

ABSTRAK

Kemunculan internet semakin mempermudah kehidupan manusia dalam melakukan sesuatu. Salah satu akibat adanya internet adalah terjadinya peralihan kebiasaan masyarakat terutama dalam berbelanja makanan. Layanan *online food delivery* terus mengalami perkembangan di Indonesia. Salah satu layanan *online food delivery* yang cukup digemari masyarakat Indonesia yaitu Shopee Food. Penelitian ini dilakukan untuk mengetahui pengaruh *e-service quality*, diskon dan kualitas produk terhadap loyalitas pelanggan melalui kepuasan pengguna Shopee Food. Penelitian ini menggunakan metode kuantitatif dan menggunakan rumus *slovin* untuk menentukan responden yang dijadikan sampel penelitian. Data dikumpulkan melalui penyebaran link kuesioner *google form* kepada 100 responden dengan teknik pengambilan sampel menggunakan *purposive sampling*. Penelitian ini menggunakan teknik analisis data yaitu uji validitas, uji reliabilitas, uji koefisien determinasi, uji hipotesis dan uji mediasi. Hasil pengujian menunjukkan bahwa *e-service quality* tidak berpengaruh signifikan terhadap loyalitas pelanggan. Diskon tidak berpengaruh signifikan terhadap loyalitas pelanggan. Kualitas produk berpengaruh signifikan terhadap loyalitas pelanggan. Kepuasan pengguna berpengaruh terhadap loyalitas pelanggan. *E-service quality* berpengaruh signifikan terhadap kepuasan pengguna. Diskon berpengaruh signifikan terhadap kepuasan pengguna. Kualitas produk tidak berpengaruh terhadap kepuasan pengguna. Kepuasan pengguna dapat memediasi *e-service quality* terhadap loyalitas pelanggan. Kepuasan pengguna dapat memediasi diskon terhadap loyalitas pelanggan. Kepuasan pengguna tidak dapat memediasi kualitas produk terhadap loyalitas pelanggan.

Kata kunci: *E-service quality*, diskon, kualitas produk, loyalitas pelanggan, kepuasan pengguna.

ABSTRACT

The emergence of the internet has made human life easier in doing something. One of the consequences of the internet is the change in people's habits, especially in shopping for food. Online food delivery services continue to experience development in Indonesia. One of the online food delivery services that is quite popular with the people of Indonesia is Shopee Food. This research was conducted to determine the influence of e-service quality, discounts, and product quality on customer loyalty through Shopee Food user satisfaction. This study uses a quantitative method and uses the slovin formula to determine the respondents who are used as research samples. Data was collected through the distribution of google form questionnaire links to 100 respondents using a sampling technique using purposive sampling. This study uses data analysis techniques, namely validity test, reliability test, determination coefficient test, hypothesis test and mediation test. The test results show that e-service quality does not have a significant effect on customer loyalty. Discounts do not have a significant effect on customer loyalty. Product quality has a significant effect on customer loyalty. User satisfaction affects customer loyalty. E-service quality has a significant effect on user satisfaction. Discounts have a significant effect on user satisfaction. Product quality has no effect on user satisfaction. User satisfaction can mediate E-service quality to customer loyalty. User satisfaction can mediate discounts against customer loyalty. User satisfaction cannot mediate product quality to customer loyalty.

Keywords: E-service quality, discounts, product quality, customer loyalty, user satisfaction.