

ABSTRACT

THE EFFECT OF SERVICE QUALITY, TRUST IN TECHNOLOGY, AND E-PAYMENT ON CUSTOMER LOYALTY THROUGH GRABFOOD CUSTOMER SATISFACTION (CASE STUDY ON GENERATION Z IN THE SOUTH TANGERANG CITY AREA)

Food delivery services are experiencing an increase and encourage an increase in the digital economy in Indonesia. There is an increase in internet users in Indonesia and the COVID-19 pandemic which has made mobility in the movement of people in Indonesia increasingly narrow due to the PSBB (Large-Scale Social Restrictions) regulations. The purpose of this study was to determine the effect on service quality, trust in technology, and E-Payment on customer loyalty through GrabFood customer satisfaction. The researcher uses a quantitative research type, with the research object of Generation Z with a sample of 180 respondents using non-probability sampling and purposive sampling methods. Data collection techniques were carried out through questionnaires on Google Form and data analysis techniques using SmartPLS 3.0 software instruments. The factors of service quality, trust in technology, and E-payment are proven to affect customer satisfaction. As well as service quality, trust in technology, and E-payment are proven to affect customer loyalty indirectly..

Keywords: *food delivery services, service quality, trust in technology, e-payment, customer satisfaction, customer loyalty*