

Pengaruh *Effort Expectancy*, *Perceived Usefulness*, *Information Quality*, *Social Influence* dan *Trust* Terhadap Layanan GrabFood

Abstrak

Dengan perkembangan teknologi yang ada saat ini, semakin mudah melakukan transaksi secara *online* melalui aplikasi termasuk melakukan pemesanan makanan. Besarnya jumlah pengguna di Indonesia yang menggunakan aplikasi pesan-antar makanan menunjukkan besarnya potensi pasar di sektor ini. Penelitian ini bertujuan untuk menganalisis pengaruh *effort expectancy*, *perceived usefulness*, *information quality*, *social influence* dan *trust* terhadap *repurchase intention* layanan GrabFood. Analisis dilakukan dengan menggunakan metode *partial least squares structural equation modeling* (PLS-SEM) yang diperoleh dari 223 responden. Hasil penelitian menunjukkan bahwa *perceived usefulness* memiliki pengaruh yang paling signifikan terhadap *repurchase intention*, diikuti oleh *trust* dan *effort expectancy* sedangkan *information quality* dan *social influence* tidak memiliki pengaruh yang signifikan terhadap *repurchase intention*.

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

Abstract

With the technology development that exists today, it is now easier to do online transactions including food ordering. There is a great market potential based on the large number of user in Indonesia that have used the online food delivery apps. This study was to examine the effect of *effort expectancy*, *perceived usefulness*, *information quality*, *social influence* and *trust* towards *repurchase intention* of GrabFood services. Analysis was conducted using *partial least squares structural equation modeling* (PLS-SEM) by using data collected from 223 respondents. The result of this study indicates that *perceived usefulness* has the strongest effect towards *repurchase intention*, followed by *trust* and *effort expectancy* while *information quality* and *social influence* are not significantly related to *repurchase intention*.

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