

## **ABSTRACT**

**Dara Salsabilla Suryaputri**

**03011180161**

### **THE INFLUENCE OF FOOD DELIVERY APPLICATION QUALITY ATTRIBUTES TO PERCEIVED VALUE AND INTENTION TO CONTINUOUSLY USE OF GOFOOD APPLICATION (PT. GOJEK INDONESIA) IN MEDAN**

(xvii+187 pages; 18 figures; 58 tables; 11 appendixes)

The COVID-19 pandemic has had a massive influence on the global population as well as the Indonesian people. During a pandemic, the population prefers to remain at home, increasing food delivery services. In this regard, the GoFood application, as one of the most extensive food delivery applications in Indonesia, must maintain and increase the intention to use the app in order to maintain and elevate its leading position in the food delivery sector as competition is getting fierce.

This study employed primary and secondary data, in which questionnaires are administered to GoFood users in Medan who have made at least three transactions in the previous six months. The sampling technique utilized is non-probability sampling, particularly snowball sampling. For measuring data, the research utilized validity and reliability tests. The software SPSS 25.0 is used to analyze the data, and the research model is examined for normality, heteroscedasticity, multicollinearity, and linearity test. Multiple linear regression and the coefficient of determination tests were used to further investigate the data, as were hypothesis tests using the F-Test, T-Test, and Sobel Test.

The objective of this study is to determine which of the following variables, Convenience, Design, Trustworthiness, Price, and Various Food Choices, has the greatest and most significant influence on Perceived Value and Intention to Continuously Use the GoFood application in Medan. The study has indicated that Price, Various Food Choices, Trustworthiness, Design, and Convenience have a significant influence on the Perceived Value of GoFood partially and simultaneously. Furthermore, the Perceived Value of GoFood has a significant influence on the Intention to Continuously Use of GoFood both partially and simultaneously. Similarly, Perceived Value also mediates the influence of Convenience, Design, Trustworthiness, Price, and Various Food Choices on the Intention to Continuously Use the GoFood application in Medan.

**Keywords: Convenience, Design, Trustworthiness, Price, Various Food Choices, Perceived Value, Intention to Continuously Use**

References: 129 (2006-2022)

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(xvii+187 halaman; 18 gambar; 58 tabel; 11 lampiran)

Pandemi COVID-19 telah memberikan pengaruh yang sangat besar bagi populasi global maupun masyarakat Indonesia. Selama pandemi, penduduk lebih memilih untuk di rumah, sehingga layanan pesan antar makanan meningkat. Berkaitan dengan hal tersebut, aplikasi GoFood sebagai salah satu aplikasi pesan antar makanan terbesar di Indonesia harus mempertahankan dan meningkatkan niat untuk menggunakan aplikasi secara rutin agar dapat mempertahankan dan meningkatkan posisi terdepannya di sektor pesan-antar makanan, seiring dengan meningkatnya persaingan yang semakin ketat. Penelitian ini menggunakan data primer dan data sekunder. Kuesioner disebarikan kepada pengguna GoFood di Medan yang telah melakukan setidaknya lebih dari tiga transaksi dalam enam bulan sebelumnya. Data kemudian diuji dengan uji validitas dan reliabilitas. Selanjutnya, metode pengambilan sampel penelitian adalah dengan non-probability sampling, khususnya snowball sampling. Data dianalisis menggunakan SPSS 25.0, lalu model penelitian dievaluasi untuk uji normalitas, heteroskedastisitas, multikolinearitas, dan linieritas. Data tersebut selanjutnya diteliti dengan menggunakan regresi linier berganda dan uji koefisien determinasi, serta uji hipotesis menggunakan Uji F, Uji T, dan Uji Sobel. Tujuan dari penelitian ini adalah untuk menentukan mana dari variabel berikut; *Convenience, Design, Trustworthiness, Price, Various Food Choices*; yang memiliki pengaruh terbesar dan paling signifikan terhadap *Perceived Value dan Intention to Continuously Use* aplikasi GoFood di Medan. Hasil penelitian menunjukkan bahwa *Price, Various Food Choices, Trustworthiness, Design, dan Convenience* berpengaruh signifikan terhadap *Perceived Value* GoFood secara parsial dan simultan. Selanjutnya, *Perceived Value* juga diketahui berpengaruh signifikan terhadap *Intention to Continuously Use* GoFood baik secara parsial maupun simultan. Demikian pula, *Perceived Value* juga memediasi pengaruh *Convenience, Design, Trustworthiness, Price, Various Food Choices* terhadap *Intention to Continuously Use* aplikasi GoFood di Medan.

**Kata kunci:** *Convenience, Design, Trustworthiness, Price, Various Food Choices, Perceived Value, Intention to Continuously Use*

Referensi: 129 (2006-2022)