

Behavioral Intention of Consumer towards The Existence of Go-Food

Nabila Nastiti¹, Indira Rachmawati²

^{1,2} School of Economics and Business, Telkom University

¹nabilan@student.telkomuniversity.ac.id, ²indira.rachmawati@telkomuniversity.ac.id

ABSTRACT

The existence of e-commerce in Indonesia makes it easy for everyone to access and get the products or services they need. One of the e-commerce game changers in Indonesia is GO-JEK which also drives Go-Food as the largest food delivery service currently in Indonesia. This study aims to determine the value of customers to Hedonic Motivation variables, prior Online Purchasing Experience, Time Savings Orientation, and Price Savings Orientation, Motivational Comfort and Usage Utility, Attitude to Online Food Delivery Service (AODS). Behavior Intention on Online Food Delivery Service (BIOFDS), Convenience Motivation, Affects Usage Post-Use. And to know Attitude variable to Online Food Delivery Service. Purposive sampling was used in this study with 400 valid questionnaires which contain 29 items question that have been distributed online. Partial Least Square (PLS) was used in this study. Two variables, price saving orientation to convenience motivation and convenience motivation towards attitude have no positive effect. Convenience motivation has the biggest positive relationship to behavioral intention towards online food delivery service.

Keywords: convenience motivation, post-usage usefulness, attitude towards online food delivery system, behavioral intention towards food delivery system

ABSTRAK

Keberadaan *e-commerce* di Indonesia memudahkan semua orang untuk mengakses dan mendapatkan produk atau layanan yang mereka butuhkan. Salah satu pengubah permainan *e-commerce* di Indonesia adalah GO-JEK yang juga menjadikan Go-Food sebagai layanan pengiriman makanan terbesar saat ini di Indonesia. Penelitian ini bertujuan untuk menentukan nilai pelanggan terhadap variabel Motivasi *Hedonic*, Pengalaman Pembelian *Online* sebelumnya, Orientasi Penghematan Waktu, dan Orientasi Penghematan Harga, Kenyamanan Motivasi dan Utilitas Penggunaan, Sikap terhadap Layanan Pengiriman Makanan *Online* (AODS). Niat Perilaku pada Layanan Pengiriman Makanan *Online* (BIOFDS), Motivasi Kenyamanan, Mempengaruhi Penggunaan Pasca Penggunaan. Dan untuk mengetahui variabel *Attitude* terhadap Layanan Pengiriman Makanan *Online*. *Purposive sampling* digunakan dalam penelitian ini dengan 400 kuesioner yang valid yang berisi 29 item pertanyaan yang telah didistribusikan secara *online*. *Partial Least Square* (PLS) digunakan dalam penelitian ini. Dua variabel, orientasi penghematan harga untuk motivasi kenyamanan dan motivasi kenyamanan terhadap sikap tidak memiliki efek positif. Motivasi kenyamanan memiliki hubungan positif terbesar dengan niat perilaku terhadap layanan pengiriman makanan *online*.

Kata Kunci: motivasi kenyamanan, kegunaan pasca penggunaan, sikap terhadap sistem pengiriman makanan *online*, niat perilaku terhadap sistem pengiriman makanan

INTRODUCTION

Background

The growth of Indonesia's e-commerce has dramatically increased by the number of internet users that reached 82 million or 30 percent of Indonesian total citizens (Mahatma, 2016). According to Menkominfo in 2013, e-commerce in Indonesia has reached 130 trillion Rupiahs transactions. E-commerce is unbelievably hit the economy of Indonesia.

The existence of e-commerce in Indonesia could ease every single person to access and get products or services they need, absolutely with the help of e-commerce websites or applications. By the help of internet and such websites and applications, it could help us to minimalize time waste to shop at the mall or even to minimalize the traffic jam by knowing which road is on traffic so then choosing an alternative road is the way. It's amazing how e-commerce has changed our lives, one of the game changers is GO-JEK.

