

The Integration of TPB, TPR, and ELM toward Online Repurchase Intention in the Online Food Delivery Services Industry = Integrasi TPB, TPR, dan ELM terhadap Online Repurchase Intention pada Industri Jasa Antar Makanan Online

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Abstrak

Industri layanan pesan-antar makanan online (OFDS) merupakan salah satu inovasi signifikan di seluruh dunia dalam pasar industri makanan yang sudah jenuh. Oleh karena itu, sangat penting untuk mendapatkan wawasan yang lebih baik mengenai faktor internal dan eksternal yang mempengaruhi sikap konsumen dan niat pembelian ulang. Penelitian ini disusun untuk menyelidiki signifikansi manfaat yang dirasakan, risiko yang dirasakan, dan persuasi online terhadap sikap konsumen dan niat membeli ulang dengan norma subjektif dan kontrol perilaku yang dirasakan sebagai elemen tambahan. Pengaruh mediasi juga diteliti. Berdasarkan hasil analisis terhadap 209 responden yang berdomisili di Indonesia dengan menggunakan Partial Least Squares Structural Equation Modelling, ditemukan bahwa perceived benefit dan online persuasion mempengaruhi sikap konsumen, sikap konsumen juga memediasi hubungan tersebut dengan repurchase intention, dan subjective norm serta perceived behavior control ditemukan memiliki pengaruh terhadap repurchase intention. Namun, perceived risk ditemukan tidak memiliki pengaruh yang signifikan terhadap sikap konsumen. Hasil penelitian menyarankan penyedia aplikasi OFDS untuk menyediakan desain yang menarik secara visual, aplikasi dan pengalaman pengguna yang mudah dinavigasi, pembelajaran mesin untuk preferensi konsumen, evaluasi akurasi pesanan secara internal, peningkatan privasi dan promosi makanan populer.

.....The online food delivery services (OFDS) industry is one of the most significant worldwide innovations in the saturated market of food industry. Thus, it is crucial to gain a better insight of both the internal and external factors that influence the attitudes of consumer and repurchasing intention. The study was arranged to investigate the significancy of perceived benefits, perceived risk, and online persuasion towards the attitudes of consumer and repurchase intention with subjective norm and perceived behavior control as its additional element. The mediating influence were also examined. Based on the analyzed result on 209 respondents domiciled in Indonesia using Partial Least Squares Structural Equation Modelling, it was found that perceived benefit and online persuasion were found to influence the attitude of consumer, attitude also mediate those relationship, and subjective norm and perceived behavior control was found to have influence toward repurchase intention. However, perceived risk was found to have no significant influence towards the consumer attitude. The research result suggests the OFDS application provider to provide a visually appealing design, easy to navigate application and user experience, machine learning for consumer preference, internal order accuracy evaluation, improved privacy and security, and highlighting popular food among social circles.