

ABSTRACT

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FACTORS INFLUENCING CONSUMER BEHAVIOUR TOWARD ONLINE FOOD DELIVERY SERVICE DURING QUARANTINE EASING
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The regional quarantine caused by the COVID-19 pandemic forces the public to adopt interactions using electronic media. One of the main lines of community interaction during quarantine is by using an online food delivery service. However, after the quarantine is relaxed and people can return to their activities outside their homes, it reduce the need for online food delivery services as a way for people to interact with the outside world. Through this study, it will be seen how the behaviour of the community after undergoing regional quarantine. Therefore, this study will analyse the relationship between convenience motivation, post usage usefulness, hedonic motivation, prior online purchase experience, price saving orientation, time saving orientation, and behavioral intention. This study uses a questionnaire data collection method and convenience sampling method. The data analysis used in this study was carried out using the Structural Equation Modeling (SEM) method through SmartPLS using a pretest of 30 respondents. The results of this study stated that convenience motivation and post usage usefulness had a positive and significant relationship with behavioral intention. This study also found a positive and significant relationship between hedonic motivation, prior online purchase experience, price saving orientation, time saving orientation with convenience motivation and post usage usefulness.

Keywords: Behavioral Intention, Convenience Motivation, Post-Usage Usefulness, Hedonic Motivation, Prior Purchase Experience, Price Saving Orientation, Time Saving Orientation, Online Food Delivery Service

Reference: 75 (1920-2021)