

THE INFLUENCE FACTORS OF CONSUMER BEHAVIORAL INTENTION TOWARDS ONLINE FOOD DELIVERY SERVICES

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Abstract

The aims of this study is to investigate what are the influence factors of consumer behavioral intention toward online food delivery services (OFD). 200 valid questionnaires were collected to empirically test the research model using partial least square (PLS) path modelling approach. The result imply that proposed hypotheses were supported except for the relationship between prior saving orientation and convenience motivation.

Keywords: Consumer Behavioral intention, OFD, PLS, price saving orientation, convenience motivation

1. INTRODUCTION

Background

In this advance technology era, online food delivery has become life style of some people. OFD business has grow rapidly, and for the marketer who want to increase consumer behavioral intention to used OFD should know and identified what are the important factors that influence intention to OFD so that they will be able to increase their business benefit.

Problem Formulation

The problem of this research is what factors that influence the consumer behavioral intention toward online food delivery (OFD) services.

Research Purposes

The purpose of this research is to investigate the factors that influence the consumer behavioral intention toward online food delivery (OFD) services

Literature Review

This research adopt some indicators of consumer behavioral intention toward OFD services on Yeo et al [1] their study examine the structural relationship between convenience motivation, post usage usefulness, price saving orientation, hedonic motivation, time saving orientation, price saving orientation, prior online purchase experience, consumer attitude and behavioral intention towards OFD services.

The previous research was conducted in Malaysia with the Chinese students respondent, whereas this research conducted in Indonesia, the respondent mostly students from Sumatera Island and this research only focus to investigate the relationship between convenience motivation, consumer attitude and behavioral intention.

Time saving orientation:

Using OFD could help people saving their time so that they don't have to go anywhere to full fill their needs.it can be interpreted from stolarski et al 's book that time can influence our personal and collective daily life and he also explore the respective time dimensions. [2]

Therefore the following hypotheses is proposed

H1: Time saving orientation has a positive and significant relationship to convenience motivation.

Price Saving Orientation

Through using OFD people could saving their money, since buying online food id cheaper.

Therefore the following hypotheses is proposed

H2: Price saving orientation has a positive and significant relationship to convenience motivation.

Prior Online Purchase Experience

Online purchase experience is how people feel when they used OFD service, if they were satisfied they will recommended it to others or repurchase, but if they were not they will not used it anymore.

Therefore the following hypothesis is proposed

H3: Prior online purchase experience has a positive and significant relationship to convenience motivation.

Convenience Motivation

Convenience good is a good that can be buy or get easily, compland (1923)[3], when people feel easy and supported to feel comfortable they will get motivation to react to that stimulus.

Therefore the following hypothesis is proposed

H4: convenience motivation has a positive and significant relationship to attitude.

H5: convenience motivation has a positive and significant relationship to behavioral intention.

Attitude toward OFD services

Attitude is evaluation confirmation to the object, event, person, and it reflect how someone feel about something or someone, attitude will lead to behavioral intention. Therefore the following hypothesis is proposed

H6: Attitude toward OFD services has a positive and significant relationship to behavioral intention.

Behavioral Intention toward OFD services

Consumer behavior according to Kotler and Keller[4] is study that of how people decide to use, buy, dispose goods or services, ideas, experience in order to fulfill their needs. In shortly, behavior is the way in which person act as a reaction to particular stimulus. We can concluded that behavioral intention toward OFD services is the consumer intention to use OFD services.

Research Method

This research is quantitative research, questionnaires are used in the data collection for this research. It used probability sampling technique with random procedure, questionnaire share to any province in Indonesia, but mostly from Sumatera island especially in Bandar Lampung, mostly the respondent was university students in this research the number of sample size were 200 samples and to test the model using Smart PLS 3.0 with path analysis model. Indicators were tested with convergent validity, convergent validity, average variance extracted (AVE), cronbach's alfa and composite reliability through PLS algorithm.

2. Discussion

The result of average variance expected (AVE) in this research are > 0,5 it shows a good convergent validity, and the value of cronbach alfa are > 0,7 which means constructs has a good reliability. The result of validity and reliabilities test can be seen in the Table 1.

Table 1. Construct validities and reliabilities

	Cronbach's Alpha	Average Variance Extracted (AVE)
Behavioral Intention	0.942	0.897
Convenience motivation	0.944	0.856
attitude towards	0.903	0.773
time saving	0.889	0.751
Prior online Purchase experience	0.862	0.785
Price saving	0.720	0.638

Sumber: hasil olah SmartPLS 3.0, 2020

Figure 1. PLS algorithm result

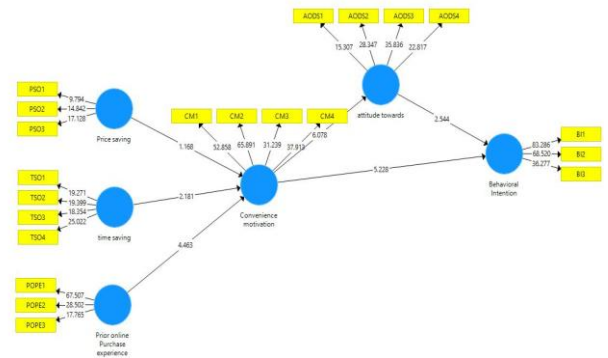


Table 2. Hypotesis testing

Hypoteses	Path	T Statistic	Pvalues	Description
H1	Time saving-> convenience motivation	2.181	0.000	Accepted
H2	Price saving > convenience motivation	1.168	0.243	Rejected
H3	Prior online purchase experience -> convenience motivation	4.463	0.000	Accepted
H4	convenience motivation->Attitude	6.078	0.000	Accepted
H5	convenience motivation->behavioral intention	5.228	0.000	Accepted
H6	Attitude -> behavioral	2.544	0.000	Accepted

Source: Data processed 2020

Table 2 shown that There is one rejected hypothesis, H2 is not supported it means that there is no significant relationship between price saving orientation and convenience motivation, due to the fact that OFD is expensive than offline food price, it is supported by Nastiti(2019)[5]. on their researched, it was said that OFD provider (gofood) have to share their profit to their partner about 15% revenue sharing (Gojek, 2017)[6], no wonder the OFD price become more expensive compared to offline food price. Whereas, the other hypotheses proposed are accepted

3. Conclusion and suggestion

It can be concluded from the hypotheses tested through PLS analysis that are expected to answer the research problem:

1. All the hypotheses proposed are supported and only H2 price saving orientation has no significant relationship to convenience motivation, due to the fact that OFD price is more expensive to the offline price.
2. So thus, it can be said that time saving, prior online purchase experience support person's convenience motivation, then influence their attitude that lead to their behavioral intention to used OFD.
3. Time saving, prior online purchase experience and convenience motivation are the factor that influence person's behavioral intention to use OFD.
4. This research conducted of a very limited number of responses at 210. A larger sample could be able to provide even better

representation of the population, and moreover the sample gathered were mostly from Sumatera island (esp. Bandar Lampung) and half of them are university students. For the future research I would suggest to do the research with bigger sample in other province or even better in other countries, due to difference cultural, life style and any other factors that could be more suitable to the model.

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