

ABSTRACT

Changes in consumer shopping behavior who like to shop online and the rapid development of technology requires MSME actors, especially culinary entrepreneurs, to find ways to utilize easy-to-use technology as an online marketing system, namely by becoming a gofood partner and using gobiz application. This study aims to testing trust of gofood partners in utilizing gobiz application as an online marketing through an assessment of the success model information system of DeLone & McLean. The population in this study are culinary business actors in JABODETABEK. The sample of this study was taken using a non-probability sampling method with a purposive sampling approach with the consideration that the sample was selected based on the objectives, namely micro small medium enterprise research conducted with gofood and utilizing gobiz application in business activities. The sample size used is 200 gobiz users. The technique used in this study is structural equation model analysis with smartPLS 3 software. These results indicate that trust affects satisfaction and net benefits by users directly, trust can be influenced by information quality, system quality and service quality, and trust can also have an impact in mediating information quality and system quality on user satisfaction and net benefits by gofood partners.

Keywords: Merchant gofood, Marketing online, gobiz apps, Trust, DeLone & McLean.