

Application of The UTAUT Model to Customer Purchase Intention Toward Online Food Delivery Services: Case Study Gofood

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ARTICLE INFO



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Keywords:

UTAUT; Trust; Go-Food; Purchase Intention

DOI:

<https://doi.org/10.33096/jmb.v11i1.691>



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ABSTRACT

This study investigates the factors influencing customer purchase intentions in GoFood. The UTAUT model integrates four essential constructs: Performance Expectancy, Effort Expectancy, Social Influence, and Trust. The research data was collected through a Google Form questionnaire with 207 respondents. Additionally, the research may inform strategic decisions for GoFood and similar platforms, helping them enhance user experiences, build trust, and ultimately increase customer purchase intentions. Based on data analysis, Social Influence, Effort Expectancy, Performance Expectancy, and Trust have negative and not significant effect on Online Purchase Intention. Trust has positive and significant effect on Performance Expectancy and Effort Expectancy.

ABSTRAK

Penelitian ini menyelidiki faktor-faktor yang mempengaruhi niat pembelian pelanggan GoFood. Model UTAUT mengintegrasikan empat konstruk penting: Social Influence, Effort Expectancy, Performance Expectancy dan Trust. Data penelitian dikumpulkan melalui kuisisioner Google Form dengan 207 responden. Selain itu, penelitian ini dapat memberikan informasi untuk keputusan strategis GoFood dan platform serupa, membantu meningkatkan pengalaman pengguna, membangun kepercayaan, dan pada akhirnya meningkatkan kepuasan dan niat pembelian pelanggan. Berdasarkan hasil analisis data, ditemukan bahwa Social Influence, Effort Expectancy, Performance Expectancy, dan Trust tidak memiliki pengaruh positif dan signifikan pada Online Purchase Intention. Trust memiliki pengaruh positif dan signifikan pada Effort Expectancy dan Performance Expectancy.

INTRODUCTION

The study draws upon a range of academic research to explore the dynamic and multifaceted nature of customer purchase intentions toward online food delivery services. Notably, convenience emerges as a central theme, aligning with findings from studies such as Chen et al. (2020), who highlight the role of online platforms in providing users with the convenience of browsing menus, placing orders, and receiving food at their doorstep, ultimately saving time and effort.

The abundance of food options catering to diverse tastes is a recognized factor influencing customer preferences, as discussed in research by Wang et al. (2021). Technology integration, enhancing user experiences, has been substantiated by studies such as Kim et al. (2017) underscoring its impact on shaping customer purchase intentions.

Pricing strategies, loyalty programs, and customer reviews are additional determinants, with support from studies like Wang et al. (2018). Demographic factors, including age, gender, and income level, are found to play a role. Consideration of regional differences, previous experiences, and quality factors are highlighted in the literature, drawing on the works of Kim et al. (2018). The impact of effective marketing strategies, user experience, and trust in the platform is substantiated by research by Li et al. (2020) and Zheng et al. (2022).

External events, such as the COVID-19 pandemic, and technological advancements are recognized as influential factors affecting customer behaviors, aligning with the findings of studies by Tan et al. (2021). Furthermore, sustainability considerations, an emerging aspect in the realm of online food delivery services, are underscored, drawing from insights provided by research conducted by Green et al. (2022).

The study builds upon previous research by applying the Unified Theory of Acceptance and Use of Technology (UTAUT) to analyze customer purchase intentions, specifically within the context of GoFood – an influential online food delivery platform in Southeast Asia. Previous investigations utilizing UTAUT have demonstrated its effectiveness in understanding and predicting technology adoption and usage patterns (Venkatesh et al., 2003).

GoFood, operated by Gojek, has been a transformative force in the industry since its establishment in 2015, offering a diverse range of culinary options and efficient delivery services. Leveraging the UTAUT model, which incorporates core constructs such as Performance Expectancy, Effort Expectancy, and Social Influence, this study seeks to comprehensively examine customer behavior in the GoFood context. Additionally, moderating variables such as age, gender, experience, and voluntariness of use are also considered.

