

TABLE OF CONTENTS

<i>TITLE PAGE</i>	i
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	iv
ABSTRACT	iv
ABSTRAK	v
<i>PREFACE</i>	vi
TABLE OF CONTENTS	ix
LIST OF FIGURES	xiii
LIST OF TABLES	xiii
LIST OF APPENDICES	xvii
CHAPTER I	1
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problem Limitations	18
1.3 Problem Formulation.....	19
1.4 Objective of the Research.....	20
1.5 Benefit of the Research	22
1.5.1 Theoretical Benefit	22
1.5.2 Practical Benefit.....	22
CHAPTER II	24
LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	24
2.1 Theoretical Background	24

2.1.1 Intention to Continuously Use	24
2.1.2 Perceived Value	27
2.1.3 Food Delivery Application Quality Attributes	29
2.1.4 Convenience.....	29
2.1.5 Design	32
2.1.6 Trustworthiness.....	34
2.1.7 Price	35
2.1.8 Various Food Choices.....	36
2.2 Previous Research	38
2.3 Hypothesis Development.....	43
2.3.1 The Influence of Convenience on Perceived Value.....	43
2.3.2 The Influence of Design on Perceived Value	44
2.3.3 The Influence of Trustworthiness on Perceived Value.....	44
2.3.4 The Influence of Price on Perceived Value	45
2.3.5 The Influence of Various Food Choices on Perceived Value.....	45
2.3.6 The Influence of Perceived Value on Intention to Continuously Use..	46
2.3.7 The Influence of Convenience on Intention to Continuously Use through Perceived Value.....	47
2.3.8 The Influence of Design on Intention to Continuously Use through Perceived Value	47
2.3.9 The Influence of Trustworthiness on Intention to Continuously Use through Perceived Value.....	48
2.3.10 The Influence of Price on Intention to Continuously Use through Perceived Value	48
2.3.11 The Influence of Various Food Choices on Intention to Continuously Use through Perceived Value	49

2.4 Research Model.....	50
2.5 Framework of Thinking.....	51
CHAPTER III.....	53
RESEARCH METHODOLOGY	53
3.1 Research Design	53
3.2 Population and Sample	54
3.3 Data Collection Method	57
3.4 Operational Definition and Variable Measurement	59
3.5 Data Analysis Method.....	61
3.5.1 Instrument Testing	61
3.5.2 Classical Assumption Test.....	62
3.5.3 Data Analysis.....	64
CHAPTER IV.....	72
RESEARCH RESULT AND DISCUSSION	72
4.1 General View of Gojek and GoFood application.....	72
4.2 Pre-Test Research Result.....	73
4.2.1 Pre-Test Validity Test.....	74
4.2.2 Pre-Test Reliability Test.....	75
4.3 Full Sampling Research Result	76
4.3.1 Descriptive Statistic	76
4.3.2 Analysis Descriptive Variable	91
4.3.3 Full Sampling Instrument Testing	101
4.3.4 Classical Assumption Test.....	103
4.3.5 Inferential Statistic.....	109
4.3.6 Hypothesis Test.....	113

4.4 Discussion.....	118
CHAPTER V	145
CONCLUSION, IMPLICATION, AND RECOMMENDATION	145
5.1 Conclusion.....	145
5.1.1 Conclusion for Hypothesis.....	146
5.1.2 Conclusion for Research Problem	156
5.2 Recommendation.....	159
5.2.1 Theoretical Implication.....	159
5.2.2 Managerial Implication.....	160
5.2.3 Recommendation for Future Research	167
REFERENCES	169
APPENDIX A QUESTIONNAIRE	A-1
APPENDIX B PILOT RESEARCH PRE-TEST	B-1
APPENDIX C PRE-TEST DATA TABULATION	C-1
APPENDIX D PRE-TEST DATA QUALITY ANALYSIS	D-1
APPENDIX E FULL SAMPLING DATA TABULATION	E-1
APPENDIX F DATA CALCULATION RESULT USING SPSS 25.0	F-1
APPENDIX G DATA QUALITY ANALYSIS.....	G-1
APPENDIX H RESEARCH MODEL TESTING	H-1
APPENDIX I HYPOTHESIS ANALYSIS	I-1
APPENDIX J INDIRECT EFFECT TEST.....	J-1
APPENDIX K TURNITIN REPORT	K-1

LIST OF FIGURES

Figure 1. 1 Gojek and GoFood Logo	5
Figure 1. 2 Total Revenue of Online Food Delivery Service in Indonesia 2017-2020 and Projection For 2021-2025.....	6
Figure 1. 3 Interface of GoFood on Gojek Application	8
Figure 1. 4 The Usage Share of Online Food Delivery in Indonesia.....	9
Figure 1. 5 The Most Popular Food Delivery App as of December 2021	10
Figure 1. 6 Search options in the GoFood application.....	14
Figure 1. 7 GoFood’s User Interface Design	15
Figure 1. 8 Pre-Test Respondent Data	17
Figure 2. 1 Research Model from Previous Research.....	38
Figure 2. 2 Research Model	50
Figure 2. 3 Framework of Thinking.....	52
Figure 4. 1 Diagram of Respondent by Age	78
Figure 4. 2 Diagram of Respondents by Gender.....	79
Figure 4. 3 P-Plot of Normality Test Perceived Value	104
Figure 4. 4 P-Plot of Normality Test Intention to Continuously Use	104
Figure 4. 5 Scatterplot Heteroscedasticity Test for Perceived Value.....	107
Figure 4. 6 Scatterplot Heteroscedasticity Test for Intention to Continuously Use	108
Figure 4. 7 Research Model	118

