

**ANTECEDENTS OF TRUST IN USING GO-FOOD FEATURES
TO BUY ONLINE FOOD IN YOGYAKARTA**

A THESIS

Presented as Partial Fulfillment of the Requirements
to Obtain a Bachelor Degree in Management Department



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DECLARATION OF AUTHENTICITY

Here in I assert the originality of the thesis; I have not presented the work of anyone else to receive my university degree, nor have I presented the words, concepts or phrases of anyone else without acknowledgment. All quotes are quoted and included in the bibliography of the study.

If in the future, this statement proves to be incorrect, I am willing to accept any penalty that complies with the regulation or its consequences.

Yogyakarta, March 2020



Jisnu Mahan Pratama Putra

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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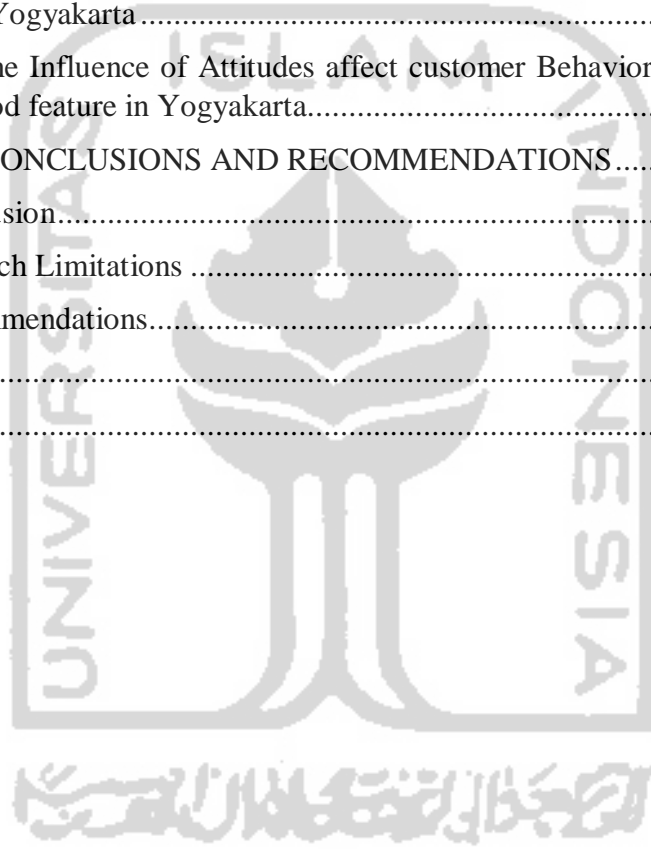
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ABSTRACT

The development of information technology made changes in the lifestyle of the modern generation (millennial generation was born between 1980 and 2000). The purpose of this study is to analyze how antecedents of trust in using Go-Food features. Go-Food is a service feature provided in the Gojek application that provides food delivery services. Technology and information innovation in the economic sector is considered important. The presence of innovation can provide significant development for any company. One company that is currently in high demand is the restaurant company. The high level of mobility of people and demand in time are the two main reasons that create great opportunities for restaurant entrepreneurs. Go-Food is present as a solution for city people who have high mobility, time capacity, and a high need for food that can now be overcome by serving Go-Food. The purpose of this research is to study and analyze the antecedents of trust in using the Go-Food feature in the Yogyakarta city community.

