

ABSTRACT

Applications of food delivery services or online food delivery (OFD) have changed the lifestyle of the Indonesian people. In addition, OFD services have become a daily needs for all the people, especially for office employees who have limited time to come directly to restaurants. OFD service is very useful in daily life because it can saving time and energy.

This research aims to evaluating effect of dining attitudes, e-satisfaction, and continuance intentions in using OFD applications in Makassar City. This research used a quantitative method based on causal purposes and used the PLS-SEM method by using WarpPLS 7.0. Andthen, this research did not intervened the data, but the researchers was shared the online questionnaires to as many as 240 respondents by the users of online food delivery (OFD) applications.

The results of this research indicate that all the variables are significantly and positively. Starting from the variable of Expectation Confirmation is significantly and positively affecting Dining Attitude. Then, Perceived Usefulness variable is proven significantly and positively affecting Dining Attitude. Then, Dining Attitude showed that affecting E-satisfaction and the last on the Continuance Intention variable is significantly and positively influenced by the E-satisfaction variable.

Keywords: Continuance Intentions, Dining Attitude, E-satisfaction, Online Food Delivery (OFD), PLS-SEM, WarpPLS 7.0