

ABSTRACT

This research aims to identify the influence of Information Quality and System Usability through User Experience on Purchase Decision in the Go-Food service feature of the Gojek application. Using a descriptive-causal research method and a quantitative approach, data were collected from 100 respondents who are users of the Gojek application in Bandung, West Java. The results of Structural Equation Modeling (SEM) analysis indicate that Information Quality has a positive and significant effect on Purchase Decision, with better information quality contributing to an improvement in user purchase decisions. Furthermore, Information Quality also significantly influences User Experience, indicating that improving information quality can enhance the overall user experience. While System Usability significantly influences Purchase Decision, a focus on quality interface and good navigation can increase user trust and impact purchase decisions. However, in the context of this research, System Usability does not significantly affect User Experience through Purchase Decision. The main conclusion is that Information Quality and System Usability play crucial roles in shaping user experience and purchase decisions in the Go-Food Gojek service. Practical implications of this research include improving information quality and system usability to enhance user satisfaction and support better purchase decisions.

Keywords: User Experience, Information Quality, System Usability, Purchase Decision