

ABSTRACT

The rapid development of technology has influenced all aspects of life and causing a transformation in people's lifestyle, including the way consumers behave such as the adoption of food delivery services through online applications. These changes causing Gross Merchandise Value (GMV) of these service increasing every year, and is expected to continue to increase. Indonesia, as the largest market and GMV value in Southeast Asia has three main companies in food delivery service sectors, one of which is Shopee Food as one of Shopee application features. Even though Shopee is the most favorite and widely used e-commerce application in Indonesia, the level of use of it's food delivery service is still below compared to their competitors. Therefore, a study is needed regarding the factors which influenced consumer behavior intention in using this service. Some of them are convenience motivation, post-usage usefulness, and attitude, which will be explored further in this study.

The influence of the factors above can be seen from the results of this analysis, which were taken from 140 respondents who lived in Semarang. The data was processed using the Structural Equation Model (SEM). The results of this research show that convenience motivation has a positive influence on post-usage usefulness, post-usage usefulness has a positive influence on attitudes, then attitudes positively influence consumer behavioral intentions. While there is no positive relationship between convenience motivation on attitudes and behavioral intentions, neither is post-usage usefulness in it's influence on consumer behavioral intentions. The results of this research could be taken as a material for evaluation and strategic planning for Shopee Food service in the future.

Keywords: *Convenience Motivation, Post-usage Usefulness, Attitude, Behavioral Intention*

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