

ABSTRACT

The development of increasingly sophisticated technology allows various activities to be carried out more practically, easily, and quickly. One form of technological development that is highly favored by the public, especially by Generation Z and Millennials, is Online Food Delivery (OFD) services. The purpose of this study is to determine how Hedonic Motivation, Convenience Motivation, Restaurant Credibility, Perceived Ease of Use, Privacy and Security, Information Quality, Intention to Use, and Actual Use influence GoFood services in the Gojek application among Generation Z and Millennials.

The population in this study is GoFood service users in Indonesia, with 390 respondents taken from the distribution of questionnaires in the form of Google Forms disseminated through social media. The sample was taken using purposive sampling and data was processed using SmartPLS 3.2.9. The results of this study indicate that the majority of respondents are from Generation Z and Millennials. Furthermore, the data processing results using SmartPLS show that the variables Hedonic Motivation, Convenience Motivation, Restaurant Credibility, Perceived Ease of Use, Privacy and Security, and Information Quality have a positive and significant effect on the variable Intention to Use. Subsequently, the variable Intention to Use has a positive and significant effect on the variable Actual Use.

The conclusion of this study is that GoFood services are proven to be popular among the public, especially among Gen Z and Millennials. Therefore, Gojek must always implement effective marketing strategies and market segmentation to maintain Intention to Use (ITU) and Actual Use in GoFood services.

Keywords: *Online Food Delivery, Hedonic Motivation, Convenience Motivation, Restaurant Credibility, Perceived Ease of Use, Privacy and Security, Information Quality, Intention to Use, Actual Use.*