

ABSTRACT

COMPARATIVE ANALYSIS OF ONLINE FOOD DELIVERY (OFD) USER BEHAVIOR WITH THE UTAUT MODEL 3 (Case Study: GoFood and ShopeeFood users in Palembang city)

This research will conduct a study of Online Food Delivery or OFD which is used for online food delivery services. There are two objects to be studied, namely GoFood and ShopeeFood to analyze comparisons between user behavior when using the two OFD using the Unified Theory Of Acceptance And Use Of Technology 3 (UTAUT 3) research model using the variables Performance Expectancy, Business Expectations (Effort Expectancy), Social Influence, Facilitating Conditions, Habits, Hedonic Motivation, Price Value, and Personal Innovativeness to the dependent variable Use Behavior and Behavioral Intention intervening variables. The sampling technique used was simple random sampling for the respondents in this study totaling 100 people who used both Online Food Delivery (OFD), to analyze the data using multiple regression analysis. The test results prove that the UTAUT 3 model can be used to analyze the comparison of the behavior of OFD GoFood and ShopeeFood users, and after further testing with descriptive statistics by comparing the scores of answers per respondent, the result shows that there are differences in the behavior of Online Food Delivery (OFD) users when using GoFood. and ShopeeFood where respondents are more dominant in choosing GoFood than ShopeeFood.

Keywords: Online Food Delivery (OFD), GoFood, ShopeeFood, UTAUT 3