

ABSTRAK

Felicia Veronica Wagiu (02619220036)

ANALISIS FAKTOR CONVENIENCE, DESIGN, TRUSTWORTHINESS, PRICE DAN VARIOUS FOOD CHOICES TERHADAP INTENTION TO CONTINUOUSLY USE MELALUI PERCEIVED VALUE DAN ATTITUDE TOWARDS FOOD DELIVERY APPS PADA PELANGGAN GOFOOD DI MANADO

(xv+184 halaman: 27 gambar; 34 tabel; 6 lampiran)

Pada era revolusi industri saat ini telah membawa perubahan fundamental pada berbagai tatanan kehidupan global. Hal ini ditandai karena semakin berkembangnya inovasi dan kreativitas teknologi informasi sehingga mendisrupsi berbagai sendi kehidupan global, termasuk persaingan dalam bidang ekonomi. Disrupsi ini dapat tercermin terjadinya perubahan yang cepat sehingga menjadi momentum untuk menjadikan kewirausahaan sebagai garda terdepan memenangkan persaingan ekonomi global. Beberapa industri memiliki peluang pertumbuhan yang cepat sementara industri lainnya mungkin mengalami penurunan pesatnya perkembangan Teknologi Informasi dan Komunikasi yang berdampak pada kondisi sosial ekonomi. Konsep ini menjadi pandangan tentang interaksi antara pengembangan inovasi perkembangan teknologi yang berimplikasi pada ekonomi makro dan mikro. Diantara sektor-sektor yang terpengaruh adalah produk dan layanan yang sedang dikembangkan, produksi, penjualan, atau pasokannya bergantung pada seberapa jauh jangkauan teknologi digital. Dalam ekonomi digital, perusahaan menawarkan layanannya sesuai dengan layanan khusus untuk permintaan khusus atau penawaran khusus yang penawarannya dicirikan.

Penelitian ini ditunjuk untuk menganalisa pengaruh variabel *convenience, design, trustworthiness, price, various food choices* terhadap *intention to continuously use* melalui *perceived value* dan *attitude towards food delivery apps* khususnya pelanggan Gofood di Manado. Sampel yang digunakan pada penelitian ini yaitu pelanggan Gofood di Manado berdasarkan data dari 120 responden. Untuk pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan Structural Equation Modeling (SEM) dengan software AMOS 20.0 sebagai software untuk mengolah data.

Dalam penelitian ini di temukan bahwa *satisfaction* memiliki nilai yang positif terhadap *intention continuously to use* sehingga tingkat kepuasan pelanggan yang semakin tinggi menyebabkan kuatnya pelanggan dalam menggunakan aplikasi Gofood di Manado.

Kata Kunci: Convenience, Design, Trustworthiness, Price, Various Food Choice, Intention To Continuously Use, Perceived Value, Attitude Toward Food Delivery Apps.

Referensi: 117 (1996-2022)

ABSTRACT

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ANALISIS FAKTOR CONVENIENCE, DESIGN, TRUSTWORTHINESS, PRICE DAN VARIOUS FOOD CHOICES TERHADAP INTENTION TO CONTINUOUSLY USE MELALUI PERCEIVED VALUE DAN ATTITUDE TOWARDS FOOD DELIVERY APPS PADA PELANGGAN GOFOOD DI MANADO

(xv+184 pages: 27 figures; 34 tables; 6 appendices)

In the current era of the industrial revolution, it has brought about fundamental changes in various area global order of life. This is characterized by the increasing development of innovation and creativity in information technology which is disrupting various aspects of global life, including competition in the economic sector. This disruption can be reflected in rapid changes that provide momentum to make entrepreneurship the front guard of winning global economic competition. Some industries have opportunities for rapid growth while other industries may experience a decline in the rapid development of Information and Communication Technology which has an impact on socio-economic conditions. This concept is a view of the interaction between the development of innovation and technological development which has implications for macro and micro economics. Among the sectors affected are products and services that are being developed, the production, sale or supply of which depends on how far digital technology reaches. In the digital economy, companies offer their services according to special services for special requests or special offers whose offerings are characterized as.

This research was appointed to analyze the influence of convenience, design, trustworthiness, price, various food choices towards intention to continue use through perceived value and attitude towards food delivery apps, especially Gofood customers in Manado. The sample used in this research was Gofood customers in Manado based on data from 120 respondents. For data processing and analysis in this research, we use Structural Equation Modeling (SEM) with AMOS 20.0 software as software for processing data.

In this research it was found that satisfaction has a positive value towards intention continuously to use so that the higher level of customer satisfaction result in stronger customers using the Gofood application in Manado.

Keywords: Convenience, Design, Trustworthiness, Price, Various Food Choice, Intention To Continuously Use, Perceived Value, Attitude Toward Food Delivery Apps.

References: 117 (1996-2022)