quality which includes perceived control, convenience, customer service, fulfillment and food quality, the intervening variable is customer satisfaction and the selected dependent variable is behavioral intention.*

*The research method used in this study uses a quantitative method, the population in this study is Burger King customers who uses a sample of 400 users of online food delivery services at Burger King in the city of Bandung. Data collection was carried out by distributing questionnaires to 400 respondents online via Google Forms. With the criteria off domiciled in Bandung and using the Burger King application. The research method used is descriptive quantitative using the SEM-PLS analysis test using SmartPLS 3.0 software.*

*The results of this study are that perceived control variable has a positive and significant effect on customer satisfaction, convenience has a positive and significant effect on customer satisfaction, customer service has a positive and significant effect on customer satisfaction, fulfillment has a positive and significant effect on customer satisfaction, food quality has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on behavioral intention.*

*This research obtains suggestions for companies, namely to pay more attention to service quality, especially customer service so that customers can access customer service more easily and pay more attention to food quality by serving fresh food. Suggestion for future researchers are to further explore variables such as Brand image, repurchase intention and brand loyalty. As well as adding the population in this study.*

**Keyword:** *Service Quality, Food Quality, Customer Satisfaction, Behavioral Intention*