

ABSTRACT

The development of technology and the situation during the pandemic that requires restrictions on activities outside the home are used by the community to buy necessities through various ways, one of which is by using an online food delivery application. Application service quality is a factor that customers consider in using an online food ordering application. By paying attention to the quality of application services, it will bring satisfaction to users and foster a sense of loyalty from users. The purpose of this study is to provide information regarding the effect of the dimensions of e-service quality on e-loyalty with e-satisfaction as an intervening variable for GoFood application users. With the results of this study, GoFood management can take a better understanding of the effect of E-Service Quality, E-Satisfaction, E-Loyalty from GoFood users.

This research is a quantitative research with descriptive and causal data analysis. The population of this study was taken from the number of Gojek application downloaders on the Play Store as many as 50,000,000. The sampling technique used is non-probability sampling with purposive sampling type. Determination of respondents using the Slovin formula so that 400 respondents were found using the GoFood application in Indonesia. The data retrieval technique is a purposive sampling technique with the criteria that respondents have bought food products using the GoFood application in Indonesia. Then an analysis of the data obtained using descriptive analysis and analysis of the Structural Equation Model (SEM) was carried out with the help of the Smart PLS application.

The results of this study indicate that the respondents' responses to all research variables are 68% and can be categorized as good. In testing the efficiency, fulfillment, system availability, privacy, contact, responsiveness hypothesis, it shows that it has a significant positive effect on e-satisfaction. Meanwhile, compensation has no significant positive effect on e-satisfaction. Overall, the e-service quality variables (efficiency, fulfillment, system availability, privacy, contact, responsiveness, compensation) together have an effect on e-

loyalty and e-satisfaction. E-satisfaction has a significant positive effect on e-loyalty and the results of the study also show that e-satisfaction has an effect on mediating e-service quality on e-loyalty. The results of the research that have been obtained are expected to be an evaluation for GoFood companies, especially in terms of fulfillment dimensions related to requirements and types of compensation that can be given to users who experience problems using the applications.

Keywords: *E-service quality, E-satisfaction, E-loyalty, GoFood*