DAFTAR ISI

HALAMAN JUDUL
PERNYATAAN DAN PERSETUJUAN UNGGAH TUGAS AKHIR
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR
PERSETUJUAN TIM PENGUJI TUGAS AKHIR
ABSTRAK……... v
KATA PENGANTAR……... vi
DAFTAR ISI……... ix
DAFTAR TABEL……..... xii
DAFTAR GAMBAR……... xiii
DAFTAR LAMPIRAN……..…… xiv
BAB I PENDAHULUAN…… 1
1.1 Latar Belakang Masalah..... 1
1.2 Tujuan Penelitian 5
1.3 Pertanyaan Penelitian..... 6
1.4 Manfaat Penelitian 6
1.5 Ruang Lingkungan..... 7
1.6 Sistematika Penulisan..... 7
BAB II LANDASAN TEORI..... 9
2.1 *Effort Expectancy*..... 9
2.2 *Perceived Usefulness* 10
2.3 *Information Quality*.....10
2.4 *Perceived Risk* 11
2.5 *Social Influence*.....11
2.6 *Trust*……12
2.7 *Repurchase Intention* 13
2.8 Hubungan Antar Variabel 14
2.8.1 Hubungan Antara *Effort Expectancy* Terhadap *Repurchase Intention*……..14
2.8.2 Hubungan Antara *Perceived Usefulness* Terhadap *Repurchase Intention*……..14
2.8.3 Hubungan Antara *Information Quality* Terhadap *Repurchase Intention*……..16
2.8.4 Hubungan Antara *Perceived Risk* Terhadap *Repurchase Intention*.. 17
2.8.5 Hubungan Antara *Social Influence* Terhadap *Repurchase Intention* 18
2.8.6 Hubungan Antara *Trust* Terhadap *Repurchase Intention*..... 19
2.9 Model Penelitian.....21
BAB III METODOLOGI PENELITIAN 23
3.1 Paradigma Penelitian.....23
3.2 Jenis Penelitian 24
3.3 Pengukuran (Tabel DKDO).....25
3.4 Subjek dan Objek Penelitian.....29
3.5 Unit Analisis 30

3.6 Desain dan Jumlah Sampel 31
3.7 Metode Pengumpulan Data 31
3.8 Pengembangan Kuesioner 32
3.9 *Partial Least Square (PLS)* 33
3.10 Metode Analisis data 34
3.11 Analisis Deskriptif 35
3.12 Model Pengukuran (*Outer Model*) 35
3.12.1 Validitas 35
3.12.2 Reabilitas 36
3.13 Model Struktural *(Inner Model)* 36
3.13.1 Multikolinearitas 36
3.13.2 *R-square dan Q-square* 37
3.13.3 Path Coefficient 37
3.14 *Pre-Test* 38
3.14.1 Uji Validitas Konvergen 38
3.14.2 Uji Validitas Diskriminan 40
3.14.3 Uji Reliabilitas 42
BAB IV HASIL PENELITIAN DAN PEMBAHASAN 43
4.1 Profil Responden 43
4.2 Analisis Deskriptif 45
4.2.1 Deskriptif Variabel *Effort Expectancy* 45
4.2.2 Deskriptif Variabel *Perceived Usefulness* 48
4.2.3 Deskriptif Variabel *Information Quality* 50
4.2.4 Deskriptif Variabel *Perceived Risk* 52
4.2.5 Deskriptif Variabel *Social Influence* 54
4.2.6 Deskriptif Variabel *Trust* 57
4.2.7 Deskriptif Variabel *Repurchase Intention* 59
4.3 Hasil Uji Validitas Konvergen *Actual-Test* 61
4.4 Hasil Uji Reliabilitas *Actual-Test* 65
4.5 Hasil Uji *Average Variance Extracted (AVE)* 66
4.6 Hasil Uji *Heterotrait-Monotrait (HTMT)* 67
4.7 Evaluasi *Outer Model* 69
4.8 *Inner Model* 71
4.9 Uji Multikolinearitas *Actual-Test* 72
4.10 *R Square Coefficient of Determinant* 74
4.11 Hasil *Q Square dan Q Square Perdict* 75
4.12 Hasil *PLS Predict* 75
4.13 Pengujian *Path Coefficent Actual-Test* 76
4.14 *Empirical Model* 81
4.15 Pembahasan 81
4.15.1 Pengaruh Effort Expectancy terhadap Repurchase Intention 85
4.15.2 Pengaruh Perceived Usefulness terhadap Repurchase Intention. ..87
4.15.3 Pengaruh Information Quality terhadap Repurchase Intention 89
4.15.4 Pengaruh *Perceived Risk* terhadap *Repurchase Intention* 90
4.15.5 Pengaruh Social Influence terhadap Repurchase Intention 92
4.15.6 Pengaruh Trust terhadap Repurchase Intention 93

