

ABSTRACT

In this modern era, technological progress has been very rapid marked by rapid growth in the digital industry, especially technology that has been integrated with people's lives and activities today. All aspects of people's lives are highly dependent and controlled by technology, especially in economic matters. In this era, there are many more e-commerce appears, one of which is Grab with the Grab-Food feature.

This study aims to analyze how the relationship and influence between perceived ease of use towards repeat purchase intention and convenience as an intervening variable in the use of Grab-Food. This research was carried out by distributing 100 questionnaires to 100 respondents of Grab-Food users. This study uses quantitative analysis techniques and uses the path analysis method.

The final results obtained in this study indicate that perceived ease of use has a positive and significant effect on convenience, convenience also has a positive and significant effect on repeat purchase intention, as well as perceived ease of use which has a positive and significant influence on repeat purchase intention. So that it can be concluded from the results of this study that convenience has become an intervening variable between the repeat purchase intention and repeat purchase intention variables.

Keywords: Perceived Ease Of Use, Repeat Purchase Intention, Convenience