

FAKTOR-FAKTOR YANG MEMENGARUHI NIAT PERILAKU DALAM MENGUNAKAN LAYANAN SHOPEE FOOD DI INDONESIA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang memengaruhi *Behavioral Intention* pada pengguna Shopee Food di Indonesia. Pada penelitian ini, teori yang digunakan adalah *Technology acceptance model* (TAM) dan *The theory of planned behaviour* (TPB). Data dikumpulkan dari 319 responden menggunakan kuesioner *online* dan dianalisis dengan metode SEM (*Structural Equation Modeling*) dengan *software* SPSS 25 dan Amos Graphics 24.0. Hasil penelitian menunjukkan bahwa 16 hipotesis terdukung dan 1 hipotesis tidak terdukung. Variabel *Attitude*, *Perceived Usefulness*, *Perceived Behavioral Control*, *Subjective Norms*, *Perception of Covid-19 Related*, berpengaruh positif dan signifikan terhadap *Behavioral Intention*, kemudian variabel *Perceived Usefulness*, *Perceived Ease of Use*, *Subjective Norms*, *Trust*, *Perception of Covid-19 Related* berpengaruh positif dan signifikan terhadap *Attitude*. Variabel *Perceived Ease of Use*, *Convenience*, *Various Food Choice*, berpengaruh positif dan signifikan terhadap *Perceived Usefulness*. Variable *Perceived Ease of Use* berpengaruh positif dan signifikan terhadap *Perceived Behavioral Control*, *Subjective Norms* berpengaruh positif terhadap *Trust*, *Subjective Norms* berpengaruh positif terhadap *Perception of Covid-19 Related*. Sementara *Trust* tidak berpengaruh signifikan terhadap *Behavioral Intention*.

Kata kunci: *Technology acceptance model* (TAM) , *The theory of planned behaviour* (TPB), *Online Food Delivery*, *Behavioral Intention*.

**FACTOR INFLUENCING THE BEHAVIORAL INTENTION FOR USING
ONLINE FOOD DELIVERY SERVICE SHOPEE FOOD IN INDONESIA**

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ABSTRACT

This study aims to determine the factors that influence Behavioral Intention in Shopee Food users in Indonesia. In this study, the theories used are the Technology acceptance model (TAM) and The theory of planned behavior (TPB). Data were collected from 319 respondents using an online questionnaire and analyzed using the SEM (Structural Equation Modeling) method with SPSS 25 and Amos Graphics 24.0 software. The results showed that 16 hypotheses were supported and 1 hypothesis was not supported. Attitude, Perceived Usefulness, Perceived Behavioral Control, Subjective Norms, Perception of Covid-19 Related variables have a positive and significant effect on Behavioral Intention, then Perceived Usefulness, Perceived Ease of Use, Subjective Norms, Trust, Perception of Covid-19 Related variables have a positive and significant effect on Attitude. The variables Perceived Ease of Use, Convenience, Various Food Choice, have a positive and significant effect on Perceived Usefulness. Variable Perceived Ease of Use has a positive and significant effect on Perceived Behavioral Control, Subjective Norms has a positive effect on Trust, Subjective Norms has a positive effect on Perception of Covid-19 Related. Meanwhile, Trust has no significant effect on Behavioral Intention.

Key Word: Technology acceptance model (TAM) , The theory of planned behaviour (TPB), Online Food Delivery, Behavioral Intention.