

Consumer Experiences, Time Saving Orientation, and Price Saving Orientation on Actual Behavior to Use Application Online Food Delivery through Convenience Motivation

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ABSTRACT

The purpose of this study was to determine the effect of consumer experiences, time saving orientation, and price saving orientation on actual behavior using grab food through convenience motivation as an intervening variable. This study uses a quantitative approach and a pilot study of 30 respondents was conducted to test the research instrument. The object of this research is the people of Bekasi City by using a sample of 136 respondents. The data analysis technique in this study uses regression using the SPSS version 24 application. The results show that consumer experiences, time saving orientation, and price saving orientation variables have a significant effect on actual behavior and convenience motivation in using grab food. Meanwhile, convenience motivation is able to mediate consumer experiences, time saving orientation, and price saving orientation towards actual behavior in using grab food.

INTRODUCTION

The development of internet-based information technology has a positive impact on humans, the internet helps people to be able to communicate, even conduct business transactions with other people by providing cheap, fast, and easy costs. Advances in internet-based technology are marked by the use of mobile phones (smartphones), which can be accessed anywhere. Currently internet technology is also used for buying and selling transactions, the internet provides business opportunities for business actors, business actors take advantage of progress by connecting their business to the internet network through a special application that can be accessed by smartphone users by downloading it. One example of a company that uses technology is an online service provider grab.

Grab is currently widely used by various circles of society, in addition to business actors who get opportunities with technological developments, consumers are also facilitated in carrying out their consumption activities, the ease of using technology makes consumers shop or make transactions more often, not only selling goods, services Even now, it can be ordered online, for example, online motorcycle taxis in the Grab application. Through Grab, consumers can use someone's services for online transportation, ordering food online, sending goods online, and transportation services as well as other online features that are being developed. The phenomenon of online shopping is growing rapidly and is an option for most people because it can save time without the need to visit shopping locations.

One of the current phenomena is that people who live in housing only have little time to cook so they prefer to buy food online through the GrabFood feature. Food is a basic need for everyone, online food ordering systems make it easy for consumers to order what they like, besides that online consumers can easily track their orders. Consumer experiences is currently one of the research challenges, especially involving the service sector, such as tourism and events., especially in the continuous growth of the service industry and the increasingly fierce competition in the service industry, providing a superior customer experience is seen as a key competitive strategy, apart from The ever-changing behavior of customers makes many service businesses strengthen customer responses and meet their needs (Nasir et al., 2021).

Meanwhile Yi and Nataraajan (2018) explain that the quality of service/product can cause customers to react differently in terms of the happiness that customers get based on their perception of the service/product. Internet technology helps human activities become faster, a person no longer needs to come to a restaurant to buy the food they like, but simply by opening an application to order food and the food will be delivered to the place of ordering. Time saving orientation occurs when consumers believe that using the online food delivery service application GrabFood can help consumers achieve things faster in the purchasing process. The Grab party who will carry out the process of purchasing food to the restaurant according to the order and after the order is completed the driver will deliver it to the address of the orderer. Meanwhile, price saving orientation occurs when consumers can save

money by using GrabFood services, consumers are satisfied with what they get according to the amount of money spent.

Motivation is the basis of a person's enthusiasm to do something to achieve certain goals, motivation can come from oneself or from others. Convenience is a condition of fulfilling one's needs, thus affecting value and satisfaction. From this explanation, it can be concluded that convenience motivation is a person's encouragement to achieve goals so as to create a sense of comfort. Usually consumers make purchases online because they are practical and there are guarantee facilities, such as insurance for damage to goods that occur during the delivery process and can lead to a positive attitude for GrabFood consumers. Meanwhile, actual behavior is consumer behavior, when consumers have a good assessment of a product or service, the resulting behavioral intention is positive so that consumers can use these services repeatedly, and will make consumer relationships with online stores stronger.

GoFood is currently the top of mind in online food delivery service providers, therefore consumers prefer GoFood services over GrabFood, this is also because GoFood is known for its fast and easy-to-use services. In addition, GoFood was launched first, so that consumers are more familiar with and trust GoFood to use it. Wulandari and Iryanie (2019) in their research explained that users who used the GoFood application in the last 1-2 years amounted to 53% compared to users who used GrabFood, which was 25%. The smaller percentage of GrabFood users and the convenience of online food delivery service users using GoFood are problems for GrabFood in an effort to increase the percentage of users who use GrabFood services, this makes this problem interesting to study more deeply.

