

ABSTRAK

Pandemi Covid-19 telah mengubah sikap masyarakat dalam menikmati makanan yang diinginkan, pada saat pandemi covid-19 masyarakat lebih banyak menggunakan jasa layanan pesan antar makanan secara online untuk mengurangi aktifitas diluar rumah, namun setelah pandemi covid-19 mulai mereda masyarakat sudah dapat beraktifitas diluar ruangan termasuk dalam mengonsumsi makanan di restoran. Penelitian ini adalah bertujuan menganalisis pengaruh *Perceived Usefulness*, *Dining Attitude*, *E-Service Quality*, *Perceived Ease Of Use* terhadap *Satisfaction* pada penggunaan *Online Food Delivery* pasca pandemi covid-19. Pendekatan yang dilakukan oleh penelitian ini menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini adalah masyarakat yang menggunakan aplikasi *Online Food Delivery* yang berada di wilayah pulau Jawa. Sampel pada penelitian ini menggunakan metode non probability sampling dengan menggunakan pendekatan purposive sampling dan memiliki kriteria yaitu pengguna aktif aplikasi layanan pesan antar makanan online dan menggunakan aplikasi pesan antar makanan online dalam kurun waktu 3 bulan terakhir. Metode pengumpulan data menggunakan metode survei, dengan instrumen penelitian adalah kuisioner. Metode analisis data menggunakan *Partial Least Square*. Penelitian ini membuktikan bahwa *Perceived Usefulness* dan *Perceived Ease Of Use* memiliki pengaruh positif namun tidak signifikan, sedangkan *Dining Attitude* dan *E-Service Quality* memiliki pengaruh positif dan signifikan terhadap *Satisfaction* penggunaan aplikasi layanan pesan antar makanan online pasca pandemi covid-19.

Kata Kunci: *Perceived Usefulness*, *Dining Attitude*, *E-Service Quality*, *Perceived Ease Of Use*, *Satisfaction*, *Aplikasi Layanan Online Food Delivery*.

ABSTRACT

The Covid-19 pandemic has changed people's attitudes towards enjoying the food they want, during the covid-19 pandemic, people used more Online Food Delivery services to reduce activities outside the home, but after the covid pandemic began to subside, people were able to do outdoor activities, including in eating restaurant food. The purpose of this study is to analyze the effect of Perceived Usefulness, Dining Attitude, E-Service Quality, Perceived Ease Of Use on Satisfaction in the use of Online Food Delivery applications after the Covid-19 pandemic. The approach taken by this study uses a quantitative approach. The population in this study are people who use Online Food Delivery applications in the area of the island of Java. The sample in this study used a non-probability sampling method using a purposive sampling approach and had the criteria of being an active user of an Online Food Delivery service application and using an Online Food Delivery application within the last 3 months. The data collection method uses a survey method, with the research instrument being a questionnaire. Methods of data analysis using Partial Least Square. This study proves that Perceived Usefulness and Perceived Ease Of Use have a positive but not significant effect, while Dining Attitude and E-Service Quality have a positive and significant effect on user Satisfaction for Online Food Delivery service applications.

Keywords: Perceived Usefulness, Dining Attitude, E-Service Quality, Perceived Ease Of Use, Satisfaction, Online Food Delivery Service Application.

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