

DAFTAR ISI

PERNYATAAN	2
ABSTRAK.....	6
DAFTAR ISI.....	9
BAB I.....	13
1.1 Latar Belakang	13
1.2 Rumusan Masalah.....	28
1.2.1 <i>Practical Gap</i>	30
1.2.2 <i>Research Gap</i>	46
1.3. Pertanyaan Penelitian.....	57
1.4. Tujuan Penelitian	58
1.5. Manfaat Penelitian	59
1.6. Sistematika Penelitian.....	61
BAB II.....	63
2.1 Dasar Teori.....	63
2.1.1 <i>Planned Behaviour Theory</i>	63
2.1.2 <i>S-O-R Theory (stimulus-organism-response)</i>	63
2.1.3 <i>Experiential Marketing</i>	64
2.1.4 <i>Customer Journey Theory dan Experiential Marketing</i>	67
2.1.5 <i>Transaction Cost Theory</i>	69
2.1.6 <i>Cue Utilization Theory</i>	70
2.1.7 <i>e-Service Quality Theory- E-S-QUAL theory- eTailQ theory</i>	72
2.1.8 <i>Consumption value</i>	74
2.2 <i>Sharing-economy ecosystem Online Food Delivery</i>	77
2.3 <i>Generasi Milenial dan Online Food Delivery</i>	79
2.4 <i>Definisi Variabel Customer Experience</i>	81
2.5 <i>Definisi Behavioural Intention</i>	82
2.6 <i>Definisi Variabel Food Application Design</i>	84
2.7 <i>Definisi Variabel Fulfillment</i>	86
2.8 <i>Definisi Variabel Sensory Value</i> ,	88
2.9 <i>Definisi Variabel Economic Value</i>	89
2.10 <i>Definisi Variabel Healthy Value</i>	91
2.11 <i>Definisi Variabel Cultural Value</i>	93

2.12	Pengembangan Hipotesis	97
2.12.1	Kaitan antara <i>food application design</i> terhadap (a) <i>sensory value</i> , (b) <i>economic value</i> , (c) <i>healthy value</i> , dan (d) <i>cultural value</i>	97
2.12.2	Hubungan antara <i>fulfillment</i> dengan (a) <i>sensory value</i> , (b) <i>economic value</i> , (c) <i>healthy value</i> , (d) <i>cultural value</i>	103
2.12.3	Kaitan antara <i>sensory value</i> , <i>economic value</i> , <i>healthy value</i> , <i>cultural value</i> terhadap <i>Online Shopping Experience</i>	106
2.12.4	Kaitan antara <i>Online Shopping Experience</i> terhadap <i>Intention Behavior</i>	113
2.12.5	Kaitan antara <i>Household Expenditure</i> terhadap <i>Intention Behavior</i>	115
2.13	Kerangka Konseptual	117
BAB III	120
METODE PENELITIAN	120
3.1	Paradigma Positivisme	120
3.2	Objek Penelitian	121
3.3	Unit Analisis	122
3.4	Definisi Konseptual dan Operasional Variabel	124
3.5	Populasi dan Sampel	134
3.5.1	Penentuan Jumlah Sampel	135
3.5.2	Metode Penarikan Sampel	136
3.6	Metode Pengumpulan Data	137
3.7	Metode Analisis Data	138
3.7.1	Analisis Multivariat - <i>Partial Least Square</i> (PLS-SEM) PLS-SEM	139
3.7.2	<i>Outer Model</i>	139
3.7.2.1	<i>Indicator Reliability-Outer Loading</i>	140
3.7.2.2	<i>Construct Reliability-Cronbach's Alpha-Composite Reliability</i>	140
3.7.2.3	<i>Construct Validity – AVE – Discriminant Validity</i>	141
3.7.3	<i>Inner Model</i>	142
3.7.3.1	<i>Multicollinearity – Inner VIF</i>	143
3.7.3.2	<i>Coefficients of determination (R²)</i>	143
3.7.3.3	<i>The effect size (f²)</i>	144
3.7.3.4	<i>Blindfolding/Predictive Relevance (Q²)</i>	144
3.7.3.5	<i>PLS_predict</i>	144
3.7.3.6	<i>Boostraping</i>	145
3.7.4	<i>IPMA Analysis</i>	146
3.7.5	<i>FIMIX-PLS</i>	147
BAB IV	149

