

ABSTRAK

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FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT PERILAKU KONSUMEN DALAM PEMESANAN ONLINE FOOD DELIVERY

Tujuan dari penelitian ini yaitu untuk menguji secara empiris faktor-faktor yang mempengaruhi niat perilaku konsumen dalam pemesanan *online food delivery*. Jenis penelitian ini menggunakan penelitian kuantitatif melalui penggunaan kuesioner yang disebarakan melalui *link google form*, penelitian ini khusus untuk di daerah jabodetabek dengan karakteristik yang memiliki aplikasi *online food delivery* lebih dari 2 aplikasi dan menggunakan aplikasi *online food delivery* dalam kurun waktu 1 tahun. Pengambilan sample dalam penelitian ini menggunakan metode *purposive sampling*, maka dari itu penelitian ini mengumpulkan 272 respoden lalu setelah di screening menjadi 238 respoden. Data di peroleh dengan menggunakan metode PLS-SEM. Penelitian menyatakan bahwa: (1) adanya hubungan antara variabel *attitude* terhadap *repurchase intention*.,(2) adanya hubungan antara variabel *subjective norm* dan *repurchase intention*.,(3) adanya hubungan antara variabel *Perceived behavioral control* tidak memiliki hubungan terhadap *repurchase intention*.,(4) variabel *subjective norm* memiliki hubungan yang signifikan positif terhadap variabel *attitude*.,(5) bahwa *perceived ease of use* memiliki hubungan terhadap variabel *attitude*.,(6) variabel *perceived usefulness* memiliki hubungan terhadap variabel *attitude*.,(7) variabel *trust* tidak memiliki hubungan yang signifikan terhadap variabel *attitude*.,(8) variabel *perceived ease of use* memiliki hubungan *perceived of usefulness*.,(9) variabel *task technology fit* memiliki hubungan terhadap variabel *perceived ease of use*.,(10) variabel *task technology fit* memiliki hubungan terhadap *perceived usefulness*.

Kata Kunci: *Attitude, Repurchase intention, Subjective Norm, Perceived Behavioral Control, Perceived Ease of Use, Perceived Usefulness, Trust, Task Technology Fit,*

ABSTRACT

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The purpose of this study is to empirically examine the antecedents of repurchase intention in online food delivery. r yang mempengaruhi niat perilaku konsumen dalam pemesanan online food delivery. This type of research uses quantitative research through the use of questionnaires distributed through the google form link, this research is specifically for the Jabodetabek area with characteristics that have more than 2 online food delivery applications and use online food delivery applications within a period of 1 year. Sampling in this study used purposive sampling method, therefore this study collected 272 respondents and then after being screened 238 respondents. Data were collected using the PLS-SEM method. Research states that: (1) there is a relationship between the variable attitude towards repurchase intention., (2) there is a relationship between the variables of subjective norms and repurchase intention., (3) there is a relationship between variables. Perceived behavioral control has no relationship to repurchase intention., (4) the subjective norm variable has a significant positive relationship to the attitude variable, (5) that perceived ease of use has a relationship to the attitude variable., (6) the perceived usefulness variable has a relationship to the attitude variable., (7) the trust variable has no significant relationship significant to the attitude variable, (8) the variable perceived ease of use has a relationship with perceived usefulness, (9) the task technology fit variable has a relationship to the perceived ease of use variable, (10) the task technology fit variable has a relationship to perceived usefulness.

Kata Kunci: *Attitude, Repurchase intention, Subjective Norm, Perceived Behavioral Control, Perceived Ease of Use, Perceived Usefulness, Trust, Task Technology Fit,*