

ABSTRACT

With the rapid advancement of technology, many companies are innovating online sales to increase consumer convenience in ordering food. Online shopping is an option that many Indonesians choose to get the items they want. Currently, competition between companies is getting tighter, encouraging companies to continue to improve service quality in order to get repeat purchase interest from customers. The biggest challenge in online shopping is delivering and maintaining customer satisfaction. The key success factor to survive in a highly competitive electronic environment is a service-focused strategy. This study was conducted to explore the effect of overall e-service quality on customer satisfaction and repurchase intention on the McDonald's application. The research population is McDonald's application users in Bandung City, with 400 respondents taken through distributing online questionnaires through social media. The results showed that overall e-service quality positively and significantly affects customer satisfaction, customer satisfaction positively and significantly affects repurchase intention on the McDonald's application.

Keywords: *Electronic Service Quality; Repurchase Interest; Customer Satisfaction; Online Shopping.*