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Tembusan:

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BEHAVIORAL INTENTION USING ONLINE FOOD DELIVERY SERVICE: INFORMATION TECHNOLOGY CONTINUANCE APPROACH

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ABSTRACT

The surge of online food delivery (OFD) services is emblematic of the restaurant industry's presence in the e-delivery landscape. Further, this research reveals that comprehending consumer decision-making processes necessitates the appraisal of consumer behavior perception. Thus, this study aims to scrutinize the impact of hedonic motivation, convenience motivation, and post-usage usefulness on consumer interest and behavior towards OFD services, moderated by their attitudes towards using such services. To achieve this objective, a purposive sample of 150 students who have used OFD services was gathered and analyzed using a quantitative approach. Empirical data was collected via questionnaires, and a structural equation modeling (SEM-AMOS) was employed to examine the empirical model. The findings of this study suggest that hedonic motivation, convenience motivation, post-usage usefulness, and attitudes towards OFD were key determinants of OFD service behavioral intention. The swift expansion of fast food in Indonesia can be attributed to advancements in telecommunication infrastructure and internet users, lower smartphone prices, as well as the convenience and accessibility of mobile phones and the internet. This phenomenon has been capitalized on by fast food companies, who have leveraged online food delivery (OFD) services to cater to the surging demand.

Keywords: Hedonic Motivation, Convenience Motivation, Post-Usage Usefulness, Attitude Toward OFD Service, Behavioral Intention Toward OFD Service

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1. INTRODUCTION

Online food delivery companies (online food delivery/OFD) are developing as a form of service to meet people's needs for food, this is because today's society has a tendency to fulfill their

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needs in practical of instant ways. OFD services first appeared in Indonesia in 2015, following the growth in internet usage and the emergence of similar services in other parts of the world. The characteristics of companies doing online food delivery (OFD) business are providing ordering and payment services as well as monitoring the process of food availability, but they are not responsible for the preparation and operation of order delivery. Muller (2018) explained that delivery using the online food delivery service system is an important part of the distribution of the restaurant industry, where since 2018, this method is the most preferred online ordering method for ordering food in restaurants.

Online food delivery services are a business that has unique dynamics and challenges, including purchasing orders on weekends, fulfilling delivery schedules when demand increases sharply, offering large discounts to increase customer loyalty, reducing cash spending, and managing food quality in a timely manner consistent. Currently, the food delivery service business in Indonesia has made many innovations to meet customer demand, including convenience, satisfaction, and long-term customer retention and the main market for online marketing businesses are young consumers (Ullal et al., 2020). So far food delivery services are usually offered by companies via telephone, and some requests can also be made via e-mail to save time. The company uses a complete delivery service structure to their customers, namely through requests, food preparation, and payment, up to the delivery of the final product. The presence of digital platforms today makes commercial companies get choices and opportunities to focus more on the operating process which is their core business. The increase in people's purchasing power for fast food is due to the shorter and easier time to get it, in addition to that, the increase in telecommunication infrastructure and the cheap price of smartphones are factors that make the demand for fast food grow fast. The potential market for the OFD service business is young people.

The food delivery service industry is bifurcated into two main categories: fast food chains such as Pizza Hut, McDonald's, Domino's Pizza, Kentucky Fried Chicken, and others that provide their own delivery services, and restaurants that collaborate with online transportation providers to deliver food orders. The adoption of technology by food retailers is contingent upon an understanding of the factors that propel consumers to purchase food through online media. Previous research posits a positive correlation between attitudes and behavior (Chang et al., 2012; Wagner et al., 2016) and identifies convenience, usability, and past online experiences as crucial drivers of online purchases (Kimes, 2011; Rezaei et al., 2016c). Due to the low involvement of food products, consumers tend to be less price-sensitive, making rational choices without much consideration of past transactions (Monroe & Lee, 1999). Additionally, convenience plays a significant role in consumer behavior as it saves time (Jeng, 2016). However, recent studies suggest that shopping motivation may also stem from consumer value and pleasure (Babin et al., 1994; Alavi et al., 2016). Despite being less popular than other ordering methods, online food delivery (OFD) is steadily gaining traction, with telephone orders constituting the majority of OFD orders and orders through restaurant and food websites representing 22.9% of the total. The objective of this study is to bridge the gap between internet media services and online food delivery, offering retailers and marketers more effective strategies to target their market.

