

Analisis Faktor yang memengaruhi Intention to Use Aplikasi Pesan Antar Makanan: Studi pada Konsumen Muslim di Indonesia selama Pandemi COVID-19 = Analysis of the Influencing Factors of Intention to Use Online Food Delivery Ordering Applications: A Study on Muslim Consumers in Indonesia during the COVID-19 Pandemic

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Abstrak

Adanya pandemi COVID-19 telah memengaruhi kehidupan sehari-hari masyarakat Indonesia. Berbagai kebijakan yang diterapkan selama pandemi telah membuat masyarakat mengadaptasi kebiasaan baru, salah satunya adalah dengan menggunakan layanan aplikasi pesan antar makanan. Penelitian ini menggunakan theory of planned behavior (TPB) untuk menganalisis faktor pendorong perilaku konsumen dalam penggunaan layanan aplikasi pesan antar makanan selama pandemi COVID-19. Selain itu, dilakukan pengembangan terhadap TPB dengan menambahkan variabel lima atribut kualitas aplikasi seluler, perceived value, dan perception of COVID-19 related risks. Peneliti mendapatkan 291 data yang berasal dari survei secara online menggunakan google form kepada Warga Negara Indonesia (WNI) Muslim yang berdomisili di wilayah Indonesia dan pernah menggunakan layanan aplikasi pesan antar makanan selama pandemi COVID-19. Analisis data pada penelitian ini menggunakan metode Partial Least Square Structural Equation Model (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 3.0. Penelitian ini menemukan bahwa convenience, design, price, dan various food choices berpengaruh positif pada perceived value. Selanjutnya, perceived value berpengaruh positif pada attitude yang kemudian juga berpengaruh positif terhadap intention to use. Namun, perception of COVID-19 related risks ditemukan tidak memiliki pengaruh yang signifikan terhadap intention to use.

.....The COVID-19 pandemic has affected the daily lives of Indonesian people. Various policies implemented during the pandemic have made people adapt new habits, one of which is by using online food delivery ordering application services. This study uses the theory of planned behavior (TPB) to analyze the factors driving consumer behavior in the use of food delivery application services during the COVID-19 pandemic. In addition, the TPB was developed by adding variables of five quality attributes of mobile application, perceived value, and perception of COVID-19 related risks. Researchers obtained 291 data from an online survey using a google form for Muslim Indonesian citizens (WNI) who live in the territory of Indonesia and have used online food delivery ordering application services during the COVID-19 pandemic. Data analysis in this study used the Partial Least Square Structural Equation Model (PLS-SEM) method with the help of SmartPLS 3.0 software. This study found that convenience, design, price, and various food choices have a positive effect on perceived value. Furthermore, perceived value has a positive effect on attitude which then also has a positive effect on intention to use. However, the perception of COVID-19 related risks was found to have no significant effect on intention to use.