

INTENTION TO USE ONLINE FOOD DELIVERY SERVICES IN INDONESIA: THE STUDY ON POST-MOVEMENT CONTROL ORDER (MCO) PERIOD

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Abstract: Before the COVID-19 pandemic, Indonesians had a habit of eating outside. Then, the shopping pattern of the Indonesian people changed drastically from initially visiting physical stores (offline) to switching to an electronic system (online), especially in ordering online food delivery services during and after the COVID-19 pandemic. However, after the movement control order (MCO) ended and the Covid-19 cases disappeared, people began to leave their homes and eat in restaurants, malls, and cafes again. MCO has ended so is the demand for online food delivery services going to remain in the market or not after the pandemic? Therefore, the study aimed to examine the intention to use online food delivery services in Indonesia during the post MCO period. This study used the Theory of Planned Behavior, and the respondents for this study amounted to 250 respondents. Determination of the number of respondents was by using non-probability sampling with the purposive sampling method. Respondents in this study were people who had purchased online food delivery services at least once. The data analysis method used is the Statistical Package for Social Sciences (SPSS) Version 22.0. The results showed that attitudes, subjective norms, and perceived control positively affected intention to use online food delivery services in Indonesia during the post MCO period, which means that Indonesian people will continue using online food delivery services after the post MCO period. Based on this research, it is suggested for food and beverage business owners to pay more attention in providing the best service to consumers, because they feel that buying food through providers is excellent and valuable. Promotion or discount programs can also be one of the best service alternatives offered by food and beverage business owners so that consumers remain loyal to use online food delivery services.

Keywords: Indonesians, Covid-19, MCO, online food delivery services, Theory of Planned Behavior

1. Introduction

According to the Association of Internet Network Providers (APJII, 2020) the growth rate of internet users in Indonesia until the second quarter of 2020 reached 73.7% of the population, which means that 196.7 million people are using internet in the country (Purnayasa, 2020). With the Internet, sellers have begun to provide online food delivery

services to compete and not lose to other competitors (Kristin et al., 2021). According to Shah et al., (2021), an online food delivery service can be defined as any food delivery transaction of monetary value made via a mobile handheld device, delivered to a specific location on their doorstep. Lidwina (2021) noted that 74.4% of internet users in Indonesia used food delivery applications in 2020. This rate is the highest percentage in the world surpassing the world's average of 55.5%. This potential opens opportunities for new players in the sector (Jayani, 2021).

In 2020, COVID-19 pandemic affected the health and the global economy, including Indonesia (Fatoni et al., 2020). During the pandemic, Indonesians buy food through delivery, which was totally a new habit. The online platform benefited Indonesian online application companies, especially Gojek and Grab. Since the COVID-19 pandemic hit Indonesia, the need for food delivery services such as Gofood and Grabfood increased by 20%, and delivery services increased by around 10%. (Prasetyawan & Nurhidayah, 2020).

Research on online food delivery has been widely carried out globally (Gunden et al., 2020; Romeo-Arroyo et al., 2020; Yeo et al., 2017) However, in Indonesia, research that discusses online food delivery itself is still limited to several area, for example, on customer satisfaction (Sjahroeddin, 2018), millennial experiences (Suhartanto et al., 2019), and customer loyalty (Ilham, 2018; Suhartanto, D., Helmi Ali, M., Tan, K. H., Sjahroeddin, F., & Kusdiby, 2017). Due to the reasons above, the researcher decided to examine the perception of online food delivery services with various existing aspects. In this study, the theory of planned behavior (TPB) by Ajzen, (1991) is used to understand the consumer behavior.

