

**Behavioral Intention Toward Online Food delivery  
(The Study Of Consumer Behavior During Pandemic Covid-19)**

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**ABSTRACT**

*Pandemic Covid-19, social distancing and self-quarantine has a great impact to consumer behavioral, most of the activities move to online activities, consumer prefer online transaction to ensure they are safety. The purpose of this research is to analyze correlation between convenience motivation and behavioral intention during pandemic in the last few months (since government announce a big social distancing in Indonesia in March, 2020). This research using purposive sampling technique in which only those who are using online food delivery services during pandemic that can be the respondent, the questionnaire spread out among 209 respondents. There are 4 variables in this research they are: time saving orientation (TSO), prior online purchase experience (POPE), convenience motivation (CM) and behavioral intention towards OFD services (BI) they are analyzed with path analysis model, using warpPls 7.0. this research revealed that there is positive relationship between time saving orientation, prior online purchase experience, convenience motivation to behavioral intention toward OFD services to behavioral intention.*

**Keywords:** time saving orientation, prior online purchase experience, convenience motivation, behavioral intention towards OFD services.

**ABSTRAK**

*Pandemi Covid-19, pembatasan sosial dan karantina mandiri memiliki dampak besar terhadap perilaku konsumen, hampir semua aktifitas beralih menjadi aktifitas online, konsumen lebih memilih transaksi online untuk memastikan mereka aman. Tujuan penelitian ini adalah untuk menganalisis hubungan antara convenience motivation dengan behavioral intention selama pandemic sejak pemerintah mengumumkan pembatasan sosial di Indonesia pada bulan Maret 2020. Penelitian ini menggunakan teknik purposive sampling dimana hanya mereka yang melakukan pembelian makanan pesan-antar selama pandemi yang dapat menjadi responden. penggunaan teknik purposive sampling ini digunakan untuk mrnjawab tujuan dari penelitian ini yaitu melihat perilaku konsumen pesan-antan makanan online selama pandemi. Kuesioner dibagikan kepada 209 responden. Ada empat variabel dalam penelitian ini yaitu: time saving orientation(TSO), prior online purchase experience(POPE), Convenience motivation(CM) dan behavioral intention towars OFD services (BI), varibel-variabel tersebut dianalisis menggunakan model analisis jalur dengan software warpsPls7.0. Hasil penelitian ini menemukan bahwa ada hubungan positif antara time saving orientation, prior online purchase experience, convenience motivation dan behavioral intention toward OFD services terhadap behavioral intention.*

**Kata Kunci:** time saving orientation, prior online purchase experience, convenience motivation, behavioral intention towards OFD services.

## INTRODUCTION

### Background

Government policy to restricted social activities through social distancing, self-quarantine in Indonesia start officially in March, 2020. It was when it found Covid-19 case in Solo, government have to take that policy to stop the virus transmission, since it is a very contagious disease. This policy has brought so many changes in people habit and activities, most of the activities change to be online activities and people prefer online transaction. Nowonder if online transaction is increasing during this pandemic. Figure 1 shows us the impact of covid-19 to online shopping where there are more people using online order (order and deliver to home) rather than people using click and collect (order and pick up to store)

Figure 1. The impact of covid-19 to online shopping



Source: Numerator survey result(Intelligence, 2020)

Online food delivery services is one of the online service which is popular, it is interested to analyze consumer behavioral intention on using OFD services during the pandemic. Previously there were some studies that analyzed the behavioral intention toward online food delivery services(OFD) such as research done by (Yeo et al., 2017) and then (Nastiti, Nabila, Rachmawati, 2019) that also done their reserch on it but specifically their object on Gofood as on of the OFD service's platform in Indonesia, and there is no previous research on behavioral intention toward OFD that focus the research on this pandemic era.

The aims of this research is to analyzed the relationship between convenience motivation and behavioral intention to use OFD services during pandemic covid-19 and also consider the factor that might be impact the convenience motivation also.

