

ABSTRACT

The development of information technology and the internet has had a significant impact on the way consumers obtain products and services, especially in the online food delivery service industry. ShopeeFood, as a major player in this industry, is trying to take advantage of this trend to make it easier for consumers to order food via digital platforms. Even though the number of internet users in Indonesia continues to increase, there has been no specific research that explores consumer purchase intention factors on the ShopeeFood application.

This research aims to explore this by focusing on the impact of social influence, effort expectancy, performance expectancy, food safety risk perception, and trust on consumer buying interest, as well as the relationship between trust and food safety risk perception in the context of the ShopeeFood online food delivery service. The research method used was quantitative and used a non-probability sampling technique, purposive sampling model and conducted a survey using a questionnaire to online food delivery consumers in Indonesia. Data analysis will be carried out using SmartPLS version 4, including descriptive analysis to understand the characteristics of respondents. The research results show that the variables Social Influence (X1), Effort Expectancy (X2), Performance Expectancy (X3), and Trust (X4) have a significant influence on Purchase Intention (Y). However, Food Safety Risk Perception (X5) has an insignificant and negative influence on Purchase Intention (Y). The research results are expected to provide a better understanding of consumer behavior in using online food delivery services in this digital era.

Keywords: *Consumer Purchasing Decisions, Service Quality, ShopeeFood, Trust*