

Analisis faktor yang mempengaruhi E-Satisfaction dan Continued Intention to Reuse pengguna aplikasi layanan online food delivery = An analysis of factors affecting user E-Satisfaction and Continued Intention to Reuse in online food delivery application

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Abstrak

Penelitian ini membahas mengenai kepuasan elektronik atau e-satisfaction dan niat pelanggan untuk terus menggunakan kembali atau continued intention to reuse pengguna aplikasi layanan online food delivery menggunakan konsep The Extended Unified Theory of Acceptance and Use of Technology atau UTAUT2 dan fitur mobile commerce. Penelitian ini melaksanakan survei kepada 474 responden dari generasi milenial yang lahir pada tahun 1980 hingga 2000 dan berdomisili di Jabodetabek (Jakarta, Bogor, Depok, Tangerang, dan Bekasi). Metode penyebaran kuesioner dilakukan secara online menggunakan Google Form dan dianalisis menggunakan Structural Equation Modelling (SEM) dengan software pengolahan data LISREL 8.51. Hasil penelitian menunjukkan bahwa dalam e-satisfaction, variabel yang terbukti signifikan mempengaruhi terdiri dari facilitating conditions, price value, hedonic motivation, online rating, dan online tracking, sementara variabel performance expectancy dan effort expectancy terbukti tidak signifikan. Dalam continued intention to reuse, variabel social influence, habit, dan e-satisfaction terbukti signifikan mempengaruhi, sementara variabel performance expectancy, effort expectancy, facilitating conditions, price value, hedonic motivation, online rating, dan online tracking terbukti tidak signifikan mempengaruhi. Lalu, e-satisfaction juga terbukti memiliki pengaruh terhadap habit.

.....This study investigated online food delivery application user's e-satisfaction and continued intention to reuse using variables from The Extended Unified Theory of Acceptance and Use of Technology or UTAUT2 framework and mobile commerce features. This study surveyed 474 respondents from the millennial generation born in 1980 until 2000, domicile in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi). The data was collected through an online questionnaire, using the Structural Equation Modelling (SEM) method with LISREL 8.51 software. The results showed that the variables which significantly influenced e-satisfaction are facilitating conditions, price value, hedonic motivation, online rating, and online tracking, meanwhile performance expectancy and effort expectancy were proven insignificant. In continued intention to reuse, the variables that significantly influenced it were social influence, habit, and e-satisfaction, while performance expectancy, effort expectancy, facilitating conditions, price value, hedonic motivation, online rating, and online tracking were proven insignificant. Also, it was proven that e-satisfaction significantly influenced habit.