The purpose of this study is to examine the effect of consumer experiences, time saving orientation, price saving orientation on the actual behavior of the people of Bekasi city in using grab food. In addition, this study also examines the role of convenience motivation in mediating the relationship between consumer experience, time saving orientation, and price saving. orientation towards the actual behavior of the people of Bekasi City in using grab food.

THEORETICAL REVIEW

Actual Behavior

Actual behavior (actual behavior) is a real action or activity that is carried out (Fathinah and Baridwan, 2015). Meanwhile, Lin (2008) explains that actual behavior is an individual's intention to perform a behavior which is a function of attitudes towards behavior and subjective norms, where a person will react or decide depending on the behavioral intentions that are formed or developed.

Consumer Experiences

Consumer experiences play an important role in the service/service domain (Adhikari and Bhattacharya, 2016), where consumers receive a superior experience from a service or product that can increase customer satisfaction and

customers become loyal customers (Meeprom and Silanoi, 2020) . Service companies rely on their customers to jointly encourage and create interactions and relationships by offering services. Shared experiences change the focus of individual consumers on service companies, which are the basis of those experiences (Prebensen and Foss, 2011). A co-created consumer experience stems from how consumers decide to participate and interact with a service or product with a focus on a particular time and space. Binkhorst and Den Dekker (2009) explain that cocreation experiences in service industry focus on goals deserve attention because services are one of the greatest sources of experience through which people construct their own unique narratives. Therefore, it can be said that value creation in the service experience considers the role of customers and service providers as producers and process providers

Time Saving Orientation

Time saving orientation describes someone who has the intention to save time in online shopping (Jensen, 2012). This is in accordance with previous studies which explained that changes in customer lifestyle make it more difficult for someone to shop at the physical location of the store (Wu, 2003). Several previous studies explained that the shopping process will be convenient when service providers create a program that facilitates the shopping process program that customers want, namely an easy-to-use program (Chiu et al, 2014; Yeo et al., 2017).

Price Saving Orientation

A price-saving orientation is a financial benefit that people get from using technology, because it helps them receive goods or services at a lower price. This was also conveyed by Rodriguez and Trujillo (2014) who explained that time saving orientation is a benefit that users get until finally they can find the best product at the lowest price so that users can make financial savings. Further, Jun et al. (2014) explained that price savings will result in lower prices while time savings are related to people buying products and services on websites. Meanwhile Yeo et al. (2017) explained that customers will compare the prices offered by various online food delivery service provider applications that provide lower prices and will see it as a more efficient platform. Price sensitive customers will tend to choose the channel that offers the best value including attractive discounts and promotions, and will be judged on the quality of the service provided.

Convenience Motivation

Convenience motivation is a person's encouragement to achieve goals so as to create a sense of comfort (Ma'ruf, 2018), this is in line with the research of Chang et al. (2012) explained that the value of convenience affects shopping motivation which is a determinant of consumer intention to shop on the internet. (Ma'ruf, 2018) defines convenience motivation as referring to the value given to the active search for a product that creates personal comfort and time savings in certain activities.

METHODOLOGY

This study uses a quantitative descriptive approach whose main purpose is to provide an overview or description of a situation objectively, where then the data and information are collected to draw conclusions and suggestions. This research was conducted in the city of Bekasi using 136 respondents obtained using the Slovin formula. The data analysis technique used is the regression method using SPSS version 24.

RESULTS AND DISCUSSIONS

Data Quality Test

1. Validity Test

Of the 36 questions asked to the respondents, it was found that all statement items had an rcount value greater than the r table, which was 0.1684. So it can be concluded that 36 items of statements or questions are declared valid.

2. Reliability Test

The test results show that the Cronbach's alpha value of each variable, namely consumer experience, has a value of 0.846; time saving orientation has a value of 0.669; price saving orientation has a value of 0.772; convenience motivation has a value of 0.786; and actual behavior has a value of 0.602. So it can be concluded that the statement in the questionnaire is reliable because it has a Cronbach alpha value > 0.60

Classical Assumption Test

1. Normality Test

The results of the normality test using SPSS resulted that the Kolmogrov-Smirnov test value showed a normally distributed variable, this can be seen from the Asymp.Sig.(2-tailed) value of $0.200 > 0.050$ this proves that the data is normally distributed. In addition, the results of the normality test.