The research gap in this study is that little research has been conducted to examine behavioral intentions towards OFD services. The purpose of this study was to examine the structural relationship between hedonic motivation, convenience motivation, post-usage usefulness,

attitudes and behavior towards OFD services. Therefore, this study expands the consumer behavior model by including several main constructs in order to explain the intent of using OFD services. It is this research gap that this study will fill.

2. LITERATURE REVIEW

This study uses the theoretical model of IT continuity, namely the use of post-usage, attitude, and behavioral intention variables. The IT Continuance model shows a direct relationship between the use of post-usage on behavior and attitudes and behaviors that are a continuation of the use of IT products and services, which can encourage users to continue their intention/interest in using Information Technology.

2.1. Hedonis Motivation

According to prior research (Kang & Park-Poaps, 2010; Rezaei et al., 2016a), hedonism represents an inclination towards pleasure-seeking rather than rationality. Consumers who seek a specific product or service not only look for the anticipated symbolic benefits but also derive satisfaction from the enjoyment experienced during the purchasing and utilization process (Holbrook & Hirschman, 1982).

The experimental perspective posits that hedonists adopt a comprehensive approach to the purchasing and consumption process, as stated by Rezaei and Ghodsi (2014). In the context of e-commerce, Bilgihan (2016) observed that hedonism plays a crucial role in terms of brand equity and trust, ultimately leading to customer loyalty by fostering a positive online shopping experience. Similarly, Childers et al. (2002) reported through empirical research that enjoyment has a direct impact on attitudes. Drawing on these insights, it is reasonable to assume that users with hedonic motivation are likely to fulfill their expectations. Therefore, we propose the following hypothesis:

H₁: Hedonic motivation has a significant effect on convenience motivation

H₂: There is a positive relationship between hedonic motivation and post-usage usefulness.

2.2. Convenience Motivation

Convenience is a crucial factor in determining customers' perceptions of a website's usability, including its ease of navigation and user-friendliness (Chang & Chen, 2008). The efficient navigation and ease of use of a website are critical in establishing user satisfaction and loyalty. Drawing on the Technology Acceptance Model (TAM) proposed by Davis (1989) and refined by Dinev and Hu (2007), this study aims to investigate the adoption of new technologies. According to TAM, user acceptance and adoption of a new technology are influenced by multiple factors. This research suggests that users' perception of a technology's usefulness and ease of use significantly affect their acceptance of it, although their post-use experiences and motivation may ultimately take precedence. Therefore, we propose the following hypothesis:

H₃: Convenience motivation has a significant positive effect on post-usage usefulness.

H₄: Convenience motivation has a significant positive effect on attitude toward OFD service

H₅: Convenience motivation has a significant positive effect on behavioral intention toward OFD service

2.3. Post Usage Usefulness

Perceived usefulness and perceived ease of use are two critical factors affecting consumers' adoption of technology. Previous research has revealed that convenience motivation positively moderates the relationship between satisfaction and loyalty, indicating the importance of individual-level factors in shaping consumers' attitudes toward new technology (Anderson & Srinivasan, 2003). Additionally, studies have shown that convenience motivation influences attitudes in the context of adopting English learning among college students (Chang et al., 2012), and post-use usefulness positively impacts attitudes towards sustainable goals and individual satisfaction (Belanche et al., 2012). Attitudes, as defined by Park and Kim (2013), represent user preferences towards particular technologies and devices. The ease of use of a system is a crucial determinant of perceived usefulness, and users tend to choose systems that are easier to use, even if they offer the same functionality. Based on the above findings, we hypothesize that post-usefulness and convenience motivation play a significant role in shaping consumers' attitudes towards new technology.

H₆: Post-usage usefulness has a significant positive effect on attitude toward OFD service

H₇: Post-usage usefulness has a significant positive effect on behavioral intention toward OFD service

2.4. Attitude Toward OFD Service and Behavioral Intention Toward OFD Service

According to the theory of reasoned action and the theory of planned behavior (Ajzen & Fishbein, 1977), attitude is a crucial determinant of behavioral intention. Attitudes can be classified into two types: attitudes towards objects and attitudes towards behavior. In the context of this study, we are interested in attitudes towards online food delivery (OFD) services among Indonesian internet users. Attitudes towards behavior refer to an individual's positive or negative evaluation of a particular behavior and are shaped by their beliefs about the consequences of carrying out that behavior.