Problem Formulation

PT Gojek Indonesia launched the food delivery service as introduced by Jesayas Fernandius, Go-Food Project Lead. It is a food delivery by using the service of Go-Jek. The food ordering could be done only by opening the mobile application of GO-JEK and choose the Go-Food service. There are so many categories provided by Go-Food, there are currently 21 of food categories from fast food to Korean and Middle Eastern cuisines. The new update for the mobile application also eases the user by the user-friendly interface with the smart icons and to choose the restaurant Go-Food promises to deliver the food within 60 minutes. (GO-JEK Indonesia, 2017)

Research Purpose

GO-JEK is now hyped and Go-Food's existence also affecting both consumer satisfaction and behavior. The Go-Food's performance could be maximized by knowing the consumer behavioral intention. By that, the firm has to find out what factors and indicators could change the consumer behavior to measure the quality and influence of Go-Food.

LITERATURE REVIEW

This research will use the theory by Razei et al. which adopted two partial models of Contingency Framework by Anderson and Srinivan and IT Continuance by Bhattacharjee et al.



Figure 1 Theoretical research model
 (Source: Research team, Data processed 2018)

Hedonic Motivation

Hedonism may also refer to esthetic and experience-based enjoyment derived from the entire buying decision process; right from need recognition to post purchase behavior, which includes consumption of the product or service (Mort & Rose, 2004).

Prior Online Purchase Experience

Experience in online usage will significantly improve a person's convenience motivation. Upon collection of experience, lesser effort will be needed to operate the technology and thus be perceived as easier to use. Therefore, it is shown that prior online purchase experience has a direct relationship with convenience motivations, and convenience motivations have a direct relationship with attitude. Thus, the following hypotheses have been suggested (Rezaei, Yeo, & Goh, 2017).

Time Saving Orientation

Time inventories were administered to various samples; the result was factor analyzed and resulting the factors were interpreted in term of respective time dimensions (Stolarski, Fioulaine, & van Beek, 2015).

Price Saving Orientation

Price is the one element of the marketing mix that produces revenue; the other elements produce costs. Price also communicates the company's intended value positioning of its product or brand. A well-designed and marketed product can still command a price premium and reap big profits. But new economic realities have caused many consumers to reevaluate what they are willing to pay for products and services, and companies have had to

carefully review their pricing strategies as a result (Kotler & Keller, 2016).

Convenience Motivation

Explained on previous study (Copeland, 1923), convenience goods are those customarily purchased at easily accessible stores. The consumer is in the habit of purchasing convenience goods at stores located conveniently near his residence, near his place of employment, at a point that can be visited easily on the road to and from his place of employment, or on a route traveled regularly for purposes other than buying trips.

Post-Usage Usefulness

A system high in perceived usefulness, in turn, is one for which a user believes in the existence of a positive use-performance relationship (Davis, 1989). On previous study by Rezaei et al. (2017) stated that post-usage usefulness relates to how much easier it would be to do something with the given technology while convenience motivation is the amount of effort one has to make in order to be able to use a new system or technology.

Attitude

Consumers' attitude towards online reservations is the foremost reason that impacts online purchase behavior. Therefore, attitude directly influence decision making and is a crucial step in a consumer's purchase behavior (Li-Ming & Wai, 2013).

Behavioral Intention

Rezaei et al. (2017) stated on the previous study that a person who holds a favorable attitude towards an action will be more inclined to perform a particular behavior (Kuo and Yen, 2009; Rezaei et al., 2016c). A separate study examined the antecedents divulge consumer demographics and lifestyle to positively affect attitude and ultimately towards intention to shop online (Taylor and Todd, 1995; Wu, 2003).

The hypotheses of this research are summarized as:

- H1: There is a positive relationship between hedonic motivation and convenience motivation.
- H2: There is a positive relationship between hedonic motivation and post-usage usefulness.
- H3: There is a positive relationship between prior online purchase experience and convenience motivation.
- H4: There is a positive relationship between prior online purchase experience and post-usage usefulness.
- H5: There is a positive relationship between time saving orientation and convenience motivation.
- H6: There is a positive relationship between time saving orientation and post-usage usefulness.
- H7: There is a positive relationship between price saving orientation and convenience motivation.
- H8: There is a positive relationship between price saving orientation and post-usage usefulness.
- H9: There is a positive relationship between convenience motivation and post-usage

usefulness.

