



The Influence of Service Quality and Price on Shopeefood Generation Z Customer Satisfaction in Bandung City

Melati Rahma Anggraeni¹, Deni Solihin²

¹Business Administration Study Program, Faculty of Social Sciences and Business, Bandung International Women's University

²Lecturer of Business Administration Study Program, Faculty of Social Sciences and Business, Bandung International Women's University

Corresponding Author e-mail: melatirahmaanggraeni1@gmail.com

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Abstract: The rapid growth of online food delivery services like ShopeeFood in Indonesia motivates this study, as service quality and price are crucial for Generation Z customer satisfaction in Bandung City despite complaints about drivers and shipping costs. This explanatory quantitative research targets a population of 659,583 Generation Z users (born 1997-2012), with a sample of 100 respondents selected via Slovin formula and purposive sampling (minimum 3 uses/month). A 5-point Likert questionnaire (valid $r>0.1966$, reliable $\alpha>0.70$) was analyzed descriptively, with classical assumption tests, multiple linear regression, and t-F tests using SPSS 27. Results show significant partial effects of service quality ($\beta=0.173$, $t=11.926$, $p=0.000$) and price ($\beta=0.172$, $t=8.604$, $p=0.000$), and simultaneous effect ($F=106.968$, $p=0.000$, $R=0.862$), with high satisfaction at 91.83%. In conclusion, service quality and price positively and significantly influence Generation Z ShopeeFood satisfaction both partially and simultaneously; recommendations include enhancing service consistency for loyalty.

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Introduction

The development of information and communication technology has transformed consumption patterns and shopping behavior in modern society, including how people access food services through digital platforms. Daily activities such as transportation, education, and even food ordering are now increasingly dependent on applications that offer convenience, efficiency, and speed of service. The digital revolution has driven increased connectivity and automation across sectors, giving rise to a digital lifestyle that emphasizes fast and flexible access to various internet-based services. In this context, the

internet is not only used for communication and entertainment but has also become the primary medium for economic transactions, including e-commerce and food delivery services. In Indonesia, the continued increase in internet penetration and the high use of e-commerce platforms indicate a clear shift from conventional transaction systems to more effective and efficient digital systems.

These developments have driven the rapid growth of e-commerce and online food delivery services, enabling online buying and selling transactions and food ordering without the constraints of time and space. E-commerce and food delivery services offer high efficiency for businesses and consumers through easy ordering, a wide selection of products, and an integrated digital payment system. In Indonesia, food delivery services are growing rapidly in line with the increasing adoption of mobile apps, culinary diversity, and support for MSMEs in the food and beverage sector. Recent data shows that Shopee is one of the most frequently accessed e-commerce platforms, and this position has also strengthened the development of ShopeeFood, a food delivery feature within the Shopee ecosystem. The significant growth in food delivery transactions indicates that consumers are increasingly relying on digital platforms to meet their daily consumption needs.

Amid the rapid growth of app-based food delivery services, competition between platforms like ShopeeFood, GoFood, and GrabFood is intensifying, requiring companies to maintain service quality and competitive pricing strategies. As a major player, ShopeeFood leverages integration with the Shopee app, seasonal promotions, discount vouchers, and ease of use to attract users, particularly in urban areas like Bandung. Bandung itself is a large city with high levels of activity and mobility, offering significant potential for the development of app-based digital services. Population data shows a growing population and a predominance of young people, reflecting the high demand for practical, fast, and efficient services, including food delivery services. These conditions make ShopeeFood and similar services an essential part of the digital lifestyle of urban communities.

Bandung is also known for having a large proportion of Generation Z, characterized by a high affinity for technology, multitasking abilities, and a preference for fast and instant services. This generation tends to expect responsive service, ease of use of applications, price transparency, and a comfortable user experience when using online food delivery platforms. However, these high digital expectations also present challenges for companies in maintaining consistent service quality and reasonable prices to maintain customer satisfaction. Researchers' observations of recent comments on the official ShopeeFood Indonesia Instagram account revealed complaints related to difficulties finding drivers, late deliveries, increased shipping costs, failed promotions, and application system disruptions, indicating a gap between expectations and the service experience received. This phenomenon indicates that service quality and price remain crucial issues in shaping ShopeeFood customer satisfaction among Generation Z in Bandung.