1.1 Problem Statement

A study conducted prior to COVID-19 period revealed that people's consumption outside the home reached 61% and continued to increase with changes in people's behavior (Murhayati, 2018). Another study indicated that 95% of urban folks reportedly eat out, while 58% of them reportedly also order ready-to-eat dishes through food delivery services (Utami, 2019). The survey results explained that Indonesian people preferred to dine in at restaurants, malls, and cafes before the pandemic because it was their habit to dine in with their family and friends (Sompotan, 2012). Research shows that the Indonesian people's shopping pattern has changed drastically from visiting physical stores to using electronic system (online), especially in ordering online food delivery services. But the main reason for that is the enforcement of MCO. Since MCO has ended, one will wonder if the similar trend continues. Will the demand for online food delivery services is here to stay? Therefore, this study looks at the intention to use online food delivery services in Indonesia during the post-MCO period.

1.2 Research Objectives

This study aims to achieve the following objectives:

- a. To examine the influence of attitude towards online food delivery on intention to use online food delivery services in Indonesia during the post MCO period.
- b. To examine the influence of subjective norms of using online food delivery on intention to use online food delivery services in Indonesia during the post MCO period.

- c. To examine the influence of perceived behavioral control over online food delivery on intention to use online food delivery services in Indonesia during the post MCO period.

2. Literature Review

2.1 Theory of Planned Behavior (TPB)

Marketing researchers have used the TPB model extensively to predict behavioral intentions. According to Ajzen, (1991), the main factor of behavior is the intention of the individual to do something. So, in TPB, it is stated that what will affect intentions are attitudes, subjective norms, and perceived behavioral control. Many studies using empirical research methods had already demonstrated the use of the TPB to determine factors involved with intentions to use online food delivery services. For example, Bouarar et al., (2021) used TPB to explore shoppers' intention to use online food delivery services in the COVID-19 pandemic. Chen et al., (2020) used TPB to know about customers' purchase intentions for online food delivery services.

2.2 Hypotheses Development

Liang & Lim, (2011) found that consumers' attitudes towards online food purchases have a significant positive effect on their intentions. Chen et al., (2020) showed the influence of practical motivation on attitudes and attitudes towards online purchase intentions. (Hansen, 2005) confirmed previous research by Thompson et al. (1994), showing that consumer attitudes towards online grocery shopping are the most important predictors of online shopping intentions. Another study that focused on using apps to buy food also highlighted the importance of attitude to explain intention of use (Chiu et al., 2020; Lee et al., 2017; Yeo et al., 2017) During the pandemic, the rate of which consumers ordered through online food delivery has increased rapidly. In this case, consumers might have different attitudes towards online food delivery after the MCO is over and thus, the following hypothesis is proposed:

H1: Attitude towards online food delivery significantly influences the intention to use online food delivery services in Indonesia during the post MCO period.

Subjective norms reflected the strength of normative beliefs and an individual's motivation to adhere to those beliefs (Ajzen, 1991). Subjective norms also reflected social pressures about problems and how they significantly impact intentions (Ajzen, 2020). A subjective norm is a person's opinion of activities that are affected and promoted by other influential people (Shin and Hancer, 2016; Asvial et al., 2021). Because of the encouragement of one's closest friends, family, and community, a greater purchase intention will motivate someone to buy anything. This means that if shoppers believe there is much social pressure to use online food delivery services during and after COVID-19 pandemic, they would be more likely to do so. If many people recommend buying food through online services after the cessation of MCO, then someone will tend to follow the advice of the mainstream. Thus, the following hypothesis is forwarded:

H2: The subjective norms of online food delivery significantly influence the intention to use online food delivery services in Indonesia during the post MCO period.

People's perceptions of their capacity to do specific behaviors are measured by perceived behavioral control (Sumaedi et al., 2020). (Troise et al., 2020) observed that behavioral intention to use online food delivery services is positively influenced by perceived behavioral control. Hansen et al., (2004) pointed out the importance of considering perceived behavioral control in analyzing behavioral intention for buying food online. In short, a person will decide to use an online food delivery service when he can control his desires, and the delivery protocols will steer him to be more likely to use the service, which will encourage him to share his positive experience with it. In this case, if a person can access the internet and intends to order meals through online food delivery services, the person might continue to use online food delivery services even after the cessation of MCO. Therefore, the following hypothesis is forwarded:

H3: Perceived behavioral control over using online food delivery has a significant influence over the intention to use online food delivery services in Indonesia during the post MCO period.

