

FACTORS THAT INFLUENCE CONSUMER BEHAVIOR IN USING ONLINE FOOD DELIVERY SERVICES

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ABSTRACT

Current developments in food delivery systems are greatly influenced by technology, where almost everything can be done by mobile phone or website. A solution for food delivery was created by creating an online food delivery order where we can order food through an online platform. Today the development of online food delivery is also growing. However, because the market is so large, many platforms are interested in creating online food delivery services with the characteristics of their respective platforms. The problem that arises from the development of online food delivery is that competition between merchants and competition between platforms is becoming increasingly tight. This research aims to summarize the basic things that a platform must have to attract consumers' interest in buying food through the online food delivery services they offer and provide data on how big an impact these factors have regarding customer interests. Such as the importance of user interface quality, product information quality, variety of choices, security perception, and discounts to save customers money. So, we argue that this research can be used to develop online food delivery services to be more developed than they are presently and develop small industries (merchant) that are starting their businesses, as well as large companies to further develop. The results show that the existence of a variety of choices, data security, and discounts offered that can save customers money will be able to influence customer attitudes, which will then increase someone's interest in making a purchase. Meanwhile, the user interface and product information have a less significant impact on changes in customer attitudes.

Keywords: *Online Food Delivery, E-Commerce, Consumer Buying Behavior*

1. INTRODUCTION

The development of technology today is very rapid, and this technological development leads to modern businesses using applications in the virtual world [1]. One form of this is in the culinary or food sector, where in the early 2000s food delivery was carried out by making a telephone call to the desired restaurant [2]. In this activity, there are lots of problems arise, such as restaurants not being able to make deliveries to the area because they are far away, restaurants having an absence of staff so they can't make food deliveries, and sometimes errors in orders occurring because orders are made through the telephone, which in the conversation can appear lack of clarity in the voice, the tempo of speaking is too fast, and also the ordering time is considered quite time-consuming because need to mention one by one the food menu you want to order [3].

After several of these problems arose along with the times, using food delivery services can be done through third-party applications, where restaurants want to increase sales through food delivery, several

restaurants have started to create applications for ordering food delivery, which they hope will make things easier, faster and more efficient. Effective in placing food orders [4].

However, this method is considered less effective because each restaurant will create an application according to their needs, resulting in different user experiences and interfaces which are considered to reduce the user's attentiveness in using the application [5].

In 2015, the Go-Food service was launched by PT Gojek Indonesia through their e-commerce application, namely Gojek. After the Go-Food service was considered to have attracted very high interest from users, Gojek's competitors began to create online food delivery services on their respective applications because they were believed qualified to attract user interest. Even though they come from different e-commerce platforms, in line with past experiences, applications that provide online food delivery services have similarities in terms of appearance or user interface, which is because users already feel familiar and comfortable

with the user interface. already exists so that the similarity of the user interface does not reduce user interest in using other e-commerce applications. Apart from that, online food delivery allows users to place orders anywhere and anytime. [6].

Indonesia ranks first in the use of online food delivery services in ASEAN in 2022 with transactions reaching 4.5 million US dollars. Due to the large market for online food delivery services, there will be tight competition between merchants and platforms, so this research aims to help merchants or platforms that want to develop or compete with their competitors. This research can be used by anyone who wants to develop in online food delivery services [7].

2. LITERATURE REVIEW

2.1 *User interface quality*

The user interface is a communication mechanism between the user and a software gadget inside the shape of a website, mobile, or software where the mechanism will be adjusted to the user's needs [8]. So, the user interface plays a very important role because the main function of the user interface itself is to present tools that suit the user's needs which aims to make it easier for the user to operate a product which can be a website, mobile or software [9].

2.2 *Product information quality*

Product information is one of the important things to attract users to see a product, where the product information states things about the product being sold, such as what is included in the purchase package or description sentences that describe or explain a product [10].

2.3 *Variety of choice*

Diversity of choice is the diversity of goods or services by adding choices or variants so that the goods or services become diverse. This is also one of the factors that attract someone's interest in buying something [11].

2.4 *Security perception*

User interest is also influenced by the security of consumer data managed by a particular e-commerce because e-commerce will have full control over any data stored by consumers for the smooth use of the services provided by that e-commerce [12]. When using online food delivery services, of course, we must share our personal information such as home address, cellphone number, name and so on. However, when consumers use online food delivery services, consumers already

know some of the risks they may experience when using these services but are based on the confidence that e-commerce can promise the security of our personal data and provide comfort for consumers when using the services they provide [13]. This trust itself comes from within the person himself because this trust is a willingness to make himself sensitive to actions taken by people he trusts based on a sense of trust and responsibility [14].