The adaptability of the UTAUT model provides a robust framework for understanding the complexities of technology adoption and usage (Venkatesh et al., 2003). By quantifying and analyzing UTAUT factors in the GoFood context, this research aims to shed light on customer interests and behaviors, providing valuable insights for GoFood and similar platforms. The anticipated outcomes of the study are expected to aid in refining customer experiences and optimizing marketing strategies, ultimately enhancing the platform's competitiveness.

Furthermore, the research contributes to the existing body of knowledge by providing insights into consumer trends within the online food delivery services sector. These insights are valuable for researchers, practitioners, and industry stakeholders seeking a deeper understanding of evolving consumer behaviors in the digital marketplace. Building upon prior UTAUT research, this study aims to offer a nuanced perspective on technology adoption within the specific domain of online food delivery services.

This research is a development research from previous research conducted by Hong et al. (2023) with the title "*Determinants of customer purchase intention toward online food delivery*

services: The moderating role of usage frequency". In the research by Hong et al. (2023), the data analysis employed Structural Equation Modeling with AMOS. However, in this study, it will be conducted using Partial Least Squares Path Modeling (PLSPM) with Python. This research represents a development aimed at updating the analytical methodology from Hong et al. (2023), which was a limitation of the previous study. Partial Least Squares Path Modeling (PLSPM) is a statistical method used for structural equation modeling and path analysis. Using PLSPM in Python allows researchers from different fields to leverage a common platform for their analyses. Python also offers a high level of flexibility, allowing researchers to customize their analyses according to specific research needs. This flexibility is beneficial when dealing with unique or complex modeling requirements. Researchers can find a wealth of information and guidance on using PLSPM in Python. The paper examined customer purchase intentions towards online food delivery services using various determinants. The researcher found that social influence and effort expectancy positively influence customer purchase intention. While performance expectancy was the stronger determinant towards customer purchase intentions. Indicating that customers' needs to perceive online food delivery system as a useful service that benefit their lives.

Based on the results of the study, the purpose of this research is to explore the relationship between Social Influences, Performance Expectancy, Effort Expectancy, Trust, and Online Purchase Intention in case study Go-Food application. Based on this background, the authors are interested in conducting research with the title "Application of The UTAUT Method to Customer Purchase Intentions Toward Online Food Delivery Services Case Study : Go-Food". This research will contribute to the comprehension of the factors influencing Online Purchase Intention within the context of Online Food Delivery Services. It will provide additional literature to support future research and offer insights into consumer trends in the utilization of online food delivery services, benefiting researchers, practitioners, and other industry stakeholders. The findings of this research can assist GoFood and similar companies in enhancing the quality of their services to improve the user experience and optimize their marketing strategies. The conceptual framework of this study shown below was modified from Hong et al. (2023) and this research established a conceptual research model that consisted of six variables, social influence, performance expectancy, trust, effort expectancy, and online purchase intention. In more detail, the figure 1 is displaying the conceptual research models.

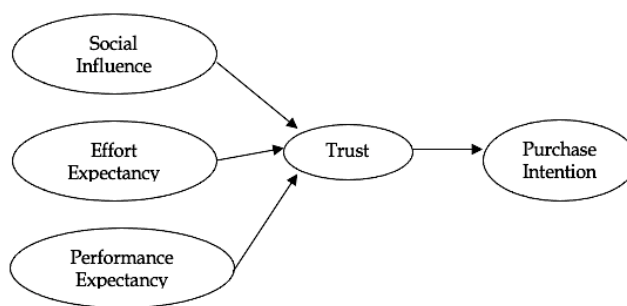


Figure 1 Research Framework

Source: Hong et all, 2023

RESEARCH METHODS

This study is a quantitative research approach aimed at investigating the relationship between endogenous and exogenous construct variables. According to Sheard (2018), a quantitative approach involves statistical analysis of numerical data collected. The purpose of this research is to explore the relationship between Social Influences, Performance Expectancy, Effort Expectancy, Trust, and Online Purchase Intention. The research subjects in this study are individuals who have used the GoFood food delivery application. The results of this study are expected to demonstrate the strength of the relationships between the variables used and to enhance customer interest in using OFDS, particularly the GoFood application.