3. Research Methods

This study conducted a quantitative research method and purposive sampling was used to select the study's target respondents. The questionnaires were distributed via the internet. The population in this study comprised of people who used online food delivery services in Indonesia. However, due to the lack of data from the entire population, the respondent's selection was based on the following criteria: (1) the respondents have had experience using online food delivery services in Indonesia, and (2) the respondents are 18 years old or above. Hair et al. (2010) suggested that the minimum recommended level is that each parameter should have five observations and that if the ratio is less than 5:1, then it should be considered adequate. There are 23 items in measuring attitude, perceived behavioral control, subjective norms, and intention used in the survey form. Thus, using the formula by Hair et al. (2010), the minimum number of respondents should be 115, equivalent to 23 times 5. According to Pallant (2007), the sample size should be 150 and thus the research aimed to collect a sample of 250 respondents. SPSS version 22.0 was used for data analysis.

3.1 Data Analysis

Most respondents were between 18 and 30 years old (81%). Female respondents had the highest frequency of 52%. Fifty nine percent were bachelor's degree holders. Majority respondents used Gofood apps (53%), whereas Grabfood 28%, Shopeefood 18%, and Kulina had only 1%.

The KMO Measure of Sampling Adequacy (MSA) is 0.918 with a significance value of 0.000. The Rotated Component Matrix in Table 1 produced 4 factors that reflected the items for the respective variable. All the items' factor loading were above 0.50 and thus they are acceptable. Then reliability tests were run and the Cronbach's alpha for all the variables were above 0.70 except for *subjective norms* (*attitude*: 0.921; *subjective norms*: 0.455; *perceived behavioral control*: 0.861; and *intention to use online food delivery services*: 0.939). Hair et al. (2010) stated that a number less than 0.60 means low or unsatisfactory consistency between the items. Nonetheless, items for *subjective norms* had to be retained so that H2 can be tested (and thus the results must be interpreted with caution).

Table 1. Exploratory Factor Analysis

Component				
	Factor 1 Intention	Factor 2 Attitude	Factor 3 Perc. Behavioral Ctrl	Factor 4 Subjective norm
I plan to continue using online food delivery services after the cessation of movement control order (INT 4)	0.844			
I intend to continue using online food delivery services after the cessation of movement control order (INT 5)	0.821			
I want to continue using online food delivery services after the cessation of movement control order (INT 2)	0.801			
I expect to continue using online food delivery services after the cessation of movement control order (INT 1)	0.74			
The likelihood of me continuing using online food delivery services after the cessation of movement control order is very likely (INT 3)	0.683			
Using online food delivery services after cessation of movement control order is a wise idea (ATT 2)		0.822		
Using online food delivery services after cessation of movement control order is a good idea (ATT 1)		0.769		
I like the idea of using online food delivery services after the cessation of movement control order (ATT 3)		0.744		
Using online food delivery services after the cessation of movement control order would be pleasant (ATT 4)		0.668		
Whether I continue using online food delivery services after the cessation of movement control order or not is entirely up to me (PBC 4)			0.878	
I choose when and where I continue using online food delivery services after cessation of movement control order (PBC 5)			0.874	
I am confident I could continue using online food delivery services after the cessation of movement control order if I want to (PBC 1)			0.721	
Continue using online food delivery services after the cessation of movement control order is easy (PBC 3)			0.715	
Whether I continue using online food delivery services after the cessation of movement control order or not is entirely up to me (SN 4)				0.883
People (family, friends) often ask me to continue using online food delivery services after the cessation of movement control order (SN 2)				0.539

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 7 iterations.