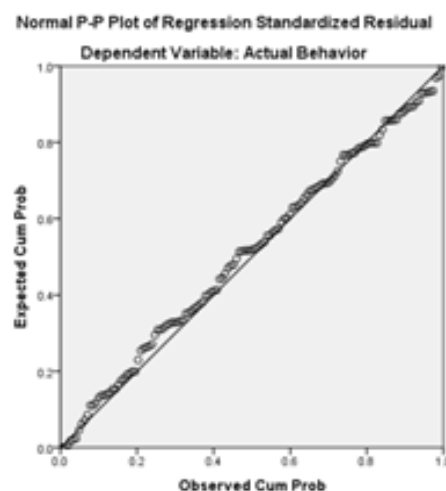


Figure 1. P-Plot

Meanwhile, using P-Plot also resulted that the data spread around the diagonal line, which means that the analyzed data has met the assumption of normality.

2. Multicollinearity Test

Table 1. Multicollinearity Test

Variabel Bebas	Perhitungan		Keterangan
	Toleran	VIF	
Consumer Experiences	0,321	3,166	Tidak ada multikolinieritas
Time Saving Orientation	0,798	1,252	Tidak ada multikolinieritas
Price Saving Orientation	0,758	1,319	Tidak ada multikolinieritas
Convenience Motivation	0,269	3,719	Tidak ada multikolinieritas

The results of the multicollinearity test shown in table 1 show that the tolerance value obtained for each variable is smaller than the VIF value, so it can be concluded that there is no multicollinearity in the multiple regression model.

3. Heteroscedasticity Test



Figure 2. Heteroscedasticity Test

The results of the heteroscedasticity test shown in Figure 2 show that the points spread randomly without forming a particular pattern, and are well spread above and below the number 0 on the Y axis. So it can be interpreted that there is no heteroscedasticity in the regression model, so this model is feasible to use. to predict actual behavior based on the variables that influence it, namely consumer experiences, time saving orientation, price saving orientation, and convenience motivation.

Multiple Linear Regression Analysis

Based on the results of the analysis obtained the following regression equation:

$$Y = 5.157 + 0.157X_1 + 0.178 X_2 + 0.579X_3 + e \dots\dots\dots(1)$$

Which means that if the variables of consumer experience, time saving orientation, price saving orientation, and convenience motivation are assumed not to exist, then the actual behavior has a value of 5.157.

Hypothesis Test

1. T-Test Results

From the results of the t-test, it is known that the consumer experiences variable (X1) obtained a t-count value of $3.934 > 1.657$ (t-table) with sig. $0.000 < 0.05$. So it can be concluded that the value of Ho is rejected and Ha is accepted, which means that consumer experience (X1) has a significant effect on actual behavior (Y). In the time saving orientation variable (X3), the t-count value is $3.749 > 1.657$ (t-table) with a sig of $0.000 < 0.05$ (α). So it can be concluded that Ho is rejected and Ha is accepted, which means that time saving orientation (X2) has a significant effect on actual behavior (Y). In the variable price saving orientation (X3), the t-count value is $7.389 > 1.65639$ (t-table) with sig. of $0.000 < 0.05$ (α). So Ho is rejected or Ha is accepted, which means that price saving orientation (X3) has a significant effect on actual behavior (Y). The results of the t-test of the Consumer Experiences, Time Saving Orientation, and Price Saving Orientation variables on the Convenience Motivation variable.

The test results on the mediating variable showed that the consumer experience variable obtained a t-count value of $13.732 > 1.65639$ (t table) with sig. $0.000 < 0.05$ (α). So it can be concluded that Ho is rejected or Ha is accepted, which means that consumer experience (X1) has a significant effect on convenience motivation (M). Variable time saving orientation (X2) obtained t-count of $2.760 > 1.65639$ (t table) with sig. $0.007 < 0.05$ (α) or the significance value is less than 0.05. Then H0 is rejected or Ha is accepted, which means that time saving orientation (X2) has a significant effect on convenience motivation (M). Variable price saving orientation (X3) obtained t-count of $3.864 > 1.65639$ (t table) with sig. $0.000 < 0.05$ (α) or the significance value is less than 0.05. Then H0 is rejected or Ha is accepted, which means that price saving orientation (X3) has a significant effect on convenience motivation (M). The results of the T-test of the Consumer Experience, Time Saving Orientation, and Price Saving

Orientation variables on Actual Behavior with Mediated Convenience Motivation.

