ABSTRAK

Teknologi internet semakin mengalami perkembangan yang pesat di era digital seperti saat ini memberikan peluang bagi UMKM di Indonesia untuk meningkatkan bisnis mereka dengan memanfaatkan layanan pesan-antar makanan *online*. GoFood berada di posisi kedua sebagai penyedia layanan *online*. GoFood merupakan layanan pesaan antar *online* di aplikasi Gojek. Tujuan pada penelitian ini yaitu mengetahui pengaruh *perceived ease of use*, dan *e-service quality* terhadap keputusan penggunaan melalui kepercayaan pada UMKM kuliner di Purwokerto. Metode yang digunakan yaitu metode kuantitatif menggunakan software SPSS 27. Teknik analisis yang digunakan antara lain uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heterokedastisitas, uji linearitas, analisis regresi linear berganda, uji t, koefisien determinasi. Hasil penelitian ini yaitu *perceived ease of use* berpengaruh terhadap keputusan penggunaan, *e-service quality* tidak berpengaruh terhadap keputusan penggunaan, kepercayaan berpengaruh terhadap keputusan penggunaan, *perceived ease of use* berpengaruh terhadap kepercayaan, *e-service quality* berpengaruh terhadap kepercayaan, kepercayaan memediasi *perceived ease of use* terhadap keputusan penggunaan, kepercayaan memediasi *e-service quality* terhadap keputusan penggunaan.

Kata kunci: *perceived ease of use, e-service quality*, kepercayaan, keputusan penggunaan, GoFood

ABSTRACT

Internet technology is increasingly experiencing rapid development in the digital era like today, providing opportunities for UMKMs in Indonesia to improve their business by utilizing online food delivery services. GoFood is in second place as an online service provider. GoFood is an online delivery service in the Gojek application. The purpose of this study is to determine the effect of perceived ease of use, and e-service quality on usage decisions through trust in culinary UMKMs in Purwokerto. The analysis techniques used include validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, linearity test, multiple linear regression analysis, t test, coefficient of determination. The results of this study are perceived ease of use affects usage decisions, e-service quality has no effect on usage decisions, trust affects usage decisions, perceived ease of use affects trust, e-service quality affects trust, trust mediates perceived ease of use on usage decisions, trust mediates e-service quality on usage decisions.

Keywords: perceived ease of use, e-service quality, trust, usage decisions, GoFood

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