

ABSTRAK

Nama : Lailatul Mardiah
Program studi : Manajemen
Judul : Pengaruh *Technology Attitude* Dan *Affective Attitude* Terhadap Kepuasan Konsumen *Maxim Food* Di Kota Medan

Pada era globalisasi saat ini, kemajuan teknologi digital telah mempengaruhi segala kehidupan dimasyarakat dengan menciptakan cara baru dalam melakukan berbagai bisnis bagi manusia. Teknologi digital telah membuat bisnis yang lebih cepat, lebih mudah bahkan lebih efisien penelitian ini bertujuan untuk menganalisis pengaruh *technology attitude* dan *affective attitude* terhadap kepuasan konsumen pengguna layanan *Maxim Food* di Kota Medan. Layanan pesan-antar makanan berbasis aplikasi semakin berkembang seiring dengan kemajuan teknologi digital, namun kepuasan konsumen terhadap *Maxim Food* masih tergolong rendah dibandingkan pesaingnya. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan kausal. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada 100 responden yang merupakan pengguna aktif layanan *Maxim Food* di Kecamatan Medan Timur. Analisis data dilakukan dengan metode *Structural Equation Modeling* berbasis *Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa *technology attitude* berpengaruh positif dan signifikan terhadap kepuasan konsumen. Demikian pula, *affective attitude* juga berpengaruh positif dan signifikan terhadap kepuasan konsumen. Secara simultan, kedua variabel tersebut berpengaruh signifikan terhadap kepuasan konsumen. Temuan ini mengindikasikan bahwa persepsi terhadap kemudahan dan kenyamanan teknologi, serta pengalaman emosional yang positif selama menggunakan layanan, merupakan faktor penting dalam membentuk kepuasan konsumen. Penelitian ini memberikan implikasi strategis bagi *Maxim Food* dalam meningkatkan kualitas layanan dan pengalaman pelanggan.

Kata kunci: *Technology Attitude*, *Affective Attitude*, kepuasan konsumen, *Maxim Food*, SEM-PLS.

ABSTRACT

Name : Lailatul Mardiah
Study Program : Management
Title : *The Effect of Technology Attitude and Affective Attitude on Maxim Food Consumer Satisfaction in Medan City*

In the current era of globalization, advances in digital technology have affected all lives in society by creating new ways of doing various businesses for humans. Digital technology has made business faster, easier and even more efficient. This study aims to analyze the effect of technology attitude and affective attitude on customer satisfaction of Maxim Food service users in Medan City. Application-based food delivery services are growing along with advances in digital technology, but consumer satisfaction with Maxim Food is still relatively low compared to its competitors. This research uses quantitative methods with descriptive and causal approaches. Data collection techniques were carried out through distributing questionnaires to 100 respondents who were active users of Maxim Food services in East Medan District. Data analysis was carried out using the Partial Least Square-based Structural Equation Modeling (SEM-PLS) method. The results showed that technology attitude has a positive and significant effect on customer satisfaction. Similarly, affective attitude also has a positive and significant effect on customer satisfaction. Simultaneously, both variables have a significant effect on customer satisfaction. The findings indicate that perceptions of technological ease and convenience, as well as positive emotional experiences while using the service, are important factors in shaping customer satisfaction. This research provides strategic implications for Maxim Food in improving service quality and customer experience.

Keywords: *Technological Attitude, Affective Attitude, customer satisfaction, Maxim Food, SEM-PLS.*