

# Determinants Of Consumer Decisions In Shopping For Food Online Through Applications

Ety Nurhayaty, Dede Suleman, Aprilia Puspasari, Zahra Zahra, Niken Herawati, Puji Yuniarti, Indra Riyana Rahadjeng

Article Info	Abstract
<p><b>Article History</b></p> <p><b>Received:</b> March 22 ,2023</p> <p><b>Accepted:</b> June 28 , 2023</p> <p><b>DOI:</b> <a href="https://doi.org/10.5281/zenodo.20755033">10.5281/zenodo.20755033</a></p> <p><b>Keywords :</b> Usefulness shop, ease of use shop, Trust shop, Purchase Decision, TAM</p>	<p><i>The development of promoting food product on-line through applications could be a trend within the current digital era. wherever supporting facilities area unit accessible, business actors simply enter the merchandise in Associate in Nursing existing on-line application. Therefore, this analysis must be done that aims to investigate the result of utility, simple use and trust on client getting selections. the info assortment technique during this study used a form with one hundred forty shoppers World Health Organization had created food purchases mistreatment on-line applications. The analytical technique used is descriptive analysis, and also the check instrument uses AMOS. during this study mistreatment four variables, fourteen dimensions and twenty-eight indicators.</i></p> <p><i>The analysis conducted by this investigator intends to investigate the result of trust Usefulness and simple uses on purchase selections. the info assortment technique during this study uses a form with one hundred forty shoppers World Health Organization have purchased at a web store. The analytical technique used is descriptive analysis, and also the check instrument uses AMOS. during this study mistreatment four variables, 13 dimensions and twenty-six indicators. from this study it had been found that utility, simple use Associate in Nursing trust partly and considerably have an effect on client food searching selections by mistreatment an application. it had been found that trust is that the most important and vital issue, followed by simple use and also the smallest is usefulness. so it are often understood that buyers can use Associate in Nursing application if it are often sure and also the application is simple to use.</i></p>

## Introduction

The important role of change altogether this 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 cellphones according to taste without having to go around directly to see outlets directly (Rusiyati et al., 2021). And for restaurant owners, this makes it easier for them to sell food because all of their products can be seen by consumers just by entering a menu image into an application (Suleman, Rusiyati, et al., 2021). This process is a good marketing strategy in the digital era because today's consumers already have different behaviors (Suleman, Sabil, et al., 2021). Changes in consumer behavior in this digital era can also be seen in changes in fashion products (Suleman, Ali, 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, Ali, et al., 2020a), (Suleman, Ali, et al., 2019) (Suleman, Zuniarti , Setyaningsih, et al., 2019), (Nuryanto et al., 2020) (Suleman, Zuniarti, et al., 2021). Usefulness is a factor that supports consumers whether or not they want to use an application in ordering food which of course this application 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.

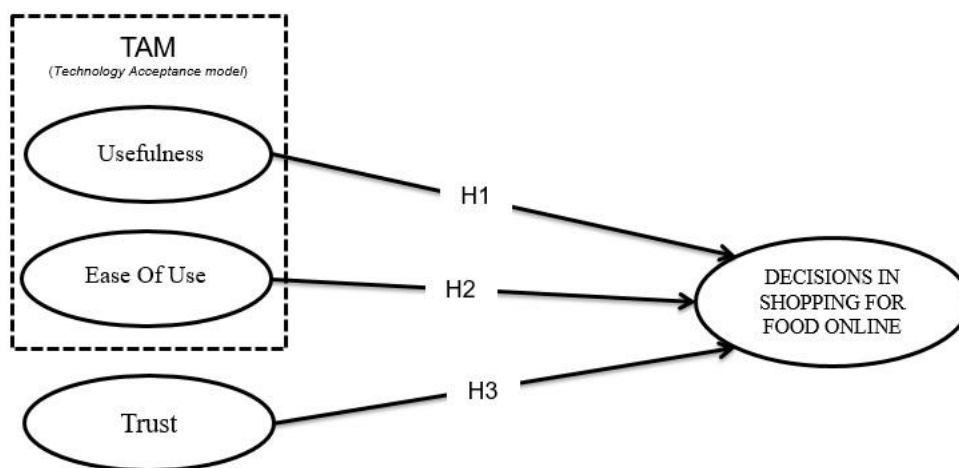
The role of ease of use is also important because the use of an application is a new way and consumers need to adapt (Suleman, Ali, et al., 2019). Ease of use relates to how to use the application itself where the application made is not difficult for consumers to use in each process. Consumers certainly have different kinds of knowledge so that making an application that is easy to understand is the spearhead of whether or not consumers want to switch to ordering food on the application (Suleman, 2018), (Suleman, Ali, 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) and (Suleman, Zuniarti, Marginingsih, 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 definitely 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 on the basis of 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.