The research population in this study comprises individuals who have used the food delivery service in the GoFood application. GoFood is a food delivery service available throughout Indonesia. Consequently, it is not feasible to include the entire population in this research. Sampling is necessary for this study, where a sample represents a portion of the population. In this research, the sample consists of individuals who have used the food delivery service in the GoFood application. According to Kline (2015), for Structural Equation Modeling (SEM), a minimum recommended sample size is 207 respondents. Based on this calculation, the sample size used in this research is 207 respondents.

The data used in this research are primary data collected through a Google Forms questionnaire. The questionnaire was distributed through various social media platforms, including Instagram, Facebook, TikTok, Line, and WhatsApp. The questionnaire research will be distributed to 207 respondents, with 40 pilot test data respondents and 207 valid data respondents for the main analysis. The questionnaire consists of two parts: the introduction section and the variable section. In the introduction section, it includes personal information, the purpose and objectives of the study. This section also contains a notice that the data collected will be used exclusively for research purposes. To proceed to the variable section, respondents will be filtered based on whether they have used the food delivery service in GoFood. The next section is the variable question section, which includes four independent variables, one dependent variable, and one moderating variable. To measure these variables, the study utilizes a Six-Point Likert Scale, ranging from (1) strongly disagree to (6) strongly agree.

RESULTS AND DISCUSSION

The research findings are elucidated through various analytical approaches, including Measurement Model Assessment, Structural Model Assessment, and Bootstrapping. The analytical tool utilized in this study is *Partial Least Squares Path Modeling* (PLS-PM) Is one of the statistical data analysis methods that includes using a data processing approach with PLS-SEM (Sanchez, 2013), specifically employing the python programming language. The research targets individuals who have used the Go Food application at least once.

Measurement Model Assessment Unidimensionality

Does the indicator represent the measured variable well? cronbach alpha > 0.7

Table 1. Unidimensionality

	cronbach_alpha
Performance Expectancy	0.936984
Effort Expectancy	0.933614
Social Influence	0.935847
Trust	0.928358
Purchase Intention	0.924913

Source: Primary data processed, 2023

From the results of the commands in the table above, it can be seen that the Cronbach's alpha values for all variables are greater than 0.7. This indicates that the indicators represent the measured variables well.

Testing the strength of relationships and the reliability of indicators

Do each of the indicators have good relationships and reliability to measure their respective variables? Through outer loading > 0.7 and communality test > 0.5

Table 2. Testing the strength of relationships and the reliability of indicators

	loading	Communality
ee_1	0.939172	0.882045
ee_2	0.886131	0.785228
ee_3	0.903781	0.816820
ee_4	0.923149	0.852203
pe_1	0.920514	0.847346
pe_2	0.916452	0.839885
pe_3	0.915695	0.838498
pe_4	0.915184	0.837561
pi_1	0.945300	0.893592
pi_2	0.941578	0.886569
pi_3	0.904150	0.817487
si_1	0.934386	0.873076
si_2	0.914189	0.835742
si_3	0.911152	0.830198
si_4	0.901891	0.813407
t_1	0.935007	0.874238
t_2	0.900046	0.810083
t_3	0.902940	0.815301
t_4	0.888952	0.790236

Source: Primary data processed, 2023

The table of test results above shows that the loading values of each indicator are greater than 0.7, and the communality values are above 0.5. This indicates that each indicator has good relationships and reliability to measure their respective variables.

cross-loadings testing

Do the indicators of each variable measure their respective variables well?