2.5 *Saving money*

Saving money is one of the things that many consumers do, and it becomes an instinct for consumers, whether by reducing the quantity of goods purchased to looking for goods at the cheapest prices, so many consumers look for promotions or price cuts because these two things are already definitely attracts consumer interest to see and even buy a product [15]. Currently, economic difficulties are felt in almost all circles, economic difficulties are not only caused by a lack of income but also arise if errors occur in financial management [16]. With this knowledge, sellers and e-commerce parties use price discount strategies to attract consumer interest. Where this price discount is in the form of a price reduction from the normal price in certain periods, resulting in promotions from e-commerce for collaborating merchants to be interested in taking part in price discount events held by e-commerce [17].

2.6 *Consumer attitude*

Attitude is a phrase that may be interpreted as how a person thinks. Attitude has 3 most important components: 1) Cognitive component: Knowledge and perceptions received from the direct reveal in of the mindset challenge together with different assets of information; 2) Emotional component: Includes consumers' feelings and emotions in the direction of positive merchandise or brands; and 3) Behavioral component: The person's choice to perform a degree or conduct in the direction of the challenge of mindset in a positive way [18]. Improving a person's mindset in the direction of a product reduces the want for brand new minds and decisions, determines and predicts a person's conduct in the direction of each day and conventional problems, and the end allows social life. Being aware of your settings may be very important. If we apprehend a person's mindset, we will expect and manipulate his conduct. For example, if an online save is aware of patron attitudes in the direction of the offerings it offers, then the shop can higher adapt its offerings to patron

attitudes, thereby ensuring patron pleasure and growing profitability [19].

2.7 Consumer buying behavior

The choice to shop for a product is primarily based totally on choice or interest, that's a person's emotional reaction to a situation or a product. This emotional reaction is inspired with the aid of using 3 impartial factors: pleasure, arousal, and control. Happiness is a nation in which a person feels correct and happy. Stimuli are associated with different emotional states that people experience in different situations. This could be feeling emotional, active, restless, or sleepy. Control, on the other hand, is an individual's feeling of being able to control or impose a particular situation [20]. The desire to buy an item can be based on the feeling of pleasure one gets when buying an object or using a service. So that when seeing a product consumers will create a perception where this perception will increase or build a desire to buy a product [21].

2.8 Model Building

User interface quality has quite a big influence on user attraction. If the user interface quality of a platform is good, it will increase user attraction. If a platform has poor user interface quality, it will reduce the user's desire to use the platform [22]. When we buy something, two things are most important, the object itself and the service offered. So, these two things have a relationship with customer intention [23].

Consumer behavior in assessing something to buy is divided into two, consumer satisfaction and consumer dissatisfaction. Where consumer satisfaction is influenced by the service or promotions carried out by the seller. When a seller fulfills basic desires well, this will leave a positive impression on the consumer's level of satisfaction, where if the consumer feels satisfied with a product or service from the seller, it will increase their desire to buy from that customer [24].

According to [25], information security has an impact on the mindset and intention of online consumers to make purchases.

The material on a website and its technological aspects directly affects how customers feel about making purchases online. The intention to make an online purchase is significantly positively impacted by consumer attitude as well [26].

Consumer loyalty to online retailers is primarily influenced by information satisfaction, communication advantage, and user interface quality. At the same time, quality of goods and

service information, customer communication quality, and sense of security all have a major impact on information satisfaction and communication advantage. These findings suggest that the gathering of data from internet retailers has a significant impact on consumer purchasing patterns and loyalty [27].

Following a visit to a store's website, customers feel better about the environment in the store, which influences their behavior and encourages them to shop online [28].

