

## Determinants of consumer decisions in shopping for food through online applications

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ABSTRACT

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The development of promoting food products on-line through applications could be a trend within the current digital era wherever supporting facilities are unit accessible, business actors simply enter the merchandise in existing nursing through existing on-line application. Therefore, this paper aims to investigate the result of utility, simple use and trust on client getting selections. The information assortment technique during this study uses a form filled by one hundred forty shoppers from World Health Organization food who purchased mistreatment through on-line applications. The analytical technique used is descriptive analysis, and the check instrument uses AMOS. During this study, there were four variables, fourteen dimensions and twenty-eight indicators. The analysis conducted intends to investigate the result of trust usefulness and simple uses on purchase selections. The results indicated that trust was the most important and vital issue, followed by simple use and usefulness. It is often understood that buyers can use an Associate in Nursing application if they are often sure and also the application is simple to use.

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## 1. Introduction

The important role of change altogether is often thanks to the presence of technology because the foundation for creating something the old way becomes easier with the presence of digitalization in all fields (Kotler et al., 2019). The creation of a food ordering application has many impacts, including increasing the turnover growth of a food outlet which in turn creates revenue for the state in the form of increased tax revenues (Suleman, 2019). Some of these created applications have an important role for consumers to be able to make it easier for them to choose food only with cell phones according to taste without having to go around directly to see outlets directly (Rusiyati et al., 2021). In addition, for restaurant owners, this makes it easier for them to sell food because all their products can be seen by consumers just by entering a menu image into an application (Suleman et al., 2021). This process is a good marketing strategy in the digital era because today's consumers already have different behaviors (Suleman et al., 2021). Changes in consumer behavior in this digital era can also be seen in changes in fashion products (Suleman et al., 2020c). Therefore, it is somewhat certain that the presence of an online food ordering application can certainly influence consumer purchasing decisions. There are, at least, three food ordering applications in Indonesia, including Go-Food, Grab-Food and Shoppe Food. Consumer decisions are more diverse because they can change with the convenience that is currently available where consumers can get stimuli from menus or food prices in the applications they see (Konuk, 2019). Besides this, several studies show several factors that support consumer decisions, including, usefulness, simple use, Trust (Suleman et al., 2020a; Suleman et al., 2019; Suleman et al., 2019; Nuryanto et al.,

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2020; Suleman et al., 2021). Usefulness is a factor that supports consumers whether they want to use an application in ordering food which must be a faster way of ordering food compared to buying food coming directly to the outlet (Xiang et al., 2016). Today's digital era consumers choose the easy way because the technology that is present always offers convenience in everyday life (Biucky et al., 2017). Applications that can help and show this convenience will be consumers' choice in buying food, consumers in this era have a variety of choices to choose from and they will decide to buy in the way that consumers think is the most effective. The role of ease of use is also important because the use of an application is a new way and consumers need to adapt (Suleman et al., 2019). Ease of use relates to how to use the application itself where the application made is not difficult for consumers to use in each process. Consumers certainly have different kinds of knowledge so making an application that is easy to understand is the spearhead of whether consumers want to switch to ordering food on the application (Suleman, 2018; Suleman et al., 2020b). Competition in several food ordering applications is unavoidable, but it all comes back to the determining factor, namely consumers as users because some consumers will decide to use applications that are easy to understand, and they are good at using.

Another factor that contributes greatly to consumer decisions according to several previous studies is trust (Fortes & Rita, 2016; Dachyar & Banjarnahor, 2017; Suleman et al., 2019). Technology is invisible and all of this can give consumers a sense of lack of trust in making transactions where consumers will have a fear of losing money in transactions that they cannot be sure of. Trust is the foundation in this transaction, it is undeniable that consumers want to make definite transactions based on trust in a food ordering application (Zolait et al., 2018). Trust is the initial benchmark before consumers want to try an application for the usefulness factor, ease of use can be useless if consumers don't trust a food ordering application. The decision to purchase food through an application could be one of the ways consumers can choose from today's consumers in deciding to buy a food product they want, where currently there are many interesting image wars on the menu to lure consumers because the first thing consumers see is the image before they encounter it. The original menu that consumers receive when their order is delivered may be appropriate (Hanaysha, 2018). In this study, we will examine what factors influence consumer decisions in choosing applications as food ordering media and how much these factors influence consumer decisions in buying food through existing applications.

