

ABSTRAK

Di era yang semakin moderen sekarang ini banyak sekali perkembangan pada berbagai bidang, seperti teknologi informasi dan komunikasi bahkan proses transaksi jual beli melalui dunia digital. Seiring dengan perkembangan teknologi sebagai alat komunikasi menyebabkan semakin tingginya pertumbuhan pengguna internet, maka terjadinya persaingan jasa transportasi pengantar makanan yang salah satunya jasa transportasi pengantar makanan online berupa Gojek (Go-Food). Penelitian ini bertujuan untuk mengetahui pengaruh dari tiga variabel yaitu *E-Service Quality*, dan *Perceived Value* terhadap loyalitas pelanggan dimana hipotesis dalam penelitian ini *E-Service Quality*, *Perceived Value* terhadap loyalitas pelanggan secara parsial. Objek penelitian ini adalah Gojek yang ada di Universitas Muhammadiyah Jember Fakultas Ekonomi dan Bisnis khususnya untuk GOFOOD.

Jenis penelitian yang digunakan oleh peneliti adalah kuantitatif dengan jumlah populasi sebanyak 96 responden menggunakan teknik Purposive Sampling. Teknik pengumpulan data menggunakan observasi dan wawancara serta kuisioner. Analisis yang digunakan meliputi uji validitas dan uji reabilitas, analisis linier berganda, uji asumsi klasik (uji normalitas, uji multikolonieritas, uji heteroskedastisitas), uji hipotesis (uji t, koefisiensi determinasi). Hasil penelitian ini menunjukkan bahwa *E-Service Quality* tidak berpengaruh terhadap loyalitas pelanggan, sedangkan *Perceived Value* berpengaruh terhadap loyalitas pelanggan.

Kata kunci : *E-Service Quality*, *Perceived Value*, dan Loyalitas Pelanggan



ABSTRACT

In this increasingly modern era, there are many developments in various fields, such as information and communication technology and even buying and selling transactions through the digital world. Along with the development of technology as a communication tool, the growth of internet users has increased, resulting in competition for food delivery transportation services, one of which is online food delivery transportation services in the form of Gojek (Go-Food). This study aims to determine the effect of three variables namely E-Service Quality, and Perceived Value on customer loyalty where the hypothesis in this study E-Service Quality, Perceived Value on customer loyalty partially. The object of this research is Gojek at the Muhammadiyah University of Jember, Faculty of Economics and Business, especially for GOFOOD.

The type of research used by researchers is quantitative with a population of 96 respondents using purposive sampling techniques. Data collection techniques using observation and interviews as well as questionnaires. The analysis used includes validity and reliability tests, multiple linear analysis, classical assumption tests (normality test, multicollinearity test, heteroscedasticity test), hypothesis testing (t test, coefficient of determination). The results of this study indicate that E-Service Quality has no effect on customer loyalty, meanwhile Perceived Value effect on customer loyalty.

Keywords: *E-Service Quality, Perceived Value, and Customer Loyalty*

