

ABSTRAK

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ANALISIS PENGARUH *PRICE SAVING ORIENTATION*, *HEDONIC MOTIVATION*, *FACILITATING CONDITION*, *SOCIAL INFLUENCE*, DAN *HABIT* TERHADAP *CONTINUANCE INTENTION* MELALUI *SATISFACTION* PENGGUNA SHOPEEFOOD DI SURABAYA

(xvi + 85 halaman; 14 gambar; 23 tabel; 4 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *Price Saving Orientation*, *Hedonic Motivation*, *Facilitating Condition*, *Social Influence*, dan *Habit* terhadap *Continuance Intention* melalui *Satisfaction*. Tujuan dari penelitian ini adalah untuk memperdalam pemahaman di bidang manajemen, khususnya mengenai pengaruh *Satisfaction* terhadap *Continuance Intention* yang dapat meningkatkan keinginan pengguna ShopeeFood untuk terus menggunakan layanan tersebut. Penelitian ini menggunakan metode kuantitatif dengan analisis data SmartPLS 4.1.0.8. Data dikumpulkan melalui kuesioner kepada 162 responden pria dan wanita usia 18-60 tahun, yang tinggal di Surabaya dan telah membeli makanan dan minuman dari restoran dalam ShopeeFood minimal 3 kali dalam 3 bulan terakhir. Hasil penelitian menunjukkan bahwa *Price Saving Orientation* berpengaruh signifikan terhadap *Satisfaction* dengan koefisien regresi sebesar 0.002, *Hedonic Motivation* berpengaruh signifikan terhadap *Satisfaction* dengan koefisien regresi sebesar 0.009, *Facilitating Condition* berpengaruh signifikan terhadap *Satisfaction* dengan koefisien regresi sebesar 0.006, *Social Influence* berpengaruh signifikan terhadap *Satisfaction* dengan koefisien regresi sebesar 0.001, *Habit* berpengaruh signifikan terhadap *Satisfaction* dengan koefisien regresi 0.010, dan *Satisfaction* berpengaruh signifikan terhadap *Continuance Intention* dengan koefisien regresi 0.000. Penelitian ini memberikan implikasi bagi strategi pemasaran dan manajerial, yang mengindikasikan pemahaman lebih lanjut terhadap faktor-faktor ini dapat membantu ShopeeFood dalam memperkuat *Continuance Intention* pada aplikasi layanan antar makanan.

Kata Kunci: *Facilitating Condition*, *Social Influence*, *Habit*, *Continuance Intention*, *Satisfaction*

Referensi: 55 (2018 – 2024)

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF PRICE SAVING ORIENTATION, HEDONIC MOTIVATION, FACILITATING CONDITION, SOCIAL INFLUENCE, AND HABIT ON CONTINUANCE INTENTION THROUGH SATISFACTION OF SHOPEEFOOD USERS IN SURABAYA

(xvi + 85 pages; 14 figures; 23 table; 4 appendices)

This study aims to analyze the effect of Price Saving Orientation, Hedonic Motivation, Facilitating Conditions, Social Influence, and Habit on Continuance Intention through Satisfaction. The purpose of this research is to deepen understanding in the field of management, especially regarding the influence of Satisfaction on Continuance Intention which can increase the desire of ShopeeFood users to continue using the service. This research uses quantitative methods with SmartPLS 4.1.0.8 data analysis. Data was collected through questionnaires to 162 male and female respondents aged 18-60 years, who live in Surabaya and have purchased food and drinks from restaurants in ShopeeFood at least 3 times in the last 3 months. The results showed that Price Saving Orientation has a significant effect on Satisfaction with a regression coefficient of 0.002, Hedonic Motivation has a significant effect on Satisfaction with a regression coefficient of 0.009, Facilitating Condition has a significant effect on Satisfaction with a regression coefficient of 0.006, Social Influence has a significant effect on Satisfaction with a regression coefficient of 0.001, Habit has a significant effect on Satisfaction with a regression coefficient of 0.010, and Satisfaction has a significant effect on Continuance Intention with a regression coefficient of 0.000. This research provides implications for marketing and managerial strategies, indicating that further understanding of these factors can help ShopeeFood in strengthening Continuance Intention on food delivery applications.

Keyword: *Facilitating Condition, Social Influence, Habit, Continuance Intention, Satisfaction*

Reference: 55 (2018 – 2024)