RESEARCH PAPER

THE INFLUENCE OF LIFESTYLE, PERCEIVED EASE OF USE, PERFORMANCE EXPECTANCY AND SOCIAL INFLUENCE ON CONTINUOUS INTENTION OF GOFOOD APPLICATION ON UNDERGRADUATE STUDENTS OF LAMBUNG MANGKURAT UNIVERSITY

Submitted To Complete Requirements in Obtaining

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THE INFLUENCE OF LIFESTYLE, PERCEIVED EASE OF USE, PERFORMANCE EXPECTANCY AND SOCIAL INFLUENCE ON CONTINUOUS INTENTION OF GOFOOD APPLICATION ON UNDERGRADUATE STUDENTS OF LAMBUNG MANGKURAT UNIVERSITY

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SURAT PENYATAAN ORISINALITAS

Saya yang bertanda tangan di bawah ini menyatakan dengan sesungguhnya, bahwa Skripsi ini merupakan hasil penelitian yang telah saya lakukan. Segala kutipan dan bantuan dari berbagai sumber telah diungkapkan sebagaimana mestinya. Skripsi ini belum pernah dipublikasikan untuk keperluan lain oleh siapa pun juga. Apabila di kemudian hari ternyata pernyataan saya ini tidak benar, maka saya bersedia menerima akibat hukum dari ketidakbenaran pernyataan tersebut.

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PREFACE

All praise to Allah SWT for his grace and mercy the author can complete the research with the title "The Influence of Lifestyle, Perceived Ease of Use, Performance Expectancy and Social Influence on Continuous Intention of Gofood Apllication on Undegraduate Students of Lambung Mangkurat University". This research is written to complete the requirements in obtaining a Bachelor of Management degree at the Faculty of Economics and Business, Lambung Mangkurat University.

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The author realizes that this research is far from perfect. Therefore, the author expects all forms of constructive criticism and suggestions to improve the writing of this research. Hopefully this research can provide benefits for readers and other parties concerned.

Banjarmasin, 10 Juli 2024

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ABSTRACT

M. Rizki Ariyandi (2024). The Influence of Lifestyle, Perceived Ease of Use, Performance Expectations and Social Influence on Continuous Intention of GoFood Application on Undergraduate Students of Lambung Mangkurat University.

Advisor: Laila Refiana Said

This study aims (1) to analyze the influence of lifestyle on continuous intention of gofood application (2) to analyze the influence of perceived ease of use on continuous intention of gofood application (3) to analyze the influence of performance expectancy on continuous intention of gofood application (4) to analyze the influence of social influence on continuous intention of gofood application (5) to analyze the influence of lifestyle, perceived ease of use, performance expectancy and social influence on continuous intention of gofood application.

This study uses quantitative methods with variables: lifestyle, perceived ease of use, performance expectancy, social influence, and continuous intention. in this study, 150 respondents were surveyed using a purposive sampling technique using a questionnaire. the data analysis technique used is multiple linear regression analysis. the data was analyzed using the statistical program for social science (spss 26) application.

The results showed (1) lifestyle has a positive and significant influence on continuous intention of the gofood application on undergraduate students of lambung mangkurat university, (2) perceived ease of use has no influence on continuous intention to use the gofood application on undergraduate students of lambung mangkurat university, (3) performance expectations have a positive and significant influence on continuous intention to use the gofood application on undergraduate students of lambung mangkurat university, (4) social influence has a positive and significant influence on continuous intention of the gofood application on undergraduate students of lambung mangkurat university, (5) lifestyle, perceived ease of use, performance expectations, social influence together (simultaneously) have a positive and significant influence on continuous intention of the gofood application on undergraduate students of lambung mangkurat university.

Keywords: Lifestyle, Perceived Ease of Use, Performance Expectations, Social Influence, Continuous Intention

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