LIST OF TABLES

Table 1. 1 The Most Used and Popular Food Delivery App in Indonesia.....	10
Table 2. 1 Previous Research Comparison	42
Table 3. 1 Questionnaire Design.....	57
Table 3. 2 Operational Variable Definition.....	59
Table 3. 3 The Scale of Coefficient of Correlation.....	67
Table 4. 1 Pre-Test Validity Test Result on Convenience (GoFood App)	74
Table 4. 2 Pre-Test Validity Test Result on Design (GoFood App).....	74
Table 4. 3 Pre-Test Validity Test Result on Trustworthiness (GoFood App)	74
Table 4. 4 Pre-Test Validity Test Result on Price (GoFood App).....	74
Table 4. 5 Pre-Test Validity Test Result on Various Food Choices (GoFood App)	75
Table 4. 6 Pre-Test Validity Test Result on Perceived Value (GoFood App).....	75
Table 4. 7 Pre-Test Validity Test Result on Intention to Continuously Use (GoFood App).....	75
Table 4. 8 Pre-Test Reliability Test	76
Table 4. 9 Respondents by Age.....	77
Table 4. 10 Respondents by Gender	79
Table 4. 11 Degree of Assessment of Each Variable.....	80
Table 4. 12 Respondents' Responses towards Convenience	80
Table 4. 13 Respondents' Responses towards Design.....	82
Table 4. 14 Respondents' Responses towards Trustworthiness.....	83
Table 4. 15 Respondents' Responses towards Price	85

Table 4. 16 Respondents' Responses towards Various Food Choices.....	87
Table 4. 17 Respondents' Responses towards Perceived Value	88
Table 4. 18 Respondents' Responses towards Intention to Continuously Use	90
Table 4. 19 Distribution of Respondents' Responses on Convenience	92
Table 4. 20 Distribution of Respondents' Responses on Design.....	93
Table 4. 21 Distribution of Respondents' Responses on Trustworthiness.....	94
Table 4. 22 Distribution of Respondents' Responses on Price	96
Table 4. 23 Distribution of Respondents' Responses on Various Food Choices..	97
Table 4. 24 Distribution of Respondents' Responses on Perceived Value	98
Table 4. 25 Distribution of Respondents' Responses on Intention to Continuously Use.....	100
Table 4. 26 Validity Test Result on Convenience (GoFood App).....	101
Table 4. 27 Validity Test Result on Design (GoFood App)	101
Table 4. 28 Validity Test Result on Trustworthiness (GoFood App)	101
Table 4. 29 Validity Test Result on Price (GoFood App).....	101
Table 4. 30 Validity Test Result on Various Food Choices (GoFood App)	102
Table 4. 31 Validity Test Result on Perceived Value (GoFood App)	102
Table 4. 32 Validity Test Result on Intention to Continuously Use (GoFood App)	102
Table 4. 33 Reliability Test.....	102
Table 4. 34 Kolmogorov Smirnov for GoFood Apps	103
Table 4. 35 Linearity Test Result.....	105
Table 4. 36 Tolerance Value and VIF.....	106

Table 4. 37 Spearman Test Correlation.....	108
Table 4. 38 Simple Regression Testing Result	109
Table 4. 39 Multiple Regression Testing Result.....	110
Table 4. 40 Coefficient of Determination Output 1 (R2).....	112
Table 4. 41 Coefficient of Determination Output 2 (R2).....	113
Table 4. 42 F-Test Output	114
Table 4. 43 T-Test Output.....	114
Table 4. 44 Sobel Test Output.....	116
Table 4. 45 Validity and Mean Rating of Indicators of Perceived Value of GoFood App.....	131
Table 4. 46 Validity and Mean Rating of Indicators of Price of GoFood App...	133
Table 4. 47 Validity and Mean Rating of Indicators of Various Food Choices of GoFood App.....	135
Table 4. 48 Validity and Mean Rating of Indicators of Trustworthiness of GoFood App.....	137
Table 4. 49 Validity and Mean Rating of Indicators of Design of GoFood App	138
Table 4. 50 Validity and Mean Rating of Indicators of Convenience of GoFood App.....	140
Table 4. 51 Validity and Mean Rating of Indicators of Intention to Continuously Use of GoFood App	142
Table 5. 1 Theoretical Implication	159
Table 5. 2 Managerial Implication	165

LIST OF APPENDICES

APPENDIX A QUESTIONNAIRE.....	11
APPENDIX B PILOT RESEARCH PRE-TEST.....	B-1
APPENDIX C PRE-TEST DATA TABULATION	C-1
APPENDIX D PRE-TEST DATA QUALITY ANALYSIS	D-1
APPENDIX E FULL SAMPLING DATA TABULATION	E-1
APPENDIX F DATA CALCULATION RESULT USING SPSS 25.0	F-1
APPENDIX G DATA QUALITY ANALYSIS	G-1
APPENDIX H RESEARCH MODEL TESTING	1H-1
APPENDIX I HYPOTHESIS ANALYSIS	1I-1
APPENDIX J INDIRECT EFFECT TEST.....	J-1
APPENDIX K TURNITIN REPORT.....	K-1