ABSTRAK

Penggunaan online shopping untuk saat ini tidak hanya melalui situs website seperti sebelum-sebelumnya, saat ini berbelanja bisa melalui media sosial dan aplikasi yang bisa di download melalui smartphone. Dengan meningkatnya daya kreativitas generasi muda diharapkan mampu meningkatkan pendapatan perkapita negara Indonesia.

Jenis penelitian adalah kuantitatif. Waktu pelaksanaan penelitian menggunakan pendekatan cross sectional. Tekhnik pengambilan data Teknik Probability Sampling. Metode purposive sampling. Adapun jumlah responden dalam penelitian ini, sebanyak 153 orang.

Berdasarkan pada hasil penelitian menunjukan bahwa variabel Rating dan Kualitas Layanan berpengaruh secara positif terhadap Loyalitas Konsumen di aplikasi Go-Food. Adanya pengaruh yang signifikan menunjukan bahwa dengan semakin tingginya rating dan Kualitas Layanan dalam menggunakan aplikasi Go- Food maka Loyalitas Konsumen di Go-Food juga akan mengalami peningkatan. Berdasarkan pada hasil penelitian menunjukan bahwa variabel Diskon tidak berpengaruh secara positif terhadap Loyalitas Konsumen di aplikasi Go-Food, Dengan rendahnya tingkat faktor diskon pada aplikasi Go-Food maka loyalitas konsumen di Apilkasi Go- Food juga akan mengalami penurunan.

Kata Kunci : Go-food. Rating, Diskon, Kualitas layanan, loyalitas konsumen

ABSTRACT

The use of online shopping for now is not only through websites as before, nowadays shopping can be done through social media and applications that can be downloaded via smartphones. With the increase in the creativity of the younger generation, it is expected to be able to increase the per capita income of the Indonesian state.

This type of research is quantitative. The implementation time of the study used a cross sectional approach. Data collection techniques Probability Sampling Techniques. Purposive sampling method, then elimination was carried out so that the sub-population in this study was 153 respondents.

Based on the results of the study, it shows that the Rating and Service Quality variables have a positive effect on Consumer Loyalty in the Go-Food application. The existence of a significant influence shows that with the higher rating and quality of service in using the Go-Food application, the Consumer Loyalty in Go-Food will also increase. Based on the results of the study, it shows that the Discount variable does not have a positive effect on Consumer Loyalty in the Go-Food application. With the low level of the discount factor in the Go-Food application, consumer loyalty in the Go-Food application will also decrease.

Key words : Go-food. service quality, loyality consumen