Behavioral intention, which is a combination of attitudes and usage, is a key factor in predicting technology adoption. Ajzen and Fishbein (1977) contend that attitudes influence an individual's response to stimuli and can predict behavioral intention. Additionally, consumer demographics and lifestyles have been found to positively influence attitudes towards online shopping, ultimately leading to a higher intention to shop online (Wu, 2003; Rezaei et al., 2016). Based on this background, the following hypothesis is proposed.

H₈: Attitude toward OFD service has a significant positive effect on behavioral intention toward OFD service

3. METHODOLOGY

This research is causality research, namely research that aims to test hypotheses about the causal relationship of one variable with other variables. This research model was built through a

hypothetical approach and tested based on certain principles. The objects of this research were students of Bhayangkara Jaya University, Bekasi. The types and sources of data in this study were conducted using primary data and secondary data.

The population in this study were students at Bhayangkara Jaya University in Bekasi, and the sample for this study was students in grades B and C, totaling 150 students. The primary data collected in this study was using the survey method, which is a method that aims to collect information by using a questionnaire containing a list of questions delivered directly to the respondents. The data analysis technique in this study used structural equation modeling (SEM) with AMOS data processing software.

Collecting data and testing hypotheses using a questionnaire. The scale used in this study is a Likert scale with seven alternative answers (1 being strongly disagreed and 7 being strongly agreed).

Table 1: Measurement Items

Constructs	Items	Statement Item	Coefficient Correlation
Hedonic Motivation	X ₁	Using food delivery apps for purchasing food is fun.	Adopted from Lee <i>et al.</i> (2019),
	X ₂	Using food delivery apps for purchasing food is enjoyable.	
	X ₃	Using food delivery apps for purchasing food is very entertaining	
Convenience Motivation	X ₄	Using the food delivery app would be convenient for me	Adopted from Chai & Yat (2019), Cho <i>et al.</i> (2018)
	X ₅	Food delivery app would allow me to order food any time	
	X ₆	Food delivery app would allow me to order food any place	
Post-Usage Usefulness	X ₇	Using OFD services would enhance my effectiveness in shopping or information seeking.	Adopted from Bhattacharjee <i>et al.</i> (2008)
	X ₈	I would find the OFD services useful	
	X ₉	OFD services transaction is advantageous.	
Attitude Toward OFD Service	X ₇	Using OFD services would enhance my effectiveness in shopping or information seeking.	Adopted from Bhattacharjee <i>et al.</i> (2008)
	X ₈	I would find the OFD services useful	
	X ₉	OFD services transaction is advantageous.	
Behavioural Intention Toward OFD Service	X ₁₃	I intend to use the food delivery app	Adopted from Chai & Yat (2019), Cho <i>et al.</i> (2018)
	X ₁₄	If I have an opportunity, I will order food through the delivery app	
	X ₁₅	I intend to keep ordering food through the delivery app	

Source: elaboration of several studies (2023)

4. RESULTS AND DISCUSSION

The research results will be presented in two parts, namely descriptive analysis and inferential analysis. Descriptive analysis was performed using index values and inferential analysis was performed using the Structural Equation Modeling (SEM) approach.

4.1. Descriptive Analysis

In order to assess respondents' views on variables such as hedonic motivation, convenience motivation, post-usage usefulness, attitude towards service, and behavioral intention towards online food delivery (OFD) services, an index value approach was employed. The indices for each variable were calculated and the results are presented below.

Table 2: Tendencies of Respondents' Answers to Research Variables

Constructs	Index	Remark
Hedonic motivation	48.7	Moderate
Convenience motivation	46.1	Moderate
Post-usage usefulness	47.4	Moderate
Attitude toward service	44.9	Moderate
Behavioral intention toward OFD service	45.3	Moderate

From the results of calculating the index value above, it is categorized that the tendency of respondents' answers is moderate for each research variable.

4.2. Inferential Analysis

Inferential analysis was carried out to test the research model and the influence between variables using Structural Equation Modeling (SEM).

4.2.1. Confirmatory Analysis

Confirmatory analysis was carried out to confirm whether the indicators used as measurement tools reflect the observed variables. The criteria required for confirmatory analysis are Standardized Estimate values > 0.5; CR value > 1.98 (at $\alpha = 5\%$), and significance value < 0.05.

