

The Influence Of Promotion, Service Quality And Trust On Go Food Customer Satisfaction In Bandar Lampung City

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Abstract

This research aims to understand and analyze the influence of promotions, service quality and trust on Go Food customer satisfaction in Bandar Lampung City. The population in this research is Go Food consumers in Bandar Lampung City. The population in this study is unknown. The formula for calculating samples for an unknown population uses the Lemeshow formula. So if based on this formula, the n obtained is $96.04 = 100$ people, so in this study the author must at least take data from a sample of at least 100. This analysis uses calculations through statistical methods and to simplify data analysis, this research uses SPSS 25 software. The analysis that will be taken is the multiple linear test, t test, F test, and coefficient of determination test. Based on the results of data analysis, it can be concluded that promotion, service quality and trust have a positive and significant influence together on Go Food customer satisfaction in Bandar Lampung City.

Keywords: Promotion, Service Quality, Trust and Customer Satisfaction.

INTRODUCTION

As time goes by, we live in a time where everything is different practical and full of sophistication. People's lives that started from simplicity have now become modern lives. In the current era, many people use information technology to support their daily activities.

Information technology continues to experience rapid development in modern times, including in Indonesia. Information technology includes a combination of hardware and software that is useful for carrying out important tasks that people need and use in everyday life.

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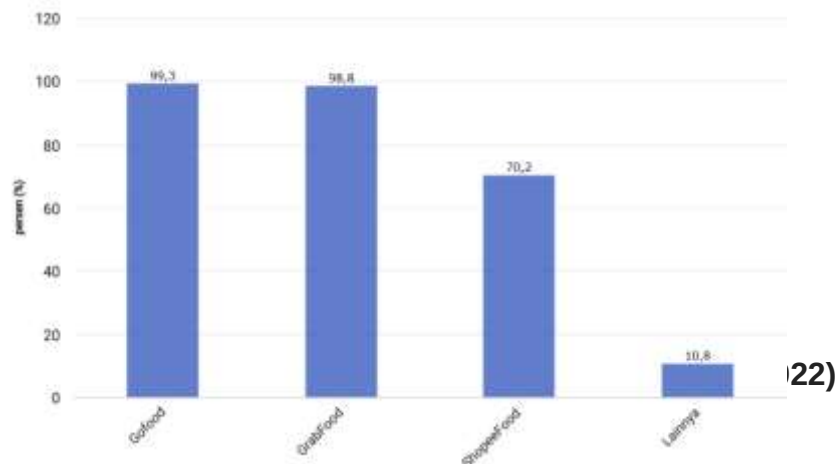
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The development of the internet also has a huge influence on certain aspects such as the economic transaction system and economic sectors. The current development of the internet has had a very positive impact on society's needs because with the internet all information, activities and communication are easily accessible. This happens because many people have limited time and want practical things. These limitations made the company take advantage of existing opportunities by creating several applications to complement people's needs, such as the online transportation applications Gojek, Grab, and others. The development of applications currently available has also become an alternative for business development in several sectors, especially for Micro, Small and Medium Enterprises (MSMEs). This development indirectly has a positive influence on the economy in Indonesia by opening culinary business opportunities that can be run by the community.

services are increasingly in demand. Usually, restaurants or restaurants in various places intertwine collaboration with several online transportation applications with the aim of making things easier for the public or consumers food ordering. After consumers order food via the application, the food will be delivered using an online motorcycle taxi. This service is very popular with the public because it is considered to make it easier for consumers to order food without having to go to the location. The following are delivery messaging platforms in 2022 with the following graph



Source: Databox, 2023.

Based on data from Databoks, research results from the Alvara Research Center published in November 2022, *Go Food* is the best-selling platform used by Indonesian

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Micro, Small and Medium Enterprises (MSME) Traders. This proportion could reach 99.3% of the total respondents. Apart from that, Grab Food is the second best-selling platform with a proportion reaching 98.8%. Meanwhile, ShopeeFood is in third position with a fairly large proportion, namely 70.2%. Meanwhile, other platforms touched 10.8% of total respondents.