Table 3. cross-loadings testing

	Performance Expectancy	Effort Expectancy	Social Influence	Trust	Purchase Intention
si_1	0.823518	0.823838	0.934386	0.845354	0.881620
si_2	0.876145	0.866616	0.914189	0.889974	0.899881
si_3	0.769765	0.779234	0.911152	0.815433	0.827339
si_4	0.821379	0.840950	0.901891	0.841199	0.858675
ee_1	0.874191	0.939172	0.845835	0.877338	0.865777
ee_2	0.859367	0.886131	0.836623	0.876334	0.835769
ee_3	0.872396	0.903781	0.810782	0.849768	0.840486
ee_4	0.878080	0.923149	0.795931	0.845964	0.835365
pe_1	0.920514	0.849876	0.826140	0.871775	0.859239
pe_2	0.916452	0.878689	0.818008	0.880775	0.863723
pe_3	0.915695	0.886486	0.824770	0.886681	0.843694
pe_4	0.915184	0.882088	0.818272	0.877380	0.847874
t_1	0.893296	0.860978	0.835647	0.935007	0.850155
t_2	0.880514	0.858710	0.831790	0.900046	0.846773
t_3	0.858077	0.858348	0.866549	0.902940	0.875476
t_4	0.844877	0.854065	0.820786	0.888952	0.848308
pi_1	0.873082	0.855611	0.884553	0.889034	0.945300
pi_2	0.887192	0.892403	0.914529	0.896637	0.941578
pi_3	0.833540	0.826410	0.825246	0.837164	0.904150

Source: Primary data processed, 2023

The test table above shows that the indicators of each variable measure their respective variables well. This is evident from the loading table, where the loading values for each variable are higher compared to other variables. This can be seen from the numbers with the highest values in each row. For example, in the Purchase Intention column, the values for pi_1, pi_2, and pi_3 are 0.945, 0.941, and 0.904, respectively, which are the highest compared to other columns.

Regression equation for each endogenous variable

Table 4. Regression equation for each endogenous variable

	from	To	Estimate	p> t
Performance Expectancy -> Trust	Performance Expectancy	Trust	0.519451	1.019916e-16

Effort Expectancy -> Trust	Effort Expectancy	Trust	0.190608	1.344466e-03
Social Influence -> Trust	Social Influence	Trust	0.287504	1.186109e-11
Trust -> Purchase Intention	Trust	Purchase Intention	0.942148	2.871122e-99

Source: Primary data processed, 2023

From the results above, it is apparent that the variables Social Influence, Effort Expectancy, and Performance Expectancy have a positive and significant impact on Trust. Additionally, the variable Trust has a positive and significant impact on Purchase Intention, as evidenced by the positive estimate values and p-values < 0.05.

Coefficient of determination R² and Redundancy

Increased mean_redundancy values suggest that the independent variables are becoming more proficient in capturing the variability in their corresponding endogenous variables, indicating a higher level of redundancy.

Table 5. Coefficient of determination R² and Redundancy

	r_squared	r_squared_adj	block_communality	mean_redundancy	Ave
Effort Expectancy	0.000000	0.000000	0.834074	0.000000	0.834074
Performance Expectancy	0.000000	0.000000	0.840823	0.000000	0.840823
Purchase Intention	0.887642	0.887094	0.865883	0.768594	0.865883
Social Influence	0.000000	0.000000	0.838106	0.000000	0.838106
Trust	0.944095	0.943269	0.822465	0.776485	0.822465

Source: Primary data processed, 2023

The adjusted r-squared value of 0.887 for Purchase Intention indicates that 88.7% of the variation in Purchase Intention is influenced by Trust, while the remaining 11.3% is influenced by other variables outside the scope of this research model. The adjusted r-squared value of 0.943 for Trust indicates that 94.3% of the variation in Trust is influenced by Social Influence, Effort Expectancy, and Performance Expectancy, while the remaining 5.7% is influenced by other variables outside the scope of this research model.

