

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
Bachelor's Degree in Management Study Program

By:

M. RIZKI ARIYANDI

NIM: 2010312310071

STUDY PROGRAM: BACHELOR IN MANAGEMENT

FACULTY OF BUSINESS AND ECONOMICS

LAMBUNG MANGKURAT UNIVERSITY

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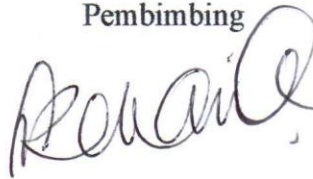
LEMBAR LEGALITAS

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UNIVERSITY**

Yang dipersiapkan dan disusun oleh:
M. RIZKI ARIYANDI
NIM. 2010312310071

Telah dipertahankan di depan Tim Penguji pada tanggal 19 Juli 2024
Dan dinyatakan telah memenuhi syarat untuk diterima

Pembimbing



Prof. Laila Refiana Said, S.Psi, M.Si, Ph.D
NIP. 197009132005012003

Penguji I



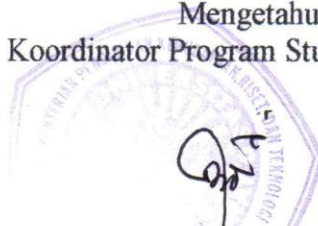
Dr. Nuril Huda, S.E, M.M.
NIP. 197210211999031002

Penguji II



Dr. RR Yulianti Prihatiningrum, S.E,
M.Si, CMA, CPM (Asia)
NIP. 197307272001122001

Mengetahui,
Koordinator Program Studi Manajemen




Abdul Hadi, S.E., M.Si.
NIP. 197007072005011001

**LEMBAR PENGESAHAN UJIAN SKRIPSI
UNIVERSITAS LAMBUNG MANGKURAT
FAKULTAS EKONOMI DAN BISNIS
BANJARMASIN**


Nama : M. Rizki Ariyandi
NIM : 2010312310071
Jurusan / Program Studi : Manajemen
Judul Skripsi : 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
Mata Kuliah Pokok : Manajemen Pemasaran
Ujian Dilaksanakan : Jum'at, 19 Juli 2024

TIM PENGUJI

Pembimbing : Prof. Laila Refiana Said, S.Psi, M.Si, Ph.D.


(.....)

Penguji I : Dr. Nuril Huda, S.E, M.M.


(.....)

Penguji II : Dr. RR Yulianti Prihatiningrum, S.E, M.Si, CMA, CPM (Asia)


(.....)

BERITA ACARA PERBAIKAN SKRIPSI

Berdasarkan hasil ujian yang telah dilaksanakan oleh mahasiswa Fakultas Ekonomi dan Bisnis Universitas Lambung Mangkurat :

Nama : M. Rizki Ariyandi
NIM : 2010312310071
Program Studi : Manajemen
Judul Skripsi : 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
Mata Kuliah Pokok : Manajemen Pemasaran
Ujian Dilaksanakan : Jum'at, 19 Juli 2024
Waktu Ujian : 16.00 WITA

Disetujui oleh dosen pembimbing.

Dengan demikian berita acara perbaikan skripsi yang telah mendapatkan persetujuan dari Tim Penguji.

Banjarmasin, 30 Juli 2024

Mahasiswa



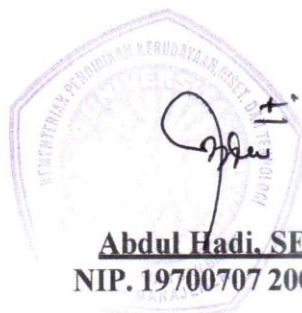
M. Rizki Ariyandi
NIM. 2010312310071

Dosen Pembimbing



Prof. Laila Refiana Said, S.Psi, M.Si, Ph.D.
NIP. 19700913 200501 2 003

Mengetahui
Koordinator Program Studi S1 Manajemen



Abdul Hadi, SE., M.Si.
NIP. 19700707 200501 1001

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.

Banjarmasin, 30 Juli 2024

Yang membuat Pernyataan,



M. Rizki Ariyandi
NIM. 2010312310071

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 Application 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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15. As well as the parties involved who cannot be mentioned one by one.

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

Researcher,

A handwritten signature in black ink, appearing to read 'Rizki Ariyandi', with a horizontal line underneath.

M. Rizki Ariyandi

NIM. 2010312310071

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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