As time goes by, many customers complain that price service message between *Go Food* is getting more expensive. Based on news from Kompas (2023), customers feel that the promotions given are increasingly minimal. This makes consumers feel that the price of the *Go Food delivery service* is increasingly expensive. Apart from that, consumers also feel that there are too many other additional costs such as application fees (*Platform Fee*), ordering fees (*Order Fee*), and packaging fees (*Packaging Charge*).

Promotion also influences customer satisfaction. Promotion aims to market the business that is being run so that it becomes better known to the public and makes consumers interested in buying the products or services offered. With promotions in a company, it is hoped that it can have a big impact on increasing sales of a product or service provided.

So to overcome the problems, obstacles, and business risks that will arise, the right strategy is needed. So, one way to overcome these problems, obstacles and business risks is by using the right strategy, such as a strategy of using force to avoid existing threats, which can be done by:

- 1) Increasing the quantity and quality of products that are superior to competitors.
- 2) Maintain prices to be competitive (Ardansyah, Wulan and Hepiana, 2017).

Apart from that, there is a gap in promotions, as quoted from databoks.katadata.co.id (2023) Gojek recorded a decline in gross transaction value (GTV) of 7% on an annual basis, aka year on year (yoy). However, the burden of burning money has decreased. Gojek transactions fell from IDR 28.9 trillion during Semester I 2022 to IDR 27 trillion in January – June this year. GTV on a quarterly basis also decreased by 8.6%. "This is due to the rationalization of incentives for profitable consumers," said Gojek in GoTo Gojek Tokopedia's financial report, Wednesday (15/8). Apart from that, it is influenced by the high number of public holidays in Indonesia during the second quarter or April - June. This then has an impact on mobility and food delivery services. Gojek indeed reduced its incentive and product marketing budget, including discounts, by 35% during the second quarter. This is equivalent to savings of IDR 1 trillion in three months.



Promotion, service satisfaction and trust can influence customer satisfaction. If promotions, service quality and trust provided by *Go Food* very profitable for consumers, then customer satisfaction will occur. If a promotion is given is not appropriate and the quality of service and trust in *Go Food* decreases, then customers will not feeling satisfied.

Based on the description above, the problem formulation in this research is (1) Does promotion have an effect on *Go Food* customer satisfaction in Bandar Lampung City? (2) Does service quality influence *Go Food* customer satisfaction in Bandar Lampung City? (3) Does trust influence *Go Food* customer satisfaction in Bandar Lampung City? (4) Do promotions, service quality and trust have an influence on *Go Food* customer satisfaction in Bandar Lampung City? So based on the problem formulation, the research objectives are (1) To find out and analyze the influence of promotions on *Go Food* customer satisfaction in Bandar Lampung City (2) To find out and analyze the influence of service quality on *Go Food* customer satisfaction in Bandar Lampung City (3) To find out and analyze the influence of trust on *Go Food* customer satisfaction in Bandar Lampung City (4) To find out and analyze the influence of promotions, service quality and trust on *Go Food* customer satisfaction in Bandar Lampung City. Based on the description that, research is very interested in conducting deeper research related to the research entitled **"The Influence of Promotion, Service Quality and Trust on *Go Food* Customer Satisfaction in Bandar Lampung City"**

LITERATURE REVIEW

Definition of Promotion

According to Obey Kuspriyono in (Warganegara & Safitri, 2023), online promotion is an activity of a company or actor businesses that use online media (the internet) to market and advertise goods and services, with the aim of avoiding direct interaction between buyers and sellers. According to (Kotler & Amstrong, 2017), state that the promotion indicators are as follows:

a. *Advertising* (advertising)

Advertising is a form of non-personal presentation and promotion paid for by sponsors to present ideas, goods or services aimed at creating and maintaining creativity and meaning in the minds of consumers.

b. *Sales Promotion* (Sales Promotion)

Sales Promotion is a short-term incentive that aims to encourage purchases or sales of a product or service. There are several forms of promotion that sellers can use like *discounts, coupons, displays, demonstrations, contests, sweepstakes, and events.*

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c. *Personal Selling* (Sales Individual)

Personal Selling (Sales Individual) is a personal presentation by personnel sales that aim to produce something sales and building relationships with consumers. Forms of internal promotion *Personal selling* that can be used includes: *presentations, trade shows, and incentive programs.*

d. *Public Relations* (Public Relations)

