

ABSTRACT

The rapid development of technology in Indonesia is very helpful for many people in fulfilling their daily needs such as transacting, shopping, purchasing tickets, to food needs that can all be done online. Online food/beverage service providers are known Go-Food and Grab Food services that have been actively operating in Indonesia, especially Java Island. Both services have differences on the quality of service as well as the implementation of marketing mix to provide to the consumers.

This research aims to know the difference significantly between the two services based on quality service variables and the marketing mix variables. A large sample of research is 385 respondents with the criteria that are users of Go-Food service and Grab Food residing in Java island. The research method applied based on its purpose is exploratory with the type of comparative investigation. Analysis of the data used is a descriptive analysis of the respondent's response and Mann Whitney U-Test to test the median difference of two free variables.

Based on the results of the test showed that there are significant differences in both service quality and marketing mix variables between Go-Food and Grab Food services. Respondents provide a good assessment of all aspects, but there are indicators to note that is tangible from the X1 variable and price from the X2 variable. In this regard, the conclusion to this study is that there is a significant difference between the two independent variables on Go-Food and Grab Food.

Keywords: *Quality of Service, Marketing Mix, Go-Food, Grab Food*