### Problem Identification

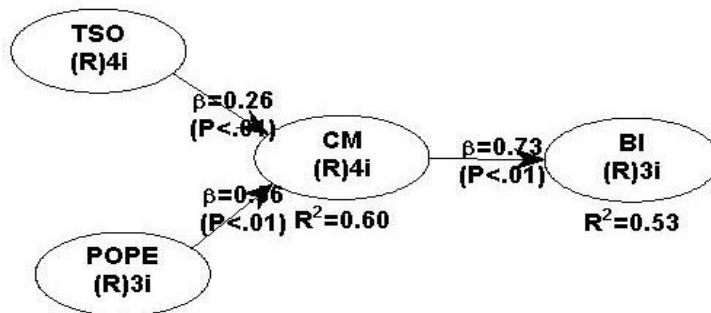
Pandemic covid-19. Social distancing and self quarantine has a great impact to many life aspects, especially to the consumer behavioral intention, in order to feel save and to obey the government rule on social distancing many people prefer to have online transaction. Therefore, we are interest to analysis the the behavioral intention toward food delivery services (OFD) during this pandemic era.

## Problem Formulation

The aims of this research is to analyzed the relationship between convenience motivation and behavioral intention towards OFD services during pandemic covid-19. Focus of this research is analyzing the change of consumer behavior as the impact of pandemic

## THEORITCAL BACKGROUND

Figure 2. Research model



Source: wrapPLS 7.0, 2020

### Time saving orientation (TSO)

Time is one of the most important factor motivation that consider by consumer before they decide to use a service, online service can save the time, since they do not have to go to store to get what they needs. OFD services is consider as an ease, speed and precision of order (Dixon et al., 2009) therefore this hypothesis is proposed

**H1:** There is a positive relationship between time saving orientation and convenience

### Prior online purchase experience (POPE)

Many people still consider online buying as a high risk activities compare to offline shopping, because there is no direct interaction between buyer and seller (Laroche, Yang, Mcdougall, et al., 1995) (Laroche et al., 2005). People who has a satisfied experience in using online services has a willing to online repurchase, since they already have more confident through their experience. There fore the following hypothesis is proposed

**H2:** there is a positive relationship between POPE and convenience motivation

### Convenience motivation (CM) and behavioral intention towards OFD services (BI)

According to oxford dictionary convenience is similar to ease, joyful, satisfaction or a little effort or difficulty where as behavioral intention is consumer intention to use OFD service in the future (Warshaw & Davis, 1985) therefore the following hypothesis is proposed.

**H3:** there is a positive relationship between convenience motivation and behavioral intention

**Table 1. State of the art**

No	Research Title	Researcher	Year	Result
1	Level and changes of Physical Activity in Adolescents during the Covid-19 Pandemic: Contextualizing Urban VS rural Living Environment(Zenic et al., 2020)	Zenic, et all	2020	This research reveal a significant changes in people activities in a big city during pandemic.
2	Framing Consumer Food Demand Responses in Viral Pandemic(Cranfield, 2020)	Cranfield, Jhon A.L.	2020	Consumer intention to use online food delivery influence by salary, time saving and long term goal of consumer.
3	Pengaruh Bencana Covid-19, Pembatasan Sosial dan Pemasaran Online Terhadap Perubahan Perilaku Konsumen alam Membeli produk retail(Yusup, Deni Kamaludin and Badriyah, Mila and Suyandi, Dedi and Asih, 2020)	Yusup,dkk	2020	This study analyzes changes in retail consumer behavior
4	Factors That Influence The Attitude And Behavioral Intention Of Indonesian Users Toward online Food Delivery Service by The Go-Food Application.(Prabowo & Nugroho, 2019)	Prabowo,Nugroho	2019	Go-food consumer attitudes and behavior are influenced by usefulness perception which is also influenced by other external factors (hedonic and time saving motivation)
5	Faktor-faktor Yang Dipertimbangkan Konsumen Dalam Menggunakan jasa Delivery Go-Food pada Aplikasi Go-Jek	Tisyadana, Dewi	2019	Go-jek's services and applications are indeed good, other factors that also influence consumer behavior are price, social and lifestyle, although not

No	Research Title	Researcher	Year	Result
6	Kabupaten Badung (Studi kasus pada konsumen Go-food di Kabupaten Badung-Bali)(Tisyadana & Dewi, 2019) Utilitarian & Hedonic That Influence Customer Satisfaction and Their Impact on Purchase Intention: Online Survey Towards Berrybenka fashion E-Commerce's Buyer(Johar et al., 2018)	Syafita, Suharyono, Sunart	2018	as large as individual factors and service quality  This research found that utilitarian dan hedonic are significantly effecting the repurchase intention through satisfaction.
7	Consumer Experiences, Attitude nad Behavioral Intention Toward Online Food Delivery(Yeo et al., 2017)	Yeo,Goh, Rezae	2017	All hypotheses are supported except the correlation between online purchase experience and post usage usefulness