Table 3: Results of Research Model Analysis

	Std Estimate	Estimate	S.E	C.R	P
X1 ← Hedonic_Motivation	.735	1.000			
X2 ← Hedonic_Motivation	.796	.992	.128	7,730	***
X3 ← Hedonic_Motivation	.789	.945	.127	7,424	***
X4 ← Convenience_Motivation	.885	1.000			
X5 ← Convenience_Motivation	.751	.812	.095	8,555	***
X6 ← Convenience Motivation	.778	.822	.092	8,966	***
X7 ← PUU	.717	1.000			
X8 ← PUU	.785	1.224	.170	7,200	***
X9 ← PUU	.645	.855	.144	5,958	***
X10 ← Attitude_OFD	.721	1.000			

X11 ← Attitude_OFD	.717	.913	.143	6.370	***
X12 ← Attitude_OFD	.726	.935	.142	6.592	***
X13 ← Behavioral_OFD	.747	1.000			
X14 ← Behavioral_OFD	.794	.906	.117	7.719	***
X15 ← Behavioral_OFD.	.851.	.806	.103	7.839	***

From the results of the above study it can be concluded that the indicators can reflect the observed variables.

4.2.2. SEM Assumptions

The normality test is an important criterion to evaluate the multivariate CR value, which is expected to fall within the range of ± 2.58 . Our analysis reveals that the multivariate CR value in this study is 0.909, indicating that the research data follows a normal distribution. Furthermore, we conducted an examination of multivariate outliers using the Mahalanobis distance value, which was calculated to be 32.046. By comparing this value with the Chi Square table value at ($df = 15$ and $\alpha = 0.001$) of 37.697, we found no outliers in the research data. Given that the model has only one exogenous variable, multicollinearity and singularity tests were deemed unnecessary in this study.

Residual analysis was carried out to observe errors resulting from testing the research model so that it is possible whether or not a modification of the model is needed. The required residual value is ≤ 2.58 . The model calculation results do not produce a residual value that is greater than 2.58 so that it can be concluded that there is no residual problem.

The requirement for the Reliability Construct value is > 0.5 and Variance Extracted is > 0.5 . Following are the calculation results for Reliability Construct and Variance Extracted.

Table 4: Reliability Construct and Variance Extracted

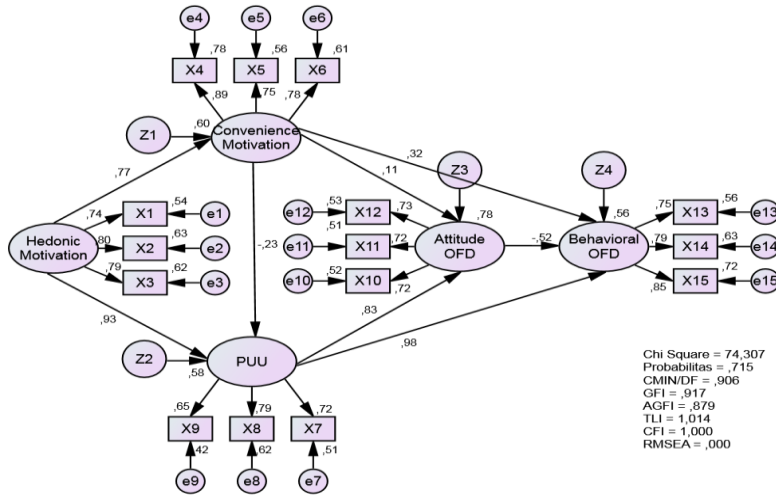
Variable	Reliability Construct	Variance Extracted
Hedonic motivation	0.817	0.599
Convenience motivation	0.848	0.651
Post-usage usefulness	0.760	0.515
Attitude toward service	0.765	0.520
Behavioral intention toward OFD service	0.840	0.638

The results of the calculation of Reliability Construct and Variance Extracted for each variable already meet the required criteria so that it can be concluded that the assumptions of Reliability Construct and Variance Extracted are met.

4.2.3. Goodness of Fit Model

This study develops a research model that describes behavioral intention toward OFD service which will be tested using SEM analysis techniques. The following is the first step taken in testing the research model.

