

Faktor-Faktor Yang Mempengaruhi Intensi Pelanggan untuk Tetap Menggunakan Jasa Pengiriman Makanan Daring Seluler di Indonesia = Factors Affecting Customer Intention to Continuously Use Mobile Online Food Delivery Services in Indonesia

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Abstrak

Penelitian ini bermaksud untuk menganalisis faktor yang mempengaruhi intensi pelanggan untuk terus menggunakan mobile online food delivery services di Indonesia, terutama jasa pengiriman makanan berbasis aplikasi dari pihak ketiga. Beberapa variabel bebas yang digunakan dalam penelitian ini adalah perceived usefulness, perceived ease of use, trust, price-saving benefit, time-saving benefit, dan food safety risk perception. Untuk variabel terikat yang digunakan adalah customer intention to continuously use mobile online food delivery services. Responden untuk penelitian ini berumur minimal 17 tahun dengan berbagai pekerjaan dan tingkatan pendidikan, tinggal di Indonesia dalam enam bulan terakhir, dan pernah menggunakan aplikasi mobile online food delivery services minimal sekali dalam satu bulan terakhir. Penelitian ini menggunakan kuesioner daring yang disebarakan melalui media sosial. Responden yang mengisi kuesioner berjumlah 255 orang, tetapi satu responden tidak sesuai dengan penelitian ini sehingga tersisa 254 responden yang datanya dapat digunakan. Data yang telah terkumpul kemudian diolah melalui IBM SPSS Statistics software. Hasil dari penelitian ini menunjukkan bahwa time-saving benefit merupakan variabel bebas yang paling berpengaruh terhadap intensi pelanggan untuk terus menggunakan mobile online food delivery services di Indonesia, diikuti oleh perceived usefulness, dan perceived ease of use.

.....This research intends to analyze factors affecting customer intention to continuously use mobile online food delivery services in Indonesia, specifically third-party application-based delivery services. Several independent variables that are used in this research are perceived usefulness, perceived ease of use, trust, price-saving benefit, time-saving benefit, and food safety risk perception. For the dependent variable that is used is customer intention to continuously use mobile online food delivery services. The respondents of this research are those with minimum age of 17 years old from multiple occupation and educational level, reside in Indonesia for at least six months, and have been using the mobile online food delivery services at least once in the past month. This research uses online questionnaire that is distributed through social media. There are 255 respondents that filled out the questionnaire, but one respondent did not meet the research criteria so there are 254 respondents whose data can be used. The data that has been collected is then processed using the IBM SPSS Statistics software. The result from this research shows that time-saving benefit become the biggest factor that affect the customer intention to continuously use mobile online food delivery services in Indonesia, followed by perceived usefulness and perceived ease of use.