ABSTRACT

The increasing trend of buying food through application services is predicted to continue to increase. This means that consumers still have the intention to make purchases through the applications they used before. However, this only applies in some applications. Because in 2022 GrabFood experienced a decrease in GMV transaction value by 39.38% from the previous year. Thus, this research aims to help GrabFood increase the value of its transactions through repeat purchases by consumers. One way is to find out the factors that influence consumers' intention to repurchase through the GrabFood online food delivery service application.

The purpose of this study is to determine consumer perceptions and analyze factors that are predicted to have an influence on repurchase intention in the GrabFood online food delivery service application in Indonesia. From the findings, it is hoped that it will provide benefits for GrabFood to take the right steps in fulfilling desires and attracting consumers to buy again.

The method in this study is quantitative with descriptive research type processed with IBM Statistics SPSS 25 software and causal with the analysis technique used is PLS-SEM processed using SmartPLS 3 software, by conducting hypothesis testing.

The results of this study based on those conducted on 320 respondents who met the criteria indicated that four of the six hypotheses were accepted, namely each of the variables effort expectancy, perceived usefulness, social influence, trust have a positive and significant effect on repurchase intention. Meanwhile, variable information quality has no positive and significant effect, and variable perceived risk has no negative and significant effect on repurchase intention.

Suggestions for GrabFood based on this research, GrabFood needs to improve in terms of offering effort expectancy, usability, social influence, trust to increase consumer repurchase intention, and need to improve the quality of information and reduce risks for better consumer perceptions of GrabFood

Keywords: *Effort Expectancy, Perceived Usefulness, Repurchase Intention, Social Influence,* SmartPLS 3.0, *Trust*