4.1 Profil Demografi Responden	149
4.2 Analisis Perilaku Responden	152
4.3 Analisis Statistik Deskriptif Variabel	157
4.3.1 Deskriptif Variabel <i>Food Application Design</i>	158
4.3.2 Deskriptif Variabel <i>Food Order Fulfillment</i>	163
4.3.3 Deskriptif Variabel <i>Sensory Value</i>	169
4.3.4 Deskriptif Variabel <i>Economic Value</i>	171
4.3.5 Deskriptif Variabel <i>Healthy Value</i>	174
4.3.6 Deskriptif Variabel <i>Cultural Value</i>	177
4.3.7 Deskriptif Variabel <i>Online Food Shopping Experience</i>	179
4.3.8 Deskriptif Variabel <i>Intention to Revisit The Food Apps</i>	183
4.3.9 Deskriptif Variabel <i>Intention to Recommend the Food Merchant</i>	186
4.3.10 Deskriptif Variabel <i>Intention to Recommend the Food Driver</i>	189
4.4 Analisis Inferensial	191
4.4.1 Evaluasi Hasil <i>Outer Model</i>	192
4.4.1.1 <i>Outer Loading (indikator reliability)</i>	193
4.4.1.2 <i>Construct Reliability</i>	200
4.4.1.1 <i>Construct Validity</i>	205
4.4.1.4 <i>Discriminant Validity</i>	209
4.4.2 Inner Model (Model Struktural)	212
4.4.2.1 Multikolinieritas	214
4.4.2.2 Coefficients of Determination (R^2)	216
4.4.2.3 <i>Effect Size (f-Squared)</i>	221
4.4.2.4 Nilai <i>Predictive Relevance (Q2 dan Q2_predict)</i>	225
4.4.2.5 <i>PLS_Predict</i>	226
4.4.3 Hasil Hipotesis	228
4.4.3.1 Pengaruh Positif <i>Food Application Design</i> terhadap <i>Sensory Value</i>	231
4.4.3.2 Pengaruh Positif <i>Food Application Design</i> terhadap <i>Economic Value</i>	232
4.4.3.3 Pengaruh Positif <i>Food Application Design</i> terhadap <i>Healthy Value</i>	235
4.4.3.4 Pengaruh Positif <i>Food Application Design</i> terhadap <i>Cultural Value</i>	237
4.4.3.5 Pengaruh Positif <i>Food Order Fulfillment</i> terhadap <i>Sensory Value</i>	239
4.4.3.6 Pengaruh Positif <i>Food Order Fulfillment</i> terhadap <i>Economic Value</i>	241
4.4.3.7 Pengaruh Positif <i>Food Order Fulfillment</i> terhadap <i>Healthy Value</i>	244
4.4.3.8 Pengaruh Positif <i>Food Order Fulfillment</i> terhadap <i>Cultural Value</i>	247

4.4.3.9 Pengaruh Positif <i>Sensory Value</i> terhadap <i>Online Food Shopping Experience</i> .	251
4.4.3.11 Pengaruh Positif <i>Economic Value</i> terhadap <i>Online Food Shopping Experience</i> .	253
4.4.3.12 Pengaruh Positif <i>Healthy Value</i> terhadap <i>Online Food Shopping Experience</i> .	255
4.4.3.13 Pengaruh Positif <i>Cultural Value</i> terhadap <i>Online Food Shopping Experience</i> .	258
4.4.3.14 Pengaruh positif <i>Online Food Shopping Experience</i> terhadap <i>Intention to Revisit the Food Apps</i> .	260
4.4.3.15 Pengaruh positif <i>Online Food Shopping Experience</i> terhadap <i>Intention to Recommend the Food Merchant</i> .	260
4.4.2.16 Pengaruh positif <i>Online Food Shopping Experience</i> terhadap <i>Intention to Recommend the Food Driver</i> .	261
4.4.3.17 <i>Household Expenditure</i> memiliki Pengaruh untuk Memperkuat/Memperlemah Pengaruh <i>Online Food Shopping Experience</i> terhadap <i>Intention to Revisit the Food Apps</i> .	264
4.4.3.18 <i>Household Expenditure</i> memiliki Pengaruh untuk Memperkuat/Memperlemah Pengaruh <i>Online Food Shopping Experience</i> terhadap <i>Intention to Recommend the Food Merchant</i> .	264
4.4.3.19 <i>Household Expenditure</i> memiliki Pengaruh untuk Memperkuat/Memperlemah Pengaruh <i>Online Food Shopping Experience</i> terhadap <i>Intention to Recommend the Food Merchant</i> .	265
4.4.4 Analisis Pemoderasian	267
4.4.5 FIMIX-PLS	271
4.4.6 Analisis IPMA Variabel <i>Online Food Shopping Experience</i>	274
4.4.7 Pembahasan	298
BAB V	315
5.1 Kesimpulan Penelitian	315
5.2 Implikasi Teoritis	319
5.3 Implikasi Manajerial	324
5.4 Keterbatasan dan Saran bagi Penelitian Selanjutnya	330
DAFTAR PUSTAKA	332