

ABSTRAK

Alfina, Pretty, 2022. Pengaruh *E-Service Quality* Terhadap Loyalitas Pelanggan *GrabFood* Di Kabupaten Lamongan. Bimbingan Dr. Yuda Prasetya M, S.E.,M.M.

Penelitian ini bertujuan untuk menganalisis baik pengaruh *E-Service Quality* Terhadap Loyalitas Pelanggan Pengguna Fitur Jasa *GrabFood* (Studi Pada Pelanggan *GrabFood* Di Kota Lamongan). Sampel yang telah digunakan pada penelitian ini sebanyak 100 responden menggunakan teknik *sampling purposive sampling*. Data yang telah dianalisis menggunakan SPSS dengan *software* SPSS 26.

Hasil penelitian menunjukkan bahwa secara parsial terdapat pengaruh signifikan variabel *E-Service Quality* terhadap loyalitas pelanggan *GrabFood* Kota Lamongan, secara simultan variabel *E-Service Qaulity*, sama-sama berpengaruh signifikan terhadap loyalitas pelanggan *GrabFood* kota lamongan.

Kata kunci: *E-Service Quality*, Loyalitas Pelanggan

ABSTRACT

Alfina, Pretty, 2022. Effect of E-Service Quality on Customer Loyalty of GrabFood Customers in Lamongan City. Dr. Guidance Yuda Prasetya M, S.E., M.M.

This study aims to analyze the effect of E-Service Quality on Customer Loyalty of GrabFood Service Feature Users (Study on GrabFood Customers in Lamongan City). The sample that has been used in this study was 100 respondents using purposive sampling technique. The data has been analyzed using SPSS with SPSS 26 software.

The results of the study show that partially there is a significant effect of the E-Service Quality variable on the loyalty of the Lamongan City GrabFood customers, simultaneously the E-Service Quality variable, both have a significant effect on the Lamongan City GrabFood Customer loyalty.