

Analisis integrasi framework TAM dan TPD serta perceived covid-19 risk pada behavioural intention pengguna aplikasi online food delivery service = An analysis on online food delivery apps users' behavioural intention: A perspective of TAM and TPB framework integration, and perceived covid-19 risk.

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Abstrak

Penelitian ini dilakukan dengan tujuan untuk mengetahui faktor-faktor yang mempengaruhi intensi berperilaku pengguna aplikasi online food delivery service melalui integrasi technology acceptance model (TAM) dan theory of planned behaviour (TPB) dalam konteks pandemi COVID-19. Penelitian ini merupakan penelitian kuantitatif dengan menganalisis data yang terkumpul dari 449 responden melalui survey. Responden pada penelitian ini merupakan individu yang pernah menggunakan aplikasi online food delivery pada masa pandemi COVID-19 di Indonesia. Data pada penelitian ini dianalisis menggunakan metode Partial Least Squares Structural Equation Modelling. Hasil pada penelitian ini menunjukkan terdapat adanya pengaruh dari perceived usefulness, attitude, compatibility, dan subjective norms pada behavioural intention, namun tidak ditemukan adanya pengaruh dari perceived behavioural control, perceived COVID-19 risk, dan trust terhadap behavioural intention. Selain itu, hasil penelitian ini menunjukkan bahwa attitude memiliki pengaruh yang paling kuat pada behavioural intention.

.....This study was conducted with the aim of knowing the factors that influence the behavior of users of online food delivery service applications through the integration of technology acceptance model (TAM) and theory of planned behavior (TPB) in the context of the COVID-19 pandemic. This research is a quantitative research by analyzing the data collected from 449 respondents through a survey. The data in this study were analyzed using the Partial Least Squares Structural Equation Modeling method. The results of this study indicate that perceived usefulness, attitude, compatibility, and subjective norms have a significant influence on behavioural intention. Meanwhile, there was no direct effect on perceptions of behavioral control, risk perception of COVID-19, and trust on behavioural intention. In addition, the results of this study indicate that attitudes have the strongest influence on behavioural intention.