Public Relations (Public Relations) is an effort to build good relationships with various corporate publics in order to obtain profits favorable publicity, building image good company and straighten out or deal with detrimental rumors, stories and events company. Forms of *public relations* promotion that can be used include: *press releases, sponsorships, special events and web pages.*

e. *Direct Marketing* (Direct Sales)

Direct Marketing (Direct Sales) is a direct relationship with target consumers which aims to obtain responses and build lasting relationships with consumers. Forms of direct marketing promotion that can be used include: *catalogs, telephone marketing, kiosks, internet, mobile marketing and others.*

Understanding Quality Service

According to (Arianto, 2018) quality service can interpreted as focused on fulfilling needs and requirements, as well as on accuracy time For fulfil hope customer. Quality Service applies For all type services provided by the company moment client are in the company. According to (Kotler & Keller, 2018) opinion that quality service is totality features and character something product or services that have ability For satisfying or fulfil implied needs. According to (Sumarwan & Tjiptono, 2018) several indicators of service quality as follows:

a. *Reliability* (Reliability)

Reliability (Reliability) is an ability to provide the promised service is accurate and satisfactory.

b. *Responsiveness* (Responsiveness)

Responsiveness is the desire of staff or employees to help customers or consumers and provide responsive service.

c. *Assurance* (Guarantee)

Assurance (guarantee) covers knowledge, competence, politeness and trustworthy nature of staff or employees, free from danger, risk or doubt.



d. *Tangible* (Physical Evidence)

Tangible (Physical Evidence) includes physical facilities, equipment, employees and communication facilities.

Understanding Trust

According to (H. Jogiyanto, 2019), trust is an evaluation a individual after obtain, process and collect information, which then results in various judgments and assumptions. Trust is a person's trust in another party in the relationship between the two parties after collect various information based on beliefs that either party can implement expected obligations. Can be explained that trust is a person's belief in something. Trust is the ability of the manufacturer or provider service to guarantee security and confidentiality of tools used by consumers and make users trust. (Kotler & Keller, 2017) state that the trust indicator consists of 4 components, namely:

a. *Benevolence* (sincerity or sincerity)

Benevolence (sincerity or sincerity) is how much someone has confidence in something sellers to behave well towards consumers

b. *Ability*

Ability is a evaluation up to date on what a person can do such as how a seller can convince a buyer and deliver satisfaction guarantee as well security when making transactions.

c. *Integrity*

Integrity is how much a person believes in honesty sellers in order to maintain and fulfill the agreements that have been made to consumers.

d. *Willingness To Depend*

Willingness To Depend is the consumer's willingness to depend to seller form acceptance of risks or negative consequences that are likely to occur.

Understanding Customer Satisfaction

According to (Kotler & Keller, 2017), satisfaction is a feeling happy or disappointed someone who arises because it compares the product's perceived performance (or results) against their expectations. If performance fails to meet expectations, customers will No satisfied. If performance meets expectations, customers will satisfied. In addition, if performance exceeds expectations, customers will very satisfied or happy. According to Hawkins and Lonney quoted in (Sumarwan & Tjiptono, 2018) explain that customer satisfaction indicators have the following:

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1) Conformity to Expectations

Suitability hope is a level suitability between product performance expected by customers and that perceived by customers. Suitability expectations include :

- a. The product obtained is as expected
- b. obtained by employees is in accordance with what is expected
- c. Facility The support obtained is as expected

2) Interested in Returning

interest is the customer's willingness to visit again with the aim of purchasing products that have previously been purchased. Customers' interest in returning to the products or services provided because :

- a. The service provided by employees is very satisfying
- b. Has positive values and benefits obtained after consuming the product
- c. The facilities provided are adequate

3) Willingness to Recommend

This willingness is the customer's willingness to recommend products that they have experienced to friends, family or relatives. This availability includes:

- a. Giving advice to friends or relatives to buy a product offered because they received service that is considered satisfactory to the customer
- b. Give advice to friends or relatives to buy the products offered because the facilities provided are adequate
- c. Giving advice to friends or relatives to buy the product offered because they get positive value and benefits after consuming a product or service

ANALYSIS METHOD

(Sugiyono, 2018) states that quantitative analysis is analysis used for data in the form of numbers that can be measured or calculated. The purpose of this analysis is to find out how big the influence is a variable or thing contains other variables quantitatively. The population in this research is Go-Food customers who do not the population is known in determining the sample using the Lemshow formula to obtain the number of samples amounting to 100 respondents. This analysis uses calculations through statistical methods and to make data analysis easier, this research uses *SPSS 25 software*. The tests that will be carried out are multiple linear tests, coefficient of determination tests, t tests and F tests.



