

Analisis Pengaruh Atribut Aplikasi Pengiriman Makanan terhadap Intensi Penggunaan Aplikasi Tersebut Kembali pada Generasi Z dan Generasi Y di Indonesia = Analysis of the Effect of Food Delivery Application Attributes towards Intention to Continuously Use on Generation Z and Generation Y in Indonesia

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Abstrak

Penelitian ini bertujuan untuk mengetahui persepsi mengenai layanan aplikasi pengiriman makanan di Indonesia serta bagaimana perbedaannya antara generasi Y dan generasi Z. Variabel yang diteliti pada penelitian ini yaitu pengaruh atribut aplikasi pengiriman makanan (CNV, DSG, TRS, PRC, VFC) terhadap Perceived Value yang selanjutnya mengarah kepada Attitude dan Intention to Continuously Use. Sampel yang diteliti adalah individu yang berdomisili di Indonesia, berusia 17-41 tahun, dan aktif dalam menggunakan aplikasi pengiriman makanan. Jumlah responden yang berpartisipasi pada penelitian ini adalah 314 responden. Data yang merupakan hasil jawaban dari responden diolah menggunakan metode Structural Equation Modeling (SEM) dan software LISREL. Hasil penelitian ini menunjukkan bahwa Convenience, Trustworthiness, dan Price memiliki pengaruh positif terhadap Perceived Value yang selanjutnya mengarah kepada pengaruh positif terhadap Attitude dan Intention to Continuously Use. Hasil perbandingan antara generasi Y dan generasi Z menunjukkan mereka tidak memiliki perbedaan signifikan pada pengaruh atribut aplikasi terhadap Perceived Value. Keterbatasan penelitian, implikasi manajerial, dan saran penelitian selanjutnya dijelaskan dalam penelitian ini.

.....This study aims to determine the perception of food delivery application in Indonesia and how the difference is between generation Y and generation Z. The variable studied in this study is the effect of food delivery application attributes (CNV, DSG, TRS, PRC, VFC) towards Perceived Value, Attitude, and Intention to Continuously Use. The samples studied were individuals who were domiciled in Indonesia, aged 17-41 years, and were active in using food delivery application. The number of respondents who participated in this study were 314 respondents. All data obtained from respondents' answers are processed using the Structural Equation Modeling (SEM) method and the LISREL software. The results of this study indicate that Convenience, Trustworthiness, and Price have a positive influence on Perceived Value which lead to a positive influence on Attitude and Intention to Continuously Use. The results of the comparison between generation Y and generation Z did not show significant differences in the effect of application attributes towards Perceived Value. Limitations, managerial implications, and recommendations for further research are provided in this study.