

ABSTRACT

Effect of E-Service Quality and E-Trust on E-Loyalty Mediated by E-Satisfaction on ShopeeFood Users (Case Study on Generation Z)

Annisa Mu'izztikhomah¹⁾ Mohamad Trio Febriyantoro, S.E., M.M., Ph.D.²⁾

1) Pembangunan Jaya University Management Study Student Program

2) Lecturer of Pembangunan Jaya University Management Study Program

This study aims to examine the effect of electronic service quality, electronic trust, and electronic satisfaction on ShopeeFood user loyalty. There are several gaps in previous research regarding the relationship between electronic service quality and electronic trust on ShopeeFood user loyalty. The method used in this research is quantitative, with a focus on people from generation Z who often order food through ShopeeFood. The population size was unknown, so the researcher used purposive sampling to take 198 samples. Data were collected through questionnaires and analyzed using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with SmartPLS software version 4. The results of this study indicate that E-Service Quality does not have a significant impact on ShopeeFood user E-Loyalty. E-Trust has a significant effect on ShopeeFood user E-Loyalty. E-Service Quality and E-Trust have a significant effect on E-Satisfaction of ShopeeFood users. E-Satisfaction has a significant effect on E-Loyalty of ShopeeFood users. E-Service Quality and E-Trust have a significant effect on E-Loyalty through the mediation of E-Satisfaction of ShopeeFood users.

Keywords: *E-Service Quality , E-Trust, E-Satisfaction, E-Loyalty, ShopeeFood*