

ABSTRAK

Kezia Christine (01619200079)

“FAKTOR-FAKTOR YANG MEMENGARUHI REPURCHASE INTENTION PADA ONLINE FOOD DELIVERY SYSTEM SHOPEEFOOD”

Tersedianya berbagai *platform e-commerce* sebagai media belanja memudahkan pelanggan untuk berbelanja dengan nyaman dimana saja dan kapan saja. Dalam konteks restoran, saat ini konsumen menggunakan *Online Food Delivery System (OFDS)* yang merupakan bagian penting dari distribusi industri restoran. Persaingan bisnis pesan-antar makanan semakin ketat seiring bermunculannya pendatang baru. Shopee meluncurkan makanan ShopeeFood pada April 2020. ShopeeFood menawarkan berbagai produk mulai dari makanan hingga makanan ringan dari berbagai restoran, serta Bisnis, Usaha Mikro, Kecil dan Menengah (UMKM) dengan berbagai diskon dan menarik. Tujuan penelitian ini adalah untuk mengetahui faktor-faktor yang mempengaruhi niat beli ulang pada Shopee Food. Analisis studi dilakukan dengan survei kuantitatif menggunakan *Partial Least Square Equation Modeling (PLS-SEM)* sebagai metode analisis terhadap 196 responden yang merupakan pengguna ShopeeFood di Jabodetabek. Penelitian ini menemukan bahwa beberapa faktor yang mempengaruhi niat beli ulang pada Shopee Food. *Performance expectancy* terbukti secara signifikan mempunyai pengaruh positif terhadap *repurchase intention*. Selanjutnya, *habit* terbukti secara signifikan mempunyai pengaruh positif terhadap *repurchase intention*. *Openness to novelty expectancy* terbukti secara signifikan mempunyai pengaruh positif terhadap *repurchase intention*. *Impulse buying tendency* ditemukan sebagai faktor terkuat yang memengaruhi *repurchase intention* pada Shopee Food. Selanjutnya, *congruity to self image* tidak terbukti secara signifikan memiliki pengaruh positif terhadap *repurchase intention*. Untuk penelitian selanjutnya terdapat implikasi manajerial dan saran.

Keywords : *repurchase intention, online food delivery system, performance expectancy, habit, impulse buying, congruity to self image, openness to novelty*

ABSTRACT

Kezia Christine (01619200079)

“FACTORS AFFECTING REPURCHASE INTENTION ON ONLINE FOOD DELIVERY SYSTEM SHOPEEFOOD”

The availability of various e-commerce platforms as shopping media makes it easy for customers to shop comfortably anywhere and anytime. In the context of restaurants, consumers currently use the Online Food Delivery System (OFDS), which is an important part of the distribution of the restaurant industry. Competition in the food delivery business is getting tougher as new entrants emerge. Shopee launched ShopeeFood food in April 2020. ShopeeFood contains a variety of products ranging from food to snacks from various restaurants, as well as Business, Micro, Small and Medium Enterprises (MSMEs) with various and attractive discounts. The goal of this study is to determine the factors that influence the intention to repurchase at ShopeeFood. The analysis of this study was conducted using a quantitative survey using the Partial Least Square Equation Modeling (PLS-SEM) analysis method on 196 respondents who are ShopeeFood users in Jabodetabek. This study concludes that several factors influence repurchase intentions at Shopee Food. Performance expectancy is proven to have a significant positive effect on repurchase intention. Furthermore, habit is shown to have a significant positive effect on repurchase intention. Openness to novelty is proven to have a significant positive effect on repurchase intention. Impulse buying tendency was found to be the strongest factor influencing repurchase intention at ShopeeFood. Furthermore, congruity to self-image was not shown to have a significant positive effect on repurchase intention. There are managerial implications and suggestions for future research.

Keywords *repurchase intention, online food delivery system, performance expectancy, habit, impulse buying, congruity to self image, openness to novelty*