

ABSTRACT

COMPARISONAL ANALYSIS OF USER SATISFACTION ON GRABFOOD AND GOFOOD SERVICE QUALITY USING E-SERVQUAL METHOD

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Over time, technological developments in the era of globalization and information have ushered in a new competition where business opportunities are exploited faster than before. Currently, there are many start-up companies that provide services and offer various advantages that help people meet their needs. Two large start-up companies in Indonesia, namely Gojek and Grab, are in great demand by the public, because Gojek and Grab have services that can help people meet their daily needs. Grabfood and Gofood have shortcomings that affect consumer satisfaction such as slow restaurant service and the length of order delivery, so it is necessary to compare service quality to user satisfaction of Grabfood and Gofood using the E-Servqual method. The E-Servqual method links the opinions of users and service providers to the quality of electronic services, and provides a good basis for understanding, measuring, and improving service quality. Measuring service quality is carried out using seven dimensions of E-Servqual, namely efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contact, so that the quality of services in the company can continue to be improved to provide satisfaction for users. This study was conducted to analyze the quality of service for Gofood and Grabfood users so as to produce recommendations for the most superior service quality between the two application features. In the calculation results, overall, some Grabfood and Gofood users are satisfied and some are not satisfied with the services provided. For Grabfood the dimensions that must be improved are the dimensions of Reliability, Responsiveness, and Compensation while for Gofood the dimensions that must be improved are the dimensions of Reliability and Compensation

Kata kunci : E-Servqual, Grabfood, Gofood , Service Quality