ABSTRACT

The rapid development of technology has made human behavior as consumers also change, one example is the adoption of the use of online food delivery services. Shopee Food as a newcomer in the world of food delivery services in Indonesia is still unable to compete in terms of customer loyalty with two other big players. The phenomenon of low customer loyalty of Shopee Food and the inconsistency of the results of e-service quality research on e-loyalty are the basic foundations of research that aims to develop an empirical research model to overcome the gap between electronic service quality (e-service quality) and electronic customer loyalty (e-loyalty) in order to produce loyal Shopee Food users, through customer involvement & customer engagement.

This research begins with developing a research framework analyzing the relationship between e-service quality, customer involvement, customer engagement, and e-loyalty based on the theory of service-dominant logic from previous studies. Data collection involved 132 respondents using a questionnaire method consisting of open questions about respondents' identities and closed questions related to the study. This study took respondents who were Shopee Food users, aged 17 - 25 years, and domiciled in Jabodetabek. The data obtained were then analyzed quantitatively and structurally using the Structural Equation Modeling (SEM) method using the Analysis Moment of Structural (AMOS) tool version 25.

The results of the study found that e-service quality has a positive and significant influence on customer involvement, customer involvement has a positive and significant influence on customer engagement and e-loyalty, customer engagement has a positive and significant influence on e-loyalty, and finally, customer involvement partially mediates the relationship between e-service quality and e-loyalty. Therefore, all hypotheses in this study were accepted after model modifications were carried out. It is hoped that the results of the managerial implications of this study can be useful as suggestions for improvement for Shopee Food services under the auspices of PT Shopee International Indonesia.

***Keyword**: E-Service Quality, Customer Involvement, Customer Engagement, E-Loyalty, Service-Dominant Logic.*