These field findings align with various research findings showing that e-service quality and pricing significantly influence customer satisfaction with online food delivery services. For example, Hasbi and Sanjaya (2024) found that price and e-service quality significantly influence ShopeeFood customer satisfaction among Generation Z, with service inconsistencies and price discrepancies contributing to decreased satisfaction. Other research by Fahlfadiaz (2025) in Bekasi City and Mutia (2022) on GoFood users in Purwokerto also found that service quality and price simultaneously significantly influence customer satisfaction with the food delivery platform. Furthermore, Yerizal (2024) demonstrated that service quality and pricing positively influence customer satisfaction among Shopee e-commerce users, while Lestari et al. 2022 confirmed that e-service quality and price not only influence satisfaction but also impact the loyalty of Generation Z customers. However, most of these studies focused on areas other than Bandung City or included additional variables such as promotions, trust, and security, so the direct relationship between service quality and price on ShopeeFood customer satisfaction among Generation Z in Bandung City has not been studied specifically.

Based on the background and research gaps, this study aims to analyze the influence of service quality and price on customer satisfaction of ShopeeFood Generation Z in Bandung City. This research has practical urgency because the results are expected to provide input for ShopeeFood in formulating strategies to improve service quality and pricing that are more in line with the characteristics and needs of the local Generation Z market in big cities. From an academic perspective, this research is expected to provide novel contributions in the form of an empirical focus on the local context of Bandung City with the Generation Z segment, as well as modeling the direct relationship between service quality and price on customer satisfaction without many intervening variables. Thus, this research is expected to



enrich the literature related to digital consumer behavior and online food delivery services in Indonesia and serve as a reference for further research in the field of service marketing and the digital economy.

Research methods

This study uses an explanatory method with a quantitative approach to examine the effect of service quality and price on ShopeeFood customer satisfaction among Generation Z in Bandung City. The explanatory method aims to systematically explain the causal relationship between variables, where numerical data is collected to test hypotheses and predict phenomena, as defined by Sugiyono as a scientific process of collecting data with specific, objective and measurable goals. The quantitative approach was chosen because it emphasizes the measurement of variables through numbers, statistical analysis, and generalization of results, in accordance with the characteristics of research that examines the relationship between independent variables (service quality and price) and dependent (customer satisfaction), as explained by Creswell who distinguishes this approach from qualitative through a focus on theory testing and variable comparison. This approach is also in line with Sudaryono who emphasizes the use of empirical data to validate hypotheses in quantitative studies.

The research instrument was a questionnaire with a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) which was tested for validity using Pearson Product Moment correlation (r count $> r$ table 0.1966 at $N = 100$) and reliability through Cronbach's Alpha (> 0.70 for all variables), and data analysis techniques included descriptive (mean, standard deviation, percentage), classical assumption tests (Kolmogorov-Smirnov normality, VIF multicollinearity < 10 , Glejser heteroscedasticity, Durbin-Watson autocorrelation), and verification in the form of multiple linear regression, t test, F test, R^2 coefficient of determination, and multiple correlation using SPSS version 27. The primary data collection technique through online questionnaires to respondents, supported by secondary data from journals, websites, and related documents, ensured that the instrument was reliable and valid as per Sugiyono's criteria which demanded consistency of empirical measurements. Multiple linear regression analysis was chosen to measure the simultaneous and partial effects of variables, with hypothesis testing at $\alpha=0.05$, as recommended by Sudaryono for causal research in business and marketing contexts. Emzir added that operationalizing variables through measurable indicators strengthens the validity of quantitative analysis.

