

ABSTRACT

Go-jek companies, especially Go-food services, are definitely required to maintain and improve service quality in order to increase customer satisfaction, so that Go-food can continue to compete with competitors and newcomers in this industry. Researchers are interested in conducting this research, with the title "The Influence of Service Quality on Customer Satisfaction (Case Study on GoFood Users in Jakarta City)" as the title of this study. The purpose of this study was to determine the effect of service quality on Go Food customer satisfaction to consumers in the city of Jakarta. In the process of this research, the authors use quantitative methods and descriptive research. The independent variables or independent variables referred to in this study are Reliability, Tangibles, Responsiveness, Assurance, Empathy. Customer satisfaction is the dependent or dependent variable used in this study. The research was conducted using multiple linear analysis assisted by SPSS software version 23.0. From the results of the study it was found that Reliability, Physical Evidence, Sensitivity, Assurance, and Empathy have both partial and simultaneous influence on customer satisfaction. These variables can be expected to be maintained by GoFood as a food delivery service. It can be said that good service quality in the GoFood environment as a food delivery service can encourage better customer satisfaction in the future.

Keywords: *Reliability, Tangibles, Responsiveness, Assurance, Empathy. Customer satisfaction*