Descriptive Data Analysis

Measurement of scores from the variables obtained from a set of measuring tools in the form of a statement via scale *Likert* with five alternative answers, namely: Strongly Disagree, Disagree, Undecided, Agree and Strongly Agree. Each question item has a range value 1 – 5 and to find out the answer criteria for each question item on the variables Promotion (X_1), Service Quality (X_2), Trust (X_3), and Customer Satisfaction (Y) a total score recapitulation per question item is carried out.

Promotion Analysis (Independent Variables X_1)

Table 1. Total Score Per Statement Item & Answer Criteria for Promotion Variables (X_1)

No	Indicator	Max Score	Real Score	Percentage (%)	Criteria
1	I often see <i>Go Food</i> advertisements on social media and broadcast media on television	500	416	83.20%	Agree
2	<i>GoFood</i> carry out sales promotions via Instagram, YouTube and other social media	500	437	87.40%	Strongly agree
3	<i>Go Food</i> advertisements broadcast on social media and broadcast media on television attract attention me to buy	500	358	71.60%	Agree
4	I use <i>GoFood</i> Because interested in the sales promotions offered	500	393	78.60%	Agree
5	free delivery offer at <i>Go Food</i> got me interested	500	434	86.80%	Strongly agree



	in ordering food and drinks				
6	Discount promotion booking made me interested in ordering food and drinks	500	455	91.00%	Strongly agree
7	I do use <i>Go Food</i> after receiving recommendations from other people	500	326	65.20%	Neutral
Average		500	402.71	80.54%	Agree

Source: Processed Data, 2023

$$\text{Percentage Score} = \frac{\text{Maximum Score\%} - \text{Minimum Score\%}}{K} = \frac{100\% - 20\%}{5} = 16\%$$

Information :

- 20% - 35% = Strongly Disagree
- 36% - 51% = Disagree
- 52% - 67% = Neutral
- 68% - 83% = Agree
- 84% - 100% = Strongly Agree

Based on the table above, it can be explained that the average value of respondents' answers to all question items regarding promotion variables is as big as 402.71 or equivalent to 80.54% with the criteria "Agree". This means that respondents consider the promotion on *Go Food* in Bandar Lampung City to be good because *GoFood* Lots give piece such as free delivery costs or promotional discounts at each merchant.



Service Quality Analysis (Free Variables**Table 2. Total Score of Peer Item Statements & Answer Criteria for Service Quality Variables (X2)**

No	Indicator	Max Score	Real Score	Percentage (%)	Criteria
1	<i>Go Food</i> drivers quickly carry out the service process for all consumers without errors	500	373	74.60%	Agree
2	The drivers look good inside use Gojek attributes (Helmet, Jacket, Gloves)	500	373	74.60%	Agree
3	Delivery orders are accurate and in accordance with the specified position or point	500	396	79.20%	Agree
4	I feel the service provided by the features <i>GoFood</i> satisfying in meeting needs	500	404	80.80%	Agree
5	I feel the service provided by the drivers is satisfactory in meeting needs	500	392	78.40%	Agree
6	I feel convenience during ordering <i>GoFood</i>	500	404	80.80%	Agree
7	<i>GoFood</i> Drivers prioritize customer interests	500	386	77.20%	Agree
8	I understand easily method order using <i>Go Food</i>	500	432	86.40%	Strongly agree
9	Service <i>Go Food</i> is simple and easy to use	500	443	88.60%	Strongly agree



10	I usually order food or drinks using the service <i>GoFood</i>	500	402	80.40%	Agree
Average		500	400.5	80.10%	Agree

Source: Processed Data, 2023

Based on the table above, it can be explained that The average value of respondents' answers to all question items regarding service quality variables is equal to 400,5 or equivalent to 80,10% with the criteria "Agree". This means that respondents consider the quality of service at *Go Food* in Bandar Lampung City to be good because *Go Food* quickly responds to respondents' problems and has a center complaints from *Go Food* will serve all the respondents' problems.

