

Risiko Persepsi Konsumen Terhadap Layanan Pengiriman Makanan Online Selama Pandemi COVID-19 Di Indonesia = Consumers' Perceived Risk Towards Online Food Delivery Services During The COVID-19 Pandemic In Indonesia

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Abstrak

Fenomena pemesanan makanan online di Indonesia telah meningkat dikarenakan pandemi COVID-19 yang menimbulkan risiko tertular antara masyarakat, serta risiko sanksi dari pemerintah jika melanggar protokol kesehatan yang ditetapkan dengan mengunjungi restoran. Namun dari sisi konsumen, terdapat pertimbangan dan persepsi risiko dalam menggunakan aplikasi makanan online selama pandemi, serta pertimbangan risiko tertular dari virus COVID-19 yang dapat mempengaruhi sikap dan perilaku konsumen untuk melakukan pemesanan makanan online. Penelitian dilakukan dengan metode purposive sampling dengan jumlah responden 306 individu yang pernah melakukan pemesanan makanan online melalui aplikasi online serta dianalisis menggunakan Partial Least Square - Structural Equation Modeling (PLS - SEM). Hasil penelitian ini menunjukkan bahwa hubungan langsung convenience risk dan attitude, hubungan COVID-19 risk severity terhadap attitude, serta attitude dan online food delivery behavior menunjukkan hasil yang signifikan.

.....The COVID-19 pandemic has shifted consumer behavior to utilize online food delivery services to a greater extent from dine-in restaurants particularly due to the risks of being exposed to the COVID-19 virus and risks of punishments from the government for breaching health protocols by visiting restaurants.

However, from the consumer side, consumers face multiple risks when associating themselves with online food delivery services applications – which, added with consumers' perceived risk towards the COVID-19 virus, influences consumers' attitudes and behaviours towards online food delivery services. This research study was conducted using purposive sampling with 306 total respondents collected, and analyzed using Partial Least Square - Structural Equation Modeling (PLS - SEM). The results of this research study found that relationships between convenience risk towards attitude, risk severity towards attitude, and attitude towards online food delivery behaviour had significant relationships.