

ABSTRACT

The development of the era that is growing and the use of instant technology in food delivery services makes the community paradigm so easy to choose a food menu. The increase in the use of food delivery services is growing rapidly. No one thought that the rise of food delivery service applications could shift the behavior of Indonesian consumers in buying and selling food. Shopee's service has also enlivened the food delivery service market in Indonesia, known as shopeefood. Many discounts are given to provide attractiveness to consumers. This study aims to examine the effect of price discounts, brand experience, on customer loyalty with consumer satisfaction as a connecting indicator.

In this study, the population taken was customers who had used shopeefood services with a total sample of 90 respondents using purposive sampling technique. Furthermore, the data obtained is processed using the PLS program. The results of this study indicate that price discounts, brand experience, and satisfaction have a positive and significant influence on customer loyalty. And the variable price discount and brand experience have a significant positive effect on customer loyalty through customer satisfaction.

Keywords: Price discount, Brand Experience, Loyalty, Satisfaction

