

Purchase intention melalui desire for food dan perceived of convenience selama pandemi COVID-19: studi pada konsumen Cloud Kitchen Hangry = The effect of online menu and perception of risk on purchase intention through desire for food and perceived of convenience during the COVID-19 pandemic: study on Hangry Cloud Kitchen consumer

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Abstrak

Pandemi COVID-19 mendorong industri food and beverages untuk mengambil langkah strategis dengan menyediakan layanan pemesanan makanan secara daring. Penelitian ini bertujuan untuk menganalisis pengaruh online menu dan perception of risk terhadap purchase intention melalui desire for food dan perceived of convenience pada cloud kitchen Hangry. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik non- probability sampling. Jumlah responden dalam penelitian ini adalah 136 responden yang diperoleh melalui kuesioner secara daring. Teknik analisis data yang digunakan adalah Structural Equation Modeling (SEM) dengan software SmartPLS. Berdasarkan hasil penelitian ditemukan adanya pengaruh antara online menu terhadap desire for food, perception of risk terhadap desire for food, dan desire for food terhadap purchase intention. Selain itu, ditemukan juga bahwa perception of risk tidak berpengaruh terhadap perceived of convenience dan perceived of convenience tidak berpengaruh terhadap purchase intention. Selanjutnya, ditemukan juga bahwa desire for food mampu memediasi online menu dan perception of risk terhadap purchase intention. Sedangkan perceived of convenience tidak memediasi perception of risk terhadap purchase intention.

.....The COVID-19 pandemic has forced the food and beverage industry to take strategic steps by providing online food ordering services. This study aims to analyze the effect of online menu and perception of risk on purchase intention through desire for food and perceived of convenience on Hangry cloud kitchen. This study uses a quantitative approach with a non-probability sampling technique. The number of respondents in this study was 136 respondents obtained through an online questionnaire. The data analysis technique used is Structural Equation Modeling (SEM) with SmartPLS software. Based on the results of the study, it was found that there was an effect between the online menu on the desire for food, the perception of risk on desire for food, and desire for food on purchase intention. In addition, it was also found that the perception of risk had no effect on the perceived of convenience and the perceived of convenience had no effect on purchase intention. Furthermore, it was also found that desire for food is able to mediate online menu and perception of risk on purchase intention. Meanwhile, perceived of convenience does not mediate the perception of risk on purchase intention.