

ABSTRACT

The arrival of the globalization era has a great impact and influence on the world order, one of which is in the business sector. Based on the rapid development of technology and the increasing use of digital platforms in the business industry, the food and beverage business industry also quite developed in Indonesia, especially food delivery services such as ShopeeFood. In the midst of increasingly fierce competition, it is important for companies to understand the factors that influence customer engagement in order to maintain and increase their loyalty. Digital marketing and service quality are considered as two key elements that can influence customer satisfaction and customer engagement.

This research uses a quantitative approach, with the number of respondents in this study being 150 people. Analysis using non-probability sampling method with purposive sampling technique. Data collection using a questionnaire distributed via Google Form. The data analysis technique uses SEM PLS with the help of SmartPLS 3.2.9 software.

Based on the results of this study, digital marketing variables have a significant effect on customer satisfaction, digital marketing has no significant effect on customer engagement, service quality has a significant effect on customer satisfaction, service quality has a significant effect on customer engagement, customer satisfaction has a significant effect on customer engagement, digital marketing has a significant effect on customer engagement through customer satisfaction, and, service quality has a significant effect on customer engagement through customer satisfaction.

ShopeeFood can improve better digital marketing by improving and providing platforms in advertising and promoting ShopeeFood services such as attractive promos and more interesting content, ShopeeFood must consistently maintain two key elements, namely digital marketing, and service quality to get customer satisfaction.

Keyword: *Customer Engagement, Customer Satisfaction, Digital Marketing, Service Quality*