

Continuance Usage Intention of Online food delivery on Post Covid 19 Pandemic Era: Study on Gen Y and Gen Z who live in Indonesia = Intensi Penggunaan Berkelanjutan Jasa Pesan Antar Makanan Online di Era Pasca Pandemi Covid-19: Studi pada Gen Y dan Gen Z yang tinggal di Indonesia

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Abstrak

The Covid-19 pandemic forced the government to restrict residents from leaving the house. This makes residents in Indonesia and around the world use food delivery applications so they can still enjoy food from abroad. After the pandemic ended, FDA users were proven to persist and even increase, this could be influenced by several factors such as Functional Value, Emotional Value, Social Value, Epistemic Value and Conditional Value, the impact of which will be discussed on continued use in this research. This research uses the SEM-PLS method in the SmartPLS application to process data. The results of this research show that Social Value and Epistemic Value have a significant impact on continued usage intention, while Functional Value, Conditional Value and Emotional Value do not influence continued usage intention. Meanwhile, there is no significant difference between Functional, Conditional, Epistemic and Social Value on continued usage intention in Gen Y and Gen Z, only Emotional Value has a significant difference between Gen Y and Gen Z.

.....Pandemi Covid-19 memaksa pemerintah membatasi penduduknya untuk keluar rumah. Hal ini membuat para penduduk di Indonesia ataupun di dunia menggunakan food delivery application agar tetap bisa menikmati makanan dari luar. Setelah masa pandemi berakhir user FDA terbukti tetap bertahan bahkan bertambah, hal itu dapat dipengaruhi oleh beberapa faktor seperti Functional Value, Emotional Value, Social Value, Epistemic Value and Conditional Value yang akan dibahas dampaknya terhadap keberlanjutan penggunaan di penelitian ini. Penelitian ini menggunakan metode SEM-PLS pada aplikasi SmartPLS untuk mengolah data. Hasil penelitian ini menunjukkan bahwa Social Value dan Epistemic Value memiliki dampak yang signifikan terhadap continued usage intention sedangkan Functional Value, Conditional Value dan Emotional Value tidak mempengaruhi continued usage intention. Sedangkan, tidak ada perbedaan signifikan antara Functional, Conditional, Epistemic dan Social Value terhadap continued usage intention pada Gen Y dan Gen Z, hanya Emotional Value yang memiliki perbedaan signifikan diantara Gen Y dan Gen Z.