

ABSTRAK

Kegunaan dalam riset ini dilakukan untuk menganalisis *customer satisfaction* dalam layanan online *food delivery*: peran *product involvement*, *brand familiarity*, dan *consumer attitudes* pada pengguna *grab food* dan *shopee food* di kota medan. Peneliti memakai metode pada penelitian ini adalah metode deskriptif kuantitatif. Populasi penelitian seluruh konsumen *Shopee Food* dan *Grab Food* di Kota Medan. Untuk sampel penelitian ini sebanyak 120 responden yang diambil menggunakan teknik penelitian random sampling. Data dianalisis menggunakan Partial Least Square (PLS). Hasil yang diperoleh menunjukkan *product involvement* dan *brand familiarity* berpengaruh positif dan signifikan terhadap *customer satisfaction*. *Product involvement* dan *brand familiarity* berpengaruh positif dan signifikan terhadap *consumer attitudes*. *Consumer attitudes* berpengaruh positif dan signifikan terhadap *customer satisfaction*. Sehingga *consumer attitudes* dapat memediasi *product involvement* dan *brand familiarity* terhadap *customer satisfaction*.

Kata Kunci: *product involvement, brand familiarity, consumer attitudes, customer satisfaction.*

ABSTRACT

The purpose of this study is to analyze customer satisfaction in online food delivery services by examining the roles of product involvement, brand familiarity, and consumer attitudes among GrabFood and ShopeeFood users in Medan. This research employs a quantitative descriptive method. The population comprises all GrabFood and ShopeeFood consumers in Medan, with a sample of 120 respondents selected through random sampling techniques. Data were analyzed using Partial Least Squares (PLS). The findings reveal that both product involvement and brand familiarity have a positive and significant impact on customer satisfaction. Additionally, product involvement and brand familiarity positively and significantly influence consumer attitudes. Furthermore, consumer attitudes exhibit a positive and significant effect on customer satisfaction. Hence, consumer attitudes serve as a mediating variable between product involvement, brand familiarity, and customer satisfaction.

Keywords: *product involvement, brand familiarity, consumer attitudes, customer satisfaction.*