

ABSTRACT

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The Influence of Customers' Dining Attitude, E-Satisfaction & Continuous Intention Towards ShopeeFood: Study in Indonesia

(xii + 53 pages, 80 references, 2 appendices)

The purpose of this study is to explore whether or not 1. Expectation confirmation positively influences dining attitude, 2. Perceived usefulness positively influences ShopeeFood customers' dining attitude, 3. Dining attitude positively influences ShopeeFood customers' e-satisfaction, 4. E-satisfaction positively influences ShopeeFood customers' continuous intention. Data collection used a survey method and was done through the distribution of questionnaires. The target population for this research is ShopeeFood customers in Indonesia. The sample size was determined to be 400 respondents. The sampling technique used in this study is convenience sampling. Data analysis in this study uses Partial least Square-Structural Equation Modeling using SmartPLS (v. 3.3.7). Overall, the results show that expectation confirmation and perceived usefulness has positive effects on dining attitude. Likewise, Dining attitude has positive effects on e-satisfaction. Lastly, e-satisfaction has positive effects on continuous intention.

Keywords: *Expectation Confirmation, Perceived Usefulness, Dining Attitude, E-Satisfaction, Continuous Intention, Mobile food ordering applications.*

References: *80 (1977 - 2022)*