

ABSTRACT

As a result of technological improvements, all acts are now simple to perform. Food Delivery Apps (FDAs) are one of the other technologies that people use to help make their activities easier. FDAs have risen in popularity in recent years as online-to-offline smartphone applications that benefit both culinary enterprises and customers by facilitating easy and fast online ordering and offline delivery. Since, the current situation of COVID-19 pandemic, people have been unable to carry out their normal activities due to the limited scope and lack of interaction, which has changed people's purchase behavior. Therefore, all entrepreneurs in the culinary business are greatly saved by the existence of FDAs. The focus of this research is on users of GoFood services that are available in Gojek apps, specifically for Bandung areas, since Bandung is one of the cities in Indonesia that has long been recognized for its thriving culinary industry and GoFood is one of the most popular FDAs in Indonesia. This research proposes a comprehensive approach that integrates UTAUT, ECM, and TTF, as well as the trust factor, and evaluates the intention of 204 genuine GoFood users to continue using GoFood during the COVID-19 epidemic in Bandung. Quantitative methods are use in this research. Purposive sampling is employed in addition to non-probability sampling. Data collection occurred in this study by the distribution of online questionnaires that were later completed by respondents, as well as through the use of theories and data from books and journals. 200 responses from Bandung are required to complete this survey. This study uses the PLS-SEM data analysis technique. The results of this study indicate that eleven out of twenty-eight hypotheses are accepted. This study shows that Trust, Confirmation, and Social Influence have a positive and significant effect on Continuance Intention, and also Satisfaction as an intervening variable strengthens the influence of these three variables. The findings of the study assist marketers in the culinary industry, especially GoFood, in understanding the elements that influence consumer behavior in continuance intention to use their FDAs.

Keywords: Continuance Intention, COVID-19, ECM, Food Delivery Apps, TTF, UTAUT