

## ABSTRAK

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### **ANALISIS PENGARUH *PERCEIVED USEFULNESS*, *PERCEIVED EASE OF USE*, *PERCEIVED ENJOYMENT* TERHADAP *CONTINUANCE INTENTION* MELALUI *SATISFACTION* PADA PENGGUNA APLIKASI GOFOOD DI SURABAYA**

Penelitian ini bertujuan mengetahui pengaruh *perceived usefulness*, *perceived ease of use*, *perceived enjoyment* terhadap *continuance intention*. melalui *satisfaction*. Manfaat penelitian ini adalah memperkaya pengetahuan di bidang manajemen. Penelitian ini menggunakan metode kuantitatif dengan analisis data SmartPLS 4.1.0.8. Data dikumpulkan melalui kuesioner kepada 127 responden pria dan wanita usia 18-60 tahun, yang tinggal di Surabaya dan pernah menggunakan aplikasi Gofood dalam kurun waktu 3 bulan terakhir. Hasil penelitian menunjukkan bahwa Perceived Ease of Use berpengaruh signifikan terhadap Satisfaction dengan nilai  $p = 0.013$ , Perceived Enjoyment berpengaruh signifikan terhadap Satisfaction dengan nilai  $p = 0.002$ , Perceived Usefulness berpengaruh signifikan terhadap Satisfaction dengan nilai  $p = 0.000$ , dan Satisfaction berpengaruh signifikan terhadap Continuance Intention dengan nilai  $p = 0.000$ .

**Kata Kunci** : *perceived usefulness, perceived ease of use, perceived enjoyment, satisfaction, continuance intention.*

## **ABSTRACT**

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### ***ANALYSIS OF THE EFFECT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, PERCEIVED ENJOYMENT ON CONTINUANCE INTENTION THROUGH SATISFACTION IN GOFOOD APPLICATION USERS IN SURABAYA***

*This study aims to determine the influence of perceived usefulness, perceived ease of use, perceived enjoyment on continuance intention. through satisfaction. The benefit of this research is to enrich knowledge in the field of management. This study uses a quantitative method with SmartPLS 4.1.0.8 data analysis. Data was collected through a questionnaire to 127 male and female respondents aged 18-60 years, who live in Surabaya and have used the Gofood application in the last 3 months. The results showed that Perceived Ease of Use had a significant effect on Satisfaction with a value of  $p = 0.013$ , Perceived Enjoyment had a significant effect on Satisfaction with a value of  $p = 0.002$ , Perceived Usefulness had a significant effect on Satisfaction with a value of  $p = 0.000$ , and Satisfaction had a significant effect on Continuance Intention with a value of  $p = 0.000$ .*

**Keywords:** *perceived usefulness, perceived ease of use, perceived enjoyment, satisfaction, continuance intention.*