

## ABSTRAK

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### **Eksplorasi Penggunaan Shopee Food: Menguji Pengaruh Faktor-Faktor *Unified Theory of Acceptance and Use of Technology (UTAUT2)* terhadap *Continuous Usage Intention***

Penggunaan layanan pembelian makanan melalui pesan antar makanan secara online masih diminati oleh masyarakat di Indonesia. Hal ini membuat persaingan semakin ketat antar platform *online food delivery*. *Shopee Food* yang pada awal peluncurannya tahun 2020 masih memiliki sedikit pengguna jika dibandingkan *GrabFood* dan *GoFood*. Perang strategi harga dan diskon besar-besaran yang pada awalnya hanya terjadi diantara dua penguasa bisnis online food delivery yaitu *GrabFood* dan *GoFood*, saat ini diikuti oleh *Shopee Food* yang tidak kalah dalam memberikan harga yang cukup menarik perhatian konsumen. Penelitian saat ini ingin menguji dan menganalisis seberapa besarkah variabel *UTAUT2* dan variabel tambahan *mindfulness*, dan *congruity with self image* dapat memprediksi *intention to use continuously* konsumen *Shopee Food*. Penelitian ini menggunakan metode kuantitatif dan teknik pengumpulan data dengan menyebarkan kuesioner elektronik dengan menggunakan metode *nonprobability* dengan teknik *purposive sampling*. Sampel yang diambil untuk penelitian ini adalah 169 responden. Data dianalisis menggunakan *structured equation modelling-partial least square (PLS-SEM)* dengan *software SmartPLS3*. Dalam penelitian ini terdapat enam hipotesis didukung dan tiga hipotesis tidak didukung. Hasil penelitian ini menunjukkan bahwa *performance expectancy*, *social influence*, *facilitating condition*, *congruity with self image*, *habit* dan *consumer mindfulness* memiliki pengaruh positif terhadap *consumers' intentions to use continuously* OFDS. Kemudian *effort expectancy*, *hedonic motivation* dan *price value* tidak memiliki pengaruh positif terhadap *consumers' intentions to use continuously* OFDS. Penelitian ini memberikan implikasi teoritis, manajerial implikasi, dan rekomendasi untuk penelitian lebih lanjut.

**Kata kunci :** *UTAUT2, online food delivery system, Shopee Food, performance expectancy, continuous usage intention.*

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*The use of food purchasing services through online food delivery is still in demand by people in Indonesia. This makes competition even tighter between online food delivery platforms. ShopeeFood, which at the start of its launch in 2020, still has a few users when compared to GrabFood and GoFood. The war on price strategy and massive discounts that initially only occurred between the two rulers of the online food delivery business, namely GrabFood and GoFood, is currently followed by Shopee Food which is no less in providing prices that are quite attractive to consumers.*

*The current research wants to test and analyze how much the UTAUT2 variable and the additional variables mindfulness, and congruity with self image can predict the intention to use ShopeeFood consumers continuously. This study uses quantitative methods and data collection techniques by distributing electronic questionnaires using nonprobability methods with purposive sampling techniques. The samples taken for this study were 169 respondents. Data were analyzed using structured equation modeling-partial least squares (PLS-SEM) with SmartPLS3 software. In this research, there are six supported hypotheses and three unsupported hypotheses. The results of this study indicate that performance expectancy, social influence, facilitating conditions, congruity with self-image, habit and consumer mindfulness have a positive influence on consumers' intentions to use OFDS continuously. Then effort expectancy, hedonic motivation and price value do not have a positive influence on consumers' intentions to use OFDS continuously. This study provides theoretical implications, managerial implications, and recommendations for further research.*

**Keywords:** *UTAUT2, online food delivery system, Shopee Food, performance expectancy, continuous usage intention.*