

ABSTRAK

PENGARUH *PERCEIVED USEFULNESS*, *PERCEIVED SECURITY RISK*, *PERCEIVED PRIVACY RISK* DAN *PERCEIVED EASE OF USE* TERHADAP KEPERCAYAAN DAN NIAT PENGGUNAAN PADA FITUR GRABFOOD *DINE OUT DEALS* DI INDONESIA

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GrabFood *Dine Out Deals* (DOD) adalah program promosi dari Grab yang memberikan penawaran menarik bagi pengguna yang menikmati makanan langsung di restoran (*dine-in*) yang bekerja sama dengan GrabFood. Melalui program ini, pelanggan dapat memperoleh diskon atau *cashback* khusus saat melakukan pembayaran menggunakan aplikasi Grab, sehingga pengalaman makan di tempat menjadi lebih hemat dan menyenangkan.

Penelitian ini bertujuan untuk menganalisis pengaruh *Perceived Usefulness*, *Perceived Security Risk*, *Perceived Privacy Risk*, dan *Perceived Ease of Use* terhadap *Kepercayaan* serta *Niat Penggunaan* pada fitur GrabFood Dine-Out Deals (DOD) di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 300 responden yang merupakan pengguna potensial GrabFood DOD, dipilih berdasarkan kriteria individu yang memiliki akses ke aplikasi Grab dan berpotensi melakukan pembelian makanan melalui fitur tersebut. Analisis data dilakukan menggunakan metode *Structural Equation Modeling (SEM)* berbasis *Partial Least Squares (PLS)* melalui software SmartPLS.

Hasil penelitian menunjukkan bahwa *Kepercayaan* berpengaruh positif dan signifikan terhadap *Niat Penggunaan*. *Perceived Ease of Use* terbukti berpengaruh positif dan signifikan baik terhadap *Kepercayaan* maupun *Niat Penggunaan*. Selanjutnya, *Perceived Privacy Risk* dan *Perceived Security Risk* juga berpengaruh positif dan signifikan terhadap *Kepercayaan* pengguna. *Perceived Usefulness* berpengaruh positif dan signifikan terhadap *Kepercayaan* maupun *Niat Penggunaan*.

Kata Kunci: GrabFood, *Perceived Usefulness*, *Perceived Security Risk*, *Perceived Privacy Risk*, *Perceived Ease of Use*, *Kepercayaan*, *Niat Penggunaan*.

ABSTRACT

GrabFood Dine Out Deals (DOD) is a promotional program from Grab that offers attractive deals for users who dine in at partner restaurants collaborating with GrabFood. Through this program, customers can enjoy special discounts or cashback when making payments via the Grab application, making their dining experience more affordable and enjoyable.

This study aims to analyze the effect of Perceived Usefulness, Perceived Security Risk, Perceived Privacy Risk, and Perceived Ease of Use on Trust and Usage Intention of the GrabFood Dine-Out Deals (DOD) feature in Indonesia. This research employs a quantitative approach with a survey method conducted on 300 respondents who are potential GrabFood DOD users, selected based on criteria of individuals with access to the Grab application and the potential to make food purchases through the feature. Data analysis was carried out using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) through SmartPLS software.

The findings reveal that Trust has a positive and significant effect on Usage Intention. Perceived Ease of Use is proven to have a positive and significant effect on both Trust and Usage Intention. Furthermore, Perceived Privacy Risk and Perceived Security Risk also have a positive and significant effect on user Trust. Perceived Usefulness have a positive and significantly affect either Trust or Usage Intention.

Keywords: *GrabFood, Perceived Usefulness, Perceived Security Risk, Perceived Privacy Risk, Perceived Ease of Use, Trust, Usage Intention.*