

ABSTRACT

Currently, the development of e-commerce in Indonesia is reaching its peak and most Indonesian people prefer to shop online through the marketplace rather than buying directly in stores. One of the e-commerce services that is often used is the food industry, especially restaurants, where e-commerce is used as a powerful way to support the entire process of service delivery such as online food ordering and delivery facilities through mobile applications connected to the internet or Online Food Delivery (OFD).). This study discusses the effect of *e-service quality* on *e-satisfaction* and *e-loyalty* in Grabfood services (a case study on Grabfood customers in Jakarta). This study aims to provide information regarding the effect of the dimensions contained in e-service quality on e-loyalty and e-satisfaction in Grabfood application users. With the results of this study, the management of Grabfood can take a better understanding of the effect of E-Service Quality, E-Satisfaction, E-Loyalty than Grabfood users.

This research is a quantitative research with causal data analysis and positivism paradigm. The population of this study was taken from the number of people at Jakarta with the age of 21-30 years using the Grabfood online food delivery application. Determination of respondents using the Slovin formula so that 400 respondents were obtained using the online food delivery application Grabfood. Then an analysis of the data obtained using causal analysis and Structural Equation Model (SEM) analysis was carried out with the help of the Smart PLS application.

Based on hypothesis testing, it can be seen that the findings are that *E-Service Quality* and *E-Satisfaction* from Grabfood services have a very high/very good category, while *e-loyalty* in Grabfood services has a high/good category. As well as other findings, namely *E-Service Quality* has a significant positive effect on *E-Satisfaction* and *E-Service Quality* has a significant positive effect on *e-loyalty* in Grabfood services. Thus, it can be concluded that the overall hypothesis is accepted.

Keywords: *E-Service quality, E-satisfaction, E-Loyalty.*