BAB V KESIMPULAN DAN SARAN 96
5.1 Kesimpulan..... 96
5.2 Perbandingan antara Penelitian sekarang dengan penelitian sebelumnya ... 98
5.3 Implikasi Manajerial 100
5.4 Keterbatasan dan Saran 103
DAFTAR PUSTAKA……. 104
LAMPIRAN……..
Error! Bookmark not defined.

DAFTAR TABEL

Tabel 3.1 Pengukuran Definisi Konseptual dan Definisi Operasional 25
Tabel 3.2 Hasil Uji Pre-Test Outer Loading 38
Tabel 3.3 Hasil Pre-test Average Variance Extracted (AVE) 40
Tabel 3.4 Pre-test Heterotrait-Monotrait (HTMT) 41
Tabel 3.5 Hasil Pre-test Uji Reliabilitas 42
Tabel 4.1 Deskripsi Karakteristik Responden 43
Tabel 4.2 Deskripsi Variabel Effort Expectancy 46
Tabel 4.3 Deskripsi Variabel Perceived Usefulness 48
Tabel 4.4 Deskripsi Variabel Information Quality 50
Tabel 4.5 Deskripsi Variabel Perceived Risk 53
Tabel 4.6 Deskripsi Variabel Social Influence 55
Tabel 4.7 Deskripsi Variabel Trust 57
Tabel 4.8 Deskripsi Variabel Repurchase Intention 60
Tabel 4.9 Hasil Outer Loading Sebelum Eleminasi 62
Tabel 4.10 Outer Loading setelah dieleminasi 64
Tabel 4.11 Uji Reliabilitas 66
Tabel 4.12 Average Variance Extracted 67
Tabel 4.13 Heterotrait-Monotrait 68
Tabel 4.14 VIF Value 72
Tabel 4.15 VIF Inner Model 73
Tabel 4.16 Uji R Square 74
Tabel 4.17 Uji Q Square 75
Tabel 4.18 PLS Predict 75
Tabel 4.19 Uji Hipotesis 76
Tabel 5.1 Perbandingan penelitian sekarang dengan penelitian sebelumnya 99
Tabel 5.2 Perbandingan hasil hipotesis 100

DAFTAR GAMBAR

Gambar 1.1 Negara Dengan GMV Pesan Antar Makanan Terbesar di Asia Tenggara 2
Gambar 1.2 Food Delivery Gross Merchandise Value 2022 3
Gambar 1.3 Penggunaan layanan digital Generasi Z 4
Gambar 2.1 Model Penelitian 21
Gambar 4.1 Outer model 70
Gambar 4.2 Inner Model 71
Gambar 4.3 Empirical Model 81

DAFTAR LAMPIRAN

LAMPIRAN A Kuesioner 1
LAMPIRAN B Model Penelitian 12
LAMPIRAN C Profil Responden 14
LAMPIRAN D *Screenshot SMARTPLS* 17
LAMPIRAN E Data Kuesioner 25