

ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi niat pembelian ulang pada pengguna *GoFood* di Indonesia. Variabel yang diteliti meliputi *time saving orientation*, *service quality*, dan *price perception* terhadap *repurchase intention* dengan *customer satisfaction* sebagai variabel mediasi. Penelitian ini menggunakan metode kuantitatif yang berjumlah 210 responden dengan menggunakan pendekatan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak *SmartPLS*. Hasil penelitian menunjukkan bahwa *time saving orientation*, *service quality*, dan *price perception* berperan dalam membentuk *customer satisfaction* pengguna *GoFood*. Orientasi penghematan waktu menjadi faktor utama yang secara langsung mendorong peningkatan niat pembelian ulang, karena kemudahan, kecepatan, dan efisiensi layanan dirasakan relevan dengan kebutuhan konsumen. Sementara itu, kualitas layanan dan persepsi harga tidak memiliki pengaruh terhadap niat pembelian ulang, namun keduanya tetap berkontribusi melalui peningkatan kepuasan pelanggan. Temuan ini menegaskan bahwa *customer satisfaction* memiliki peran strategis sebagai mekanisme yang menjembatani pengaruh *time saving orientation*, *service quality*, dan *price perception* terhadap *repurchase intention*, sehingga kepuasan pelanggan menjadi kunci dalam mendorong keberlanjutan penggunaan aplikasi *GoFood*.

Kata Kunci: Online Food delivery, Time Saving Orientation, Service Quality, Price Perception, Customer Satisfaction, Repurchase Intention

ABSTRACT

This study aims to analyze the factors influencing repurchase intention among GoFood users in Indonesia. The variables examined include time saving orientation, service quality, and price perception, with customer satisfaction serving as a mediating variable. This study employs a quantitative research method involving 210 respondents and applies the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach using SmartPLS software. The results of this study indicate that time saving orientation, service quality, and price perception significantly contribute to shaping customer satisfaction among GoFood users. Time saving orientation emerges as the primary factor that directly enhances repurchase intention, as the speed, convenience, and efficiency of the service are perceived to be highly relevant to consumers' needs. Meanwhile, service quality and price perception do not significantly influence repurchase intention, however both variables contribute indirectly through the enhancement of customer satisfaction. These findings highlight customer satisfaction as a strategic mediating mechanism that links time saving orientation, service quality, and price perception to repurchase intention, emphasizing its critical role in encouraging sustained usage of the GoFood application.

Keywords: *Online Food delivery, Time Saving Orientation, Service Quality, Price Perception, Customer Satisfaction, Repurchase Intention*