

Analisis Pengambilan Keputusan Penggunaan Kembali Aplikasi Online Guna Memesan Makanan dan/atau Minuman Selama Pandemi Covid-19 = Analysis of Decision Making on Reusing Online Applications to Order Food and/or Beverages During the Covid-19 Pandemic

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Abstrak

Penelitian dilakukan untuk mengetahui apakah variabel yang mempengaruhi customer intention to reuse online food delivery (OFD) pada saat pandemi Covid-19. Peneliti menggunakan kuesioner dengan non-probability sampling dimana persyaratan responden adalah telah menggunakan aplikasi online untuk memesan makanan dan/atau minuman dalam kurun waktu 6 bulan terakhir. Dari data 241 responden dapat diambil kesimpulan bahwa lima variabel (perceived usefulness, perceived ease of use, price saving benefits, time saving benefits, dan perceived severity) terbukti berpengaruh secara positif kecuali variabel food safety risk perception dan perceived vulnerability. Pada aplikasi Gofood dan Grabfood terdapat perbedaan variabel price saving benefit, food safety risk perception, dan customer intention to reuse OFD.

.....This research was conducted to determine whether the variables that influence customer intention to reuse Online Food Delivery (OFD) during the Covid-19 pandemic. Researchers used a questionnaire with non-probability sampling that required respondent to have used an online application to order food and/or drinks within the last 6 months. From the data of 241 respondents, it can be concluded that five variables (perceived usefulness, perceived ease of use, price saving benefits, time saving benefits, and perceived severity) proved to have a positive effect, except for the food safety risk perception and perceived vulnerability variables. In Gofood and Grabfood applications, there are differences in the variables of price saving benefit, food safety risk perception, and customer intention to reuse OFD.