

ABSTRACT

GoFood is one of the most widely used online food delivery services that has the most users in Indonesia compared to its competitors. In order to remain a mainstay, GoFood continues to strive to provide quality services and also provides sales promotions to continue to attract consumers to continue using GoFood services. Even though GoFood is the ruler of the online food delivery market in Indonesia, there are still several things that show that GoFood is still not optimal in terms of service and giving sales promotions which will influence consumers in making purchasing decisions which will certainly have an impact on satisfaction and loyalty.

The purpose of this research is to find out how consumer satisfaction can increase GoFood consumer loyalty, which is influenced by the quality of electronic services and the decision to make a purchase after seeing the sales promotion given by GoFood.

The quantitative method is used in this research. This study uses surveys distributed by google form. The sample selection method in this study was by nonprobability sampling, using purposive sampling technique. With a total sample of 300 GoFood service users who are Indonesian Citizens (WNI) and have made their purchase on GoFood. The analysis technique used is PLS-SEM and data will be processed using SmartPLS software version 3.2.9.

The results of the study show that consumer satisfaction can increase loyalty after satisfaction is influenced by the quality of electronic services received by consumers and purchase decisions that have been made after seeing the sales promotions given by GoFood.

The suggestion from this research is that in order to improve the quality of service, GoFood must continue to improve the quality of its applications. GoFood must improve the quality of its services, especially paying more attention to regulations regarding compensation for problems faced by its consumers, besides that GoFood must also continue to optimize sales promotion distribution in order to encourage customer satisfaction and create consumer loyalty.

Keyword: e-service quality, sales promotion, purchase decision, customer satisfaction, customer loyalty, GoFood.