

## Daftar Isi

PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR .....	ii
LEMBAR PERSETUJUAN TIM PENGUJI TUGAS AKHIR .....	iii
ABSTRAK .....	iv
<i>ABSTRACT</i> .....	v
KATA PENGANTAR .....	vi
Daftar Isi.....	viii
Daftar Gambar.....	xiii
Daftar Tabel .....	xiv
BAB 1 .....	1
PENDAHULUAN .....	1
1.1    Latar Belakang Permasalahan .....	1
1.2    Batasan Masalah.....	18
1.3    Rumusan Masalah .....	19
1.4    Tujuan Penelitian.....	20
1.5    Manfaat Penelitian.....	21
1.5.1    Manfaat Teoritis .....	21
1.5.2    Manfaat Praktis .....	22
1.6    Sistematika Penulisan.....	23
BAB II.....	24
TINJAUAN PUSTAKA DAN PENGEMBANGAN HIPOTESIS .....	24
2.1    Landasan Teori .....	24
2.1.1    Intention to continuously use .....	24
2.1.2    Attitudes Towards Food delivery apps .....	29
2.1.3    Perceived Value .....	33
2.1.4    Various Food Choices .....	35
2.1.5    Price.....	37
2.1.6    Trustworthiness .....	38

2.1.7	Design .....	40
2.1.8	Convenience.....	42
2.2	Penelitian terdahulu .....	44
	Gambar 2. 2 Hasil Penelitian Hipotesis Terdahulu.....	45
2.3	Pengembangan Hipotesis .....	46
2.3.1	Pengaruh Convenience terhadap Perceived Value.....	46
2.3.2	Pengaruh Design terhadap Perceived Value .....	46
2.3.3	Pengaruh Trustworthiness terhadap Perceived Value.....	47
2.3.4	Pengaruh Price terhadap Perceived Value .....	48
2.3.5	Pengaruh Various Food Choices terhadap Perceived Value.....	48
2.3.6	Pengaruh Perceived Value terhadap Attitudes Towards Food Delivery Apps	49
2.3.7	Pengaruh Perceived Value terhadap Intention To Continuously Use... 50	
2.3.8	Pengaruh Attitudes Towards Food Delivery Apps terhadap Intention To Continuously Use .....	50
2.4	Model Penelitian.....	52
2.5	Bagan Alur Berpikir.....	53
<b>BAB III .....</b>		<b>57</b>
<b>METODOLOGI PENELITIAN.....</b>		<b>57</b>
3.1	Jenis Penelitian.....	57
3.2	Populasi dan Sampel.....	57
3.2.1	Populasi.....	57
3.2.2	Sampel.....	58
3.3	Metode Pengumpulan Data.....	60
3.3.1	Jenis dan Sumber data.....	60
3.3.2	Teknik pengumpulan data .....	61
3.4	Definisi Operasional dan Pengukuran Variabel.....	65
3.5	Metode Analisis Data .....	70
3.5.1	Uji Reliabilitas .....	85
<b>BAB IV .....</b>		<b>87</b>

ANALISIS DATA DAN PEMBAHASAN .....	87
4.1    Gambaran Umum Shopee Food .....	87
4.2    Analisis data .....	88
4.2.1    Statistik Deskriptif .....	89
4.2.1.1    Karakteristik Responden .....	89
4.2.1.2    Gambaran Umum Responden Berdasarkan Usia .....	90
4.2.1.3    Gambaran Umum Responden Berdasarkan Jenis Kelamin.....	91
4.2.1.4    Tanggapan Responden .....	92
4.2.2    Analisis Deskriptif Variabel.....	106
4.2.2.1    Penjelasan Responden terhadap <i>Convenience</i> .....	106
4.2.2.2    Penjelasan Responden terhadap <i>Design</i> .....	107
4.2.2.3    Penjelasan Responden terhadap <i>Trustworthiness</i> .....	109
4.2.2.4    Penjelasan Responden terhadap <i>Price</i> .....	110
4.2.2.5    Penjelasan Responden terhadap <i>Various Food Choices</i> .....	112
4.2.2.6    Penjelasan Responden terhadap <i>Perceived Value</i> .....	114
4.2.2.7    Penjelasan Responden terhadap <i>Attitudes Towards Food Delivery Apps</i> 115	
4.2.2.8    Penjelasan Responden terhadap <i>Intention to Continuously Use</i> .....	117
4.2.3    Hasil Pengujian Kualitas Data .....	118
4.2.3.1    Evaluasi Normalitas Data.....	120
4.2.3.2    Evaluasi Outliers .....	122
4.2.3.3    Univariate Outliers .....	122
4.2.3.4    Multivariate Outliers .....	126
4.2.3.5    Evaluasi Multicollinearity dan Singularity.....	130
4.2.3.6    Analisis Faktor Konfirmatori (Confirmatory Factor Analysis).....	131
4.2.3.7    Analisis Faktor Konfirmatori Variabel Eksogen.....	131
4.2.3.8    Analisis Faktor Konfirmatori Variabel Endogen .....	134
4.2.4    Analisis Full Structural Equation Modeling .....	136
4.2.5    Uji Reliability.....	140
4.2.6    Hasil Pengujian Hipotesis .....	141

