

ABSTRACT

Information and communication technology was first created to make it easier for people to communicate with each other quickly and accurately. In the next development, information and communication technology is progressing so rapidly. In the current era of information and communication technology, communication is very important and needed in everyone's life, business and education. The advantage of this opportunity was taken by Go-Jek Company, in 2015 Go-Jek launched an ordered food by application service called Go-Food. The number of Go-Food partners has now reached 300 thousand. Go-Jek Company is not the only company that provides food delivery services. This is can be seen that Go-Jek companies also have competitors in the service of food delivery and ride-hailing, the company is called Grab.

This research aims to analyze factors influencing continuance intention of Go-Food services in Indonesia. A research model used in this research is a Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) which added Trust variable. This study using quantitative method; therefore the data collected through online questionnaire with 402 respondent and the respondent aged 15-60 years old. The data obtained will be tested for reliability and validity using SPSS.

The result revealed that there are five factors in the Modified UTAUT2 Model which significantly influence the continuance intention of Go-Food adoption, namely *Habit*, *Trust*, *Hedonic Motivation*, *Price Value* and *Facilitating Condition*. In terms of moderating factors, both *Age* and *Gender* are not moderating any influences of factors towards *Continuance Intention*. The model can predict strongly the *continuance intention* of consumers towards Go-Pay services in Indonesia since the R^2 is 67.9%. This model can be used by Go-Food management in making decisions to maintain the continuance intention of consumers towards Go-Food adoption by paying attention to those factors and their indicators.

This research has found that the most significant factor from UTAUT2 Model that influence the continuance intention of Go-Pay adoption in Indonesia is *Habit*. It means that Go-Jek may develop more interesting promotions for engaging the consumers and maintain a reward system more regularly in order to engage the consumers. For further research, since this modified UTAUT2 Model has a strong explanatory power which is 67.9%, further research is expected to do a research in the field of food delivery service but with a different research object. To do a research in the field of food delivery service but with a different research object.

Keywords: Go-Food Service, Continuance Intention, Modified UTAUT2, Bandung.