

ABSTRAK

Penelitian ini bertujuan menganalisis faktor-faktor yang mempengaruhi niat menggunakan kembali layanan pesan antar makanan secara daring. Faktor-faktor yang diteliti adalah persepsi kegunaan, persepsi kemudahan penggunaan, dan persepsi kenikmatan terhadap niat menggunakan kembali layanan pesan antar makanan secara daring. Peneliti memasukkan variabel anteseden ke dalam model yaitu orientasi penghematan waktu dan persepsi kenyamanan untuk variabel persepsi kegunaan dan pengalaman menggunakan layanan pesan antar makanan secara daring sebelumnya untuk variabel persepsi kemudahan penggunaan.

Metode pengambilan sampel yang digunakan adalah *nonprobability sampling* dengan tipe *purposive sampling*. Responden dalam penelitian ini berjumlah 140 orang dengan kriteria pernah menggunakan layanan pesan antar makanan secara daring dalam enam bulan terakhir. Instrumen penelitian menggunakan kuesioner dengan lima skala *Likert*. Pengujian hipotesis menggunakan regresi sederhana dan regresi linier berganda.

Hasil pengujian hipotesis menunjukkan bahwa terdapat pengaruh positif signifikan antara variabel orientasi penghematan waktu dan persepsi kenyamanan terhadap persepsi kegunaan. Pengalaman menggunakan layanan pesan antar makanan secara daring sebelumnya, juga berpengaruh positif signifikan terhadap persepsi kemudahan penggunaan. Persepsi kegunaan, persepsi kemudahan penggunaan, dan persepsi kenikmatan menunjukkan hasil positif signifikan terhadap niat menggunakan kembali layanan pesan antar makanan secara daring.

Kata kunci : layanan pesan antar makanan secara daring, orientasi penghematan waktu, persepsi kenyamanan, persepsi kemudahan penggunaan, persepsi kegunaan, persepsi kenikmatan, model penerimaan teknologi.

ABSTRACT

This study aims to analyze some factors that influence the intention to reorder food by using online food delivery services. The present researcher defined factors in this research as perceived usefulness, perceived ease of use, and perceived enjoyment. The researcher included some antecedent variables, such as time-saving orientation, perceived convenience, and prior online food delivery services experience.

Nonprobability sampling, specifically on the type of purposive sampling was used as this research's sampling method. The respondents were 140 people. In addition to the requirement, they must have been using online food delivery services in the past six months. Five points Likert scales questionnaire was used as the research instrument. Simple regression and multiple linear regression were used as the hypothesis validation.

The results of hypothesis testing show that there is a significant positive effect between time-saving orientation and perceived convenience to perceived usefulness. Prior online food delivery services experience also had a significant positive effect on perceived ease of use. Perceived usefulness, perceived ease of use, and perceived enjoyment show significant positive results for the intention to reorder food by using online food delivery services.

Keywords: online food delivery service, time-saving orientation, perceived convenience, perceived ease of use, perceived usefulness, perceived enjoyment, technology acceptance model.