

ABSTRAK

PERILAKU PENGGUNAAN APLIKASI SHOPEEFOOD BERDASARKAN MODEL MODIFIED UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT) DI INDONESIA

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Penggunaan internet telah memberikan kemudahan bagi masyarakat dalam memenuhi kebutuhan dan keinginan mereka secara maksimal. Dalam rangka memanfaatkan kemudahan yang ditawarkan oleh internet, banyak orang melakukan transaksi secara digital menggunakan ponsel pintar. Perkembangan pesat teknologi dan ketersediaan internet telah mengubah pola kehidupan masyarakat menjadi lebih praktis dan efisien. Semua orang dapat memanfaatkan kemudahan yang ditawarkan internet untuk memenuhi berbagai kebutuhan sehari-hari mereka. Namun, di balik manfaatnya yang besar, penggunaan aplikasi dan teknologi juga menimbulkan tantangan dan permasalahan tertentu pada saat melakukan pemesanan makanan secara online dengan menggunakan aplikasi ShopeeFood.

Penelitian ini bertujuan untuk menganalisis perilaku penggunaan aplikasi ShopeeFood berdasarkan Model *Modified Unified Theory of Acceptance and Use of Technology* (UTAUT) di Indonesia. Dalam penelitian ini, Model UTAUT digunakan sebagai kerangka teoritis untuk memahami faktor-faktor yang memengaruhi perilaku penggunaan aplikasi ShopeeFood. Pengumpulan data dilakukan menggunakan metode survei online dengan teknik *purposive sampling*. Sampel penelitian berjumlah 340 responden dengan karakteristik kalangan Generasi Y rentang usia 28-42, Generasi Z rentang usia 18-27, menginstal aplikasi Shopee, Sudah menggunakan aplikasi Shopee food, dan Sudah pernah melakukan pemesanan makanan melalui fitur shopeefood. Model analisis dalam pengolahan data menggunakan LISREL 8.80.

Hasil penelitian menunjukkan bahwa variabel *performance expectancy*, *effort expectancy*, *social influences*, *facilitating conditions*, *hedonic motivation*, *price saving orientation*, *habit*, dan *trust* berpengaruh positif dan signifikan terhadap *behavior intention*. Kemudian variabel *facilitating conditions*, *habit* dan *behavior intention* memiliki Pengaruh positif dan signifikan terhadap perilaku penggunaan ShopeeFood (*use of behavior*). Sedangkan variabel *perceived of risk* berpengaruh negatif terhadap *behavioral intention* dalam menggunakan aplikasi shopeeFood.

Kata kunci : Perilaku penggunaan, Aplikasi ShopeeFood, Model Modified UTAUT

ABSTRACT

THE BEHAVIOUR OF SHOPEEFOOD APPLICATION USERS BASED ON UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT) MODIFIED MODEL IN INDONESIA

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The use of the internet has made it easier for people to fulfill their needs and desires optimally. In order to take advantage of the convenience offered by the internet, many people carry out digital transactions using smartphones. The rapid development of technology and the availability of the internet have changed people's life patterns to become more practical and efficient. Everyone can take advantage of the convenience offered by the internet to fulfill their various daily needs. However, despite its great benefits, the use of applications and technology also creates certain challenges and problems when ordering food online using the ShopeeFood application.

This research aims to analyze the behavior of using the ShopeFood application based on the Modified Unified Theory of Acceptance and Use of Technology (UTAUT) Model in Indonesia. In this research, the UTAUT Model is used as a theoretical framework to understand the factors that influence ShopeFood application usage behavior. Data collection was carried out using an online survey method with purposive sampling technique. The research sample consisted of 340 respondents with the characteristics of Generation Y age range 28-42, Generation Z age range 18-27, installed the Shopee application, had used the Shopee food application, and had ordered food via the Shopeefood feature. The analysis model in data processing uses LISREL 8.80.

The research results show that the variables performance expectancy, effort expectancy, social influences, facilitating conditions, hedonic motivation, price saving orientation, habit, and trust have a positive and significant effect on behavior intention. then the facilitating conditions, habit and behavior intention variables have a positive and significant influence on shopeefood usage behavior (use of behavior). meanwhile, the perceived of risk variable has no negative effect on behavioral intention in using the shopeefood application.

Keyword: Usage Behaviour, ShopeeFood Application, Modified UTAUT Model