

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh dimensi *e-service quality* terhadap kepuasan pelanggan ShopeeFood di Yogyakarta. Penelitian ini dilakukan dengan pendekatan kuantitatif. Pengumpulan data primer dilakukan dengan menyebarkan kuesioner kepada sampel sebanyak 100 pelanggan ShopeeFood di Yogyakarta yang berusia minimal 17 tahun dan melakukan pembelian makanan secara online minimal 2 kali dalam 3 bulan terakhir. Analisis data yang digunakan pada penelitian ini adalah uji regresi linear berganda. Hasil penelitian menunjukkan bahwa secara parsial proses transaksi dan kemudahan penggunaan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Sedangkan efisiensi, keamanan, estetika situs dan daya tanggap tidak berpengaruh signifikan terhadap kepuasan pelanggan. Kemudahan penggunaan merupakan variabel yang paling dominan berpengaruh terhadap kepuasan pelanggan ShopeeFood.

Kata kunci: *e-service quality*, efisiensi, estetika situs, keamanan, proses transaksi, daya tanggap, kemudahan penggunaan, kepuasan pelanggan.

ABSTRACT

This study aims to analyze the effect of the dimensions of e-service quality on ShopeeFood customer satisfaction in Yogyakarta. This research was conducted with a quantitative approach. Primary data collection was carried out by distributing questionnaires to a sample of 100 ShopeeFood customers in Yogyakarta who were at least 17 years old and made online food purchases at least 2 times in the last 3 months. Analysis of the data used in this study is multiple linear regression test. The results showed that partially the transaction process and ease of use had a positive and significant effect on customer satisfaction. Meanwhile, efficiency, security, site aesthetics and responsiveness have no significant effect on customer satisfaction. Ease of use is the most dominant variable affecting ShopeeFood customer satisfaction.

Keywords: *e-service quality, efficiency, site aesthetics, security, transaction processing, responsiveness, ease of use, customer satisfaction.*