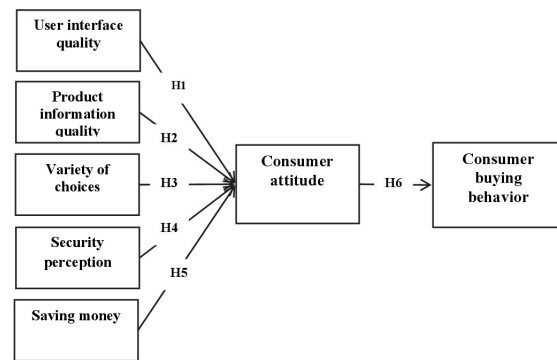


Figure 1: Propose Research Model

3. RESEARCH METHOD

Data collection was carried out using Google Forms media to collect respondent data. In this research we used purposive sampling, hence in the Google form there are filter questions to be able to filter out respondents who do not match the required criteria. In the questionnaire form, there are 28 questions, and the questions contained in the Google form are based on questions that have been used in previous research. The target respondents who want to be reached are smartphone users aged 18-35 years who use online food delivery services, which are one of the services from a platform (e-commerce) such as Go-Food, Grab Food, or Shopee Food. Questioners form we sent to several student groups, and friends through social media platforms.

3.1 Data Source

In this research, data are collected through surveys that are conducted online. During this research, we collected 180 respondents using Google Forms. The collected data are from Indonesian citizens who have been using online food delivery services which are one of the services of a platform (e-commerce) such as Go-food, Grab Food, Shopee Food.

The information pattern or respondents in this observation are domiciled in numerous locations

in Indonesia together including Jakarta, Tangerang, and Bekasi. We used cross-sectional data collection, the data series initiated in early December 2023. Structural Equation Modeling (SEM) is used for data analysis and SMART PLS as a statistical tool.

3.2 Analysis Method

For this research, Partial Least Square Structural Equation Modelling (PLS-SEM) was used. Below is are table that contains the indicators and variables used in this method

Table 1: Variable And Indicator

| Variable and Indicator | | |
|---|-----|--|
| User Interface Quality (UI) | | Ref. |
| I think an attractive user interface makes me productive | UI1 | Fatta, H.A., & Mukti, B. (2018) |
| I think a good user interface will help me find the things I want more quickly and easily | UI2 | Fatta, H.A., & Mukti, B. (2018) |
| I think the user interface in e-commerce today is user-friendly | UI3 | Baharum, A., Ismail, R., Daruis, D.D., Fabeil, N.F., Bahar, I.A., & Omar, M. (2018). |
| I need to do some Learning before I can use e-commerce applications | UI4 | Setiyawati N, Bangkalang DH. (2022). |
| Product Information Quality (PI) | | |
| I think the information listed to describe a product is clear | PI1 | Suchánek, Petr & Richter, Jiří & Králová, Maria. (2016). |
| I think the information listed on the product attracts my attention to see more details | PI2 | Lazaro, May Jorella & Lim, Jaeseo & Kim, Sung & Yun, Myung. (2020). |
| I will purchase a product when the information listed matches my expectations | PI3 | Suchánek, Petr & Richter, Jiří & Králová, Maria. (2016). |
| I think the information stated in the product description can be understood easily | PI4 | Kuo, Ying-Feng & Wu, Chi-Ming & Deng, Wei-Jaw. (2009). |
| Variety of Choices (VC) | | |
| I think with so many choices I can find the product I want or need | VC1 | J. theor. appl. electron. Commer. (2017). |

| I think having so many options available keeps me going with e-commerce | VC2 | J. theor. appl. electron. Commer. (2017). |
|--|-----|--|
| I will always look for the items I need in ecommerce | VC3 | Bulut, Z.A. (2016). |
| I feel that the goods sold in ecommerce are always up to date | VC4 | Kotian, H., & Meshram, B.B. (2017). |
| Security Perception (SP) | | |
| I feel safe when I include my personal data on e-commerce platforms | SP1 | Bulut, Z.A. (2016). |
| I feel that buying or transacting via ecommerce is safe | SP2 | Bulut, Z.A. (2016). |
| I feel that topping up your e-wallet on the e-commerce platform is safe | SP3 | Ridaryanto, Refi Kautsar Firmansyah, Rano Kartono, Arta Moro Sundjaja(2020). |
| I think transactions using digital payments are safer and more effective than traditional transactions | SP4 | Singh, S., & Rana, R. (2017). |
| Saving Money (SM) | | |
| I think the discount offered by e-commerce is quite big. | SM1 | Indrawati, & Putri, D.A. (2018). |
| I think when using e-commerce I can get goods cheaper than shopping at the store | SM2 | Indrawati, & Putri, D.A. (2018). |
| I think the cashback I get from shopping online is quite profitable | SM3 | Sudiantini, D., Diniyah, I., Andreas, R., Setiawan, A., & Puspita, A. D. (2023). |
| I think the bundling packages offered in e-commerce are quite profitable | SM4 | Lin, X., Zhou, Y. W., Xie, W., Zhong, Y., & Cao, B. (2020). |
| Consumer Attitude (CA) | | |
| I think e-commerce is very useful in my daily life. | CA1 | Yolanda, A., & Widijoko, G. (2013)., Mirawati, I. (2021). |
| I feel comfortable using e-commerce | CA2 | Yolanda, A., & Widijoko, G. (2013). |
| I always look for the items I want | CA3 | Utami, A. R. H. S.(2020). |