Trust Analysis (Independent Variables X_3)

Table 3. Total Score of Peer Item Statements & Answer Criteria for the Trust Variable (X_3)

No	Indicator	Max Score	Real Score	Percentage (%)	Criteria
1	I believe <i>Go Food</i> is able to protect the personal data required by the application	500	390	78.00%	Agree
2	I believe <i>Go Food</i> is able to serve customers well	500	411	82.20%	Agree
3	I believe <i>Go Food</i> has strong security in transactions	500	411	82.20%	Agree
4	I believe <i>Go Food</i> can provide mutual satisfaction profitable one another	500	407	81.40%	Agree



5	<i>Go Food</i> drivers have good performance to satisfy customers	500	393	78.60%	Agree
6	<i>Go Food</i> Delivery on time and according to delivery estimates	500	386	77.20%	Agree
7	I feel safe and confident when I do it ordering and transactions at <i>Go Food</i>	500	411	82.20%	Agree
Average		500	401.29	80.26%	Agree

Source: Processed Data, 2023

Based on the table above, it can be explained that The average value of respondents' answers to all question items regarding the Trust variable is 401.29 or the equivalent of 80.26 % with the " Agree " criterion. This means that Respondents have high trust in *Go Food* in Bandar City, with quick response actions as well as All the service efforts provided by *Go Food* make respondents trust *Go Food*.

Customer Satisfaction Analysis (Dependent Variable Y)

Table 4. Total Peer Score Item Statement & Answer Criteria for the Customer Satisfaction Variable (Y)

No	Indicator	Max Score	Real Score	Percentage (%)	Criteria
1	The services provided are in accordance with customer expectations	500	405	81.00%	Agree
2	It doesn't take much time to do order at <i>Go Food</i>	500	394	78.80%	Agree
3	Feel satisfied and happy with the service	500	403	80.60%	Agree



	provided by <i>Go Food</i> and drivers				
4	The facilities provided are in line with expectations I	500	396	79.20%	Agree
5	Daily needs feel fulfilled	500	406	81.20%	Agree
	Average	500	400.8	80.16%	Agree

Source: Processed Data, 2023

Based on the table above, it can be explained that the average value of respondents' answers to all question items regarding the Customer Satisfaction variable is 400, 8 or the equivalent of 80, 16% with the " Agree " criteria. This means that respondents satisfied with *Go Food* in Bandar Lampung City, satisfaction occurs because respondents feel that what is provided and served by *Go Food* has met the respondent's satisfaction standards.

Quantitative Data Analysis Multiple Linear Regression

Table 5. Multiple Linear Regression Analysis

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	1,619	2,155		,751
	Promotion	,167	,071	,195	2,351
	Service Quality	,116	,051	,205	2,289
	Trust	,323	,067	,440	4,801

a. Dependent Variable: Subscription Satisfaction

Source: Processed Data SPSS2 5, 2023

Interpretation

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e_t$$

$$Y = 1.619 + 0.167X_1 + 0.116X_2 + 0.323X_3 + e_t$$



Interpretation:

