

ABSTRAK

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ANALISIS PENGARUH *PERCEIVED USEFULNESS*, *PERCEIVED EASE OF USE*, *PRICE SAVING BENEFITS*, *TIME SAVING BENEFITS*, DAN *FOOD SAFETY RISK PERCEPT* TERHADAP *CUSTOMERS INTENTION TO USE OFD* PADA PENGGUNA APLIKASI LAYANAN *ONLINE FOOD DELIVERY SHOPEE FOOD* DI SURABAYA

(xiii + 130 halaman: 15 gambar, 39 tabel, 5 lampiran)

Shopee Food merupakan salah satu fitur terbaru yang diluncurkan oleh perusahaan Shopee pada tahun 2020 dan bergerak di bidang industri *Food and Beverage*. Walaupun industri FnB meningkat, namun persaingan juga semakin ketat karena bertambahnya competitor.

Penelitian ini bertujuan untuk mencari faktor yang berpengaruh terhadap *Customer Intention to Use* pada pengguna aplikasi Shopee Food di Surabaya. Penelitian ini bermanfaat bagi industri FnB terkhusus untuk membuat seorang pengguna memilih untuk menggunakan suatu teknologi tersebut.

Penelitian ini bersifat kausal dengan metode kuantitatif dengan menggunakan *software* Amos 22.0 untuk membantu proses pengolahan data dari 100 pengguna aplikasi Shopee Food di Surabaya yang dikumpulkan dengan teknik *purposive sampling*.

Dalam penelitian ini ditemukan bahwa keinginan untuk menggunakan aplikasi sebagai sarana untuk membeli makanan dan minuman dipengaruhi oleh *Perceived Usefulness*, *Perceived Ease Of Use*, *Price Saving Benefits*, *Time Saving Benefits*, dan *Food Safety Risk Perception*. Persepsi bahwa Shopee Food merupakan aplikasi yang kurang membantu penggunanya merupakan penghambat bagi seseorang untuk menggunakan aplikasi tersebut, namun Shopee Food berhasil mengatasi hambatan ini sehingga menjadi kekuatan utama Shopee Food dalam membangun minat penggunaan.

Kata Kunci: *Online Food Delivery, Shopee Food, Perceived Usefulness, Perceived Ease Of Use, Price Saving Benefits, Time Saving Benefits, Food Safety Risk Perception, Customer Intention to Use.*

Referensi: 12 (1989-2021)

ABSTRACT

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ANALISIS PENGARUH *PERCEIVED USEFULNESS*, *PERCEIVED EASE OF USE*, *PRICE SAVING BENEFITS*, *TIME SAVING BENEFITS*, DAN *FOOD SAFETY RISK PERCEPT* TERHADAP *CUSTOMERS INTENTION TO USE OFD* PADA PENGGUNA APLIKASI LAYANAN *ONLINE FOOD DELIVERY SHOPEE FOOD* DI SURABAYA

(xiii + 130 pages: 15 figures, 39 tables, 5 attachments)

Shopee Food is one of the new features launched by Shopee company in 2020 and it is moves in the Food and Beverages industry. Eventhough Food and Beverages industry demand is increasing, at the same time the competition in this industry become tougher.

This research aims to explore factors that affect Customer Intention to Use for Shopee Food user in Surabaya. The findings will beneficial the Food and Beverages with the tips and recommendations to increase their intention to use the technologies.

This casual research is using quantitative methods. Amos 22.0 is chosen to ease 100 data processing which had been collected by using the purposive sampling method.

This research depicts that the consumer intention to use the application as a means to buy food and beverages affected from *Perceived Usefulness*, *Perceived Ease Of Use*, *Price Saving Benefits*, *Time Saving Benefits*, dan *Food Safety Risk Perception*. The perception that Shopee Food is an application that does not help its users is an obstacle for someone to use the application, but Shopee Food has managed to overcome this obstacle so that it becomes Shopee Food's main strength in building customer intention to use.

Keywords: Online Food Delivery, Shopee Food, Perceived Usefulness, Perceived Ease Of Use, Price Saving Benefits, Time Saving Benefits, Food Safety Risk Perception, Customer Intention to Use.

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