

# Pengaruh Integrasi Pendekatan Model Information System Success dan Model Expectation Confirmation terhadap Continuance Intention Food Delivery Applications = The Effect of Integration of Information System Success Model Approach and Expectation Confirmation Model toward Continuance Intention the Food Delivery Applications

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## Abstrak

Penelitian ini bertujuan untuk mengkaji faktor-faktor yang mempengaruhi continuance intention penggunaan layanan aplikasi pengiriman makanan. Hipotesis penelitian ini menganalisis pengaruh perceived enjoyment, perceived usefulness, confirmation, system quality, information quality, service quality, terhadap satisfaction. Selain itu penelitian ini juga menganalisis pengaruh perceived usefulness, confirmation, system quality, information quality, service quality, satisfaction, perceived time saving, perceived promotion terhadap continuance intention dan dengan trust sebagai moderator memperkuat hubungan satisfaction dan continuance intention aplikasi pengiriman makanan. Metode penelitian yang digunakan adalah survei dengan pendekatan kuantitatif. Sebanyak 462 responden aplikasi pengiriman makanan diambil sebagai sampel melalui teknik non-probability sampling. Analisis data dilakukan menggunakan model Structural Equation Modeling (SEM), khususnya PLS-SEM. Hasil penelitian menunjukkan bahwa variabel perceived usefulness, system quality, information quality, service quality, perceived enjoyment, perceived promotion, perceived time saving, dan satisfaction memiliki pengaruh positif terhadap continuance intention. Dan variabel confirmation, perceived usefulness, perceived enjoyment, system quality, service quality, information quality memiliki pengaruh positif terhadap satisfaction. Selanjutnya, trust terbukti memperkuat hubungan antara satisfaction dan continuance intention. Penelitian ini memberikan kontribusi dalam pemahaman mendalam tentang dinamika yang mempengaruhi perilaku konsumen di era digital, terutama dalam penggunaan aplikasi pengiriman makanan. Implikasi praktis dari penelitian ini dapat membantu praktisi industri dan pembuat kebijakan dalam meningkatkan kualitas layanan dan merumuskan strategi promosi yang lebih efektif.

.....This study aims to examine the factors influencing the continuance intention to use food delivery service applications. The hypothesis evaluates the impact of perceived enjoyment, perceived usefulness, confirmation, system quality, information quality, service quality on satisfaction. Furthermore, this research also examines the influence of perceived usefulness, confirmation, system quality, information quality, service quality, satisfaction, perceived time saving, perceived promotion on continuance intention, with trust as a moderator strengthening the relationship between satisfaction and continuance intention in food delivery applications. The research method employed is a survey with a quantitative approach. A total of 462 respondents of food delivery apps were sampled using non-probability sampling techniques. Data analysis was conducted using the Structural Equation Modeling (SEM) method, specifically PLS-SEM. The results indicate that all variables, namely perceived usefulness, system quality, information quality, service quality, perceived enjoyment, perceived promotion, perceived time saving, and satisfaction, have a positive influence on the continuance intention. Additionally, the variables confirmation, perceived usefulness, perceived enjoyment, system quality, service quality, and information quality positively influence

satisfaction. Furthermore, trust was proven to strengthen the relationship between satisfaction and the intention to continue using the service. This research contributes to a deeper understanding of the dynamics influencing consumer behavior in the digital era, particularly in the use of food delivery applications. The practical implications of this study can assist industry practitioners and policymakers in enhancing service quality and formulating more effective promotional strategies.