

ABSTRAK

Perkembangan layanan pesan antar makanan *Online* meningkatkan persaingan antar platform digital, khususnya GrabFood dan ShopeeFood. Penelitian ini bertujuan untuk menganalisis perbedaan *Brand Awareness*, kepuasan konsumen, dan loyalitas pelanggan antara pengguna GrabFood dan ShopeeFood di Kecamatan Medan Maimun. Penelitian menggunakan pendekatan kuantitatif dengan desain komparatif. Sampel penelitian berjumlah 192 responden yang terdiri atas 96 pengguna GrabFood dan 96 pengguna ShopeeFood, yang dipilih melalui teknik purposive sampling. Data dikumpulkan menggunakan kuesioner terstruktur yang telah diuji validitas dan reliabilitasnya. Hasil uji normalitas menunjukkan data tidak berdistribusi normal, sehingga analisis dilakukan menggunakan uji Mann–Whitney U. Hasil penelitian menunjukkan bahwa tidak terdapat perbedaan yang signifikan pada variabel *Brand Awareness* dan kepuasan konsumen, namun terdapat perbedaan yang signifikan pada variabel loyalitas pelanggan.

Kata Kunci: *Brand Awareness*; Kepuasan Konsumen; Loyalitas Pelanggan; GrabFood; ShopeeFood.

ABSTRACT

The rapid growth of Online food delivery services has intensified competition among digital platforms, particularly GrabFood and ShopeeFood. This study aimed to examine differences in Brand Awareness, customer satisfaction, and customer loyalty between GrabFood and ShopeeFood users in Medan Maimun District. A quantitative comparative research design was employed. A total of 192 respondents were selected through purposive sampling, consisting of 96 GrabFood users and 96 ShopeeFood users. Data were collected using structured questionnaires that met validity and reliability requirements. Normality testing indicated that the data were not normally distributed; therefore, hypothesis testing was conducted using the Mann–Whitney U test. The results revealed no significant differences in Brand Awareness and customer satisfaction between the two platforms, while a significant difference was found in customer loyalty.

Keywords: *Brand Awareness; Customer Satisfaction; Customer Loyalty; GrabFood; ShopeeFood.*