| | | |
|--|-----|--|
| via e-commerce because I'm used to it. | | |
| I think the advertising done by e-commerce caught my attention | CA4 | Mirawati, I. (2021). |
| Consumer Buying Behavior (CB) | | |
| I think buying things is based on lifestyle | CB1 | Ramya, N. A. S. A. M., & Ali, S. M. (2016)., Singh, A. N. K. I. T., Dhayal, N., & Shamim, A. (2014). |
| I think buying via e-commerce has minimal/small risk. | CB2 | Rungsisawat, S., Joemsittiprasert, W., & Jermsittiprasert, K. (2019)., Bucko, J., Kakalejčik, L., & Ferencová, M. (2018) |
| I think I buy things based on trends among social/groups | CB3 | Singh, A. N. K. I. T., Dhayal, N., & Shamim, A. (2014). |
| I think of buying via e-commerce because it is available anywhere and anytime. | CB4 | Bucko, J., Kakalejčik, L., & Ferencová, M. (2018) |

6. H6: Customer Attitude (CA) positively affects Customer Buying Behavior (CB) in online food delivery.

4. RESULT AND DISCUSSION

4.1 Measurement Model : Valid and Reliability

After collecting data using Google Form, 180 respondents were collected, then data filtration was carried out from the 180 respondents. The data that can be used in smart PLS processing is 173 respondents who had valid data. A total of 7 respondents had invalid data, resulting in the following outer model.

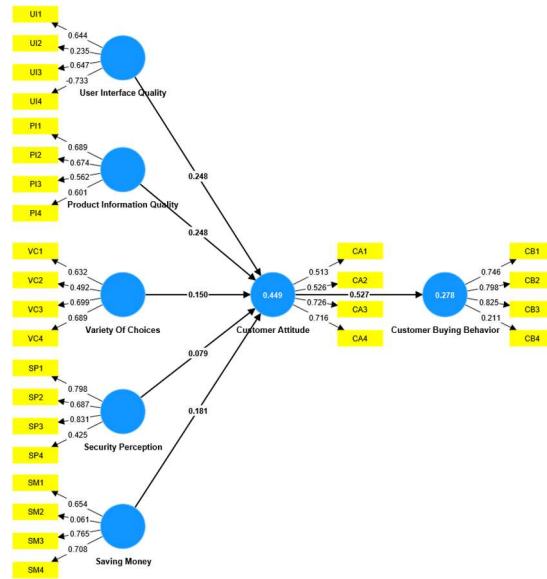


Figure 2: Model Path Coefficients

3.3 Design Analysis and Hypothesis

Statistics multivariate used on these studies turned into Structural Equation Modeling (SEM) that is Partial Least Square (PLS) with Smart-PLS four application. PLS is an opportunity technique used to conquer the connection among complicated variables. PLS-SEM provide an explanation for the connection among one or numerous based variables (endogenous) with one or numerous impartial variables (exogenous). Hypothesis:

1. H1: User Interface Quality positively affects Customer Attitude (CA) in online food delivery.
2. H2: Product Information Quality (PI) positively affects Customer Attitude (CA) in online food delivery.
3. H3: Variety Of Choices (VC) positively affects Customer Attitude (CA) in online food delivery.
4. H4: Security Perception (SP) positively affects Customer Attitude (CA) in online food delivery.
5. H5: Saving Money (SM) positively affects Customer Attitude (CA) in online food delivery.

The statistics evaluation approach to check the speculation used in these studies is Smart-PLS 4.0 professional version. According to PLS-SEM algorithm, step one is to check validity and reliability. Validity in SEM is expressed through Convergent Validity, specifically Average Variance Extracted (AVE) which should have a value > 0.5 [17] step one is to check validity and reliability. Validity in SEM is expressed through Convergent Validity, specifically Average Variance Extracted (AVE) which the value of discriminant validity or cross loading factors, which expected is > 0.6 [17].

