

# **FAKTOR-FAKTOR YANG MEMENGARUHI *REPURCHASE INTENTION* PADA APLIKASI LAYANAN PESAN ANTAR MAKANAN (STUDI PADA APLIKASI GOFOOD)**

## **ABSTRAK**

Perkembangan teknologi dan ekonomi digital yang sangat pesat, turut berdampak pada industri layanan pesan antar makanan di Indonesia. Seiring dengan pertumbuhan yang pesat di industri layanan pesan antar makanan di Indonesia, serta banyaknya pesaing baru harus menjadi perhatian bagi GoFood sebagai salah satu *market leader* dalam industri tersebut agar dapat mempertahankan pelanggan yang sudah ada serta terus mengembangkan pangsa pasarnya. Tujuan dari penelitian ini yaitu untuk mengetahui faktor-faktor yang memengaruhi niat pembelian ulang konsumen melalui aplikasi layanan pesan antar makanan GoFood. Analisis dalam penelitian ini dilakukan dengan survei kuantitatif menggunakan metode analisis *partial least squares equation modeling* (PLS-SEM) dan didapatkan 180 responden yang berdomisili di beberapa kota di Indonesia yang telah memenuhi kriteria sebagai sampel penelitian dari penyebaran kuesioner secara *online*. Dalam penelitian ini, terdapat lima hipotesis yang akan diuji. Hasil uji hipotesis menunjukkan bahwa *perceived usefulness* dan *trust* telah terbukti secara statistik berpengaruh positif terhadap *repurchase intention*. Sedangkan *effort expectancy*, *information quality*, dan *perceived risk* tidak terbukti secara statistik berpengaruh positif terhadap *repurchase intention*. Berdasarkan hasil penelitian didapatkan *trust* merupakan variabel yang paling berpengaruh terhadap *repurchase intention* diikuti dengan *perceived usefulness*. Dalam penelitian ini, terdapat implikasi manajerial serta saran bagi penelitian selanjutnya.

**Kata Kunci:** *Effort Expectancy, Perceived Usefulness, Information Quality, Perceived Risk, Trust, Repurchase Intention.*

# ***FACTORS AFFECTING REPURCHASE INTENTION ON FOOD DELIVERY SERVICE APPLICATIONS (STUDY ON GOFOOD APP)***

## **ABSTRACT**

*The rapid development of technology and the digital economy has an impact on the food delivery service industry in Indonesia. Along with the rapid growth in the food delivery service industry in Indonesia, as well as many new competitors, GoFood as a market leader in this industry must pay attention to this issues in order to retain existing customers and continue to develop its market share. The purpose of this study is to determine the factors that influence consumer repurchase intentions through the GoFood food delivery service application. The analysis in this study was carried out by a quantitative survey using the partial least squares equation modeling (PLS-SEM) and obtained 180 respondents domiciled in several cities in Indonesia who had met the criteria as research samples from the distribution of online questionnaires. In this study, there are five hypotheses to be tested. The results of hypothesis testing indicate that perceived usefulness and trust have a positive effect on repurchase intention. Meanwhile, effort expectations, information quality, and perceived risk were not proven to have a positive effect on repurchase intentions. Based on the research, it was found that trust is the most influential variable on repurchase intentions followed by perceived usefulness. In this study, there are managerial implication and suggestions for further research.*

***Keywords: Effort Expectancy, Perceived Usefulness, Information Quality, Perceived Risk, Trust, Repurchase Intention.***