Goodness-of-Fit (GoF)

A larger GoF value indicates better overall performance and quality of the measurement model, both in the inner and outer models. The GoF value of 0.8765513309281968 (0.876) is good and relatively high (close to 1).

Bootstrapping

Direct effects for paths

This step is carried out to test the hypotheses regarding the relationships between one variable and another in our model. In this example, there are 4 hypotheses to be tested according to the model diagram above, namely:

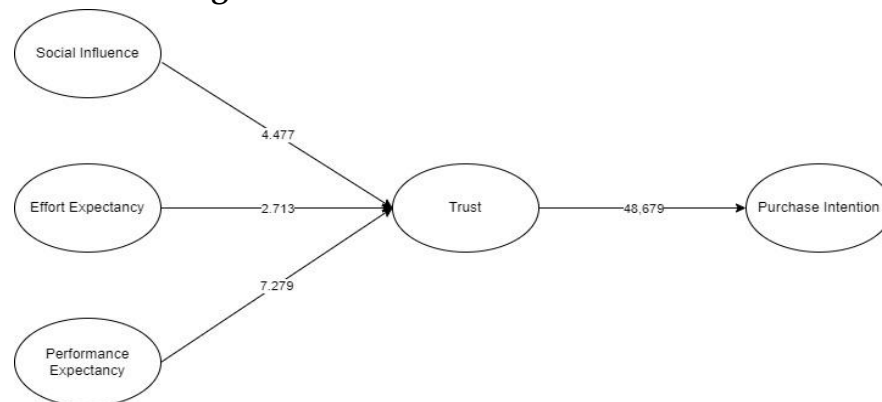
- H1: Social Influence has a significant impact on Trust
- H2: Effort Expectancy has a significant impact on Trust
- H3: Performance Expectancy has a significant impact on Trust
- H4: Trust has a significant impact on Purchase Intention

Table 6. *Direct effects for paths*

	original	mean	perc.025	perc.975	t stat.
Performance Expectancy -> Trust	0.519451	0.508217	0.368711	0.643896	7.279253
Effort Expectancy -> Trust	0.190608	0.194384	0.052359	0.326019	2.713476
Social Influence -> Trust	0.287504	0.294992	0.170865	0.431403	4.477213
Trust -> Purchase Intention	0.942148	0.940561	0.894552	0.970656	48.679298

Source: Primary data processed, 2023

Figure 2. Result Research Framework



Source: Primary data processed, 2023

Based on the data in Table 6 and Figure 2, the conclusions drawn from the testing of each hypothesis are as follows:

First Hypothesis

According to Guderdan et al. (2008) and Garson (2016), if the lower percentile (perc.025) is positive and the upper percentiles (perc.975) is positive, then the influence of the relationships between variables is significant. Based on the results of perc.025 and perc.975 values in the relationships between the variables, indicating that the influence of Social Influence on Trust is positive. This means that a higher Social Influence will increase Trust because there are no values below zero in the range of the perc.025 and perc.975 values in the relationships between the variables. Therefore, the hypothesis stating that Social Influence has a positive and significant effect on Trust is **supported**. It can be stated that

there is positive and significant influence between Social Influence and Trust. The analysis of the hypotheses provides valuable insights into the relationships between key variables in the studied model. The first hypothesis, which posits a positive and significant effect of Social Influence on Trust, is supported by (Andayaningsih et al.,2023) and the result also support the hypothesis.