4.2.6.1	Pengujian Hipotesis 1 (H1) .....	142
4.2.6.2	Pengujian Hipotesis 2 (H2) .....	143
4.2.6.3	Pengujian Hipotesis 3 (H3) .....	144
4.2.6.4	Pengujian Hipotesis 4 (H4) .....	145
4.2.6.5	Pengujian Hipotesis 5 (H5) .....	146
4.2.6.6	Pengujian Hipotesis 6 (H6) .....	146
4.2.6.7	Pengujian Hipotesis 7 (H7) .....	147
4.2.6.8	Pengujian Hipotesis 8 (H8) .....	148
4.3	Pembahasan .....	149
<b>BAB V</b> .....		173
<b>KESIMPULAN</b> .....		173
5.1	Simpulan .....	173
5.1.1	Simpulan Atas Hipotesis .....	174
5.1.1.1	Pengaruh Convenience terhadap Perceived Value .....	174
5.1.1.2	Pengaruh Design terhadap Perceived Value .....	175
5.1.1.3	Pengaruh Trustworthiness terhadap Perceived Value .....	176
5.1.1.4	Pengaruh Price terhadap Perceived Value .....	177
5.1.1.5	Pengaruh Various Food Choices terhadap Perceived Value .....	178
5.1.1.6	Perceived Value terhadap Attitudes Towards Food Delivery Apps .....	179
5.1.1.7	Perceived Value terhadap Intention to Continuously Use .....	180
5.1.1.8	<i>Attitudes Towards Food Delivery Apps</i> terhadap Intention to Continuously Use .....	181
5.1.2	Simpulan Atas Masalah Penelitian .....	182
5.2	Implikasi .....	184
5.2.1	Implikasi Teoritis .....	184
5.2.2	Implikasi Manajerial .....	187
5.3	Rekomendasi .....	208
Daftar Pustaka .....		210
Lampiran A : Kusioner .....		219
<b>LAMPIRAN B: TABULASI DATA KUESIONER</b> .....		225

LAMPIRAN C: HASIL UJI STATISTIK .....	250
LAMPIRAN D: HASIL PENGUJIAN .....	259
LAMPIRAN E: MODEL AWAL SEBELUM MODIFIKASI.....	284
LAMPIRAN F: HASIL TRUNITIN.....	285



## Daftar Gambar

Gambar 1. 1	data negara pengguna aplikasi pesan antar di dunia.....	2
Gambar 1.2	Kosumen Indonesia yang menggunakan lebih dari 1 aplikasi pesan makan .....	4
Gambar 1.3	Logo dari Shopee Food .....	5
Gambar 1.4	Promo diskon Shopee Food.....	7
Gambar 1. 5	Penilaian Restoran .....	9
Gambar 1.6	Perbandingan Harga Gofood vs Shope Food .....	10
Gambar 1.7	Promosi Dari Shopee Food.....	11
Gambar 1.8	Varian Menu .....	12
Gambar 1.9	Harga yang ditawarkan.....	14
Gambar 1.10	Keamanan Shopee Food.....	15
Gambar 1.11	Desain dari Aplikasi Shopee Food .....	16
Gambar 1.12	Pesanan tiba ke tangan pelanggan .....	18
Gambar 2.1	Model Penelitian Terdahulu .....	45
Gambar 2. 2	Hasil Penelitian Hipotesis Terdahulu .....	45
Gambar 2. 3	Model Penelitian .....	52
Gambar 3. 1	Diagram Alur Kerangka Pemikiran Teoritis .....	75
Gambar 4. 1	Responden Berdasarkan Usia.....	90
Gambar 4. 2	Reponden Berdasarkan Jenis kelamin.....	92
Gambar 4.3	<i>Confirmatory Analysis Convenience, Design, Trustworthiness, Price, dan Various Food Choices</i> .....	132
Gambar 4.4	Perceived Value, Attitudes Towards Food Delivery Apps dan Intention to Continuously_Use.....	134
Gambar 4.5	Full Structural Equation Model.....	137

