

ABSTRAK

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ANALISIS PENGARUH *CONVENIENCE, DESIGN, TRUSTWORTHINESS, PRICE, DAN VARIOUS FOOD CHOICES* TERHADAP *PERCEIVED VALUE, ATTITUDE TOWARDS FOOD DELIVERY APPS* DALAM MEMBENTUK *INTENTION TO CONTINUOUSLY USE* PADA PELANGGAN SHOPEEFOOD DI SURABAYA

(xiv + 244 halaman: 23 gambar, 45 tabel, 5 lampiran)

Teknologi sudah memainkan peran sangat penting dalam kehidupan manusia. Salah satu yang menjadi elemen pendukung dalam sebuah teknologi adalah internet. Media internet dapat membuka peluang bagi semua orang untuk menjalankan usaha. Dengan mengikuti perkembangan yang ada, manusia menjadi lebih *modern*. Hal ini bisa dilihat dengan banyak bermunculan pelayanan pesan antar makanan. *Online Food Delivery* merupakan jasa untuk mengantar makanan maupun minuman oleh aplikasi atau situs lainnya yang sangat disukai oleh masyarakat Indonesia saat ini. Penggunaan layanan ini membuat konsumen semakin lebih mudah untuk memesan makanan dan minuman.

Penelitian ini bertujuan untuk menganalisa pengaruh variabel *Convenience, Design, Trustworthiness, Price, Various Food Choices*, terhadap *Perceived Value, Attitude Towards Food Delivery Apps* dalam membentuk *Intention to Continuously Use* terhadap pelanggan ShopeeFood di Surabaya.

Penelitian ini bersifat kausal dengan menggunakan metode kuantitatif *software* AMOS 22.0 untuk membantu proses pengolahan data. Sampel yang digunakan pada penelitian ini yaitu para pelanggan ShopeeFood di Surabaya berdasarkan data dari 120 responden yang telah dikumpulkan secara *online* menggunakan teknik *Snowball Sampling*.

Dalam penelitian ini ditemukan bahwa variabel yang berpengaruh positif signifikan terhadap *Perceived Value* adalah *Price, Various Food Choices* dan yang tidak berpengaruh signifikan adalah *Convenience, Design, Trustworthiness*. Kemudian variabel *Perceived Value* berpengaruh signifikan terhadap *Attitude Towards Food Delivery Apps*, lalu *Attitude Towards Food Delivery Apps* berpengaruh signifikan terhadap *Intention to Continuously Use*. Sedangkan *Perceived Value* tidak berpengaruh signifikan terhadap *Intention to Continuously Use*.

Kata Kunci: *Convenience, Design, Trustworthiness, Price, Various Food Choices, Perceived Value, Attitude Towards Food Delivery Apps, Intention to Continuously Use.*

ABSTRACT

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ANALYSIS OF THE EFFECT OF CONVENIENCE, DESIGN, TRUSTWORTHINESS, PRICE, AND VARIOUS FOOD CHOICES ON PERCEIVED VALUE, ATTITUDE TOWARDS FOOD DELIVERY APPS IN FORMING INTENTION TO CONTINUOUSLY USE TO SHOPEEFOOD CUSTOMERS IN SURABAYA

(xiv + 244 pages: 23 figure, 45 tables, 5 attachments)

Technology has played a very important role in human life. One of the supporting elements in a technology is the internet. Internet media can open up opportunities for everyone to run a business. By following the existing developments, human are becoming more modern. This can be seen with the emergence of food delivery services. Online food delivery is a service to deliver food and drinks by other applications or sites that are highly favored by the Indonesian people today. The use of this service makes easier for consumers to order food and beverages.

This study aims to analyze the effect of the variables Convenience, Design, Trustworthiness, Price, Various Food Choices, on Perceived Value, Attitude Towards Food Delivery Apps in forming Intention to Continuously Use for ShopeeFood customers in Surabaya.

This research is causal by using quantitative method of AMOS 22.0 software to assist the data processing. The sample were ShopeeFood customers in Surabaya based on data from 120 respondents who had been collected online using the snowball sampling technique.

In this study, it was found the variables that had a significant positive effect on Perceived Value were Price, Various Food Choices and had no significant effect were Convenience, Design, Trustworthiness. Then the Perceived Value variables has significant effect on Attitude Towards Food Delivery Apps, then Attitude Towards Food Delivery Apps has a significant effect on Intention to Continuously Use. Meanwhile, Perceived Value has no significant effect on Intention to Continuously Use.

Key Words: Convenience, Design, Trustworthiness, Price, Various Food Choices, Perceived Value, Attitude Towards Food Delivery Apps, Intention to Continuously Use.