

Analisis Faktor-Faktor yang Mempengaruhi Continued Intention to Repurchase melalui Mobile Food Ordering App: Studi Kasus ShopeeFood = Analysis of Factors Affecting Continued Intention to Repurchase through Mobile Food Ordering App: ShopeeFood Case Study

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari effort expectancy, perceived usefulness, information quality, perceived risk, social influence, dan trust dalam UTAUT terhadap repurchase intention pada konteks aplikasi pemesanan makanan online ShopeeFood. Sampel yang diteliti adalah pengguna ShopeeFood yang berdomisili di Indonesia dan berusia 17-45 tahun. Kuesioner penelitian disebarikan secara online. Jumlah responden yang berhasil dikumpulkan pada penelitian ini adalah 200 responden. Data yang sudah berhasil dikumpulkan diolah menggunakan metode Structural Equation Modeling (SEM) dan software PLS-SEM. Hasil penelitian ini menunjukkan bahwa perceived usefulness dan trust memiliki pengaruh positif terhadap repurchase intention. Selain itu, hubungan antara effort expectancy, information quality, perceived risk dan social influence tidak berpengaruh signifikan. Saran manajerial dan penelitian selanjutnya dibahas dalam penelitian ini.

.....This study aims to determine the effect of effort expectancy, perceived usefulness, information quality, perceived risk, social influence, and trust in UTAUT on repurchase intention in the context of the ShopeeFood online food ordering application. The sample studied were ShopeeFood users who are domiciled in Indonesia and aged 17-45 years. Research questionnaires were distributed online. The number of respondents who were collected in this study was 200 respondents. The data that has been collected is processed using the Structural Equation Modeling (SEM) method and PLS-SEM software. The results of this study indicate that perceived usefulness and trust have a positive influence on repurchase intention. In addition, the relationship between effort expectancy, information quality, perceived risk and social influence has no significant effect. Managerial suggestions and further research are discussed in this study.