

ABSTRACT

The rise of mobile phones and internet usage has created a new, highly practical lifestyle. Various services have emerged as essential supporters of daily life, one of which is online food delivery services, which continue to grow rapidly over time. With the increasingly high consumption patterns and lifestyle of society, this service has become a primary interest for consumers. However, in practice, there are still limitations in research examining the relationship between ease of use, service quality, and risk perception on consumer trust, with customer satisfaction as a mediating variable in the context of GrabFood users in Semarang City.

This study employs a quantitative approach using a survey method through an online questionnaire. A total of 207 respondents participated in this research. The collected data were then processed using Structural Equation Modeling (SEM) analysis with AMOS software to examine the relationships between variables.

The results show that ease of use positively affects consumer trust. Ease of use also has a positive effect on customer satisfaction. Service quality positively influences customer satisfaction. Risk perception negatively affects customer satisfaction. Risk perception also negatively impacts consumer trust. Furthermore, customer satisfaction positively influences consumer trust. The strongest factor influencing consumer trust in the context of GrabFood services is service quality. Additionally, customer satisfaction serves as a good mediating variable.

Keywords: Perceived Ease of Use, Service Quality, Perceived Risk, Customer Satisfaction, Consumer Trust, GrabFood Service.