

UNIVERSITAS INTERNASIONAL BATAM

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ANALYSIS OF THE EFFECT OF MOBILE APPLICATION ATTRIBUTES ON ONLINE FOOD ORDER IN BATAM

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ABSTRACT

The purpose of this study was to determine the effect of cellular application attributes on online food order in Batam. This research had high expectations for companies to be aware of the influence of attributes on mobile applications. This study analysed the effect of visual design, information design, navigational design, and collaboration design on conversion

The object chosen in this study were consumers ordered food online using mobile application in Batam. Questionnaires were distributed via Google form. There were 354 questionnaires distributed and valid data used were 354 data. The sampling method used in this study was the purposive sampling method. The questionnaire returned was then processed using the SPSS program

The results showed all hypotheses were significantly positive except for visual design and information design on conversion which showed insignificant results. This shows that companies must begin to be aware of the magnitude of the influence of mobile app attributes to trigger purchases.

Keywords: *visual design, information design, navigational design, collaboration design and conversion.*