

ABSTRACT

Gojek is a digital-based company that provides food delivery (GoFood), mobility, and logistics services. Since 2023, Gojek has seen a decline in these three services. Gojek must improve its service quality and develop better promotional strategies to compete with its competitors.

In this study, we analyze the impact of promotion, customer engagement, and service quality on repurchase intentions through customer satisfaction as a mediating variable on GoFood users of students at Diponegoro University Semarang. An overall sample size of 115 respondents was used in this study. The sampling method uses a closed-question technique. After the questionnaire was completed, data was tested using SmartPLS 4.

Study results indicate that promotion and service quality positively and significantly affect customer satisfaction, and that customer satisfaction positively and significantly influences repurchase intentions. However, no influence was found between customer engagement and customer satisfaction. The findings of this study have important implications for Gojek as it seeks to improve the quality of its relationships with customers in Semarang. It is anticipated that these findings will assist Gojek in maximizing resources, making strategic decisions related to promotions, and listening to customer suggestions to increase repurchase intention in Semarang City/Regency.

Keywords: GoFood, Promotion, Service Quality, Customer Engagement, Customer Satisfaction, and Repurchase Intention.