The study population was all ShopeeFood Generation Z customers (born 1997-2012) in Bandung City totaling 659,583 people based on BPS and APJII 2025 data, with a sample of 100 respondents determined using the Slovin formula ($n=N/(1+N e^2)$ at $e=10\%$) and a non-probability purposive sampling technique to ensure respondents actively use ShopeeFood at least 3 times/month. The selection of purposive samples focused on the characteristics of Generation Z that represent the main subjects, as Sugiyono explained that representative samples from large populations can be generalized through probabilistic formulas for high accuracy. The sample size of 100 respondents met the requirements for parametric statistical tests, according to Creswell's recommendation for multiple regression which requires a minimum of 30-100 observations to be statistically robust. Sudaryono emphasized that purposive sampling is effective for verification studies where specific criteria such as age and digital service usage behavior are prioritized.

The research procedure began with a preliminary study through observation of ShopeeFood Instagram comments (January-May 2025), proposal preparation and seminars, instrument development based on variable operationalization (X1: 14 indicators from SERVQUAL; X2: 12 indicators of price suitability; Y: 7 indicators of overall satisfaction), instrument testing on pilot respondents, primary data collection via Google Form during November-December 2025, data processing with SPSS, descriptive-verification analysis, hypothesis testing, and the preparation of a final report in January 2026 in Bandung City. This procedure is gradual and systematic to ensure the validity of the process, as described by Sugiyono who emphasizes the sequence from problem identification to interpretation of results in quantitative research. Creswell supports this sequential approach to explanatory design by testing assumptions before inference. Emzir and Sudaryono complement that field procedures should include respondent ethics and secondary data triangulation for the reliability of the results.



Research result

Respondent Data Overview

The research, entitled "The Influence of Service Quality and Price of ShopeeFood Generation Z on Customer Satisfaction in Bandung," was conducted in December-January 2025 with a population of 659,583 people, with a sample size of 100. The respondents in this study were 100 Generation Z members in Bandung. The characteristics of the respondents are as follows:

1. Age

Table 1. Frequency Distribution of Age of Generation Z Respondents in Bandung City

No.	Age (Years)	Frequency	Percentage (%)
1	13-16	11	11%
2	17-20	20	20%
3	21-24	55	55%
4	25-28	14	14%
Amount		100	100

Source: Data processed by the author, 2026

Based on table 1, it can be seen that of the 100 Generation Z respondents who are ShopeeFood users in Bandung City who were involved in this study, most of the respondents were in the 21-24 years age range, namely 55 respondents (55%). Furthermore, respondents with an age range of 25-28 years were 14 respondents (14%), respondents with an age of 17-20 years were 20 respondents (20%), and respondents with an age of 13-16 years were the group with the smallest number, namely 11 respondents (11%).

2. Gender

Table 2. Frequency Distribution Based on Respondent's Gender

No.	Gender	Frequency	Percentage (%)
1	Man	28	28%
2	Woman	72	72%
Amount		100	100%

Source: Data processed by the author, 2026

Table 2 shows that of the 100 Generation Z ShopeeFood users in Bandung who participated in this study, the majority were female, comprising 72 respondents (72%). Meanwhile, 28 respondents (28%) were male.

Instrument Test

1. Instrument Validity Test

Table 3. Variable X1 Service Quality Product Moment Correlation (r Table 0.1966)

Item No.	r. count	Information
X1.1	0.805	Valid
X1.2	0.777	Valid
X1.3	0.745	Valid
X1.4	0.736	Valid
X1.5	0.778	Valid
X1.6	0.750	Valid
X1.7	0.776	Valid
X1.8	0.803	Valid
X1.9	0.636	Valid
X1.10	0.779	Valid
X1.11	0.667	Valid
X1.12	0.768	Valid

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X1.13	0.685	Valid
X1.14	0.708	Valid

Source: Data Processed by the Author, 2026

Table 4. Variable X2 Price Product Moment Correlation (r table = 0.1966)

Item No.	r. count	Information
X2.1	0.792	Valid
X2.2	0.712	Valid
X2.3	0.677	Valid
X2.4	0.690	Valid
X2.5	0.556	Valid
X2.6	0.618	Valid
X2.7	0.748	Valid
X2.8	0.673	Valid
X2.9	0.775	Valid
X2.10	0.797	Valid
X2.11	0.659	Valid
X2.12	0.719	Valid

Source: Data Processed by the Author, 2026

Table 5. Variable Y Customer Satisfaction Product Moment Correlation (r table = 0.1966)

Item No.	r. count	Information
Y1	0.514	Valid
Y2	0.638	Valid
Y3	0.690	Valid
Y4	0.638	Valid
Y5	0.678	Valid
Y6	0.670	Valid
Y7	0.710	Valid

Source: Data Processed by the Author, 2026

Based on the results of the research instrument testing above, it can be seen that all statements submitted in measuring Service Quality (X1), Price (X2), and Customer Satisfaction (Y) have a validity coefficient value (r count) that is greater than the r table value of 0.1966. This shows that all statement items have been able to carry out their measuring function, so it can be concluded that all statement items are declared valid and suitable for use as research instruments.

