

Analisis kualitas atribut pada aplikasi online food delivery terhadap perceived value serta pengaruhnya terhadap sikap dan intensi menggunakan kembali dimoderasi oleh single-person household dan multi-person household = Understanding perceived value, attitude and intention to continuously use of online food delivery which moderated by single-person household and multi-person household

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Abstrak

Dewasa ini, layanan online food delivery telah menjadi layanan yang masif digunakan oleh masyarakat Indonesia. Hal ini dikarenakan tingginya penterasi internet dan meningkatnya pola konsumsi internet. Penelitian ini bertujuan untuk mengetahui atribut-atribut dari aplikasi layanan online food delivery yang terdiri dari faktor convenience, design, trustworthiness, price dan various of food choices yang berpengaruh ke perceived value, attitude serta intention to continuously use pada aplikasi layanan online food delivery. Selain itu, penelitian ini juga melihat apakah terdapat perbedaan perilaku dan persepsi antara kelompok single-person household dan multi-person household di Indonesia. Penelitian ini menggunakan analisis structural equation modelling (SEM) dari 1425 sampel responden yang diambil dengan metode purposive sampling.

Hasil dari penelitian ini mengungkapkan bahwa semua atribut dari aplikasi layanan online food delivery menentukan perceived value dari konsumen, namun tidak halnya dengan atribut design. Selanjutnya, perceived value secara positif mempengaruhi attitude dan attitude juga mempengaruhi intention to continuously use. Di lain hal, perceived value tidak memberikan pengaruh yang signifikan ke intention continuously use secara langsung. Saran yang dapat digunakan dari hasil penelitian ini akan dibahas lebih lanjut.

.....Nowadays, online food delivery service has become a common service that used in Indonesia. This is due to the high level of internet penetration and increasing internet consumption. This study aims to determine the attributes of the online food delivery service which consists of: convenience, design, trustworthiness, price dan various of food choices which influence perceived value, attitude and intention to continuously use towards online food delivery service. In addition, this study also looked at whether there were difference perception between single-person household and multi-person household in Indonesia. This study was analyzed using structural equation modelling (SEM) from 1425 respondents from purposive sampling method.

The results of this study reveal that all attributes of the online food delivery service influence perceived value except design attribute. Furthermore, perceived value positively influence attitude and attitude also influence intention to continuously use. On the other hand, perceived value has no significant impact to intention continuously use. Recommendations from these findings will be discussed further.