

Faktor-Faktor yang Mempengaruhi Sikap dan Intensi Pembelian Kembali Konsumen pada Layanan Online Food Delivery (OFD) di Indonesia = Factors Affecting Consumers' Attitude and Repurchase Intention towards Online Food Delivery (OFD) Services in Indonesia

Marsha Renzani Hakim, author

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Abstrak

Layanan Online Food Delivery (OFD) merupakan metode yang populer di Indonesia untuk memesan makanan dan minuman dibandingkan metode lainnya seperti melalui telepon, aplikasi mobile restoran, dan website restoran. Transaksi layanan OFD di Indonesia berkembang dengan pesat dan semakin populer dibandingkan sebelum pandemi COVID-19. Tujuan penelitian ini adalah untuk mengetahui pengaruh struktural antar variabel yang meliputi hedonic motivation, time saving orientation, price saving orientation, prior online purchase experience, information fit-to-task, visual appeal, convenience motivation, post-usage usefulness, attitude, dan repurchase intention pada layanan OFD di Indonesia. Penelitian ini mengacu pada theory of planned behavior, technology acceptance model, dan adopsi parsial dari extended information technology continuance model. Penelitian ini pun dilakukan untuk mengetahui perubahan perilaku konsumen dalam menggunakan layanan OFD sebelum dan selama pandemi COVID-19 di Indonesia. Dalam penelitian ini data dikumpulkan dari 207 pengguna layanan Go-Food atau GrabFood dan diolah menggunakan Structural Equation Modeling (SEM) pada perangkat lunak LISREL 8.54. Hasil penelitian menunjukkan bahwa delapan dari enam belas hipotesis yang diajukan memiliki pengaruh signifikan. Price saving orientation, time saving orientation, dan prior online purchase experience secara signifikan berpengaruh positif terhadap convenience motivation. Time saving orientation, prior online purchase experience, dan convenience motivation secara signifikan berpengaruh positif terhadap post-usage usefulness. Post-usage usefulness secara signifikan berpengaruh positif terhadap attitude dan repurchase intention konsumen pada layanan OFD. Penelitian ini menunjukkan bahwa setelah pandemi COVID-19 berakhir, 28.50% responden akan meningkatkan frekuensi pembelian makanan dan minuman melalui layanan OFD, 29.47% responden akan mengurangi, dan sisanya dengan frekuensi yang tetap

.....Online Food Delivery (OFD) services in Indonesia is the most popular way to order food and beverage (F&B) compared to other methods such as telephone, restaurant mobile application, and restaurant website. OFD services transaction in Indonesia is growing rapidly and become more popular compared to before COVID-19 pandemic. The purpose of this study is to examine structural relationship between hedonic motivation, time saving orientation, price saving orientation, prior online purchase experience, information fit-to-task, visual appeal, convenience motivation, post-usage usefulness, attitude, and repurchase intention towards OFD services in Indonesia. This study based on theory of planned behavior, technology acceptance model, and partial adoption of extended information technology continuance model. This study also examines consumers change of behavior in using OFD services before and during COVID-19 pandemic in Indonesia. 207 questionnaires were collected from Go-Food or GrabFood user to empirically test the research model using the Structural Equation Modeling (SEM) on LISREL 8.54. The results imply that eight from sixteen proposed hypotheses were supported. Price saving orientation, time saving orientation, and prior online purchase experience have a significant positive influence towards convenience motivation.

Time saving orientation, prior online purchase experience, and convenience motivation have a significant positive influence towards post-usage usefulness. Post-usage usefulness has a significant positive influence towards attitude and repurchase intention on using OFD services. This study also found that after pandemic COVID-19 ends, 28.50% of the respondents will increase the frequency of purchasing F&B through OFD services, 29.47% will reduce, and the rest will remain same