

**FACTORS INFLUENCING CONSUMERS' CONTINUOUS  
PURCHASE INTENTIONS TOWARDS E-GROCERY  
SHOPPING : A CASE STUDY OF TITIPKU**



Thesis

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FACULTY OF BUSINESS  
UNIVERSITAS MULTIMEDIA NUSANTARA  
TANGERANG  
2024**

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PURCHASE INTENTIONS TOWARDS E-GROCERY  
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Proposed to Fulfill one of the requirements  
to obtain the title of  
Bachelor's of Management

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## **PREFACE**

All praise and gratitude are due to God Almighty, who has granted His grace, blessings, and guidance, allowing the author to compile and complete this final project entitled 'Factors Influencing Consumer's Continuous Purchase Intentions towards E-grocery Shopping : A Case Study of Titipku' successfully and on time, as per the established requirements. In this regard, the author completed this final project as one of the requirements to obtain a Bachelor's degree in Management from the Management Study Program at Universitas Multimedia Nusantara.

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Tangerang, 29 November 2024



Hero Wijaya Ardi



# ANALISIS FAKTOR YANG MEMPENGARUHI NIAT PEMBELIAN BERKELANJUTAN KONSUMEN TERHADAP BELANJA E-GROCERY : STUDI KASUS PADA TITIPKU

Hero Wijaya Ardi

## ABSTRAK

Pertumbuhan jumlah pengguna internet dan meningkatnya indeks literasi digital di Indonesia telah mengubah kebiasaan belanja online, mendorong pertumbuhan sektor *e-grocery* dalam *e-commerce*. Namun, pergeseran perilaku konsumen pasca-pandemi yang kembali berbelanja offline menghadirkan tantangan besar bagi penyedia layanan *e-grocery* seperti Titipku, sehingga memunculkan pertanyaan tentang bagaimana platform ini dapat mempertahankan pengguna dan meningkatkan niat beli berkelanjutan mereka. Berdasarkan *Theory of Reasoned Action* dan *Multi-Attribute Attitude Model*, penelitian ini bertujuan mengetahui atribut pengalaman belanja produk kebutuhan sehari-hari secara daring apa saja yang mempengaruhi sikap pengguna, serta bagaimana sikap tersebut mempengaruhi niat pembelian berkelanjutan dalam menggunakan aplikasi Titipku. Penelitian ini menggunakan desain penelitian konklusif berupa penelitian deskriptif dengan *single cross sectional design*, serta pendekatan kuantitatif. Data dikumpulkan melalui survei kuesioner menggunakan *judgmental sampling* yang berfokus pada pengguna Titipku dengan rasio transaksi rata-rata minimal 1,00 per bulan selama enam bulan terakhir hingga 10 Oktober 2024, sehingga melibatkan 140 pengguna Titipku sebagai responden penelitian. Analisis data dilakukan menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa *product assortment*, *customer service*, dan *price value* berpengaruh positif terhadap *attitude towards the Titipku app*, yang selanjutnya memengaruhi *continuous purchase intention*. Selain itu, *convenience* dan *instant delivery* berpengaruh positif terhadap *attitude towards grocery delivery shopping*, yang juga memengaruhi *continuous purchase intention*. Penelitian ini memberikan pemahaman komprehensif mengenai hubungan antara beberapa atribut kegiatan belanja *grocery* secara daring terhadap perilaku pembelian berkelanjutan dengan menekankan adanya hubungan yang saling berhubungan antara *attitude towards the Titipku app* dan *attitude towards the grocery delivery shopping*.

