

ABSTRACT

This research was conducted to see the results of the influence of Percieved Usefulness, Percieved Ease of Use, and E-Service Quality on the Decision to Use Go-Food Services at UMKM on Sukabirus street around the Telkom University area, in this study there is a phenomenon that MSME actors on Jalan Sukabirus around The Telkom University area feels a development in its business such as the number of orders or sales that have increased from before when it was still selling conventionally.

The sampling technique used in this study used a non-probability sampling technique, namely random sampling in this study used to determine the size of the sample taken from the research population using the formula proposed by Slovin with the confidence level used 95% and a tolerance value of 5%, after being calculated obtained a sample of 98 respondents. The data analysis technique used is descriptive analysis technique and using the T test method.

Based on the results of the descriptive analysis that has been carried out, it can be seen that the conclusions of the respondents who are 89 MSME owners who use the Go-Food service feature in the Sukabirus area of Citeureup village around the Telkom University area on the independent variables which are believed to be useful are in the quite good category. , furthermore, the perceived ease of use is in the sufficient category and the variable of e-service quality is in the high or good category. Furthermore, in the decision on the decision to use the Go-Food service feature in the Sukabirus area of Citeureup village around the Telkom University area, it is in the medium category, that the decision of the user, namely the owner of MSMEs using the Go-Food service feature, is quite the right decision.

Based on the results of the research there is a conclusion, Percieved usefulness perceptions of the owners of MSMEs regarding the use of Go-Food service features in the Sukabirus area of Citeureup village around the Telkom University area are quite good, percieved ease of use perceptions of MSME owners regarding the use of Go-Food service features in the area Sukabirus in Citeureup village around the Telkom University area is sufficient. Then there are suggestions, the development of the Go-Food feature carried out by Go-Jek should pay attention to the factors that affect the Go-Food feature adoption process, Go-Jek internal parties, should continue to maintain and increase consumer confidence in the benefits of the Go-Food feature to order food, and provide opportunities for consumers to make transactions quickly

Keywords: *percieved usefulness, percieved ease of use, e-service quality, decision to use*