

ABSTRAK

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PENGARUH PENGGUNAAN *MOBILE FOOD-ORDERING APPLICATION* (MFOA) GOFOOD TERHADAP *RESTAURANT BRAND LOYALTY*

(xvi + 88 halaman; 13 gambar; 21 tabel)

Penelitian ini bertujuan untuk memahami apakah terdapat hubungan antara penggunaan *Mobile Food-Ordering Application* (MFOA) Gofood terhadap *Restaurant Brand Loyalty* di Indonesia. Target populasi merupakan pelanggan yang kerap menggunakan MFOA GoFood yang tinggal di Indonesia. Data dikumpulkan menggunakan metode pengambilan sampel kuesioner. Sampel yang digunakan sebesar 411 responden yang merupakan pengguna aplikasi MFOA GoFood. Data tersebut dianalisa menggunakan pendekatan *Partial Least Square Structural Equation Modeling* (PLS SEM) dari Smartpls 3.0. Hasil penelitian ini menunjukkan bahwa semua hipotesis diterima dengan hasil pengaruh *Continuous Intention to Use the Apps* terhadap *Restaurant Brand Loyalty* sedikit lebih kuat daripada pengaruh *Restaurant Brand Attachment* terhadap *Restaurant Brand Loyalty*. Lalu, hubungan antara MFOA *Usage* dengan MFOA *Satisfaction* pada penelitian ini memiliki nilai paling tinggi dan dianggap paling kuat. Menurut pengukuran IPMA variabel MFOA *Usage* merupakan variabel yang memiliki *importance* tinggi dan dianggap penting, namun memiliki *performance* rendah dan dapat ditingkatkan oleh MFOA GoFood untuk membantu peningkatan *Restaurant Brand Loyalty*.

Kata Kunci : *Continuous Intention to Use Apps, MFOA Usage, MFOA Satisfaction, Restaurant Brand Loyalty*

Referensi : 85 (2010 - 2022)

ABSTRACT

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THE EFFECT OF GOFOOD'S MOBILE FOOD-ORDERING APPLICATION (MFOA) USAGE TOWARDS RESTAURANT BRAND LOYALTY

(xvi + 88 pages; 13 figures; 21 tables)

This study aims to understand whether there is a relationship between the use of Gofood's Mobile Food-Ordering Application (MFOA) and Restaurant Brand Loyalty in Indonesia. The target population is customers who frequently use MFOA GoFood who live in Indonesia. Data was collected using a questionnaire sampling method. The sample used is 411 respondents who are users of the GoFood MFOA application. The data was analyzed using the Partial Least Square Structural Equation Modeling (PLS SEM) approach from Smartpls 3.0. The results of this study indicate that all hypotheses are accepted with the result that the effect of Continuous Intention to Use the Apps on Restaurant Brand Loyalty is slightly stronger than the effect of Restaurant Brand Attachment on Restaurant Brand Loyalty. Then, the relationship between MFOA Usage and MFOA Satisfaction in this study has the highest value and is considered the strongest. According to IPMA measurements, the variable MFOA Usage is a variable that has high importance and is considered important, but has low performance and can be increased by MFOA GoFood to help increase Restaurant Brand Loyalty.

Keywords : Continuous Intention to Use Apps, MFOA Usage, MFOA Satisfaction, Restaurant Brand Loyalty

References : 85 (2010 - 2022)