

ABSTRAK

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PENGARUH ATRIBUT APLIKASI *MOBILE* AGREGATOR PESAN ANTAR MAKANAN *ONLINE* TERHADAP *CONVERSION*

(*x + 104 halaman: 29 tabel; 16 gambar; 5 lampiran*)

Saat ini, *customer* semakin berminat terhadap layanan pesan antar makanan melalui aplikasi *mobile* agregator pesan antar makanan *online* yang disediakan oleh pemain *ride hailing* di Indonesia, yaitu GrabFood dan Go-Food. Sebuah survey yang dilakukan oleh IDN Times pada tahun 2019 menyebutkan bahwa tingkat pemesanan Go-Food didapati unggul dari GrabFood. Oleh karena itu, penelitian ini bertujuan mencari tahu atribut apa pada aplikasi *mobile* yang dapat berpengaruh terhadap pemesanan makanan (*conversion*) pada GrabFood, dengan deskripsi statistik Go-Food sebagai pembanding. Data dikumpulkan dengan cara *non-probability sampling* jenis *judgmental sampling*, yaitu dengan menyebarkan kuesioner kepada 102 *customer* GrabFood dan 100 *customer* Go-Food di Jabodetabek yang melakukan pemesanan antar makanan minimal sebanyak satu kali di dalam satu bulan terakhir. Data kemudian dianalisis menggunakan SEM-PLS dengan program SmartPLS. Dari hasil penelitian, didapati bahwa atribut *navigational design* dan *collaboration design* berpengaruh terhadap *conversion*, sedangkan atribut *visual design* dan *information design* didapati tidak memiliki pengaruh terhadap *conversion*.

Referensi: 81 (2008-2019)

Kata kunci: Aplikasi *mobile*, layanan pesan antar makanan *online*, *conversion*, *visual design*, *information design*, *navigational design*, *collaboration design*

ABSTRACT

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THE EFFECTS OF ONLINE FOOD DELIVERY AGGREGATOR MOBILE APPLICATION ATTRIBUTES TO CONVERSION

(x + 104 pages: 29 tables; 16 images; 5 attachments)

Today, customers have growing interest in food delivery service through online food delivery aggregator mobile application provided by Indonesia's ride hailing players, GrabFood and Go-Food. A survey conducted by the IDN Times in 2019 stated that the food order level in Go-Food was found to be superior to GrabFood. Therefore, this research will find out what mobile application attributes can help the food order (conversion) in GrabFood, with descriptive statistic of Go-Food as a comparison. Data is collected by using non-probability sampling with judgmental sampling, namely by distributing questionnaires to 102 GrabFood customers and 100 Go-Food customers in Jabodetabek who ordered food at least once in the past month. Data is then analyzed using SEM-PLS with the SmartPLS program. From the results of the study, it is found that attributes such as navigational design and collaboration design have effect on conversion, while visual design and information design attributes are found to have no effect on conversion.

References: 81 (2008-2019)

Keywords: Mobile application, online food delivery, conversion, visual design, information design, navigational design, collaboration design