

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi niat penggunaan layanan pesan antar makanan berbasis aplikasi dalam model *Unified Theory of Acceptance and Use of Technology* (UTAUT). Penelitian ini diarahkan menjadi penelitian kuantitatif yang dilakukan secara deskriptif. Data yang dikumpulkan bersifat primer. Data primer tersebut dikumpulkan dengan cara menyebar kuesioner secara daring. Penelitian ini menggunakan model UTAUT yang ditambahkan variabel moderasi gender, usia, pengalaman, dan pandemi. Penentuan sampel dilakukan dengan metode *purposive sampling*. Data berhasil dikumpulkan dari 225 responden. Metode analisis data yang digunakan adalah SEM-PLS. Hasil penelitian menunjukkan bahwa variabel yang berpengaruh positif dan signifikan terhadap niat penggunaan layanan pesan antar makanan berbasis aplikasi (*Behavioural Intention*) adalah *Performance Expectancy*, *Social Influence*, dan *Facilitating Conditions*. Variabel *Facilitating Conditions* adalah indikator terkuat yang memengaruhi *Behavioural Intention*, diikuti oleh *Social Influence* dan *Performance Expectancy*. Variabel *Effort Expectancy* tidak memiliki pengaruh positif dan signifikan terhadap niat penggunaan layanan pesan antar makanan berbasis aplikasi (*Behavioural Intention*). Selain itu, gender memperkuat hubungan antara *Social Influence* terhadap *Behavioural Intention*. Variabel moderasi di luar gender tidak memoderasi interaksi variabel independen terhadap variabel dependen lainnya.

Kata kunci: layanan pesan antar makanan berbasis aplikasi, *Unified Theory of Acceptance and Use of Technology* (UTAUT), pandemi COVID-19

## **ABSTRACT**

*This research aims to analyse the factors that influence the intention to use application-based food delivery services in the Unified Theory of Acceptance and Use of Technology (UTAUT) model. This research is directed to be a quantitative research conducted descriptively. The data collected is primary data. Primary data were collected by distributing online questionnaires. This research uses UTAUT model which is added by gender, age, experience, and pandemic variables as moderating variables. The sample is determined by using purposive sampling method. Data is successfully collected from 225 respondents. The data analysis method is SEM-PLS. The research result shows that the variables that have a positive and significant effect on the intention to use application-based food delivery services (Behavioural Intention) are Performance Expectancy, Social Influence, and Facilitating Conditions. Facilitating Conditions variable is the strongest indicator that affects Behavioural Intention, followed by Social Influence and Performance Expectancy. Effort Expectancy variable does not have a positive and significant effect on the intention to use the application-based food delivery service (Behavioural Intention). In addition, gender strengthens the relationship between Social Influence and Behavioural Intention. The moderating variables outside of gender do not moderate the interaction of the independent variables on the other dependent variables.*

*Keywords: application-based food delivery service, Unified Theory of Acceptance and Use of Technology (UTAUT), COVID-19 pandemic*