Figure 1. Behavioral Intention Toward OFD Service Model Testing



The Goodness of Fit results for this model are presented in the following table 5 below:

Table 5: Result of Goodness of Fit Test

Goodness of Fit Index	Cut off Value	Result	Model Evaluation
Chi-Square (df = 82)	< 104.139	74.307	Good
Probability	≥ 0.05	0.715	Good
CMIN/DF	≤ 2.00	0.906	Good
GFI	≥ 0.90	0.917	Good
AGFI	≥ 0.90	0.879	Marginal
TLI	≥ 0.95	1.014	Good
CFI	≥ 0.95	1.000	Good
RMSEA	≤ 0.08	0.000	Good

The calculated Chi Square value (74.307) < Chi Square table (104.139) and the probability value (0.715) > 0.05, it can be concluded that the model can explain population estimation.

4.2.4. Hypothesis test

Hypothesis testing is done by analyzing the probability value with criteria < 0.05.

Table 5: Results of Goodness of Fit Test

χ^2	P value	CMIN/DF	GFI	RMSEA
<0.09	<0.05	0.906	0.892	0.000

GFI: Goodness-of-the fit index, RMSEA: Root mean square error of approximation

Taking into account the calculated Chi-Square value (74.307) < Chi-Square table (104.139) and the probability value (0.715) > 0.05, it can be concluded that the model can explain the estimated population.

4.2.5. Hypothesis Testing

Hypothesis testing is done by analyzing the probability value with criteria < 0.05.

Table 6: Hypothesis Test Results

Hypothesis Testing Results		Std Estimate	Estimate	S.E.	C.R.	P
Convenience_Motivation	← Hedonic_Motivation	.774	.905	.146	6.212	***
PUU	← Hedonic_Motivation	.926	.926	.243	3.815	***
PUU	← Convenience_Motivation	-.232	-.198	.174	-1.141	.254
Attitude_OFD	← Convenience_Motivation	.111	.081	.081	1.005	.315
Attitude_OFD	← PUU	.826	.703	.131	5.379	***
Behavioral_OFD	← Convenience_Motivation	.321	.298	.124	2.399	.016
Behavioral_OFD	← PUU	.976	1.059	.464	2.284	.022
Behavioral_OFD	← Attitude_OFD	-.521	-.664	.544	-1.221	.222

Empirical evidence establishes that hedonic motivation exerts a significant positive impact on both convenience motivation and post-usage usefulness. Conversely, convenience motivation is shown to exert no significant negative effect on post-usage usefulness, while demonstrating a positive but not statistically significant impact on attitude toward OFD service. Post-usage usefulness, however, is established to have a significant positive influence on attitude toward OFD service. Furthermore, convenience motivation is found to have a significant positive impact on behavioral intention toward OFD service, alongside post-usage usefulness, which also exhibits a significant positive influence on behavioral intention toward OFD service. Lastly, the research indicates that attitude toward OFD is negatively related to behavioral intention toward OFD service, but this relationship is not statistically significant.

5. CONCLUSION

The present study aimed to explore the association among hedonic motivation, convenience motivation, post-usage usefulness, attitudes towards using online food delivery (OFD) services, and consumer interest and behavior in utilizing OFD services. The obtained results supported H1 and H2, which postulated the influence of hedonic motivation on convenience motivation and post-usage usefulness, respectively. In contrast, H3 and H4, which tested the impact of convenience motivation on post-usage usefulness and attitudes towards using OFD services, respectively, were not supported. On the other hand, H5, H6, and H7, which examined the effect of post-usage usefulness on attitude towards OFD, the impact of convenience motivation on behavioral OFD, and the association between post-usage usefulness and behavioral OFD, respectively, were supported by the data. However, H8, which investigated the relationship between attitudes towards OFD and behavioral OFD, did not receive support from the data.

This study sheds light on the practical implications of online food delivery services and their significant influence on consumer behavioral intentions. Specifically, factors such as the growing population, traffic congestion, convenience of ready-to-eat meals, and doorstep delivery have been identified as major drivers of online food delivery adoption. Future research should focus on exploring the impact of brand engagement strategies and product appeal to achieve competitive advantage. Additionally, restaurants offering delivery services should target the millennial demographic, who represent a lucrative market for food delivery services. Overall, this research provides valuable insights for practitioners seeking to enhance their online delivery services and attract and retain customers.

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