

ABSTRACT

The growth of the digital era continues to develop. There are many activities that were previously carried out conventionally are now being carried out digitally. Therefore, many digital services in various fields started to appear, including the one in online food delivery service, ShopeeFood. As a business that relies on online consumers, online customer satisfaction is an important thing that must be fulfilled properly. The purpose of this study is to determine how much influence e-service quality and promotion have on e-satisfaction in ShopeeFood services.

This study uses quantitative methods and types of descriptive research. The study was conducted on users of the ShopeeFood delivery service application, which are included in Generation Z and are the citizens of DKI Jakarta area. The number of samples used is 100 people with the purposive sampling method. All data collected has met the criteria of validity and reliability. All data processing was carried out using SPSS version 26 software. The data were analyzed using multiple linear regression tests.

Based on the results obtained in this study, e-service quality and promotion have a positive and significant effect on e-satisfaction in ShopeeFood services. e-service quality and promotion variables have an effect on the dependent variable e-satisfaction of 87.5%.

Keywords: E-service quality, Promotion, E-satisfaction