

## ABSTRAK

**AULIA BENAZIR ALI. NIM 2018110019. Pengaruh Persepsi Konsumen Dalam Kegunaan Dan Kemudahan Terhadap Minat Penggunaan Aplikasi Gofood Menggunakan Metode TAM Di bawah bimbingan Ibu Euis Widiati, SE, MM.**

Terjadinya penyebaran Covid-19 telah membuat perubahan pada kebiasaan dan gaya hidup. Dimana aktivitas seperti bekerja, belajar, dan berbelanja dilakukan di rumah. Transportasi berbasis online adalah angkutan umum yang dipakai tetapi dapat dikendalikan secara online baik untuk pemesanan maupun pembayaran. Di Indonesia transportasi berbasis online memiliki beberapa pilihan dari beberapa transportasi berbasis online Grab dan Gojek menjadi aplikasi yang sering digunakan oleh masyarakat Indonesia. Dari kedua aplikasi tersebut mereka memiliki layanan *Online Food Delivery* (OFD). Grab memiliki Grabfood dan Gojek memiliki Gofood. Gofood lebih unggul dalam pelayanan tetapi Grabfood lebih direkomendasikan oleh masyarakat. Penelitian ini menggunakan analisis deskriptif kuantitatif menggunakan regresi linear berganda menjawab tujuan penelitian yang dimana untuk mendeskripsikan tentang variabel *Perceived Usefulness* (Persepsi Kegunaan), *Perceived Ease of Use* (Persepsi Kemudahan), dan variabel *Behavioral Intention to Use* (Minat Perilaku Menggunakan). Disimpulkan tidak ada pengaruh pada *Perceived Usefulness* ( $X_1$ ) terhadap *Behavioral Intention to Use* (Y). Indikator tertinggi pada variabel *perceived usefulness* adalah layanan Gofood mudah untuk digunakan pada saat proses pemesanan sedangkan indikator terendah yaitu penggunaan waktu dalam mengakses layanan Gofood yang efisien. Hasil nilai signifikansi sebesar .000. maka dapat diartikan  $H_2$  diterima. Disimpulkan adanya pengaruh pada *Perceived Ease of Use* ( $X_2$ ) digunakan terhadap *Behavioral Intention to Use* (Y). indikator tertinggi pada variabel *Perceived Ease of Use* adalah mudah dalam memesan makanan dan minuman pada layanan Gofood sedangkan indikator terendah yaitu mudah dalam memberikan komplain pada layanan Gofood.

**Kata kunci:** *Perceived usefulness, Perceived ease of use, TAM*

## **ABSTRACT**

**AULIA BENAZIR ALI. NIM 2018110019. The Influence of Consumer Perception in Usability and Ease of Interest in Using the Gofood Application Using the TAM Method. Under the guidance of Miss Euis Widiati, SE, MM.**

*The spread of Covid-19 has made changes to habits and lifestyles. Where activities such as work, study, and shopping are carried out at home. Online-based transportation is public transportation that is used but can be controlled online for both ordering and payment. In Indonesia, online-based transportation has several choices, from several online-based transportation, Grab and Gojek are applications that are often used by Indonesian people. From the two applications they have Online Food Delivery (OFD) services. Grab owns Grabfood and Gojek owns Gofood. Gofood is superior in service but Grabfood is more recommended by the public. This study uses quantitative descriptive analysis using multiple linear regression to answer the research objectives which are to describe the perceived usefulness (perceived usefulness), perceived ease of use (perceived ease of use), and Behavioral intention to use variables (behavior of interest in using). It was concluded that there was no effect on perceived usefulness ( $X_1$ ) on Behavioral intention to use ( $Y$ ). The highest indicator on the perceived usefulness variable is that Gofood services are easy to use during the ordering process, while the lowest indicator is the use of time in accessing efficient Gofood services. The result of the significance value is .000. then it can be interpreted that  $H_2$  is accepted. It was concluded that there was an influence on perceived ease of use ( $X_2$ ) used on Behavioral intention to use ( $Y$ ). the highest indicator on the perceived ease of uses variable is easy in ordering food and drinks on Gofood services, while the lowest indicator is easy in giving complaints to Gofood services.*

**Keywords:** *Perceived usefulness, Perceived ease of use, TAM*