1. Constant value (a) is 1,619 contain meaning that If No notice Promotion, Quality Service and Trust then Customer Satisfaction is only equal to 1,619.
2. Regression coefficient X_1 of 0.167. This shows that contribution Promotion of Customer Satisfaction is 0.167, or if Promotion increases assuming other variables remain constant, then Customer Satisfaction will experience enhancement. If Promotion (X_1) is increased by 1% with the assumption of Service Quality (X_2) and Trust (X_3) considered constant, then Customer Satisfaction will increase by 1.67%.
3. Regression coefficient X_2 of 0.116. This shows that The contribution of Service Quality to Customer Satisfaction is 0.116, or if Service Quality increases assuming other variables remain constant, then Customer Satisfaction will experience enhancement. If Service Quality (X_2) is improved by 1% with Promotion (X_1) and Trust (X_3) assumed constant, then Customer Satisfaction will increase by 1.16%.
4. Regression coefficient X_3 of 0.323. This shows that contribution i Trust to Customer Satisfaction is 0.323, or if Trust increases assuming other variables remain constant, then Customer Satisfaction will experience enhancement. If Trust (X_3) increased by 1% assuming Promotion (X_1) and Service Quality (X_2) considered constant, then Customer Satisfaction will increase by 3.23%.
5. Based on the information above, it can be drawn conclusion that Trust regression coefficient value (X_3) is greater than Promotion coefficient (X_1) and Service Quality (X_2), This shows that the contribution of the variable Trust (X_3) is higher or dominant compared to Promotion (X_1) and Service Quality (X_2) in increasing *Go Food* Customer Satisfaction in Bandar Lampung City.

Coefficient of Determination**Table 6. Determination Coefficient**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,685 ^a	,470	,453	1,909
a. Predictors: (Constant), Trust, Promotion, Service Quality				

Source: Data processed with SPSS25, 2023



From the table above it shows closeness influence of Promotion, Service Quality and Trust variables on Customer Satisfaction. The calculation results are obtained $R = 0.685$ and the coefficient of determination is $R^2 = 0,470$ or 47%. The size coefficient of determination, gives meaning that magnitude of change in the Customer Satisfaction variable 47% influenced by Promotion, Service Quality and Trust, the remaining 53% is influenced by other factors that the author did not examine.

Partial Hypothesis Test or t Test

Partial hypothesis testing can be carried out to determine the influence of each independent variable on the dependent variable. If the sig value is <0.05 then the proposed hypothesis is accepted or H_0 is rejected and H_a is accepted.

Table 7. Partial Hypothesis Test or t Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,619	2,155		,751	,454
	Promotion	,167	,071	,195	2,351	,021
	Service Quality	,116	,051	,205	2,289	,024
	Trust	,323	,067	,440	4,801	,000
a. Dependent Variable: Subscription Satisfaction						

Source: Processed Data SPSS25, 2023

Test the Promotion Hypothesis on Customer Satisfaction

Based on the hypothesis test above, we get ***t*** ***The count for*** the Promotion variable is 2,351, which is greater than ***the t table***, namely 1.984 with a significance level of 0.021 because the probability is much smaller, <0.05 , so Promotion has an effect on Customer Satisfaction, meaning H_0 is rejected and H_a is accepted. In this way the first hypothesis "Promotion has a positive and significant effect on Go Food Customer Satisfaction in Bandar Lampung City" is accepted.



Hypothesis Testing Service Quality on Customer Satisfaction

Based on the hypothesis test above, we get t **The count for** the Service Quality variable is 2.289 which is greater than **the t table**, namely 1.984 with a significant level of 0.024 because the probability is much smaller than 0.05, then Service Quality has an effect on Customer Satisfaction, meaning H_0 is rejected and H_a is accepted. Thus the second hypothesis "Service Quality has a positive and significant effect on Customer Satisfaction." *Go Food* in Bandar Lampung City " was accepted.

Test the Trust Hypothesis on Customer Satisfaction

Based on the hypothesis test above, we get t **The count for** the Trust variable is 4.801, which is greater than **the t table**, namely 1.984 with a significance level of 0.000 because the probability is much smaller than 0.05, so Trust has an effect on Customer Satisfaction, meaning H_0 is rejected and H_a is accepted. Thus the second hypothesis "Trust has a positive and significant effect on Customer Satisfaction." *Go Food* in Bandar Lampung City " was accepted.

Anova Hypothesis Test or F Test

Table 8. Simultaneous Hypothesis Test or F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	309,972	3	103,324	28,351	,000 ^b
	Residual	349,868	96	3,644		
	Total	659,840	99			
a. Dependent Variable: Subscription Satisfaction						
b. Predictors: (Constant), Trust, Promotion, Service Quality						

Source: Processed Data SPSS25, 2023

From the ANOVA test or F test, the calculated F is 28,351 with a significance level of 0.000 because the probability is much smaller than 0.05, so Promotion, Service Quality and Trust together influence Customer Satisfaction, meaning that H_0 is rejected and H_a is accepted. Thus the third hypothesis : " Promotion, Service Quality and Trust together



have a significant effect on Customer Satisfaction Go Food in Bandar Lampung City " is acceptable.