Source: research team

There are some of the previous research that has analyzed some factors that influence the consumer behavioral intention but not in pandemic condition, and this study focus to analyze the relationship between convenience motivation and behavioral intention

## RESEARCH METHOD

This is a quantitative research, the population of this research is all the OFD services consumers which use the service during pandemic covid-19, the sample in this reseach determine using purposive sampling which mean only those who fullfill the set criteria which eligible to be the respondent(Sugiyono, 2017). The questionnaire spread out online, and most of the responden were Indonesian university students, mostly from Bandar Lampung. The number of the respondents in this research is 209 and the number of accepted sample for correlation research is between 30 up to 500, and more respondent would be more representative and can be generated (Gay, L.R. & Diehl, 1992) therefore the number of sample in this research could be accepted. to see the correlation between the independent and dependent variable in this research, we used path analyze model and analyzing with wrapPLS 7.0

## RESULT AND DISCUSSION

The validity testing in this research measured by Average Variance Extract(AVE) value as shown in table 3 that all the construct valid since it has value >0,5 (Hair et al., 2014).

Reliability testing result in this research also said reliable since the cronbach's alpha of all variables is >0,6 so all the construct in this research are valid and reliable.

**Table 3. Construct Validities and reliabilities**

Research Constructs	Cronbach's Alpha	AVE
TSO	0.886	0.865
POPE	0.831	0.865
CM	0.931	0.910
BI	0.916	0.925

Source: *wrapPLS 7.0*

Hypotheses testing can be shown in the table 4, path coefficient can be consider to see positive correlation between variables supported with the value of Pvalues <0,1 (Hair et al., 2014) all the hypotheses proposed are supported. H1: it is showing the positive relationship between time saving orientation and convenience motivation as the Pvalues is <0,001 it is very significant.

H2: it is showing the positive relationship between prior online purchase experience and convenience motivation as the Pvalues is <0,001 it is very significant.

H3: it is showing the positive relationship between convenience motivation and behavioral intention towards OFD services as the Pvalues is <0,001 it is very significant.

**Table 4. Hypotheses Testing**

Hypoteses	Path	Path Coefficient	P Values	Description
H1	TSO-->CM	0.265	< 0.001	Supported
H2	POPE-->CM	0.539	<0.001	Supported
H3	CM-->BI	0.353	<0.001	Supported

Source: *WrapPLS 7.0*

The result of this hypotheses testing reveal that there is positive and significant relation between time saving orientation, prior online purchase experience and convenience motivation toward behavioral intention, it is supported by previous research Yeo et al., on their research found that time saving orientation and prior online purchase experience had a positive and significant correlation to behavioral intention (Yeo et al., 2017) and Nastiti & Rachmawaty on their research also revealed that convenience motivation has a positive relationship between online purchase experience and time saving orientation and significantly affected the behavioral intention.(Nastiti, Nabila, Rachmawati, 2019). The result of this reserch also supported by the responden that there were 79% of 209 responden using OFD services during the pandemic era and 52,1% of 209 responden on this research are teenager or young generation at the age among 17-21 years old and mostly they are students, their respond supported the hypothesis about convenience motivation to use OFD services, since young people is known as

a technology savvy, they are technology friendly and comfort to use technology in fulfilling their needs, moreover 50% of 209 respondent in this reserch are women which are known that woman prefer to use comfort service for their need, no wonder they would prefer OFD service for convenience reason.

## **CONCLUSION AND SUGGESTION**

### **CONCLUSION**

It can be conclude that all the hypotheses proposed in this research are supported but but the number of consumer that used OFD services during pandemic Covid-19 is decrease from 93% to 79,9%. Thus, social distancing, self-quarantine on pandemic Covid-19 does not influence behavioral intention.

### **SUGGESTION**

This research conduct in Indonesia mostly respondent from Sumatera Island (Bandar Lampung) greater number of sample would give a better representative of model, and this research only focus to time saving orientation and online purchase experience, as some factors that influence convenience motivation, there are some other variables such as price saving orientation, hedonic motivation, attitude, that can be analyzed and might give different sight to the research and could answer why pandemic Covid-19, social distancing and self-quarantine do not increase the number of OFD order. Therefore, future research can also investigate other factors that influence behavioral intention to use OFD services.

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