

ABSTRACT

The Formation of Loyalty of Online Food Delivery Services in Indonesia by Using Customer Empowerment (Study on Online Food Delivery Consumers)

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This study analyzes the effect of Customer Empowerment on Customer Loyalty with Customer Participation and Customer Satisfaction as mediation in the context of Online Food Delivery users in Indonesia, using quantitative methods with 220 Generation Z respondents, data were analyzed using Structural Equation Modeling (SEM). The results of the study show that Customer Empowerment has an effect on Customer Loyalty with the variables Customer Participation and Customer Satisfaction acting as mediation. The results of the study indicate that Customer Empowerment has a positive effect on Customer Loyalty through the mediation of Customer Participation and Customer Satisfaction. This finding indicates the importance of customer empowerment strategies in forming customer loyalty on the Online Food Delivery platform.

Keyword: Customer Empowerment, Customer Participation, Customer Satisfaction, Customer Loyalty

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ABSTRAK

Pembentukan Loyalitas Layanan *Online Food Delivery* di Indonesia dengan menggunakan *Customer Empowerment* (Studi Pada Konsumen *Online Food Delivery*)

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Penelitian ini menganalisis pengaruh *Customer Empowerment* terhadap *Customer Loyalty* dengan *Customer Participation* dan *Customer Satisfaction* sebagai mediasi dalam konteks pengguna *Online Food Delivery* di Indonesia, menggunakan metode kuantitatif dengan 220 responden Generasi Z, data dianalisis menggunakan *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan bahwa *Customer Empowerment* berpengaruh terhadap *Customer Loyalty* dengan variabel *Customer Participation* dan *Customer Satisfaction* berperan sebagai mediasi. Hasil penelitian menunjukkan bahwa *Customer Empowerment* memiliki pengaruh positif terhadap *Customer Loyalty* melalui mediasi *Customer Participation* dan *Customer Satisfaction*. Temuan ini mengindikasikan pentingnya strategi pemberdayaan pelanggan dalam membentuk loyalitas pelanggan pada *platform Online Food Delivery*.

Kata Kunci: *Customer Empowerment, Customer Participation, Customer Satisfaction, Customer Loyalty*