

## ABSTRAK

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### **ANALISIS PENGARUH DELIVERY EXPERIENCE, SPECIAL BENEFITS, EASE OF USE, REVIEWS, FOOD HYGIENE, TIME SAVING, FOOD RIDER, TERHADAP GO-FOOD CUSTOMER SATISFACTION, DAN INTENTION TO REUSE APP PADA PELANGGAN APLIKASI GO-FOOD DI SURABAYA**

(xx+xxx halaman: xxx gambar, xxx tabel, 4 lampiran)

Pesatnya perkembangan teknologi berbasis *E-commerce* khususnya *food delivery* telah membawa perubahan pada gaya hidup masyarakat. Aplikasi *food delivery* melalui *E-commerce* menjadi sangat tren di pasar hal ini tak lain dipengaruhi oleh pandemi Covid-19, menyebabkan masyarakat lebih memilih melakukan pemesanan makanan secara online daripada sebelumnya, karena meningkatnya kekhawatiran tentang keamanan dan kebersihan kesehatan. Dengan menggunakan aplikasi *food delivery* memungkinkan pelanggan untuk memilih dari menu, memesan dari restoran dan mengirim makanan ke rumah mereka.

Penelitian ini merupakan penelitian yang bersifat kausal dengan menggunakan metode kuantitatif dan diolah dengan bantuan program statistik yaitu SPSS versi 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 135 responden dengan karakteristik responden yang telah ditentukan. Ditujukan untuk menganalisa *Delivery experience*, *Special benefits*, *Ease of use*, *Reviews*, *Food Hygiene*, *Time Saving*, terhadap *Customer Satisfaction* dan *Intention to reuse apps*, pelanggan Go-Food di Surabaya.

Dalam penelitian ini terdapat 8 hipotesis diantaranya lima hipotesis diterima dan tiga hipotesis ditolak. Hipotesis yang diterima adalah *Delivery Experience* berpengaruh signifikan terhadap *Customer Satisfaction*, *Ease of Use* berpengaruh signifikan terhadap *Customer Satisfaction*, *Food Hygiene* berpengaruh signifikan terhadap *Customer Satisfaction*, *Food Rider* berpengaruh signifikan terhadap *Customer Satisfaction*. *Customer Satisfaction* berpengaruh signifikan terhadap *Intention to reuse*. Hipotesis ditolak diantaranya *Special Benefits* tidak berpengaruh signifikan terhadap *Customer Satisfaction*, *Reviews* tidak berpengaruh signifikan terhadap *Customer Satisfaction*, dan *Time Saving* tidak berpengaruh signifikan terhadap *Customer Satisfaction*

Referensi: 48 (1987-2021)

## ABSTRACT

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### **ANALYSIS OF THE INFLUENCE OF DELIVERY EXPERIENCE, SPECIAL BENEFITS, EASE OF USE, REVIEWS, FOOD HYGIENE, TIME SAVING, FOOD RIDER, ON GO-FOOD CUSTOMER SATISFACTION, AND INTENTION TO REUSE APP ON GO-FOOD APPLICATION CUSTOMERS IN SURABAYA**

(xx+xxx halaman: xxx gambar, xxx tabel, 4 lampiran)

The rapid development of E-commerce-based technology, especially food delivery, has brought changes to people's lifestyles. Food delivery applications through E-commerce have become a trend in the market, this is influenced by the Covid-19 pandemic, causing people to prefer ordering food online than before, due to increasing concerns about health safety and hygiene. Using a food delivery application allows customers to choose from a menu, order from a restaurant and have food delivered to their door.

This research is a causal research using quantitative methods and processed with the help of a statistical program, namely SPSS version 22.0. Data collection was carried out by distributing questionnaires to 135 respondents with predetermined characteristics of the respondents. Aimed at analyzing Delivery experience, Special benefits, Ease of use, Reviews, Food Hygiene, Time Saving, towards Customer Satisfaction and Intention to reuse apps, Go-Food customers in Surabaya.

Dalam penelitian ini terdapat 8 hipotesis diantaranya lima hipotesis diterima dan In this study there are 8 hypotheses including five hypotheses accepted and three hypotheses rejected. The accepted hypothesis is that Delivery Experience has a significant effect on Customer Satisfaction, Ease of Use has a significant effect on Customer Satisfaction, Food Hygiene has a significant effect on Customer Satisfaction, Food Rider has a significant effect on Customer Satisfaction. Customer Satisfaction has a significant effect on Intention to reuse. The hypotheses were rejected including Special Benefits did not have a significant effect on Customer Satisfaction, Reviews did not have a significant effect on Customer Satisfaction, and Time Saving did not have a significant effect on Customer Satisfaction

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