

ABSTRAK

Elisha Kristiani Putri (02619220061)

ANALISIS PENGARUH LINGKUNGAN BELANJA *ONLINE* TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* PADA RESTORAN MIE GACOAN SURABAYA DI APLIKASI GRAB FOOD

(xvii + 219 halaman: 24 gambar, 50 tabel; 5 lampiran)

Masa Pandemi kini telah berakhir, saat ini Indonesia memasuki masa Endemi dari wabah Covid-19. Berawal dari paksaan di masa pandemi justru semakin menjadi kebiasaan sehari-hari. Hal tersebut adalah perilaku membeli makan melalui *Online Food Delivery* (OFD) yang kian meningkat. Terdapat berbagai faktor yang menyebabkan warga Indonesia menggunakan layanan OFD karena kenyamanan, kemudahan kebutuhan, efektif dan efisiensi waktu, beragam promosi dan produk baru dan sebagainya.

Penelitian ini menggunakan restoran Mie Gacoan di aplikasi Grab Food sebagai objek penelitian untuk melihat faktor lingkungan belanja apa saja yang menyebabkan loyalitas pelanggan melalui mediasi kepuasan pelanggan. Restoran dengan julukan “Mie Pedas no 1 di Indonesia” telah mampu menghasilkan keuntungan besar dalam waktu singkat karena pendiri dari restoran Mie Gacoan Harris Kristanto mengandalkan penjualan di beragam aplikasi layanan OFD.

Pada penelitian kali ini terdapat 8 variabel yang mempengaruhi perilaku pembelian *online* dalam lingkungan belanja layanan OFD khususnya melalui GrabFood. Grab Food sendiri telah menjadi layanan OFD terbesar di Asia Tenggara mengalahkan pesaingnya GoFood dan ShopeeFood. Penelitian ini bertujuan untuk mengetahui faktor yang mempengaruhi kesetiaan pelanggan dengan mediasi kepuasan pelanggan pada restoran Mie Gacoan Surabaya di aplikasi Grab Food. Faktor tersebut terdiri dari *discounted price & advertising*, *visual merchandising*, *emotional attachment*, *special occasion*, *companion's influence*, *service quality*, *system quality* dan *information quality*.

Kata Kunci: Lingkungan Belanja, *Online Food Delivery*, *Customer Loyalty*, *Customer Satisfaction*, Restoran, *Discounted Price & Advertising*, *Visual Merchandising*, *Emotional Attachment*, *Special Occasion*, *Companion's Influence*, *Service Quality*, *System Quality*, *Information Quality*

ABSTRACT

Elisha Kristiani Putri (02619220061)

ANALYSIS OF THE IMPACT OF ONLINE SHOPPING ENVIRONMENT ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AT MIE GACOAN RESTAURANT SURABAYA ON GRAB FOOD

(xvii + 219 pages: 24 figure, 50 tables; 5 attachments)

The Pandemic period has ended, Indonesia is currently entering the Endemic period of the Covid-19 outbreak. Starting from coercion during a pandemic, it has increasingly become a daily habit. Which is the behaviour of buying food through Online Food Delivery (OFD) which is increasing. There are various factors that cause Indonesians to use OFD services because of convenience, ease of need, effectiveness and time efficiency, various promotions and new products and so on.

This study uses Mie Gacoan restaurant on Grab Food as the object of research to see which shopping environmental factors cause customer loyalty through the mediation of customer satisfaction. The restaurant with the nickname “No. 1 Spicy Noodles in Indonesia” has been able to generate huge profits in a short time because the founder of the Mie Gacoan restaurant, Harris Kristanto, relies on sales in various OFD service applications.

In this study, there are 8 variables that influence online purchasing behavior within the OFD (Online Food Delivery) shopping environment, specifically through GrabFood. GrabFood itself has become the largest OFD service in Southeast Asia, surpassing its competitors GoFood and ShopeeFood. This research aims to identify the factors that influence customer loyalty with the mediation of customer satisfaction at the Mie Gacoan Surabaya restaurant on the Grab Food app. These factors include discounted price & advertising, visual merchandising, emotional attachment, special occasion, companion’s influence, service quality, system quality, and information quality.

Kata Kunci: Shopping Environment, Online Food Delivery, Customer Loyalty, Customer Satisfaction, Restaurant, Discounted Price & Advertising, Visual Merchandising, Emotional Attachment, Special Occasion, Companion’s Influence, Service Quality, System Quality, Information Quality