



ABSTRACT

GoFood is one of the most used online food delivery service in Indonesia. Despite Gojek's strong market presence in the ride-hailing industry, GoFood has seen its Gross Merchandise Value (GMV) stagnate and even decline between 2020 and 2023. Recognizing the critical role of delivery personnel in shaping customer satisfaction within the online food delivery industry, this study aims to investigate the factors influencing customer satisfaction with GoFood's delivery personnel service. To do so, this research uses an online survey method of 225 respondents who are above 17 years old that have used GoFood services at least twice in the past year.

There are seven hypotheses in this study which are developed from the Expectation disconfirmation theory. Out of seven hypotheses, six were accepted, and one were rejected. The findings reveal that that four dimensions of service quality — assurance, empathy, reliability, and tangibility—significantly influence customer satisfaction, while responsiveness was found to have no significant influence towards customer satisfaction. Furthermore, customer perceived value and trust also significantly influence customer satisfaction.

Key word: Expectation disconfirmation theory, customer satisfaction, service quality, customer perceived value, trust



INTISARI

GoFood merupakan salah satu layanan pengiriman makanan online yang paling populer di Indonesia. Meskipun Gojek memiliki dominas pasar yang kuat dalam sektor transportasi daring, GoFood telah mengalami penurunan signifikan dalam *Gross Merchandise Value* (GMV) antara tahun 2020 dan 2023. Mengingat peran penting kurir dalam membentuk kepuasan konsumen dalam industri pengiriman makanan daring, studi ini bertujuan untuk menyelidiki faktor-faktor yang memengaruhi kepuasan konsumen terhadap layanan pengiriman kurir GoFood. Untuk itu, penelitian ini menggunakan metode survei online dengan 225 responden yang berusia di atas 17 tahun dan telah menggunakan layanan GoFood setidaknya dua kali dalam setahun terakhir.

Terdapat tujuh hipotesis dalam penelitian ini yang dikembangkan dari *Expectation disconfirmation theory*. Dari tujuh hipotesis, enam diterima, dan satu ditolak. Hasil penelitian menunjukkan bahwa empat dimensi *service quality*—yaitu *assurance*, *empathy*, *reliability*, and *tangibility*—berpengaruh signifikan terhadap kepuasan konsumen, sementara *responsiveness* tidak memiliki pengaruh signifikan terhadap kepuasan konsumen. Selain itu, *customer perceived value* dan *trust* juga berpengaruh signifikan terhadap kepuasan konsumen.

Key word: *Expectation disconfirmation theory*, kepuasan konsumen, *service quality*, *customer perceived value*, *trust*