

ABSTRACT

Food delivery services are now growing rapidly due to the growth of technology, this is shown by the increasing number of food delivery service users around the world, including in Indonesia. However, this is inversely proportional to the delivery service from the GoJek company or what we usually call GoFood, which has experienced a decline in customer loyalty over the last three years.

This study aims to analyze the effect of brand experience and service quality on customer loyalty with the role of customer satisfaction as a mediating variable on the object of GoFood customers in Semarang City. The number of samples used is 128 respondents with the criteria that respondents are domiciled or currently living in the city of Semarang and have used the GoFood food delivery service in the last 3 years (2019-2021). This study uses the Structural Equation Model (SEM) analysis method with AMOS as a data processing tool.

The results of this study indicate that brand experience, service quality, and customer satisfaction have a positive and significant effect on customer loyalty.

Keywords: brand experience, service quality, customer satisfaction, customer loyalty