

ABSTRACT

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THE INFLUENCE OF TRUST, EASE OF USE, PROMOTION, AND E-SERVICE QUALITY TOWARDS CUSTOMER LOYALTY OF ONLINE FOOD DELIVERY SERVICES AT GOJEK IN NORTH SUMATRA

(xviii+ 131 pages; 6 figures; 34 tables; 11 appendixes)

Indonesia's information technology is developing at a rapid pace, with the Internet emerging as the primary medium for facilitating the complex interactions that humans require. Online food delivery services, such as GoFood, are among the platforms that have got significant development in the digital era. Therefore, GoFood must assess its marketing strategies in order to influence consumers' purchasing decisions on its platforms.

The purpose of this research is to analyze which strategies between Trust, Ease of use, Promotion, and E-Service Quality has the biggest influence on Customer Loyalty on GoFood. This research consists of four independent variables which are Trust (X1), Ease of use (X2), Promotion (X3), E-Service Quality (X4), and Customer Loyalty (Y) as the dependent variable. This research uses quantitative methods with a total sample of 60 respondents, using Likert Scale. The data was analyzed for Multiple Regression Analysis by using SPSS v.28 to find the influence of each independent variable on the dependent variable.

Based on the data analysis results, Promotion and E-Service Quality have a positive and significant influence on Customer Loyalty on GoFood while Trust and Ease of use has a positive but insignificant influence on Customer Loyalty. E-Service Quality was found to have the biggest influence on Customer Loyalty. In Conclusion, consumers are more likely to use GoFood if it enhances its Trust, Ease of use, Promotion, and E-Service Quality in its marketing approach. And It is recommended for GoFood to concentrate their efforts on the highest indicators such as E-service Quality relies on Assurance, whereas Trust focuses on Willingness indicators, Ease of Use focuses on Efficiency factors, and Promotion focuses on Advertising components

Keywords: Trust, Ease of use, Promotion, E-Service Quality and Customer Loyalty

References: 46 (2018-2023)

ABSTRAK

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**PENGARUH KEPERCAYAAN, KEMUDAHAN PENGGUNAAN, PROMOSI,
DAN KUALITAS LAYANAN ELEKTRONIK TERHADAP LOYALITAS
PELANGGAN JASA PENGIRIMAN MAKANAN ONLINE DI GOJEK DI
SUMATERA UTARA**

(xiii+ 131 halaman; 6 gambar; 34 tabel; 11 lampiran)

Teknologi informasi di Indonesia berkembang dengan pesat, dan Internet muncul sebagai media utama yang dibutuhkan manusia. Layanan pesan-antar makanan online, seperti GoFood, menjadi salah satu platform yang mengalami perkembangan signifikan di era digital. Oleh karena itu, GoFood harus mengevaluasi strategi pemasarannya agar dapat mempengaruhi keputusan pembelian konsumen di platformnya.

Tujuan dari penelitian ini adalah untuk menganalisis strategi manakah antara Kepercayaan (X1), Kemudahan Penggunaan (X2), Promosi (X3), Kualitas Layanan Elektronik (X4), dan Loyalitas Pelanggan (Y) sebagai variabel dependen. Penelitian ini menggunakan metode kuantitatif dengan jumlah sampel sebanyak 60 responden, menggunakan Skala Likert. Data dianalisis dengan Analisis Regresi Berganda dengan menggunakan SPSS v.28 untuk mengetahui pengaruh masing-masing variabel independen terhadap variabel dependen.

Berdasarkan hasil analisis data, Promosi dan E-Service Quality mempunyai pengaruh positif dan signifikan terhadap Loyalitas Pelanggan pada GoFood. Kualitas E-Service ditemukan memiliki pengaruh terbesar terhadap Loyalitas Pelanggan. Kesimpulannya, konsumen lebih cenderung menggunakan GoFood jika GoFood meningkatkan Kepercayaan, Kemudahan Penggunaan, Promosi, dan Kualitas Layanan Elektronik dalam pendekatan pemasarannya. Dan disarankan bagi GoFood untuk memusatkan upayanya pada indikator tertinggi seperti E-service Quality mengandalkan Assurance, sedangkan Trust fokus pada indikator Willingness, Ease of Use fokus pada faktor Efficiency, dan Promotion fokus pada komponen Advertising.

Kata Kunci: Kepercayaan, Kemudahan Penggunaan, Promosi, Kualitas Layanan Elektronik, dan Loyalitas Pelanggan

Referensi: 46 (2018-2023)