

## **ABSTRACT**

*In this modern era, technological advances and developments are utilized in the business world to market and sell products. The rapid advancement of technology and the use of the internet has had a significant impact on the growth of the food delivery e-commerce industry in Indonesia, and this has led to increasingly fierce competition in creating the best service to meet customer satisfaction. Consumers use food delivery e-commerce to see the quality of service provided, such as providing drivers who are close to the restaurant.*

*The purpose of this study is to examine the effect of service quality use dimension SERVQUAL and perceived value on customer satisfaction through trust as a mediating variable in GoFood services. GoFood service was chosen as the object of this research because food delivery e-commerce is ranked second in Indonesia but often gets complaints that GoFood services provide drivers who are far from the restaurant, which causes customers to wait a long time to receive orders.*

*The research method used is a quantitative method with causal research objectives. In this study, the data used is primary data obtained from survey results using a questionnaire through the Google Form platform to 387 Indonesian respondents who have used GoFood services at least once in the last three months. The sampling method used is non-probability sampling with a purposive sampling category. The data obtained was analyzed using Smart-PLS 3.2.9 to test validity and reliability and other analyses.*

*This study shows that the instruments used are valid and reliable. The results of this study state that service quality, perceived value, and trust have a positive and significant effect on customer satisfaction with GoFood services. However, this study does not show that trust has a role in improving the relationship between service quality and customer satisfaction. However, trust mediates the relationship between perceived value and customer satisfaction. These findings provide practical implications for GoFood services in increasing customer satisfaction and building customer trust.*

*Therefore, GoFood services need to help solve customer problems by responding quickly when there are complaints, improving the quality of service provided appropriately, and developing service reliability to build trust. GoFood services are expected to be able to meet customer expectations to increase customer satisfaction.*

**Keywords:** *Service quality, perceived value, customer satisfaction, trust, GoFood Services*