THE ROLE OF CONSUMER EASY AND CONSUMER CONFIDENCE IN FORMING INTEREST PURCHASE ON GO-FOOD SERVICES

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Abstract: Change and development of technology is something that cannot be denied anymore in the industrial era 4.0. This can be a challenge and an opportunity for Micro, Small and Medium Enterprises (MSME) entrepreneurs depending on how the MSMEs are responding to the development of information technology. The development of information technology is accompanied by the proliferation of various online applications to facilitate people’s lives in this digital age, one of which is the GoJek application. Go-Jek is the first digital-based motorcycle taxi application in Indonesia that offers a variety of services for its users, one of which is the delivery service available in the Go-Food service. This study aims to analyze the effect of perceived ease of use and trust on the repurchase interest in Go-Food features in the Go-Jek application. The sampling technique used in this study is purposive sampling using a Partial Least Square analysis tool with a population of all users of Go-Food services in the city of Surabaya. The results of this study are that without consumer confidence in the application provider, the convenience offered by an application is not able to cause the formation of repurchase interest. The results of this study are expected to be a theoretical basis for SMEs to encourage SMEs to take advantage of the opportunities gained from technological developments in this digital era.

Keywords: Perceived Ease of Use, Trust, Repurchase Intention

INTRODUCTION

In this globalization era, technological developments make it easier for consumers in various aspects of life. The development of this technology is something that cannot be separated from the internet and connectivity. The use of the internet for business activities has been known as Electronic Commerce (E-Commerce). Baum (1999) defines e-commerce as the use of information technology systems to carry out various business activities between two or more organizations through the internet network. One of the forms of e-commerce is online-based applications that have sprung up lately.

Repurchases and customer loyalty are important for the success of an online application (Chiu, et al., 2008). Kusdyah (2012) states that repurchase intention is one part of consumer buying behavior. In this case, consumers find it suitable for the quality of the products or services offered by the company so that they are interested in making repeat purchases. The topic of repurchase interest has been widely studied by previous researchers. However, previous studies that occurred in the offline sector and limited in the online sector. Therefore, further research on repurchase intention in the online sector still needs to be done.

Consumer acceptance of technology such as online applications cannot be separated from a model compiled by Davis (1989), namely Technology Acceptance Model (TAM). Technology Acceptance Model (TAM) is a model that is widely used to explain someone’s inten-