

ABSTRACT

Restrictions on community activities during the Covid 19 virus pandemic have a multidimensional impact, including restrictions on economic activities that are felt directly by entrepreneurs who rely on the crowds of the community to support their business, To overcome these restrictions, various efforts have been made by restaurant entrepreneurs and MSMEs in the culinary business sector, including by using online food delivery service technology. With the massive use of this technology, there has emerged the phenomenon of intense competition between companies in the online food delivery service business, competing in providing quality electronic services and price discounts to create a sense of satisfaction to customers. Therefore, this research was conducted to examine the effect of electronic service quality and price discounts on Customer satisfaction using Grabfood services.

This research was conducted using the questionnaire method, using a purposive sampling technique on 100 respondents using the Grabfood service in Semarang City. Then the data analysis methods used include validity test, reliability test, multiple linear regression analysis, normality test, multicollinearity test, heteroscedasticity test, T test, F test, and test the coefficient of determination (R^2). Where data testing is carried out using IBM SPSS 26 software.

The results showed that all variables, namely Ease of use, Processing speed, Aesthetic design, Security and Price discounts, had a positive and significant effect on Customer satisfaction. Based on the test results of the coefficient of determination (R^2), it can be seen that the value of R Square (R^2) is 0.670. This shows that the variables Ease of use, Processing speed, Aesthetic design, Security and Price discounts, are able to explain the Customer satisfaction variable by 67%. While the remaining 33% can be explained by other factors not examined in this study.

Keywords: E-Service Quality , Price discount , Customer satisfaction