ABSTRAK

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"PENGARUH *E-SERVICE QUALITY* DAN *FOOD QUALITY* TERHADAP *CUSTOMER LOYALTY* PENGGUNA SHOPEE-FOOD INDONESIA YANG DIMEDIASI OLEH *PERCEIVED VALUE* DAN *CUSTOMER SATISFACTION*

Penelitian ini bertujuan untuk menguji pengaruh –*eservice quality, food quality,* terhadap *customer loyalty* yang dimediasi oleh *perceived value,* dan *customer satisfaction.* Dalam beberapa tahun terakhir kecenderungan masyarakat Indonesia terhadap pembelian *online* melalui *e-commerce* meningkat dengan tajam. Sehubungan dengan industri makanan dan minuman di Indonesia yang mengalami perkembangan dan peningkatan setiap tahunnya, restoran berkembang sejalan dengan perkembangan teknologi online dimana terciptanya Shopee-Food sebagai suatu wadah atau aplikasi yang mempertemukan restoran dengan pelanggannya lebih mudah dan praktis dengan pengantaran makanan melalui ShopeeFood. Adanya permasalahan dalam aspek kualitas pelayanan elektronik *(e-service quality)* Shopee-Food dan pentingnya mengkaji aspek kualitas makanan *(food quality)* melalui pengantaran Shopee-Food maka, penelitian ini penting dilakukan untuk meneliti kedua konstruk tersebut dengan memperhatikan hubungan tidak langsung (mediasi) dari nilai yang dirasakan pelanggan ShopeeFood *(perceived value)* dan *(customer satisfaction)* atau kepuasan pelanggan ShopeeFood terhadap loyalitas pelanggan Shopee-Food. Teknik pengambilan sampel pada penelitian ini menggunakan teknik non-probability sampling yaitu purposive sampling dimana responden terkhusus merupakan pelanggan ShopeeFood yang tersebar di berbagai kota di Indonesia. Sampel dalam penelitian ini berjumlah 177 responden dengan metode pengumpulan data melalui kuisioner elektronik. Data diolah dengan menggunakan analisis validitas, reliabilitas, dan analisis statistik. Adapun, pengolahan data menggunakan Partial Least Square - Structural Equation Modeling (PLS-SEM) diolah menggunakan software SmartPLS. Hasil penelitian menunjukkan bahwa variabel *e-service quality* memiliki pengaruh positif namun tidak signifikan dalam pengujian secara langsung *(direct effect)* maupun tidak langsung *(indirect effect)* melalui mediasi perceived value, tetapi dengan adanya variabel mediasi variabel *customer satisfaction* (Y2) terbukti memberikan pengaruh *full* mediation yang dimana hubungan antara *e-service quality* terhadap *customer loyalty* berubah menjadi berpengaruh secara positif dan signifikan.

Kata Kunci: *e-service quality, food quality, perceived value, customer satisfaction, customer loyalty*

ABSTRAC

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This study aims to examine the effect of -eservice quality, food quality, on customer loyalty mediated by perceived value, and customer satisfaction. In recent years, the tendency of Indonesian people towards online purchases through e-commerce has increased sharply. In connection with the food and beverage industry in Indonesia which experiences development and improvement every year, restaurants develop in line with the development of online technology where the creation of Shopee-Food as a container or application that brings restaurants together with their customers more easily and practically by delivering food through ShopeeFood. There are problems in the aspect of Shopee-Food's electronic service quality (e-service quality) and the importance of reviewing food quality aspects through Shopee-Food delivery, so this research is important to do to examine the two constructs by paying attention to the indirect relationship (mediation). from the value perceived by ShopeeFood customers (perceived value) and (customer satisfaction) or ShopeeFood customer satisfaction on Shopee-Food customer loyalty. The sampling technique in this study used a non-probability sampling technique, namely purposive sampling where the respondents were specifically ShopeeFood customers spread across various cities in Indonesia. The sample in this study amounted to 177 respondents with data collection methods through electronic questionnaires. The data is processed by using the analysis of validity, reliability, and statistical analysis. Meanwhile, data processing using Partial Least Square - Structural Equation Modeling (PLS-SEM) is processed using SmartPLS software. The results showed that the e-service quality variable had a positive but not significant effect in direct and indirect testing through perceived value mediation, but with the mediation variable, the customer satisfaction variable (Y2) proved to have a full effect. mediation in which the relationship between e-service quality and customer loyalty turns into a positive and significant effect.

Keywords: e-service quality, food quality, perceived value, customer satisfaction, customer loyalty