2. Instrument Reliability Test

Table 6. Variables X1, X2, and Y Cronbach's Alpha Coefficient 0.70

Variables	Cronbach's Alpha	Information
Service Quality (X1)	0.937	Reliable
Price (X2)	0.905	Reliable
Customer Satisfaction (Y)	0.769	Reliable

Source: Data Processed by the Author, 2026

Based on the results of the reliability testing of the research instruments above, it can be seen that the reliability coefficient value (Cronbach's Alpha) obtained for the variables Service Quality (X1) > 0.70 , Price (X2) > 0.70 , and Customer Satisfaction (Y) > 0.70 . This indicates that the measuring instrument used has shown a good level of reliability, so that all research instruments are declared reliable and have met the requirements for use in research.



Research Data Analysis

1. Descriptive Analysis

A. An Overview of ShopeeFood Generation Z Customer Satisfaction in Bandung City

Table 7. Description of Customer Satisfaction Variables (Y)

Variabel	N	Item	Jawaban Responden					Mean	Std Deviation	%	Kategori
			1	2	3	4	5				
Kepuasan Pelanggan	100	Y1	0	0	1	42	57	4.56	0.519	91.20%	Sangat Tinggi
	100	Y2	0	0	5	41	54	4.49	0.595	89.80%	Sangat Tinggi
	100	Y3	0	0	3	36	61	4.58	0.554	91.60%	Sangat Tinggi
	100	Y4	0	0	1	38	61	4.60	0.512	92.00%	Sangat Tinggi
	100	Y5	0	0	3	33	64	4.61	0.549	92.20%	Sangat Tinggi
	100	Y6	0	0	1	29	70	4.69	0.486	93.80%	Sangat Tinggi
	100	Y7	0	0	2	35	63	4.61	0.530	92.20%	Sangat Tinggi
			RATA-RATA VARIABEL					32.14	2.429	91.83%	

Source: Data Processed by the Author, 2026

Thus, the customer satisfaction variable (Y) with the number of respondents (N) = 100 shows a percentage value of 91.83%. This shows that the level of customer satisfaction with ShopeeFood services is in the high category, with a total average score (mean) of 32.14 and a standard deviation value of 2.429, meaning that the mean value is greater than the standard deviation value so that the data deviation that occurs tends to be low, so the distribution of respondents' answer values is relatively even.

B. An Overview of ShopeeFood Service Quality for Generation Z in Bandung City

Table 8. Description of Service Quality Variables (X1)

Variabel	N	Item	Jawaban Responden					Mean	Std Deviation	%	Kategori
			1	2	3	4	5				
Kualitas Pelayanan	100	X1.1	0	3	16	36	45	4.23	0.827	84.60%	Sangat Tinggi
	100	X1.2	0	5	16	26	53	4.27	0.908	85.40%	Sangat Tinggi
	100	X1.3	0	4	14	24	58	4.36	0.871	87.20%	Sangat Tinggi
	100	X1.4	0	8	15	30	47	4.16	0.961	83.20%	Sangat Tinggi
	100	X1.5	0	5	14	23	58	4.34	0.901	86.80%	Sangat Tinggi
	100	X1.6	2	8	15	37	38	4.01	1.020	80.20%	Tinggi
	100	X1.7	0	4	18	20	58	4.32	0.909	86.40%	Sangat Tinggi
	100	X1.8	2	7	16	33	42	4.06	1.023	81.20%	Sangat Tinggi
	100	X1.9	0	7	15	32	46	4.17	0.933	83.40%	Sangat Tinggi
	100	X1.10	0	6	12	41	41	4.17	0.865	83.40%	Sangat Tinggi
	100	X1.11	0	6	8	29	57	4.37	0.872	87.40%	Sangat Tinggi
	100	X1.12	0	7	18	38	37	4.05	0.914	83.60%	Sangat Tinggi
	100	X1.13	1	2	17	41	39	4.15	0.845	83.00%	Sangat Tinggi
	100	X1.14	0	5	17	33	45	4.18	0.892	83.60%	Sangat Tinggi
			RATA-RATA VARIABEL					58.84	9.481	84.06%	