### Theoretical Framework And Hypotheses

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



**Figure 1 : Frame work**

Figure 1 above is the frame work 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:

#### 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, Ali, 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:

$H_1$ : Usefulness has an influence and is significant on Decision in shooing for food online

### **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, Suharyadi, et al., 2020). This 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:

$H_2$ : *Ease of use has an influence and is significant on Decision in shooing for food online.*

### **Trust the application**

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 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 because 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 as follows:

$H_3$ : *Trust has an influence and is significant on Decision in shooing for food online.*

### **Methods**

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 also the actual range isn't 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. that during this study uses four variables, fourteen dimensions and twenty-eight indicators. wherever every indicator is created a press release submitted to the respondent in order that there'll be twenty-eight queries that may be asked to be answered and also the results are tabulated. Then the results of the information obtained are processed by analysis tools mistreatment SEM AMOS.

### **Data Analysis And Result Measurement Items**

The research worker uses theory on the trust variable mistreatment 3 dimensions with six indicators taken from sources (Sumawan, 2002), (Fortes & Rita, 2016) that are adjusted. As for the variables Usefulness and easy use mistreatment 3 dimensions with six indicators taken from analysis (Davis, 1989), (Awa et al., 2015) that has been adjusted. moreover, the buyer call variable uses 5 dimensions of eight indicators tailored from the adjusted theory (Kotler & Armstrong, 2016). wherever a complete of twenty-eight indicators area unit measured employing a scale of one "Strongly Disagree to 5" powerfully Agree "

### **Sem Amos Analysis**

#### **Goodness of Fit (GOF) Analysis**

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) this 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 also, the output of the AMOS SEM results. The output knowledge on the compatibility takes a look at are often seen in table one below:

**Table 1**  
**GOODNESS OF FIT (GOF)**

Measure GOF	Measurement		Measurement Result	
	Good Fit	Marginal Fit		
<b>Absolute fit Model</b>				
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

If we glance at Table, one shows the process Model (GOF) result that is that the SEM output from AMOS, absolutely the work size information model is found that aims to see the number of predictions of all models (structural and mensuration models) to the quality of information consisting of RMSEA zero.042 <0, zero8 (model fit) and a GFI worth of 0.81. It will be over that every one the models tested approach absolutely the work model testing criteria at a reasonably sensible level of testing criteria. And for different model work criteria, the progressive work Model consists of many conformities check instruments, specifically the worth of CFI = zero.87; NFI = zero.90; IFI = zero.92 and RFI = zero.82, the results state that the structural equation model is claimed to be sensible as a result of it's at a reasonably sensible level of testing criteria and has met the necessities of the progressive work Model. On the work size, the stingy work model will be seen within the results of PNFI = zero.80; From these results it will be over that the model is claimed to be at the amount of testing criteria is sort of sensible and meets the necessities of the stingy work model.