H10: There is a positive relationship between convenience motivation and attitude towards OFD services.

H11: There is a positive relationship between convenience motivation and behavioral intention towards OFD services.

H12: Post-usage usefulness positively affects attitude towards OFD services.

H13: Post-usage usefulness positively affects behavioral intention towards OFD services.

H14: There is a positive relationship between attitude towards OFD services and behavioral intention towards OFD services.

RESEARCH METHOD

This research is a quantitative research and in order to test the hypotheses, the author spread online questionnaire that collect data of 400 valid respondents. To test the hypotheses, the author used SmartPLS 3.0 software. Outer and inner model have conducted on this research, which outer model is to test latent variable and its indicators. Indicators were tested with discriminant validity, convergent validity, Average Variance Extracted (AVE) Cronbach's Alpha, and composite reliability through PLS Algorithm. Inner model itself is to test on each latent variable to latent variable. The value of the test described by the value of R^2 , Q^2 , t-statistics, and p-value through bootstrapping. Other than that, author also test the questionnaire result by seeing the item mean and Goodness of Fit.

RESULTS AND DISCUSSION

Composite Reliability and Cronbach's Alpha which both values have to be greater than 0.7 to be avowed as reliable. Parameters that used for convergence validity are the loading factor and Average Variance Extracted (AVE) values that have to be greater than 0.7. However, greater values than 0.5 are also accepted for Average Variance Extracted (AVE) (Indrawati, 2017). The result of convergence validity is shown below in Table 1 for AVE and Table 4.10 for Outer Loadings.

Table 1 Outer Model

| | COMPOSITE RELIABILITY | CRONBACH'S ALPHA | AVE |
|--------|-----------------------|------------------|-------|
| AODS | 0.950 | 0.930 | 0.826 |
| BIOFDS | 0.929 | 0.885 | 0.813 |
| CM | 0.939 | 0.919 | 0.756 |
| HM | 0.887 | 0.807 | 0.726 |
| POPE | 0.908 | 0.848 | 0.766 |
| PSO | 0.858 | 0.749 | 0.669 |
| PUU | 0.884 | 0.825 | 0.657 |
| TSO | 0.889 | 0.834 | 0.668 |

(Source: Research team, Data processed 2018)

Structural model test or inner model testing is conducted by analyzing the influence to both endogenous and exogenous on latent variables. Inner model testing's first step is by evaluating the coefficient determination (R^2). The rule of thumb for coefficient determination is that the R^2 values 0.67, 0.33, and 0.19 described as "Good", "Moderate", and "Weak" (Indrawati, 2017).

Table 2 R Square and Q Square

| | R Square (R²) | Q Square (Q²) |
|---------------|---------------------------------|---------------------------------|
| AODS | 0.4493 | 0.347 |
| BIOFDS | 0.6040 | 0.462 |
| CM | 0.7119 | 0.501 |
| PUU | 0.6870 | 0.424 |

(Source: Research team, Data processed 2018)

The hypotheses testing used in this study is one-tailed with 5% significance level. As is, the T-statistics values have to be greater than 1.65 to have the accepted hypotheses. Therefore, values below 1.65 are declared as rejected hypotheses. Both latent constructs' positive or negative influences are implied by the path coefficient.