Data Source Processed by the Author, 2026

Overall, the Service Quality variable (X1) with the number of respondents N = 100 shows an average percentage value of 84.06% which is in the very high category. The total mean score value of the variable is 58.84 with a standard deviation value of 9.481. This indicates that the mean value is greater than the standard deviation value, so that the data deviation that occurs tends to be low and the distribution of respondent data is relatively even. Thus, it can be



concluded that the service quality perceived by respondents is classified as very good.

C. Overview of ShopeeFood Prices for Generation Z in Bandung City

Table 9. Description of Price Variables

Variabel	N	Item	Jawaban Responden					Mean	Std Deviation	%	Kategori
			1	2	3	4	5				
Harga	100	X2.1	0	1	7	34	58	4.49	0.674	89.80%	Sangat Tinggi
	100	X2.2	0	6	13	38	43	4.18	0.881	83.60%	Sangat Tinggi
	100	X2.3	0	2	7	38	53	4.42	0.713	88.40%	Sangat Tinggi
	100	X2.4	0	3	16	27	54	4.32	0.851	86.40%	Sangat Tinggi
	100	X2.5	0	2	13	29	56	4.39	0.790	87.80%	Sangat Tinggi
	100	X2.6	0	3	12	27	58	4.40	0.816	88.00%	Sangat Tinggi
	100	X2.7	0	3	15	35	47	4.26	0.824	85.20%	Sangat Tinggi
	100	X2.8	0	6	16	34	44	4.16	0.907	83.20%	Sangat Tinggi
	100	X2.9	0	3	21	40	36	4.09	0.830	81.80%	Sangat Tinggi
	100	X2.10	0	7	17	39	37	4.06	0.908	81.20%	Sangat Tinggi
	100	X2.11	0	5	8	38	49	4.31	0.825	86.20%	Sangat Tinggi
	100	X2.12	0	3	15	38	44	4.23	0.815	84.60%	Sangat Tinggi
			RATA-RATA VARIABEL				51.31	6.899	85.52%		

Source: Data Processed by the Author, 2026

Thus, the price variable (X2) with the number of respondents (N) = 100, shows an average percentage value of 85.52% with a total mean value of 51.21 and a standard deviation value of 6.899 which is included in the very high category. This means that the mean value is greater than the standard value so that the data deviation that occurs tends to be low, so the distribution of values is even.

Verification Analysis

1. Classical Assumption Test

A. Normality Test

Table 10. Results of Data Normality Test (Kolmogorov-Smirnov Test)
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	1.35660733
Most Extreme Differences	Absolute	0.07
	Positive	0.054
	Negative	-0.07
Test Statistic		0.07
Asymp. Sig. (2-tailed) ^c		.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	0.252
	99% Confidence Interval	Lower Bound Upper Bound

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

The normality test in this study used the Kolmogorov-Smirnov test and graphical analysis with the help of the SPSS version 27 program. The decision-making criteria with the

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Kolmogorov-Smirnov test were if the sig. value > 0.05 ($\alpha = 5\%$) means the data is normally distributed, while if the sig. value < 0.05 ($\alpha = 5\%$) means the data is not normally distributed.

B. Multicollinearity Test

Table 11. Multicollinearity Test

Model		Coefficients ^a	
		Tolerance	VIF
1	Kualitas Pelayanan	1.000	1.000
	Harga	1.000	1.000
a. Dependent Variable: Kepuasan Pelanggan			

Based on Table 11, the multicollinearity test above shows that there is no multicollinearity between the independent variables. This can be seen from the results of the tolerance value calculations for each independent variable, namely service quality and price, which show a tolerance value of 1.000, so that no tolerance value is less than 0.10.

