

ABSTRACT

The rapid growth of online food delivery services in Southeast Asia, accelerated by technological advancements and the COVID-19 pandemic, has transformed consumer behavior, particularly in Indonesia. This study examines the impact of service quality on repurchase intention, with customer satisfaction and customer-company identification as mediators, focusing on major cities in Java, Indonesia, such as Jakarta, Surabaya, Bandung, Yogyakarta, and Semarang.

Drawing on the SERVQUAL model and Social Identity Theory, the research employs Structural Equation Modeling (SEM) using AMOS 24 to analyze data collected from 200 respondents aged over 17, who are active users of platforms like GoFood, GrabFood, and ShopeeFood. Convenience sampling via online questionnaires revealed that service quality significantly enhances customer satisfaction and strengthens customer-company identification, both of which positively drive repurchase intention.

The findings underscore the critical role of reliable, responsive, and personalized services in fostering loyalty in Indonesia's competitive digital food delivery market. This study provides theoretical insights into service quality dynamics and practical recommendations for platforms to prioritize customer-centric strategies, ensuring long-term retention in an increasingly digitalized economy.

Keywords: *Service Quality, Repurchase Intention, Customer Satisfaction, Customer-Company Identification, Online Food Delivery, Indonesia.*