

**PENGARUH *ELECTRONIC WORD OF MOUTH* DAN KUALITAS
PELAYANAN TERHADAP KEPUASAN PELANGGAN GRABFOOD
PADA MAHASISWA UNIVERSITAS PENDIDIKAN GANESHA**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *electronic word of mouth* (E-WOM) dan kualitas pelayanan terhadap kepuasan pelanggan GrabFood pada mahasiswa Universitas Pendidikan Ganesha. Latar belakang penelitian ini didasarkan pada masih ditemukannya berbagai keluhan pelanggan terhadap kualitas pelayanan GrabFood, meskipun GrabFood merupakan pemimpin pasar layanan pesan antar makanan di Indonesia. Kondisi tersebut menunjukkan bahwa dominasi pasar belum sepenuhnya diikuti oleh kualitas pelayanan yang mampu memenuhi harapan pelanggan. Permasalahan tersebut diperkuat oleh hasil pra-survei pada mahasiswa Universitas Pendidikan Ganesha yang menunjukkan masih terdapat penilaian kategori sedang terhadap E-WOM, kualitas pelayanan, dan kepuasan pelanggan. Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian kausal dan metode *cross-sectional*. Populasi penelitian adalah mahasiswa Universitas Pendidikan Ganesha yang menggunakan layanan GrabFood. Sampel penelitian berjumlah 130 responden yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner menggunakan skala Likert dan dianalisis menggunakan uji validitas, reliabilitas, asumsi klasik, analisis regresi linier berganda, uji t, uji F, serta koefisien determinasi dengan bantuan SPSS versi 26. Hasil penelitian menunjukkan bahwa *electronic word of mouth* (E-WOM) berpengaruh positif dan signifikan terhadap kepuasan pelanggan GrabFood. Kualitas pelayanan juga berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Selain itu, *electronic word of mouth* (E-WOM) dan kualitas pelayanan secara simultan berpengaruh signifikan terhadap kepuasan pelanggan. Temuan ini menunjukkan bahwa semakin baik E-WOM dan kualitas pelayanan yang diberikan, maka semakin tinggi tingkat kepuasan pelanggan. Penelitian ini diharapkan dapat menjadi bahan pertimbangan bagi pihak GrabFood dalam meningkatkan kualitas pelayanan, mengelola E-WOM secara efektif, menangani keluhan pelanggan secara responsif serta meningkatkan kepuasan pelanggan berkelanjutan di kalangan mahasiswa Universitas Pendidikan Ganesha.

Kata kunci: Kepuasan pelanggan, *electronic word of mouth*, kualitas pelayanan, GrabFood.

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND SERVICE
QUALITY ON GRABFOOD CUSTOMER SATISFACTION AMONG
STUDENTS OF UNIVERSITAS PENDIDIKAN GANESHA**

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ABSTRACT

This study aimed to analyze the influence of electronic word of mouth (E-WOM) and service quality on GrabFood customer satisfaction among students of Universitas Pendidikan Ganesha. The study was motivated by the persistence of customer complaints regarding GrabFood's service quality, despite GrabFood's position as a market leader in Indonesia's online food delivery industry. This condition indicates that market dominance has not been fully accompanied by service quality capable of meeting customer expectations. This issue was further supported by the results of a preliminary survey conducted among students of Universitas Pendidikan Ganesha, which showed that E-WOM, service quality, and customer satisfaction were still perceived at a moderate level. This study employed a quantitative approach with a causal research design and a cross-sectional method. The population consisted of students of Universitas Pendidikan Ganesha who use GrabFood services. A total of 130 respondents were selected using a purposive sampling technique. Data were collected through a questionnaire using a Likert scale and analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and the coefficient of determination with the assistance of SPSS version 26. The results showed that electronic word of mouth (E-WOM) had a positive and significant effect on GrabFood customer satisfaction. Service quality also had a positive and significant effect on customer satisfaction. Furthermore, electronic word of mouth (E-WOM) and service quality simultaneously had a significant effect on customer satisfaction. These findings indicate that better E-WOM and higher service quality are associated with higher levels of customer satisfaction. This study is expected to provide useful considerations for GrabFood in improving service quality, managing E-WOM effectively, responding to customer complaints more responsively, and continuously enhancing customer satisfaction among students of Universitas Pendidikan Ganesha.

Keywords: Customer satisfaction, electronic word of mouth (E-WOM), service quality, GrabFood.