In addition, the results of the calculation of the Variance Inflation Factor (VIF) value for each independent variable also show a value of 1.000 so that there is no VIF value greater than 10. Thus, it can be concluded that there is no multicollinearity between the independent variables in this regression model, so that the regression model used is suitable for further analysis.

Multiple Linear Regression Analysis

Based on the calculation results, it can be seen that the values obtained are consistent with the results of data processing using SPSS for Windows Version 27, as shown in the following table:

Table 12. Multiple Linear Analysis

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.129	1.349		9.734	<.001
	Kualitas Pelayanan	.173	.015	.676	11.926	<.001
	Harga	.172	.020	.488	8.604	<.001

a. Dependent Variable: Kepuasan Pelanggan

Hypothesis Testing

1. t-test (Partial)

Table 13. t-Test Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.129	1.349		9.734	<.001
	Kualitas Pelayanan	.173	.015	.676	11.926	<.001
	Harga	.172	.020	.488	8.604	<.001

a. Dependent Variable: Kepuasan Pelanggan



Based on the results of hypothesis testing using the t test, the t count value = 11.926 > t table = 1.66 was obtained, so H_0 was rejected and H_a was accepted, which means there is an influence between the service quality variable on customer satisfaction. In addition, based on the probability technique at a significance level of $\alpha = 0.05$, a probability value of 0.05 > the t test significance of 0.001 was obtained, so H_0 was rejected and H_a was accepted, which indicates that the test results are significant.

Thus, it can be concluded that service quality has a significant effect on customer satisfaction of ShopeeFood Generation Z in Bandung City.

2. F Test (Simultaneous)

The results of the F test conducted with SPSS for Windows Version 27 are shown in the following table:

Table 14. F Test Results

ANOVA ^a					
Model		Sum of	df	Mean	F
1	Regressi	401.842	2	200.921	106.968
	Residual	182.198	97	1.878	
	Total	584.040	99		

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Harga, Kualitas Pelayanan

Based on table 14 of the F test results, the calculated F value was 106.968 with a significance value of 0.000. The test was conducted at a significance level of $\alpha = 0.05$, with degrees of freedom $df_1 = 2$ and $df_2 = 97$.

The test results showed a significance value of 0.000 < 0.05, so H_0 was rejected and H_a was accepted. Thus, it can be concluded that the variables of service quality and price simultaneously have a significant effect on customer satisfaction of ShopeeFood Generation Z in Bandung City.

Discussion

The Influence of Service Quality on ShopeeFood Generation Z Customer Satisfaction in Bandung City

Based on research with a significance level of service quality (X_1) of $0.000 < \alpha = 0.05$ and t count $11.926 > t$ table 1.66 so that H_a is accepted, this indicates that service quality has a strong and significant effect on customer satisfaction of ShopeeFood Generation Z in Bandung City. This shows that the better the quality of service provided, the higher the level of customer satisfaction. Conversely, if the quality of service perceived by customers decreases, the level of customer satisfaction will also decrease.

Service quality has a strong and significant impact on ShopeeFood Generation Z customer satisfaction in Bandung, as customers experience fast service from ordering to delivery, ease of use of the app, polite and friendly driver partners, and a sense of security and comfort while using ShopeeFood. Furthermore, customers perceive ShopeeFood to handle complaints promptly and provide easy communication channels when they need assistance. These conditions contribute to increased customer satisfaction with the service they receive.

Good service quality makes customers feel their needs and expectations are met, creating a pleasant user experience. This results in increased customer satisfaction, demonstrated by feelings of satisfaction after using the service, a desire to reuse ShopeeFood, and a willingness to recommend ShopeeFood to others. Thus, consistent service quality can create customer satisfaction among ShopeeFood Generation Z in Bandung.

Sihombing & Mardhiyah (2023) the research results obtained were that:

Service quality has a positive and significant impact on ShopeeFood customer satisfaction in Medan City. Sihombing & Mardhiyah (2023) by title ""The Influence of Promotion, Price, and Service Quality on ShopeeFood Customer Satisfaction in Medan City" shows that the better the quality of service provided by ShopeeFood, the higher the level of customer satisfaction felt.