DISCUSSION

Data processing using multiple linear regression was carried out in several stages to determine between independent variables and independent variables on dependent variables through the influence of promotion (X1), service quality (X2) and trust (X3) on customer satisfaction (Y).

The Effect of Promotion on Customer Satisfaction

Based on the research results, it shows that the first hypothesis (H1) states that promotion (X1) has a significant influence on customer satisfaction. Based on the results of the tests that have been carried out, promotion (X1) has a positive effect on customer satisfaction as indicated by a sig value of 0.021 which is smaller than the specified α , namely 0.05. So, H_{01} is rejected and H_{a1} is accepted or in other words, promotion has a positive and significant effect on Go Food customer satisfaction in Bandar Lampung City. It can be concluded that if the promotion is carried out well, Go Food customer satisfaction in the city of Bandar Lampung will also be better. The results of this research are in line with the results of research conducted by (Nasution & Aslami, 2022) those who stated that promotions have a positive and significant effect on customer satisfaction.

The Influence of Service Quality on Customer Satisfaction

Based on the research results, it shows that the second hypothesis (H2) states that service quality (X2) has a significant influence on customer satisfaction. Based on the results of the tests that have been carried out, service quality (X2) has a positive effect on customer satisfaction as indicated by a sig value of 0.024 which is smaller than the specified α , namely 0.05. So, H_{02} is rejected and H_{a2} is accepted or in other words, service quality has a positive and significant effect on Go Food customer satisfaction in Bandar Lampung City. It can be concluded that if the quality of the service is carried out well, Go Food customer satisfaction in Bandar Lampung City will also be better.

The results of this research are in line with the results of research conducted by (Setyawati, 2023) those who stated that the influence of service quality has a fairly good level and has a positive influence on customer satisfaction. Apart from that, the results of this research are also in line with the results of research conducted by (Darmawan et al., 2020) which states that service quality has a positive and significant effect on customer

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satisfaction as well as the results of research conducted by (Hidayat, 2021) which states that the influence of service quality has a positive and significant effect on consumer satisfaction.

The Effect of Trust on Customer Satisfaction

Based on the research results, it shows that the third hypothesis (H3) states that trust (X3) has a significant influence on customer satisfaction. Based on the results of the tests that have been carried out, trust (X3) has a positive effect on customer satisfaction as indicated by a sig value of 0.000 which is smaller than the specified α , namely 0.05. So, H_{03} is rejected and H_{a3} is accepted or in other words, trust has a positive and significant effect on Go Food customer satisfaction in Bandar Lampung City. It can be concluded that if this trust is carried out well, Go Food customer satisfaction in Bandar Lampung City will also be better.

The results of this research are in line with the results of research conducted by (Wahyono & Ardiansyah, 2021) those who stated that trust has a positive effect on customer satisfaction.

CONCLUSION

Based on the results of data analysis, it can be concluded that Promotion, Service Quality and Trust have a positive effect on Customer Satisfaction. Conclusion the showed from The findings from the analysis are as follows :

1. Promotion has influence significant positive impact on Go Food Customer Satisfaction in Bandar Lampung City.
2. Service Quality have influence significant positive impact on Go Food Customer Satisfaction in Bandar Lampung City.
3. Trust has influence significant positive impact on Go Food Customer Satisfaction in Bandar Lampung City.
4. Promotion, Service Quality and Trust have influence positive and significant together on Go Food Customer Satisfaction in Bandar Lampung City.

Suggestion

Based on the conclusions above, suggestions that can be useful are put forward as follows:

1. For Companies (PT Gojek Indonesia / Go Food)



It is hoped that Gojek can continue to develop and provide better promotions and services. Apart from that, it is hoped that Gojek will provide a greater level of trust to customers in using the Gojek application. Because this service is very useful for customers to order food online and is useful for Go Food partners to develop Micro, Small and Medium Enterprises (MSMEs).

2. Further Research

For further research, it is recommended to look for and add other independent variables (such as price, ease of use and e-payment).

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