## Daftar Tabel

Tabel 1.1 Perbandingan platform layanan pesan antar .....	8
Tabel 3. 1 Desain Inti Kusioner .....	64
Tabel 3.2 Definisi Operasional Variabel.....	70
Tabel 3. 3 keterangan Indikator Konstruk .....	74
Tabel 3.4 Keterangan Hubungan Konstruk.....	77
Tabel 3.5 Hasil Konversi Ke Dalam Persamaan Model .....	78
Tabel 3. 6 Indeks Pengujian Kelayakan Dari Sebuah Model ( <i>Goodness of Fit Index</i> ).....	84
Tabel 4. 1 Responden berdasarkan usia.....	90
Tabel 4. 2 Responden Berdasarkan Jenis Kelamin .....	91
Tabel 4. 3 Derajat Penilaian Setiap Variabel .....	93
Tabel 4.4 Tanggapan Responden Terhadap <i>Convenience</i> .....	94
Tabel 4.5 Tanggapan Responden Terhadap <i>Design</i> .....	95
Tabel 4.6 Tanggapan Responden Terhadap <i>Trustworthiness</i> .....	97
Tabel 4. 7 Tanggapan Responden Terhadap <i>Price</i> .....	98
Tabel 4.8 Tanggapan Responden Terhadap <i>Various Food Choices</i> .....	99
Tabel 4.9 Tanggapan Responden Terhadap <i>Perceived Value</i> .....	101
Tabel 4.10 Tanggapan Responden Terhadap <i>Attitudes Towards Food Delivery Apps</i> .....	102
Tabel 4.11 Tanggapan Responden Terhadap <i>Intention to Continuously Use</i> ..	104
Tabel 4.12 Distribusi Jawaban Responden Terhadap Variabel <i>Convenience</i> ..	106
Tabel 4.13 Distribusi Jawaban Responden Terhadap Variabel <i>Design</i> .....	108
Tabel 4.14 Distribusi Jawaban Responden Terhadap Variabel <i>Trustworthiness</i>	109
Tabel 4.15 Distribusi Jawaban Responden Terhadap Variabel <i>Price</i> .....	111
Tabel 4.16 Distribusi Jawaban Responden Terhadap Variabel <i>Various Food Choices</i> .....	112

Tabel 4.17 Distribusi Jawaban Responden Terhadap Variabel <i>Perceived Value</i> ....	114
Tabel 4.18 Distribusi Jawaban Responden Terhadap Variabel <i>Attitudes Towards Food Delivery Apps</i> .....	115
Tabel 4.19 Distribusi Jawaban Responden Terhadap Variabel <i>Intention to Continuously Use</i> .....	117
Tabel 4.20 <i>Goodness of Fit Index</i> .....	120
Tabel 4.21 Uji Normalitas Data .....	121
Tabel 4.22 Statistik Deskriptif Z-Score .....	123
Tabel 4. 23 <i>Mahalanobis Distance</i> .....	126
Tabel 4.24 Hasil Deteksi <i>Singularity</i> dan <i>Collinearity</i> .....	130
Tabel 4.25 Uji Bobot Faktor dan Nilai Faktor Loading <i>Convenience, Design, Trustworthiness, Price, Various Food Choices</i> .....	133
Tabel 4.26 Uji Bobot Faktor dan Nilai Faktor Loading <i>Perceived Value, Attitudes Towards Food Delivery Apps dan Intention to Continuously Use</i> .....	135
Tabel 4.27 Index Pengujian Kelayakan .....	138
Tabel 4.28 Regression Weight Full Structural Equation Model .....	138
Tabel 4.29 Uji Reliability.....	141
Tabel 4.30 Hasil Uji Hipotesis .....	142
Tabel 4.31 Indikator Variabel <i>Convenience</i> .....	156
Tabel 4.32 Indikator Variabel <i>Design</i> .....	158
Tabel 4.33 Indikator Variabel <i>Trustworthiness</i> .....	160
Tabel 4.34 Indikator Variabel <i>Price</i> .....	162
Tabel 4.35 Indikator Variabel <i>Various Food Choices</i> .....	164
Tabel 4.36 Indikator Variabel <i>Perceived Value</i> .....	166
Tabel 4.37 Indikator Variabel <i>Attitudes Towards Food Delivery Apps</i> .....	168
Tabel 4.38 Indikator Variabel <i>Intention to Continuously Use</i> .....	170
Tabel 5.1 Implikasi Teori.....	184
Tabel 5.2 Implikasi Manajerial .....	196