After that, insignificant indicator for each variable were reduced which had a cross loading value below 0.6. These variables include UI 2, UI 4, PI 3, PI 4, VC 1, VC 2, SP 2, SP 4, SM 1, SM 2, CA 1, CA 2, and CB 4 (see table 2). After we delete or

not include insignificant indicators, the AVE value for each variable is highly accepted to measure the model (see table 3).

Table 2: Construct Validity And Reliability

| No. | Construct | Cross Loading | AVE | CR | CA |
|-----|-----------|---------------|-------|-------|-------|
| 1 | UI | | 0.570 | 0.720 | 0.263 |
| 2 | UI1 | 0.613 | | | |
| 3 | UI2 | 0.237 | | | |
| 4 | UI3 | 0.874 | | | |
| 5 | UI4 | -0.686 | | | |
| 6 | PI | | 0.647 | 0.785 | 0.456 |
| 7 | PI1 | 0.775 | | | |
| 8 | PI2 | 0.833 | | | |
| 9 | PI3 | 0.565 | | | |
| 10 | PI4 | 0.607 | | | |
| 11 | VC | | 0.615 | 0.762 | 0.376 |
| 12 | VC1 | 0.635 | | | |
| 13 | VC2 | 0.481 | | | |
| 14 | VC3 | 0.807 | | | |
| 15 | VC4 | 0.761 | | | |
| 16 | SP | | 0.754 | 0.860 | 0.674 |
| 17 | SP1 | 0.866 | | | |
| 18 | SP2 | 0.688 | | | |
| 19 | SP3 | 0.871 | | | |
| 20 | SP4 | 0.436 | | | |
| 21 | SM | | 0.628 | 0.772 | 0.409 |
| 22 | SM1 | 0.658 | | | |
| 23 | SM2 | 0.088 | | | |
| 24 | SM3 | 0.795 | | | |
| 25 | SM4 | 0.790 | | | |
| 26 | CA | | 0.637 | 0.761 | 0.396 |
| 27 | CA1 | 0.519 | | | |
| 28 | CA2 | 0.528 | | | |
| 29 | CA3 | 0.691 | | | |
| 30 | CA4 | 0.871 | | | |
| 31 | CB | | 0.618 | 0.840 | 0.715 |
| 32 | CB1 | 0.752 | | | |
| 33 | CB2 | 0.789 | | | |
| 34 | CB3 | 0.850 | | | |
| 35 | CB4 | 0.234 | | | |

Table 3: Variable And Ave

| Variable | AVE |
|-----------------------------|-------|
| User Interface Quality | 0.570 |
| Product Information Quality | 0.647 |
| Variety Of Choices | 0.615 |
| Security Perception | 0.754 |
| Saving Money | 0.628 |
| Customer Attitude | 0.618 |
| Customer Buying Behavior | 0.637 |

Effect of customer attitude to change customer buying behavior have many variables which is user interface quality, Product information quality, variety of choices, security perception, and saving money.

The indicator with the biggest loading factor is UI 3 “I think the user interface in e-

commerce today is user-friendly “with a loading factor of 0.874. The smallest loading factor is CA 3 “I always look for the items I want via e-commerce because I'm used to it” with a loading factor of 0.691.

Subjective Norms variable have 5 variable which is User interface quality, Product Information Quality, Variety of choices, Security Perception, and Saving Money. Saving Money included “SM1”, “SM2”, “SM3”, “SM4” as indicator. The indicator with the biggest loading factor is SM3 “I think the cashback I get from shopping online is quite profitable” with a loading factor of 0.795. The smallest loading factor is SM2 “I think when using e-commerce, I can get goods cheaper than shopping at the store” with a loading factor of 0.088.

There is User interface quality as a subjective norm including “UI1”, “UI2”, “UI3”, and “UI4” as indicators. The indicator with the biggest loading factor is UI3 “I think the user interface in e-commerce today is user-friendly” with a loading factor of 0.874. The smallest loading factor is UI4 “I need to do some Learning before I can use e-commerce applications” with a loading factor of -0.686.

There is Product information quality as subjective norm including “PI1”, “PI2”, “PI3”, and “PI4” as indicators. The indicator with the biggest loading factor is PI2 “I think the information listed on the product attracts my attention to see more details” with a loading factor of 0.833. The smallest loading factor is PI3 “I will purchase a product when the information listed matches my expectations” with a loading factor of 0.565.

