

PENGARUH *FOOD QUALITY* TERHADAP *CUSTOMER SATISFACTION*
PADA PERUSAHAAN JASA YANG MENGGUNAKAN *FOOD ONLINE*
DELIVERY SERVICE DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *perceived control*, *service convenience*, *customer service*, *service fulfillment*, *food quality* terhadap *customer satisfaction* pada *behavioral intention* pada perusahaan jasa yang menggunakan *food online delivery service*. Responden dalam penelitian ini adalah pengguna *food online delivery service* di Surabaya. Data yang diambil untuk penelitian ini sebanyak 181 responden yang kemudian dianalisis menggunakan metode *Structural Equation Model* (SEM) dengan menggunakan program *Statistical for Social Sciences* (SPSS) versi 24 dan AMOS versi 24. Setelah dilakukan pengolahan data, didapatkan hasil bahwa pengaruh *customer service*, *service fulfillment*, dan *food quality* terhadap *customer satisfaction* pada *food online delivery service* di Surabaya terdukung dan pengaruh *customer satisfaction* terhadap *behavioral intention* pada *food online delivery service* di Surabaya terdukung. Berdasarkan hasil, maka pihak perusahaan jasa yang menggunakan *food online delivery service* di Surabaya harus lebih memberikan kenyamanan layanan, kemudahan mengakses layanan pelanggan, dan selalu memberikan kualitas layanan terbaik di aplikasi yang digunakan konsumen. Dengan penelitian ini, dapat diketahui pentingnya kepuasan pelanggan terhadap perusahaan.

Kata kunci: *Food Quality*, *Service Convenience*, *Customer Service*, *Customer Satisfaction*, *Behavioral Intention*.

THE EFFECT OF *FOOD QUALITY* ON *CUSTOMER SATISFACTION* ON
SERVICE COMPANY THAT USE FOOD ONLINE DELIVERY SERVICES IN
SURABAYA

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ABSTRACT

The purpose of this research is to analyze the effect of service convenience and customer service on customer satisfaction on behavioral intention to food online delivery service. Respondents in this study were users of food online delivery service in Surabaya. The data taken for this study were 181 respondents who were then analyzed using the Structural Equation Model (SEM) method using the Statistical for Social Sciences (SPSS) version 24 and AMOS version 24. After processing the data, it was found that the influence of customer service, service fulfillment, and food quality to customer satisfaction on food online delivery service in Surabaya is supported and influenced customer satisfaction with behavioral intention to food online delivery service in Surabaya is supported. Based on the results, the company that use food online delivery services in Surabaya must provide more service convenience, ease of accessing customer service, and always provide the best service quality in applications used by consumers. With this research, it can be seen the importance of customer satisfaction to the company.

Keywords: *Food Quality, Service Convenience, Customer Service, Customer Satisfaction, Behavioral Intention.*