## 2. Theoretical framework and hypotheses

In this study, researchers assume that it is important to look at the factors that influence consumer decisions in making food purchases online using an application and the way trust, simple use, and usefulness influence on consumer decisions to use a food ordering application. The subsequent are the hypotheses and frameworks inbuilt in this study as follows.

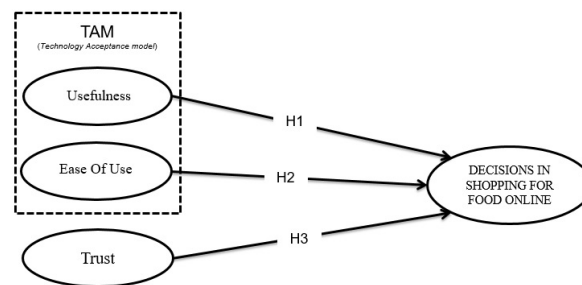


Fig. 1. The proposed study

Fig. 1 above is the framework in this study where each hypothesis is based on and built on by previous research. The explanation of the idea for determining the hypothesis found from the results of previous research is as follows:

### 2.1 Usefulness of the application

In an application offered by several companies, consumers will use an application that can help make the buying process easier (Cho & Son, 2019). an application that can provide added value whether it is complete menus, restaurants and price promotions will have a greater chance of being used (Hsu et al., 2013). Consumers will choose a new way that is profitable from the previous way (Suleman et al., 2020d). The presence of usefulness will be a determining factor in consumer decisions to order food online (Wahyuningtyas & Widiastuti, 2017; Hong et al., 2017). Therefore, the investigator created the primary hypothesis during this study as follows:

**H<sub>1</sub>:** *Usefulness has an influence and is significant on making a purchase decision in shopping for food online.*

### 2.2 Ease of use of the application

In the theory of the accepted model of technology, Ease of use is part of the TAM model (Davis, 1989; Cho & Son, 2019). In this study, there are two variables that will be studied simultaneously, namely usefulness and ease of use. In many previous

studies it has been concluded that ease of use affects consumer decisions, where consumers will choose an application that has ease of use (Alwafi & Magnadi, 2016; Shabrina & Zaki, 2019; Suleman et al., 2020). The ease of use relates to the use of technology that is present in applications that can be easily used by consumers, both those who commonly use applications or even new ones. Applications that are easy to use will make consumers happy to use and do not find it difficult in every transaction process they go through (Chen & Teng, 2013). Therefore, the investigator created the second hypotheses during this study as follows:

**H<sub>2</sub>:** *Ease of use has an influence and is significant on making a purchase decision in shopping for food online.*

### 2.3 Trust the application app

The trust factor in many theories states that it is the main determinant of consumer confidence in a transaction (Suleman, 2018). This trust is the most influential factor and plays a major role in consumer buying decisions (Awa et al., 2015; Alwafi & Magnadi, 2016; Reyes-Mercado et al., 2017), a transaction which is either offline or online. Trust is the main factor, especially in online transactions where consumers cannot ensure that all transactions are done correctly (Wu & Ke, 2015). In doing business, trust is the main basis for consumer decisions since consumers will see the experience, reputation of the company and the credibility of the application developer company (Suleman et al., 2018). Therefore, the investigator created the 3 hypotheses during this study is as follows:

**H<sub>3</sub>:** *Trust has an influence and is significant on many a purchase decision in shopping for food online.*

## 3. Method

In this study, the research worker saw that the buyer population of users of on-line food ordering applications was terribly giant. Therefore, the research worker assumes that the population during this study is extremely giant, and the actual range is not glorious with certainty. Therefore, for the sample during this study the research worker used a sampling technique with the quota sampling technique wherever the research worker would take one hundred forty respondents, wherever the amount was supported that basis (Sugiyono, 2013) that refers to the number of samples required is 5 times the number of indicators within the study. This study uses four variables, fourteen dimensions and twenty-eight indicators. wherever every indicator is created a press release is submitted to the respondents and there are twenty-eight queries that may be asked to be answered and the results are tabulated. Then the results of the information obtained are processed by analysis tools mistreatment SEM AMOS.

## 4. Data analysis and measurement

The research uses the trust variable mistreatment in 3 dimensions with six indicators taken from sources (Sumawan, 2002; Fortes & Rita, 2016) that are adjusted. As for the variables, usefulness and easy use have 3 dimensions with six indicators taken from analysis (Davis, 1989; Awa et al., 2015). Moreover, the buyer call variable uses 5 dimensions of eight indicators tailored from the adjusted theory (Kotler & Armstrong, 2016). Finally, all questions are designed on Likert Scale from “Strongly Disagree” to “Completely Agree”.

### 4.1 The goodness of fitness

In testing with the AMOS.23 SEM analysis tool, 3 outputs are found that may be understood the results and for the primary output that must be thought-about is that the price on GOF (Goodness of Fit) can be the primary output result that aims to see whether or not the model created is compatible overall that may be compared between the information entered with the standards closely held by Amos. and the output of the AMOS SEM results. The output knowledge on the compatibility looks at are often seen in table one below:

**Table 1**  
Goodness of Fit (GOF)

Measures of GOF	Measurement		Measurement Result	
	Good Fit Absolute fit Model	Marginal Fit		
Goodness of fit Index (GFI)	≥ 0.90	0.80 - <0.90	0.81	Marginal Fit
Root Mean Square Error (RMSEA)	< 0.08		0.042	Good Fit
<b>Incremental Fit Model</b>				
Comparative Fit Index (CFI)	≥ 0.90	0.80 - <0.90	0.87	Good Fit
Normal Fit Index (NFI)	≥ 0.90	0.80 - <0.90	0.90	Good Fit
Incremental Fit Index (IFI)	≥ 0.90	0.80 - <0.90	0.92	Good Fit
Relative fit Index (RFI)	≥ 0.90	0.80 - <0.90	0.82	Marginal Fit
<b>Parsimonious Fit Model</b>				
Parsimonious normed fit index (PNFI)	≥ 0.90	0.80 - <0.90	0.80	Marginal Fit

#### 4.2 Measurement model

Then for the AMOS SEM Output that we will see next, this second method shows the subsequent information results: in line with (Ferdinand, 2018) the composite reliability of a measurement model is claimed to be sensible reliability to live every latent variable if the construct reliability worth (CR) is  $\geq 0.7$  or over the worth of the extracted variance (VE) is bigger than 0.05, that states that In exploration reliability analysis between 0.5 - 0.6 will be accepted then in SEM AMOS a unidirectional check is allotted with a confidence level of ninety fifth, the usually used reliability worth (CR) > 0.96 which implies that the belief of normality is rejected at the importance level (P) < 0.05 (5%).

