

ABSTRACT

Based on data from the Central Bureau of Statistics 2013-2015, the development of Small and Micro Enterprises in Indonesia in the food sub-sector has the highest number compared to other sub-sectors. Gojek that has been established in 2010 as a transportation service, launched the Go-Food application feature in 2015 as an online food delivery service. Go-Food service is useful for culinary entrepreneurs or culinary UMKM and also for its users. This study aims to analyze the intentions of user behavior to use Go-Food services.

Data processed by using smartPLS 2.0 with data analysis of Structural Equation Model-Partial Least Square. The population in this study is the user service Go-Food with a sample of 200 respondents on millennial generation in Bandung City.

The results show that performance expectancy and social influence significantly influence behavioral intention, whereas effort expectancy has no significant effect on user Go-Food service. Behavioral intentions are influenced by performance expectancy due to the efficiency afforded by Go-Food and social influences i.e. the closest people factors that recommend to use Go-food. Moderate variables of age, gender, and experience of Go-Food influence the construct relationships in different categories.

Interest in good user behavior of Go-Food services encourages SMEs to grow and become one of the alternative ways to expand the market by joining as a Go-Food partner.

Keywords: UTAUT, Go-Food, Entrepreneurship, SEM, PLS