

ABSTRACT

ANALYSIS OF THE IMPACT OF THE EASE OF USE OF GRAB FOOD APPLICATION IN ENHANCING PURCHASE INTENTION THROUGH THE MEDIATING ROLE OF BRAND AWARENESS

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The purpose of this study was to identify the impact of the ease of using the Grab Food application in increasing consumer purchase intention through the mediating role of brand awareness. The phenomenon of food ordering applications, such as Grab Food, has become significant in the continuously evolving digital era. This study was a quantitative research. The population of this study was the students who live and are currently studying in the city of Metro. The data samples were taken using non-probability sampling techniques through purposive sampling. The obtained data were then analyzed using Path Analysis with the Partial Least Square approach or Structural Equation Model (SEM-PLS). The result of the study indicated that ease of use significantly affected brand awareness, while the equation estimation analysis showed a tendency for Grab Food application experience to have a significant positive effect on brand awareness. On the other hand, the ease of using the application significantly affected purchase intention. Similarly, the experience of using the Grab Food application had a significant positive influence on consumer purchase intention. Furthermore, the result of the study also determined the existence of a mediating function of brand awareness on the relationship between ease of use, experience, and purchase intention.

Keywords: *Ease of Use, Brand Awareness, Purchase Intention, User Experience*