**Kata kunci:** *E-grocery*, *Multi-attribute Attitude Model*, Niat Beli Berkelanjutan, *Theory of Reasoned Action*,

# **FACTORS INFLUENCING CONSUMERS' CONTINUOUS PURCHASE INTENTIONS TOWARDS E-GROCERY SHOPPING : A CASE STUDY OF TITIPKU**

Hero Wijaya Ardi

## **ABSTRACT**

The growing number of internet users and rising digital literacy in Indonesia have transformed online shopping habits, driving the growth of the e-grocery sector within e-commerce. However, post-pandemic shifts in consumer behavior toward offline shopping present challenges for e-grocery platforms like Titipku, raising questions about how the platform can retain users and encourage continuous purchase intention. Based on the Theory of Reasoned Action and the Multi-Attribute Attitude Model, this study examines which online grocery shopping experience attributes influence users' attitudes, and how these attitudes influence their continuous purchase intention using the Titipku app. This study employs a conclusive, descriptive research design with a single cross-sectional design and a quantitative approach. Data were gathered through a questionnaire survey, using judgmental sampling, focusing on Titipku users with an average transaction ratio of at least 1.00 per month for the past six months leading up to October 10, 2024, resulting in a total of 140 Titipku users participating as respondents. Partial Least Squares Structural Equation Modeling was used for data analysis. The findings reveal that product assortment, customer service, and price value positively influence attitudes toward the Titipku app, which subsequently influence continuous purchase intention. Additionally, convenience and instant delivery positively influence attitudes toward grocery delivery shopping, which also influence continuous purchase intention. This study provides a comprehensive understanding of the relationship between key online grocery shopping attributes and continuous purchase intention, emphasizing the interplay of attitude towards the Titipku app and attitude towards Grocery Delivery Shopping.

**Keywords:** E-grocery, Continuous Purchase Intention, Multi-attribute Attitude Model, Theory of Reasoned Action

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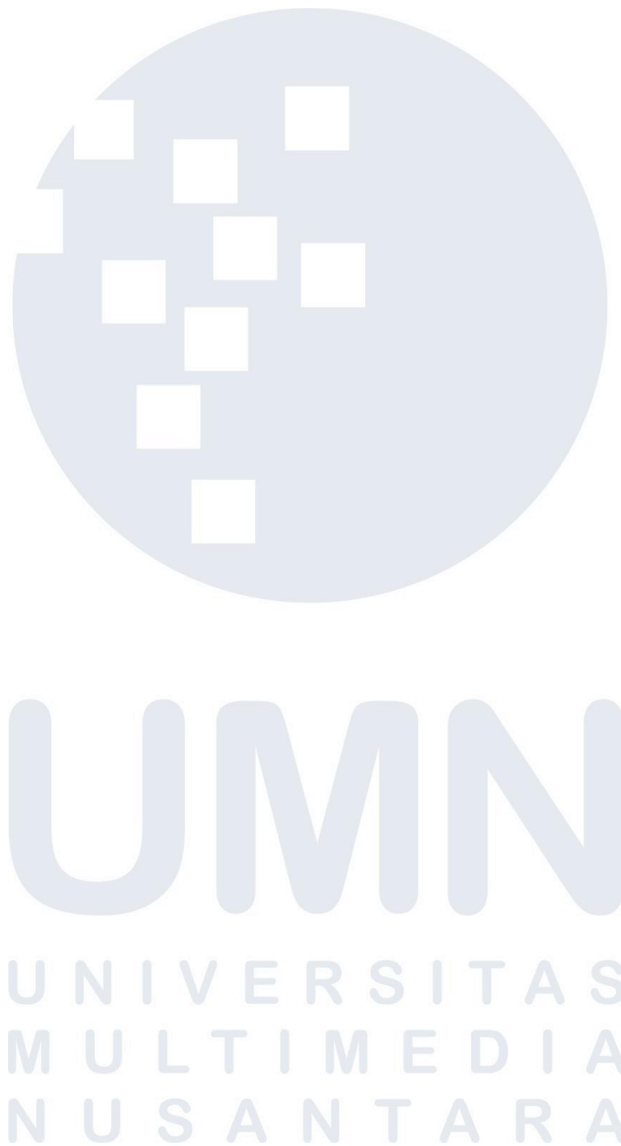
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