**Table 2**  
Construct reliability and variance extracted

Constructs	Item Code	Factor Loadings	(Error)	CR	VE
Usefulness of the application	US1	0.80	0.60	0.84	0.52
	US2	0.74	0.62		
	US3	0.72	0.61		
	US4	0.78	0.57		
	US5	0.82	0.59		
	US6	0.80	0.50		
Ease of use of the application	EU7	0.81	0.51	0.82	0.50
	EU8	0.78	0.53		
	EU9	0.80	0.52		
	EU10	0.81	0.64		
	EU11	0.75	0.67		
	EU12	0.70	0.52		
Trust the application	TR13	0.81	0.65	0.86	0.54
	TR14	0.78	0.62		
	TR15	0.74	0.57		
	TR16	0.82	0.61		
	TR17	0.80	0.62		
	TR18	0.78	0.64		
Decisions in Shopping	DS19	0.74	0.61	0.84	0.62
	DS20	0.78	0.60		
	DS21	0.80	0.53		
	DS22	0.79	0.62		
	DS23	0.73	0.65		
	DS24	0.78	0.48		
	DS25	0.75	0.61		
	DS26	0.83	0.58		
	DS27	0.72	0.61		
	DS28	0.74	0.65		

The results of Table 2 show that the twenty-six indicators are valid and reliable because of the quantity (CR)  $\geq 0.7$  or additional and conjointly the extract price of variance (VE) is bigger than 0.05. Therefore, it is often said that each indicator utilized in this study is reliable and valid and may be utilized in analysis. Table 3 presents the summary of the testing different hypotheses.

**Table 3**  
The summary of testing hypotheses

No	Hypotheses	Value	t-value	Conclusion
1	H <sub>1</sub> Usefulness → Decisions in Shopping	0.32	2.7	Supported
2	H <sub>2</sub> Ease of use → Decisions in Shopping	0.47	3.6	Supported
3	H <sub>3</sub> Trust → Decisions in Shopping	0.67	6.2	Supported

As we can observe from the results of Table 3, all three hypotheses are supported when the level of significance is five percent.

#### 5. Discussion and conclusion

This paper has investigated the effects of three factors: namely usefulness, ease of use and trust on making purchase decision on online food websites in Indonesia. The study has determined that all three factors have maintained positive influence on any making decision. The results have also indicated that trust has maintained the highest positive influence followed by ease of use and usefulness.

The first result in this study found that trust has a significant and significant effect on shopping decisions with applications. If we observe the results of this study, it has added and strengthened previous studies which found many of the same results in accordance with this study where trust is an influential and significant variable on shopping decisions and in this study, it has also found to have the greatest influence on shopping decisions (Zeba & Ganguli, 2016; Abrar et al., 2017; Winasis et al., 2018). Trust is the basis of a transaction in which consumers want or not to make transactions with online applications that

are not visible, this is certainly based on trust in the application provider company so that they want to make transactions. Here in the digital era the role of trust is very helpful so that before companies sell applications, it is also necessary to build a sense of trust by showing who the provider company is and showing the credibility of the company which makes consumers feel comfortable to order food online. without a sense of trust that arises, it is believed that other factors have no effect because the biggest factor that influences is trust and is the foundation of a transaction.

The second conclusion obtained from this study is that usefulness has a significant and significant effect on food shopping decisions through online applications. here it can be seen that the influence of usefulness can be felt by consumers from the presence of a food ordering application. In this digital era, of course, we can see that the influence of technology has entered various sectors and the emergence of technology to help human life is really felt, in this case the efforts of food ordering application service providers make consumers feel this is helpful compared to the old way of buying food. With this application, consumer decisions can be more stimulated because through attractive images and displays, consumers who initially may not want to buy food can decide to buy food because of that.

The third conclusion that we can draw from this research is that it is found that ease of use has a significant and significant effect on food shopping decisions on the application. which can be interpreted as the next step after consumers assume that the presence of technology will be used, then what the application provider does is try to create applications that can and are easy to use even for ordinary people. Considering the process and each step of the food purchasing process in the application, it is easy for consumers to understand, so that consumers can easily use the application. The easier it is, the more likely it is to be used by consumers, from various aspects including display, selection, process monitoring to payment. Finally, the various alternative payment channels that exist so that consumers will find it easier to make purchasing decisions since they can be paid the way they can. This is a challenge that food ordering application service providers can do to be able to present the best application and become the consumer's choice.

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