Second Hypothesis

The absence of values below zero in the perc.025 and perc.975 values implies a positive influence, affirming that higher Effort Expectancy leads to increased Trust. This finding aligns with the idea that the perceived ease of using a platform positively impacts the trust users place in it (Widodo et al.,2021) also stated that effort expectancy (product quality, prices, and benefit) could affect Users Trust. This means that a higher Effort Expectancy will increases Trust because there are no values below zero in the range of the perc.025 and perc.975 values in the relationships between the variables. Therefore, the hypothesis stating that Effort Expectancy has a positive and significant effect on Trust is **supported**. It can be stated that there is positive and significant influence between Effort Expectancy and Trust. The second hypothesis, suggesting a positive and significant effect of Effort Expectancy on Trust, is supported by the results.

Third Hypothesis

The third hypothesis proposes a positive and significant effect of Performance Expectancy on Trust, and the results support this assertion. The absence of values below zero in the range of perc.025 and perc.975 values signifies a positive influence, indicating that higher Performance Expectancy contributes to increased Trust. This suggests that users' expectations regarding the platform's performance positively affect their trust in it. Third hypothesis also supported by (Widodo et al.,2021) in *Repurchase Intentions on Zalora Indonesia: The Role of Trust, E-Commerce and Product Evaluation*. Therefore, the hypothesis stating that Performance Expectancy has a positive and significant effect on Trust is **supported**. It can be stated that there is positive and significant influence between Performance Expectancy and Trust.

Fourth Hypothesis

The fourth hypothesis, stating a positive and significant effect of Trust on Online Purchase Intention, is supported by the results. The analysis of perc.025 and perc.975 values reveals no values below zero, indicating a significant positive influence. This implies that higher levels of trust lead to an increased intention to make online purchases. Trust in the platform is a crucial factor influencing users' willingness to engage in online transactions. (Syahban et al.,2023) also supported this result in *Implementation of Integrated Marketing Communication Based on Purchase Intention in the Artisan Tea Marketing Program* stated that product trust positively affect purchase intentions. Therefore, the hypothesis stating that Trust has a positive and significant effect on Online Purchase Intention is **supported**. It can

be stated that there is positive and significant influence between Trust and Online Purchase Intention.

In summary, the results confirm the positive and significant influences among Social Influence and Trust, Effort Expectancy and Trust, Performance Expectancy and Trust, as well as Trust and Online Purchase Intention. These findings provide valuable implications for understanding user behavior in online platforms and suggest that enhancing factors such as social influence, perceived effort, and performance can positively impact trust and subsequent purchase intentions.

CONCLUSION

This study aimed to enhance understanding regarding the determinants impacting Online Purchase Intention within the realm of Online Food Delivery Services. The outcomes of this investigation hold potential benefits for researchers, professionals, and other stakeholders in the industry. The insights garnered can be leveraged by companies such as Go Food, aiding them in refining service quality, elevating user experiences, and optimizing marketing strategies.

Based on the results of data analysis, it is found that It is evident from the results above that the variables Social Influence, Effort Expectancy, and Performance Expectancy have a positive and significant impact on Trust. Additionally, the variable Trust has a positive and significant impact on Purchase Intention because there are no values below zero in the range of the perc.025 and perc.975 values in the relationships between the variables. It can be concluded that H1, H2, H3, and H4 are supported.

Limitation Research

This study acknowledges its limitations, which merit consideration. Firstly, the research sample may not fully represent all Go Food application customers. Statistically, the findings may not be transferrable to different locations due to restricted sample diversity and variations in research settings compared to prior studies. Secondly, the study struggles to establish a positive impact on purchase intention, attributed to the limited prevalence of online food providers in Indonesia. Indonesian consumers prioritize factors such as variety, features, and price when using online food delivery services, with minimal regard for other aspects. Future empirical research could delve deeper into dimensions like social influence, performance expectancy, effort expectancy, and trust, particularly within the context of Go Food. The research framework could be refined to explore alternative models that better explain these dimensions' contributions to online purchase intention. Additionally, addressing measurement issues common in quantitative research, future studies could benefit from qualitative exploration to uncover factors influencing online purchase intention, thereby enriching insights in this domain.

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