

TABLE OF CONTENTS

ABSTRACT.....	v
ACKNOWLEDGMENTS.....	vi
TABLE OF CONTENTS.....	viii
LIST OF TABLES.....	xi
LIST OF FIGURES.....	xii
CHAPTER I INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Formulation of the Problem.....	5
1.3 Research Purpose.....	6
1.4 Research Significance.....	6
1.5 Systemics Writing.....	8
CHAPTER II LITERATURE REVIEW.....	9
2.1 Continuous Intention.....	9
2.2 Expectation Confirmation.....	10
2.3 Perceived Usefulness	11
2.4 Dining Attitude.....	11
2.5 E-satisfaction.....	12
2.6 Hypothesis.....	13
2.7 Research Framework.....	17
CHAPTER III RESEARCH METHODOLOGY.....	18

3.1	Research Objective.....	18
3.2	Unit of Analysis.....	18
3.3	Research Type.....	19
3.4	Operationalization of Research Variables	19
3.5	Population and Sample.....	22
3.6	Data Collecting Method.....	25
3.7	Research Instrument Testing.....	25
3.8	Data Analysis Method.....	27
3.9	Preliminary Instrument Test Results.....	28
	CHAPTER IV RESEARCH RESULTS AND DISCUSSIONS.....	32
4.1	Profile of Respondents.....	32
4.2	Research Construct Description.....	35
4.3	Actual Test Results.....	39
	Indicators.....	41
	Outer Loading Value.....	41
	Description.....	41
4.4	Discussion.....	46
	CHAPTER V CONCLUSIONS AND RECOMMENDATION.....	50
5.1	Conclusion.....	50
5.2	Managerial Implications.....	50
5.3	Research Limitations and Recommendation for Future Research.....	53
	REFERENCES.....	54
	APPENDICES.....	65

Attachment 1 (Questionnaire).....	66
Attachment 2 (SmartPLS Quantitative Data).....	70
Indicator.....	71
Outer Loading Values.....	71
Description.....	71



LIST OF TABLES

Table 1.1: Percentage of customers on each delivery application.....	4
Table 3.1 Measurement Table of Conceptual Definition and Operational.....	20
Table 3.2 Pre-test Outer Loadings.....	28
Table 3.3 Pre-test AVE and CR.....	30
Table 3.4 Pre-test Heterotrait-Monotrait Ratio of Correlations (HTMT).....	30
Table 4.1 Respondents Characteristics Based on Gender.....	32
Table 4.2 Respondents Characteristics Based on Age.....	33
Table 4.3 Respondent Characteristics Based on if They've Used ShopeeFood... ..	34
Table 4.4 Respondent Characteristics Based on Place of Residence.....	35
Table 4.5 Respond Category.....	35
Table 4.6 Research Construct Description for Continuous Intention.....	36
Table 4.7 Research Construct Description for Expectation Confirmation.....	37
Table 4.8 Research Construct Description for Perceived Usefulness.....	38
Table 4.9 Research Construct Description for Dining Attitude.....	38
Table 4.10 Research Construct Description for E-Satisfaction.....	39
Table 4.11 Outer Loading Results.....	41
Table 4.12 Average Variance Extracted and Composite Reliability Results.....	42
Table 4.13 Heterotrait-Monotrait Ratio of Correlations (HTMT) Results.....	42
Table 4.14 Variance Inflation Factor (VIF) Results	44
Table 4.15 Results of R^2	45
Table 4.16 Hypothesis Test Results.....	46

LIST OF FIGURES

Figure 2.1 Research Framework	17
Figure 4.1 Outer Model.....	40
Figure 4.2 Inner Model.....	44