From the results of the t-test, it was found that the consumer experience variable (X1) obtained a t-count value of $0.974 > 1.65639$ (t table) with sig. $0.332 < 0.05$ (α) or the significance value is less than 0.05. Therefore, H0 is rejected or Ha is accepted, which means that consumer experience (X1) has no significant effect on actual behavior after entering the mediating variable (M). Then for the variable time saving orientation (X2), the t-count is $3.209 > 1.65639$ (t table) with sig. $0.002 < 0.05$ (α) or the significance value is less than 0.05. Then H0 is rejected or Ha is accepted, which means that time saving orientation (X2) has a significant effect on actual behavior after entering the mediating variable (M). For the variable price saving orientation (X3), the t-count is $6.432 > 1.65639$ (t table) with sig. $0.000 < 0.05$ (α) or the significance value is less than 0.05. Then H0 is rejected or Ha is accepted, which means that price saving orientation (X3) has a significant effect on actual behavior after entering the mediating variable (M). For the variable convenience motivation (M) obtained t-count of $2.062 > 1.65639$ (t table) with sig. $0.041 < 0.05$ (α) or the significance value is less than 0.05. Then H0 is rejected or Ha is accepted, which means that convenience motivation (M) has a significant effect on actual behavior.

2. F-Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	482.343	3	160.781	52.863	.000 ^b
	Residual	401.473	132	3.041		
	Total	883.816	135			

a. Dependent Variable: Actual Behavior

Figure 3. Table 2. F-Test Results

From the results of table 3 above, it can be seen that if the f-count value is $52.863 > 2.44$ (f-table) with a sig value. $0.000 < 0.05$ (α) or a significance value of less than 0.05. Therefore, H0 is rejected or Ha is accepted, which means that simultaneously hedonic motivation (X1), time saving orientation (X2), and price saving orientation have a significant effect on actual behavior (Y).

Coefficient of Determination Test

From the results of the coefficient of determination, the Adjusted R Square value is 0.535 or 53.5%. This means that 53.5% of actual behavior variables can be explained by variations of the three independent variables, namely hedonic motivation, time saving orientation, and price saving

orientation. While the remaining 46.5% is explained by other reasons that are outside the variables in this study.

Table 2. Coefficient of Determination Test

Model	Perhitungan		Keterangan
	Toleran	VIF	
<i>Consumer Experiences</i>	0,321	3,166	Tidak ada multikolinieritas
<i>Time Saving Orientation</i>	0,798	1,252	Tidak ada multikolinieritas
<i>Price Saving Orientation</i>	0,758	1,319	Tidak ada multikolinieritas
<i>Convenience Motivation</i>	0,269	3,719	Tidak ada multikolinieritas

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of this study which states that consumer experience has a positive and significant effect on actual behavior. Meanwhile, time saving orientation has a positive and significant effect on actual behavior. Furthermore, price saving orientation has a positive and significant effect on actual behavior. Consumer experience on actual behavior with the intervening convenience motivation variable has an absolute effect, meaning that convenience motivation mediates consumer experience on actual behavior. Meanwhile, time saving orientation to actual behavior with intervening convenience motivation variable has a partial effect, meaning that convenience motivation partially mediates time saving orientation to actual behavior. Furthermore, price saving orientation to actual behavior with intervening convenience motivation variable has a partial effect, meaning that convenience motivation partially mediates between price saving orientation to actual behavior.

The purpose of this study was to determine the effect of consumer experiences, time saving orientation, and price saving orientation on actual behavior using grab food through convenience motivation as an intervening variable. This study uses a quantitative approach and a pilot study of 30 respondents was conducted to test the research instrument. The object of this research is the people of Bekasi City by using a sample of 136 respondents. The data analysis technique in this study uses regression using the SPSS version 24 application. The results show that consumer experiences, time saving orientation, and price saving orientation variables have a significant effect on actual behavior and convenience motivation in using grab food. Meanwhile, convenience motivation is able to mediate consumer experiences, time saving orientation, and price saving orientation towards actual behavior in using grab food.

FURTHER STUDY

For further researchers who are interested in the same theme, it is hoped that they can examine the same theme by adding other variables not examined in this study such as hedonic motivation, atmosphere/visual appeal, or value co-creation. Currently one of the research challenges, especially involving the service sector, such as tourism and events., especially in the continuous growth of the service industry and the increasingly fierce competition in the service industry, providing a superior customer experience is seen as a key competitive strategy, apart from The ever-changing behavior of customers makes many service businesses strengthen customer responses and meet their needs

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