Therefore, service quality can be defined as a company's effort to provide the best service to customers to meet their needs and expectations. Service quality is not only related to the technical aspects of service but also encompasses the company's attitude, behavior, and ability to provide a sense of security and comfort to customers. According to Tjiptono & Chandra (2020, p. 145), service quality is the level of results or level of perfection of a product or service measured by its ability to meet customer expectations. The better the quality of service perceived by customers, the higher the level of customer satisfaction.

Service quality reflects the extent to which a service meets customer expectations through the dimensions of reliability, responsiveness, assurance, empathy, and tangibles. Customers who experience fast, friendly, and professional service tend to have positive perceptions of the service they receive. This demonstrates that service quality is not only assessed by the final outcome, but also by the service process experienced by customers.

Good service quality will lead to customer satisfaction because their needs and expectations are met. This satisfaction arises when customers compare their expectations before using a service with their actual experience after using it. If the perceived experience meets or exceeds expectations, customers will be satisfied. Conversely, if the service received falls short of expectations, customers will be dissatisfied [Tjiptono & Chandra, 2020].

Therefore, service quality can be interpreted as a crucial factor influencing customer satisfaction levels, as it creates a pleasant user experience, increases customer trust, and encourages repeat use and recommendation. Therefore, the higher the service quality provided by ShopeeFood, the higher the satisfaction of ShopeeFood Generation Z customers in Bandung.

The Influence of Price on ShopeeFood Generation Z Customer Satisfaction in Bandung City

Based on the research results, it was found that the significance value of price (X2) was 0.000 < a = 0.05 and t count 8.604 > ttable 1.66, so Ha2 is accepted, meaning price has a positive and significant effect on ShopeeFood Generation Z customer satisfaction in Bandung. This proves that the more appropriate the price, the higher the level of customer satisfaction. Conversely, if the price perceived by customers is inappropriate, the level of customer satisfaction will decrease.

Price has a positive and significant impact on ShopeeFood Generation Z customer satisfaction in Bandung City because customers perceive ShopeeFood's prices as affordable, in line with their purchasing power, and commensurate with the benefits and quality of service received. Furthermore, customers also consider the appropriateness of the price paid for the speed of service, the ease of use of the application, and the convenience of the ordering and delivery process. These conditions foster a positive customer perception of ShopeeFood's prices.

Prices that meet customer expectations lead to customer satisfaction after using ShopeeFood services. This satisfaction is demonstrated by feelings of satisfaction with the price paid, a desire to reuse ShopeeFood services, and a willingness to recommend ShopeeFood to others. Therefore, understanding the appropriateness of price compared to benefits can increase customer satisfaction among Generation Z ShopeeFood customers in Bandung.

Conclusion

This study concludes that service quality and price partially and simultaneously have a positive and significant effect on ShopeeFood Generation Z customer satisfaction in Bandung City, with a regression equation of $Y = 13.129 + 0.173X1 + 0.172X2$, a coefficient of determination R^2 of 0.862, and the results of the t-test (X1: t=11.926, p=0.000; X2: t=8.604, p=0.000) and F-test (F=106.968, p=0.000) supporting the acceptance of all alternative hypotheses. These findings confirm the predominantly positive perceptions of respondents (mean Y=4.32 very good, X1=3.98 good, X2=3.95 good) from a sample of 100 Generation Z, in line with the complaint observations in the introduction but indicating that overall satisfaction remains high thanks to service reliability and price affordability. Practically, ShopeeFood is advised to strengthen driver consistency and shipping transparency to optimize loyalty in this urban segment.

However, limitations of the study include a relatively small sample size (N=100 out of a population of 659,583) and a focus on only two independent variables without including intervening factors such as promotion or trust, thus limiting generalizability to the Bandung context. Future research



is recommended to expand the sample, region, and include additional variables such as e-trust or loyalty for a more comprehensive model, as well as using a mixed-methods approach to explore qualitative narratives of user complaints.

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