### 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 responsibility of a mensuration model is claimed to be sensible responsibility to live every latent variable if the construct responsibility worth (CR) is ≥ zero.7 or over the worth of the extracted variant (VE) is bigger than zero.05, that states that In exploration responsibility analysis between zero.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 vital worth (CR) > one.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		

From the results of the study and therefore the outputs obtained during this study are often seen in table a pair of higher than, it is often seen that the information shows that the twenty-six indicators are valid and reliable as a result of the quantity (CR)  $\geq$  zero.7 or additional and conjointly the extract price of variance (VE) is bigger than zero.05. Therefore, it is often over that every one indicator utilized in this study are reliable and valid and may be utilized in analysis.

### Match analysis of structural models or hypothesis testing

In the third stage the amos SEM output that we are able to see and interpret is by gazing the results of structural model testing or hypothesis testing want to see the results of the hypothesis during this study which might be seen in table three as follows.

**Table 3**  
**HYPOTHESIS TEST RESULT**

No	Hypotheses		SLF1)	t-value	Conclusion
1	H1	Usefulness → Decisions in Shopping	0.32	2.7	Supported
2	H2	Ease of use → Decisions in Shopping	0.47	3.6	Supported
3	H3	Trust → Decisions in Shopping	0,67	6.2	Supported

If we glance at the results of testing the structural model, it will be seen in table three on top of wherever the output of sem Amos is found that the results of hypothesis testing during this study area unit accepted, that means that every one hypothesis during this study area unit in accordance with what was hypothesized. In deciding powerful and important supported the worth of t count  $>$  t-table one.96 and  $<$ 0.05, wherever the magnitude of the influence will be seen within the ensuing SLF worth that shows what quantity influence the variable has. have dependencies.

For the primary hypothesis (H1) in this study with the hypothesis whether trust has an effect on food shopping decisions with online applications, the test results show that trust has a positive and significant effect on shopping decisions with applications with a t-output value of 6.7 greater than table 1.96 and standard coefficient of 0.62. then for the second hypothesis (H2) usefulness has a significant and significant effect on shopping decisions with the application, it is found that the t-count value is 2.7 which is also greater than the t-table (1.96) with a standard coefficient of 0.32. And for the third hypothesis (H3) where ease of use is found to have a significant and significant influence on shopping decisions with applications where the T value is 4.7 which is also greater than the table (1.96) with a coefficient of 0.36.

### Discussions And Conclusion

In this study that examined the factors that influence shopper choices in buying food with on-line applications and it had been found that the results of the sem output within the model during this study will be all over many things associated with these results. wherever trust includes an important and important result on searching choices with applications. And usefulness has a control and is important on searching choices with applications, the last one is easy use and considerably affects searching choices with applications.

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 was also found to have the greatest influence on shopping decisions. consumer. This is clear because 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 that 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. And also, the various alternative payment channels that exist so that consumers will find it easier to make purchasing decisions because 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.

### Limitation

From the results of this study, the scientist realizes that their area unit still several shortcomings and limitations during this study, so the scientist would really like to share suggestions to more analysers to finish this research. analysis (Zeba& Ganguli, 2016), (Abrar et al., 2017) and can even be able to distinguish respondents from every of the present X, Y and Z generations so the analysis results will be a lot of applicable as in analysis (Winasis et al., 2018).

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#### Author Information

<b>Ety Nurhayaty</b> Universitas Bina Sarana Informatika,Indonesia	<b>Dede Suleman</b> Universitas Bina Sarana Informatika,Indonesia
<b>Aprilia Puspasari</b> Universitas Bina Sarana Informatika,Indonesia	<b>Zahra Zahra</b> Universitas Bina Sarana Informatika,Indonesia
<b>Niken Herawati</b> Universitas Bina Sarana Informatika,Indonesia	<b>Puji Yuniarti</b> Universitas Bina Sarana Informatika,Indonesia
<b>Indra Riyana Rahadjeng</b> Universitas Bina Sarana Informatika,Indonesia	