There is a Variety of Choices as subjective norms including “VC1”, “VC2”, “VC3”, and “VC4” as indicators. The indicator with the biggest loading factor is VC3 “I will always look for the items I need in e-commerce” with a loading factor of 0.807. The smallest loading factor is VC2 “I think having so many options available keeps me going with e-commerce” with a loading factor of 0.481.

There is Security perception as a subjective norm included “SP1”, “SP2”, “SP3”, “SP4” as indicator. The indicator with the biggest loading factor is SP1 “I feel safe when I include my personal data on e-commerce platforms” with a loading factor of 0.866. The smallest loading factor is SP4 “I think transactions using digital payments are safer and more effective than traditional transactions” with a loading factor of 0.436.

Behavior Control variable which is Customer Buying Behavior. Customer Buying Behavior included “CB1”, “CB2”, “CB3”, and “CB4” as indicators. The indicator with the largest loading factor is CB3 “I think I buy things based on

trends among social/groups” with a loading factor of 0.850. The smallest loading score is CB 4 “I think of buying via e-commerce because it is available anywhere and anytime.” with a value of 0.234.

Customer attitude or behavior variable which is Customer Attitude. Customer Attitude included “CA1”, “CA2”, “CA3”, and “CA4” as indicators. The indicator with the biggest loading factor is CA4 “I think the advertising done by e-commerce caught my attention” with a loading factor of 0.871. The smallest loading factor is CA1 “I think e-commerce is very useful in my daily life.” with a loading factor of 0.519.

Table 3: The Result of Structural Model Measurement

| Relation | T Statistics (O/STDEV) |
|----------|-----------------------------|
| UI → CA | 1.408 |
| PI → CA | 1.272 |
| VC → CA | 2.556 |
| SP → CA | 2.408 |
| SM → CA | 2.586 |
| CA → CB | 9.612 |

1. H1 is rejected: There is no significant impact between variable User Interface Quality (UI) to Customer Attitude (CA)
2. H2 is rejected: There is no significant impact between variable Product Information Quality (PI) to Customer Attitude (CA)
3. H3 is accepted: There is a significant impact between variable Variety of Choices (VC) to Customer Attitude (CA)
4. H4 is accepted: There is a significant impact between variable Security Perception (SP) to Customer Attitude (CA)
5. H5 is accepted: There is a significant impact between variable Saving Money (SM) to Customer Attitude (CA)
6. H6 is accepted: There is a significant impact between Customer Attitude (CA) to Customer Buying Behavior (CB)

Based on the research results, it shows that the hypothesis in this research is in line with research by [25] which states that information security has an impact on the mindset and intention of online consumers to make purchases. and, in line with

research by [26], that intention to make a purchase is significantly impacted by consumer attitude.

This research is also in line with studies by [29] which found that customer background and characteristics affect their attitude and attitude and also significantly influence their intention to make an online purchase.

However, the findings of this study conflict with those of [27], and [28] research, which found that customer loyalty to online retailers is primarily based on information satisfaction, communication advantage, and user interface quality; concurrently, information satisfaction and communication advantage are greatly impacted by the caliber of the goods and services provided; additionally, the quality of the user interface will establish the user's initial impression, thereby forming the user experience when utilizing an application.

5. CONCLUSION

There is no significant impact from user interface quality, and Product information quality to influence customer attitude, to increase customer interest in buying a product from online food delivery by having a large variety of choices, having a capable security system so that it makes the user or customer feel safe when using and transacting using online food delivery, the discounts offered by online food delivery make customers choose to shop using those service because customers can save their money. Then, with the features and services provided by online food delivery, customers have a positive image or view. When shopping using online food delivery apart from that, as the image of online food delivery increases in the mind of customers, customer buying behavior will also increase along with the increase in the image of online food delivery [24].

To make customers able to repeat purchases, online food delivery needs to make customers comfortable with services such as security, variety of choices, and discounts, in other words, a complete and safe platform can make customers feel satisfied and have no intention of using other platforms. if the platform can meet all customer needs and desires [30].

Product information quality does not have a significant impact on a person's desire to buy but rather has a significant impact on the value of the product itself, which means that if the value of the item becomes trustworthy then this will influence the desire to buy [31].

Therefore, in this research, there are still limitations in data collection so that this research can still be developed further for further research, where

with different sample data such as outside the Jabodetabek area or outside Indonesia, it may be possible to produce different data. so that this research can be used to carry out further research

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