

## ABSTRAK

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*ANALISIS FAKTOR CONVENIENCE, DESIGN, TRUSTWORTHINESS, PRICE DAN VARIOUS FOOD CHOICES TERHADAP INTENTION TO CONTINUOUSLY USE MELALUI PERCEIVED VALUE DAN ATTITUDES TOWARDS FOOD DELIVERY APPS PADA PENGGUNA SHOPEE FOOD DI SURABAYA*

( xv + 284 halaman: 28 gambar, 45 tabel, 6 lampiran)

ShopeeFood adalah layanan pengiriman makanan yang merupakan bagian dari platform e-commerce Shopee. ShopeeFood secara resmi diluncurkan pada bulan April 2020. ShopeeFood memungkinkan pengguna memesan makanan dari berbagai restoran dan pedagang lokal melalui layanan yang disediakan oleh ShopeeFood. Perkembangan ShopeeFood diakui sebagai langkah strategis Shopee untuk memperluas ekosistemnya di luar sektor e-commerce. Dengan menambahkan layanan pengiriman makanan ke platformnya, Shopee berupaya menarik lebih banyak pengguna dan meningkatkan keterlibatan mereka dalam aplikasi.

Penelitian ini bertujuan untuk mengetahui pengaruh Convenience, Design, Trustworthiness, Price dan Various Food choices terhadap Intention to continuously use melalui Perceived Value dan Attitudes Towards Food delivery apps. Manfaat yang diharapkan dalam penelitian ini adalah untuk menambah pengetahuan dan wawasan terhadap ilmu manajemen serta mengenai pengaruh dari variabel-variabel yang ada dalam penelitian ini.

Penelitian ini bersifat kausal dengan menggunakan metode kuantitatif dan dengan menggunakan software AMOS 22.0 untuk membantu mengolah data primer dari 135 pengguna Shopee Food di Surabaya yang berhasil dikumpulkan dengan menggunakan teknik Snowball Sampling. Dengan karakteristik responden yang ada dalam penelitian ini yaitu pria dan Wanita, berusia 18-60 tahun, serta pernah berbelanja dan menggunakan ShopeeFood selama 2 kali dalam waktu 6 bulan terakhir.

Pada penelitian ini hasil menunjukkan bahwa variabel yang berpengaruh positif dan signifikan terhadap Perceived Value yaitu Convenience, Design, Trustworthiness, Price, Various Food choices. Kemudian variabel yang berpengaruh positif dan signifikan terhadap Attitudes Towards Food delivery apps yaitu Perceived Value. Dan variabel yang berpengaruh positif dan signifikan terhadap Intention to continuously use yaitu Perceived Value dan Attitudes Towards Food delivery apps.

**Kata Kunci:** Convenience, Design, Trustworthiness, Price, Various Food choices Perceived Value, Attitudes Towards Food delivery apps, Intention to continuously use

## ***ABSTRACT***

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***ANALYSIS OF CONVENIENCE, DESIGN, TRUSTWORTHINESS, PRICE AND VARIOUS FOOD CHOICES FACTORS ON INTENTION TO CONTINUOUSLY USE THROUGH PERCEIVED VALUE AND ATTITUDES TOWARDS FOOD DELIVERY APPS ON SHOPEE FOOD USERS IN SURABAYA***

(xv + 284 pages : 28 pictures , 45 tables , 6 attachments )

ShopeeFood is service delivery food which is part from the Shopee e-commerce platform. ShopeeFood in a manner official launched in April 2020. ShopeeFood possible user order food from various restaurants and traders local through services provided by ShopeeFood. Development ShopeeFood acknowledged as step Shopee strategy for expand ecosystem outside e-commerce sector. With add service delivery food to the platform, Shopee is working on interesting more Lots user and upgrade involvement they in application.

Study This aim For know influence of Convenience, Design, Trustworthiness, Price and Various Food choices on Intention to continuously use through Perceived Value and Attitudes Towards Food delivery apps. Expected benefits in research This is For add knowledge and insight to knowledge management as well as about influence from existing variables in study this.

Study This characteristic causal with use method quantitative and with using AMOS 22.0 software for help processed primary data from 135 successful Shopee Food users in Surabaya collected with use snowball sampling technique. With characteristics existing respondents in study This that is men and women, aged 18-60 years, as well Once shop and use ShopeeFood for 2 times in 6 months time last.

On research This results show that influential variables positive and significant on Perceived Value that is Convenience, Design, Trustworthiness, Price, Various Food choices. Then influential variables positive and significant to Attitudes Towards Food delivery apps that is Perceived Value. And influential variables positive and significant to Intention to continuously use that is Perceived Value and Attitudes Towards Food delivery apps.

**Keywords :** Convenience, Design, Trustworthiness, Price, Various Food choices Perceived Value, Attitudes Towards Food delivery apps , Intention to continuously use