Table 3 Hypotheses Testing

| Hypotheses | Path | Path Coefficient | T Statistics | P Values | Description |
|-------------------|----------------|-------------------------|---------------------|-----------------|--------------------|
| H1 | HM -> CM | 0.128 | 2.901 | 0.00 | Accepted |
| H2 | HM -> PUU | 0.141 | 2.832 | 0.00 | Accepted |
| H3 | POPE -> CM | 0.603 | 10.926 | 0.00 | Accepted |
| H4 | POPE -> PUU | 0.120 | 1.900 | 0.00 | Accepted |
| H5 | TSO -> CM | 0.206 | 4.290 | 0.00 | Accepted |
| H6 | TSO -> PUU | 0.396 | 8.392 | 0.00 | Accepted |
| H7 | PSO -> CM | -0.036 | 1.174 | 0.24 | Rejected |
| H8 | PSO -> PUU | 0.122 | 3.860 | 0.00 | Accepted |
| H9 | CM -> PUU | 0.203 | 3.298 | 0.00 | Accepted |
| H10 | CM -> AODS | 0.045 | 0.756 | 0.45 | Rejected |
| H11 | CM -> BIOFDS | 0.397 | 5.817 | 0.00 | Accepted |
| H12 | PUU -> AODS | 0.637 | 12.534 | 0.00 | Accepted |
| H13 | PUU -> BIOFDS | 0.236 | 3.128 | 0.00 | Accepted |
| H14 | AODS -> BIOFDS | 0.263 | 4.783 | 0.00 | Accepted |

(Source: Research team, Data processed 2018)

The two rejected hypotheses are Price Saving Orientation towards Convenience Motivation and Convenience Motivation towards Attitude towards Online Food Delivery Service (<1.65). Price Saving Orientation does not have positive influence to Convenience Motivation as prices on Go-Food are not cheaper than on the offline retail, even some prices on Go-Food are higher than on the offline retail. This caused by 15% revenue sharing from total revenue that is generated for Go-Food transactions of restaurant partners per month (Go-Jek, 2017). By that, some restaurants decided to put higher price on Go-Food compared to its offline retails that confirmed H7 is rejected.

Convenience Motivation does not positively influence attitude that is not equal in the previous research. Yang et al. (2013) explains that on the study of his, revealed that consumers regard search inconvenience as a major obstacle to convenient and efficient online shopping. All the potential issues associated with product search over the internet can be grouped into four major categories that are download speed, web site design, search function, and product classification (Yang, Jiang, & Jun, 2013).

CONCLUSIONS AND SUGGESTIONS

Conclusions

The following conclusions are according to the result of partial least square (PLS) analysis and hypotheses that has been conducted in the previous chapter that are expected to answer the research questions:

1. Hedonic Motivation, Prior Online Purchase Experience, and Time Saving Orientation have positive relations to Convenience Motivation and Hedonic Motivation, Prior Online Purchase Experience, Time Saving Orientation, and Price Saving Orientation have positive relations to Post-Usage Usefulness;
2. Convenience Motivation has positive relation to Post-Usage Usefulness and Behavioral Intention towards Online Food Delivery Services. Post-Usage Usefulness has positive relation to Attitude towards Online Food Delivery Service and Behavioral Intention towards Online Food Delivery Services;
3. Attitude towards Online Food Delivery has positive relation to Behavioral Intention towards Online Food Delivery Services;
4. Price Saving Orientation has no positive relation to Convenience Motivation and Convenience Motivation has no positive relation to Attitude towards Online Food Delivery Service.

Suggestions

Suggestions for the company

As discussed on previous chapter, the post-usage usefulness to attitude has the highest t-statistics value of 12.534. By that, the company has to improve the effectiveness and usefulness of Go-Food service to gain the consumer experience and the post-usage usefulness towards attitude. The second highest t-statistics value of 10.926 is prior online purchase experience to convenience motivation. The company also has to improve the purchase comfortability, experience of consumer, to gain the prior online purchase experience to convenience motivation of consumers.

Suggestions for future research

In this study, the object analyzed is online food delivery system (Go-Food). Future research can analyze the similar object characteristics (online food delivery service). As seen on Table 2, the R square of attitude towards OFD is 0.4493 (44.93%). Referring to previous study of TAM (Davis, Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology, 1989), the variable that influence attitude towards OFD could be added more variable.

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