

***The Influence of Sales Promotion, Price, and Service Quality on  
ShopeeFood Customer Satisfaction in Jabodetabek***

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***ABSTRACT***

*The rapid development of application-based food delivery services has significantly shaped consumer behavior, including the growth experienced by ShopeeFood. Although ShopeeFood has shown an increase in transaction value, it faces challenges in maintaining customer satisfaction. Various complaints related to promotions, pricing policies, and service quality indicate a gap between the company's strategies and customer experience. This study aims to examine, analyze, and prove the influence of sales promotion, price, and service quality on ShopeeFood customer satisfaction in the Jabodetabek area. Data were collected through questionnaires completed by 153 respondents and analyzed using SmartPLS with the PLS-SEM method to test the relationships among variables. The results show that sales promotion, price, and service quality have a positive and significant effect on customer satisfaction. These findings indicate that customers tend to feel more satisfied when the promotions offered are relevant, prices are perceived as reasonable and aligned with the benefits received, and services are delivered professionally and comfortably. This study reinforces that these three factors play an essential role in shaping customer experience. Therefore, efforts to improve ShopeeFood customer satisfaction should focus on optimizing promotional strategies, adjusting pricing policies, and enhancing service quality to maintain competitiveness in the increasingly dynamic food delivery industry.*

***Keywords:*** *customer satisfaction, price, sales promotion, service quality.*

# **Pengaruh Promosi Penjualan, Harga, dan Kualitas Layanan terhadap Kepuasan Pelanggan ShopeeFood di Jabodetabek**

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## **ABSTRAK**

Perkembangan layanan pesan-antar makanan berbasis aplikasi semakin pesat, termasuk ShopeeFood yang mengalami pertumbuhan nilai transaksi namun menghadapi tantangan dalam mempertahankan kepuasan pelanggan. Berbagai keluhan terkait promosi, harga, dan kualitas layanan menunjukkan adanya kesenjangan antara strategi perusahaan dan pengalaman pelanggan. Penelitian ini bertujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh promosi penjualan, harga, dan kualitas layanan terhadap kepuasan pelanggan ShopeeFood di wilayah Jabodetabek. Data diperoleh melalui kuesioner yang diisi oleh 153 responden dan dianalisis menggunakan SmartPLS dengan metode PLS-SEM untuk menguji hubungan antarvariabel. Hasil penelitian menunjukkan bahwa promosi penjualan, harga, dan kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Temuan ini mengindikasikan bahwa pelanggan cenderung merasa lebih puas ketika promosi yang diberikan relevan, harga dianggap sesuai dengan manfaat yang diterima, serta layanan diberikan secara profesional dan nyaman. Studi ini menegaskan bahwa ketiga faktor tersebut memegang peranan penting dalam membentuk pengalaman pelanggan. Dengan demikian, penelitian ini memberikan gambaran bahwa upaya peningkatan kepuasan pelanggan ShopeeFood perlu diarahkan pada optimalisasi strategi promosi, penyesuaian kebijakan harga, dan peningkatan kualitas layanan agar ShopeeFood mampu mempertahankan daya saing di tengah industri pesan-antar makanan yang semakin kompetitif.

**Kata kunci:** harga, kepuasan pelanggan, kualitas layanan, promosi penjualan.