

## **Abstract**

GoFood is an food delivery service online on the Gojek application that leads the market share in Indonesia with transaction growth that exceeds transportation service transactions and has the highest brand identity, does not guarantee satisfaction to GoFood users. There have been several complaints from consumers related to perceived problems in using GoFood services, such as the GoFood service not being responsible for delivering food orders. This is also supported by pre-survey results, showing that there are problems with the services provided by GoFood. If this problem is ignored, it will affect customer satisfaction and result in decreased customer loyalty. This study aims to determine the effect of e-trust on e-customer loyalty to GoFood service users in Indonesia during the pandemic Covid-19 through e-customer satisfaction as an intervening variable.

This type of research is descriptive and causal with a quantitative approach. Sampling in this study using a non-probability sampling with a method purposive sampling type of 100 people. The analysis technique used in this research is Structural Equity Modeling (SEM) processed with SmartPLS software.

The results of this study indicate that e-trust has no significant effect on e-customer loyalty, e-trust has a positive and significant effect on e-customer satisfaction, e-customer satisfaction has a positive and significant effect on e-customer loyalty, e-trust has a positive and significant effect on e-customer loyalty through e-customer satisfaction.

Keywords: E-Trust, E-Customer Satisfaction, E-Customer Loyalty