

**ANALISIS PERBANDINGAN KUALITAS LAYANAN ANTAR  
*PLATFORM ONLINE FOOD DELIVERY* DENGAN PENDEKATAN  
SERVQUAL DAN *IMPORTANCE PERFORMANCE ANALYSIS (IPA)***

**INTISARI**

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Persaingan antar *platform* layanan pesan-antar makanan (*online food delivery*/OFD) di Indonesia menuntut evaluasi kualitas layanan yang mendalam dari perspektif konsumen. Penelitian kuantitatif ini bertujuan menganalisis persepsi, harapan, dan kesenjangan layanan pada GoFood, GrabFood, dan ShopeeFood, serta menentukan prioritas perbaikan strategis. Data dikumpulkan dari 141 responden menggunakan teknik *Purposive Sampling* dengan kriteria pengguna aktif ketiga *platform*. Melalui pendekatan SERVQUAL dan Uji *Kruskal-Wallis*, ditemukan adanya perbedaan signifikan pada tingkat kepuasan dan harapan antar *platform* ( $p < 0.05$ ). Hasil Uji *Post-Hoc* lebih lanjut menunjukkan GoFood secara signifikan unggul dari GrabFood dan ShopeeFood. Secara umum, seluruh *platform* mengalami kesenjangan layanan (*gap*) negatif, namun GoFood mencatatkan total *gap* terkecil (-4,481). Analisis *Importance-Performance Analysis (IPA)* mengungkapkan diferensiasi strategis: GoFood harus memprioritaskan pemeliharaan atribut unggul, sementara GrabFood dan ShopeeFood memiliki konsentrasi atribut jauh lebih besar pada Kuadran I (Prioritas Utama), menyoroti kebutuhan perbaikan mendesak pada aspek-aspek krusial. Penelitian ini memberikan kontribusi praktis bagi *platform* sebagai modal perbaikan kinerja, rekomendasi bagi konsumen untuk memilih *platform* sesuai preferensi, serta referensi akademis dalam studi kualitas layanan digital.

Kata kunci : kualitas layanan, SERVQUAL, IPA, *online food delivery*.

**COMPARATIVE ANALYSIS OF SERVICE QUALITY ACROSS ONLINE  
FOOD DELIVERY PLATFORMS USING THE SERVQUAL AND  
IMPORTANCE-PERFORMANCE ANALYSIS (IPA) APPROACHES**

**ABSTRACT**

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Competition among online food delivery (OFD) platforms in Indonesia necessitates in-depth service quality evaluation from the consumer perspective. This quantitative research aims to analyze consumer perceptions, expectations, and the service gap among GoFood, GrabFood, and ShopeeFood, and to determine strategic improvement priorities. Data were collected from 141 respondents using the Purposive Sampling technique, with the criterion of being an active user of all three platforms. Utilizing the SERVQUAL approach and the Kruskal-Wallis Test, a significant difference was found in the levels of satisfaction and expectations among the platforms ( $p < 0.05$ ). Furthermore, Post-Hoc Test results indicated that GoFood is significantly superior to both GrabFood and ShopeeFood. Generally, all platforms showed a negative service gap, confirming that expectations have not been fully met; however, GoFood recorded the smallest total gap (-4.481). Importance-Performance Analysis (IPA) revealed strategic differentiation: GoFood must prioritize maintaining its superior attributes, while GrabFood and ShopeeFood have a much higher concentration of attributes in Quadrant I (Concentrate Here), highlighting the urgent need for improvement in crucial aspects. This research provides practical contributions for the platforms as a basis for performance improvement, offers recommendations for consumers to choose platforms based on preference, and serves as an academic reference for digital service quality studies.

Keywords : service quality, SERVQUAL, IPA, Online Food Delivery.