

ABSTRACT

Due to the growth of the internet of things, applications and smart phones, the food industry and online food delivery (OFD) applications have grown significantly. Given their rapid growth, food delivery businesses in Indonesia have a huge amount of space to grow. Proving that during the COVID-19 pandemic, the biggest routine expenditure by Indonesians was on food purchased through internet delivery services.

The purpose of this study is to analyze the effect of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Price Value, Habit, and Trust on continuance intention to use OFD applications in Indonesia by using modified the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) Model, which includes Trust as an additional variable.

This is a quantitative study with causal and descriptive analysis. The sample was collected by distributing questionnaires to 275 respondents. This research utilizes Structural Equation Modeling (SEM) data analysis tools with SmartPLS 3.0 as the statistical software.

The findings of this study reveal that the Indonesian people have a good attitude toward the continuance of the use of OFD applications. The R^2 value indicates that Habit, Trust, and Social Influence all have a 61.7% influence on the Continuance Intention to use OFD applications in Indonesia. Meanwhile, Age moderating Habit and Trust variables towards Continuance Intention; gender becomes a moderating variable on the Habit towards Continuance Intention.

Based on these findings, OFD application service providers should: (1) give monetary incentives to encourage user engagement; (2) collaborate with all stakeholders to provide users with necessary information to increase consumer trust; and (3) enter a significant social group/community.

Keywords: continuance intention; COVID-19; Indonesia; Online Food Delivery (OFD); UTAUT2