

## ABSTRAK

Pertumbuhan industri layanan pesan antar makanan saat ini sangat meningkat. Dan tentu saja dengan meningkatnya persaingan dalam layanan pesan antar makanan maka perusahaan pun harus meningkatkan kualitas dan juga memberikan sikap yang baik bagi para konsumen.

Tujuan penelitian ini adalah untuk mengetahui pengaruh dari *convenience*, *design*, *trustworthiness*, *price*, dan *various food choices* terhadap *intention to continuously use* yang dipengaruhi oleh *perceived value* dan *attitude towards food delivery apps*. Manfaat dari penelitian ini untuk menambah ilmu khususnya mengetahui seberapa besar pengaruh dari *perceived value* dan *attitude towards food delivery apps* sehingga bisa meningkatkan *intention to continuously use*. Penelitian ini merupakan penelitian kausal. Dengan menggunakan metode kuantitatif dengan bantuan program statistic SPSS 22.0. Pengumpulan data dilakukan dengan penyebaran kuisioner dengan teknik *snowball sampling* kepada 140 responden dengan karakteristik responden 84 wanita dan responden 58 pria berumur 18-60 tahun, berdomisili di Surabaya, telah menginstall mandiri aplikasi Gofood, telah membeli Gofood minimal 2 kali dalam 3 bulan terakhir, telah mencari informasi terkait Gofood dan Gojek 3 bulan terakhir, dan masih menggunakan aplikasi Gofood sampai saat ini.

Hasil penelitian menunjukkan bahwa variabel *attitude towards food delivery apps* berpengaruh signifikan terhadap *intention to continuously use* dengan koefisien regresi sebesar 0.412; variabel *perceived value* berpengaruh signifikan terhadap *intention to continuously use* dengan koefisien regresi sebesar 0.377; variabel *perceived value* berpengaruh signifikan terhadap *attitude towards food delivery apps* dengan koefisien regresi sebesar 0.590; variabel *convenience* berpengaruh signifikan terhadap *perceived value* dengan koefisien regresi sebesar 0.156; variabel *design* berpengaruh signifikan terhadap *perceived value* dengan koefisien regresi sebesar 0.176; variabel *trustworthiness* berpengaruh signifikan terhadap *perceived value* dengan koefisien regresi sebesar 0.214; variabel *price* berpengaruh signifikan terhadap *perceived value* dengan koefisien regresi sebesar 0.198; dan variabel *various food choices* berpengaruh signifikan terhadap *perceived value* dengan koefisien regresi sebesar 0.190.

Kata Kunci: *convenience*, *design*, *trustworthiness*, *price*, *various food choices*, *perceived value*, *attitude towards food delivery apps* dan *intention to continuously use*

## ABSTRACT

The growth of the food delivery service industry is currently very increasing. And of course with increasing competition in food delivery services, companies must also improve quality and also provide a good attitude for consumers.

The purpose of this study was to determine the effect of convenience, design, trustworthiness, price, and various food choices on the intention to continuously use which is influenced by perceived value and attitude towards food delivery apps. The benefit of this research is to increase knowledge, especially knowing how much influence the perceived value and attitude towards food delivery apps have so that it can increase the intention to continuously use. This research is a causal research. By using quantitative methods with the help of the SPSS 22.0 statistical program. Data was collected by distributing questionnaires using snowball sampling technique to 140 respondents with the characteristics of 84 female respondents and 58 male respondents aged 18-60 years, domiciled in Surabaya, has independently installed the Gofood application, has purchased Gofood at least 2 times in the last 3 months, has looking for information related to Gofood and Gojek in the last 3 months, and still using the Gofood application until now.

The results showed that the variable attitude towards food delivery apps had a significant effect on intention to continuously use with a regression coefficient of 0.412; the perceived value variable has a significant effect on the intention to continuously use with a regression coefficient of 0.377; the perceived value variable has a significant effect on the attitude towards food delivery apps with a regression coefficient of 0.590; convenience variable has a significant effect on perceived value with a regression coefficient of 0.156; design variables have a significant effect on perceived value with a regression coefficient of 0.176; the trustworthiness variable has a significant effect on the perceived value with a regression coefficient of 0.214; price variable has a significant effect on perceived value with a regression coefficient of 0.198; and the various food choices variables have a significant effect on perceived value with a regression coefficient of 0.190.

**Keywords:** convenience, design, trustworthiness, price, various food choices, perceived value, attitude towards food delivery apps and intention to continuously use