

ABSTRACT

ShopeeFood is one of the Shopee application services that serve messages between meals. ShopeeFood was first introduced in April 2020, where it has the function and purpose of messaging services between meals. This study aims to find out whether perceived usefulness, perceived ease of use, time saving benefit and price saving benefit have a significant influence on customer intention to use ShopeeFood application services either partially or simultaneously. In this study there were four independent variables, namely perceived usefulness (x1), perceived ease of use (x2), time saving benefit (x3) and price saving benefit (x4). Then for dependent variables, namely customer intention to use (y). This study uses quantitative research methods with a descriptive approach with the number of questionnaires distributed to respondents as many as 111 respondents with simple random sampling techniques. The results of this study showed that perceived usefulness variables and price saving benefit variables had significant influences on customer intention to use partially, while perceived ease of use variables and time saving benefit variables did not have a significant effect on customer intention to partial use. The results of this study also prove perceived usefulness, perceived ease of use, time saving benefit and price saving benefit have a significant influence on customer intention to use ShopeeFood application services simultaneously.

Keywords : Perceived Usefulness, Perceived Ease of Use, Time Saving Benefit, Price Saving Benefit, Customer Intention to Use