A multiple linear regression (MLR) was run to test the hypotheses and Table 2 shows the R^2 was 0.678, indicating that the independent variables account for about 67.8% of the variation in the dependent variable.

Table 2. Model Summary of Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.823 ^a	0.678	0.674	0.50339

a. Predictors: (Constant), ATT, PBC, SN

Table 3 shows ANOVA output indicating the model was significant ($F = 40.705$, $p = 0.000$). This result illustrated that at least one of the independent variables (*attitude*, *subjective norms*, *perceived behavioral control*) predicts the dependent variable (*intention to use online food delivery services*).

Table 3. ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	131.165	3	43.722	172.5	.000 ^b
	Residual	62.336	246	0.253		
	Total	193.501	249			

Dependent Variable: Intention to use online food delivery services Predictors: (Constant), Attitude, Subjective norms, Perceived Behavioral Control.

Table 4 presented the end results using MLR. All the hypotheses were supported. According to the analysis results shown in Table 4, all the coefficient level between the independent variables (*attitude*, *subjective norms* and *perceived behavioral control*) and *intention to use online food delivery services* was positive and significant. The results also indicated *attitude* ($\beta = 0.658$) had the most significant influence on *intention to use online food delivery services*, followed by *perceived behavioral control* ($\beta = 0.198$) and *subjective norms* ($\beta = 0.112$). The low beta value for *subjective norms* could also be due to the low consistency between items (as explained earlier).

Table 4. Results of the Hypothesis Testing

Hypothesis	Relationship	Beta (β)	T value	Sig	Decision
H1	Attitude -Intention	0.658	14.563	0.000	Supported
H2	Subjective Norms - Intention	0.112	2.791	0.000	Supported
H3	Perceived Behavioural Control -Intention	0.198	4.804	0.006	Supported

4. Discussion

Based on the study findings, attitude has a positive influence on one's intention to use online food delivery services in Indonesia during the post-MCO period. The findings are consistent with Kang & Namkung, (2019) and Chang & Lee, (2020). Hence, there is evidence to show that attitudes positively affect one's intention to use online food delivery services. The results also explained that the stronger a person's attitude towards online food delivery services, the higher their intention to use them. The social environment is very influential in one's decision-making. The analysis results showed a positive influence between subjective norms on the intention to use online food delivery services in Indonesia during the post-MCO period, even though the coefficient value obtained is the lowest among the other two variables. The results is in line with studies by Troise et al., (2020) and Chang & Lee, (2020). Decision-making often refers to the role model of everyone. The study results explain that the stronger the subjective norm, the higher the intention to use online food delivery services. It was also found that perceived behavioral control affected the intention to use online food delivery services. The overall findings in this study provide stronger support for TPB, where the results obtained were in line with the theory's original model.

5. Practical Implications of the Study

The findings of this study indicated that attitude, subjective norms, and perceived behavioral control have a significant impact on intentions to use online food delivery services in Indonesia, which means that Indonesian people will continue to use online food delivery services after the cessation of MCO. Therefore, the author's recommendations for food and beverage business owners is for them to include social media marketing in their promotional strategies and improve their overall social media marketing skills which can be a competitive advantage for business owners. Digital platforms are becoming the mainstay for food and beverage business owners to reach customers and market their products. By providing various discount schemes, business partners can take the opportunity to continue to be a customer's mainstay by implementing a menu recommendation strategy, where business partners offer several selected signature menus regularly in order for them to consistently retain their status as best-sellers. When the promoted product has gained enough popularity among the public, the best-selling menu can be combined with a new menu promoted in a package.

6. Conclusion

This study aimed to determine the intention to use online food delivery services in Indonesia during the post-MCO period. The TPB theoretical framework was used to test the hypotheses. The researcher investigated the impact of attitude, subjective norms, and perceived behavioral control as independent factors of the TPB, with the study's primary objective being the intention to use online food delivery. The study's findings revealed that all TPB variables have a significant impact on the intention to use online food delivery services in Indonesia during the post-MCO period.

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