

ABSTRACT

MEASURING THE LEVEL OF CUSTOMERS SATISFACTION USING THE E-SERVICE QUALITY METHOD AT SHOPEEFOOD

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Along with the times, technology is growing rapidly. The development of technology has an impact in various fields such as E-Commerce. Where previously buying and selling transactions were carried out conventionally to using technology. The application of E-Commerce provides convenience, because customers can make buying and selling transactions through their respective smartphones anytime and anywhere. Currently the E-Commerce function is increasingly complete, where users can order food delivery in E-Commerce, for example on the Shopee application, namely on ShopeeFood. At ShopeeFood users can order food online and it will be delivered according to the address listed in the application. This is more practical and provides convenience for users, but companies need to ensure service quality to meet customer satisfaction. Quality becomes a benchmark for companies to determine the level of quality of service. Research was conducted to determine whether service quality has an influence on ShopeeFood customer satisfaction or not. The research was conducted by applying the E-Service Quality method which has 7 variables including efficiency, privacy, system availability, responsiveness, fulfillment, contact, and compensation. Convenience sampling was used to obtain the research sample. The questionnaire was distributed especially to users who have used ShopeeFood for analysis. The results of the questionnaire were processed using SPSS. Tests were carried out with multiple linear regression analysis, validity and reliability tests. The research outputs a letter of recommendation that can be used as a means of improvement. The variables that need to be improved are responsiveness, privacy, system availability and contact.

Keywords : *Convenience Sampling, E-Service Quality, Food Delivery, Customer Satisfaction, SPSS*