Keywords: Go-Food, GoJek, Antecedents of Trust, Yogyakarta

**ANTECEDENSI KEPERCAYAAN DALAM MENGGUNAKAN FITUR
GO-FOOD UNTUK MEMBELI MAKANAN ONLINE DI YOGYAKARTA**

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ABSTRAK

Perkembangan teknologi informasi membuat perubahan gaya hidup generasi modern (generasi milenial lahir antara 1980 dan 2000). Studi dari penelitian ini adalah untuk menganalisis bagaimana anteseden kepercayaan dalam menggunakan aplikasi Go-Food. Go-Food adalah fitur layanan yang disediakan dalam aplikasi Gojek yang menyediakan layanan pengiriman makanan. Inovasi teknologi dan informasi di sektor ekonomi dianggap penting. Kehadiran inovasi dapat memberikan perkembangan signifikan bagi perusahaan mana pun. Salah satu perusahaan yang saat ini banyak diminati adalah perusahaan restoran. Tingginya tingkat mobilitas orang dan dikitnya waktu adalah dua alasan utama yang menciptakan peluang besar bagi pengusaha restoran. Go-Food hadir sebagai solusi bagi masyarakat kota yang memiliki mobilitas tinggi, kapasitas waktu, dan kebutuhan makanan yang tinggi sekarang dapat diatasi dengan Go-Food. Studi dari penelitian ini adalah untuk mempelajari dan menganalisis anteseden kepercayaan dalam menggunakan fitur aplikasi Go-Food di komunitas kota Yogyakarta.

Keywords: Go-Food, GoJek, Anteseden Kepercayaan, Yogyakarta

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Business opposition to millennial technology can be very difficult to do in national and international markets. Companies are required to have competence in how to compete and survive in a ferocious market, even for operator companies including those included. Service businesses are groups whose main purpose is to provide satisfaction to consumers. Various fields are offered by supply agents, including in transportation matters. However, various forms of activities completed through groups are also influenced through rural countries, which of course is one of which is population growth. The cost of population growth that maintains a boom will also affect the level of network demand for transportation. Indonesia is one of the countries with the maximum population in the world. Thus, the population growth will also have an impact on the number of car customers in Indonesia.

The improvement of records era will facilitate business humans in strolling their enterprise. One of the information and telecommunication technologies that support these needs is the internet. The internet is the result of a merger of computer and telecommunications technology with other technology which includes hardware, software, databases, network technology, and other telecommunication equipment. The improvement of the net today is very speedy and can reach the wide world. Business man uses the internet as a method to introduce their merchandise

to the wider community, particularly in Indonesia.

A massive wide variety of internet users is evidence of the success of the internet. This is likewise marked through the proliferation of various utility applications that run through the internet. The development is then used through corporations to improve the exceptional of competing by growing cellular applications about goods and services produced via the organization. The lifestyle of a cell application is a form of employer enterprise in creating patron pleasure by supplying the best provider in addition to a provide information, attract attention, and build client relationships with its customers.

Current technological traits are consistent with the development of application-based total transportation in Yogyakarta. The presence of on-line motorcycle taxis, online taxis or vehicle condominium online. Order transportation using an application that can be downloaded without spending a money via a smartphone, every consumer can order this service anywhere. This ease of getting access to online-primarily based transportation is needed as a choice of transportation to be used in Yogyakarta.

Nowadays, there are numerous online bike taxi specialist co-ops accessible in Indonesia. Online bike taxi administrations are just done by requesting through specific applications on cell phones. Online bike taxi specialist organizations incorporate GoJek, Grab, Uber, and so on.

PT. GoJek Indonesia was established in 2011 by Nadiem Makarim and Michaelangelo Moran. The organization is occupied with transportation benefits as

a mediator that associates bike cab drivers with clients. In January 2015, the organization create the application that called “GoJek” that are released for Android and iOS (Apple). Through this application, bike taxi riders can see approaching requests and the area of the client to react to, and clients can screen the situation of cruiser cab drivers who react to orders. GoJek administrations and administrations create as transportation of individuals (transport), however, can likewise be utilized as a conveyance of products, archives, or bundles (moment dispatch), as an on the web and disconnected organization accomplice that requires conveyance around the same time (shopping), even the latest can be utilized as a prologue to food requested.

Go-Food is an feature that are inside GoJek application which serves food delivery in Indonesia. Indonesia is a nation that has and serves an assortment of culinary items both archipelago to present-day taste, following the needs of the Indonesian people today. It has been noticed that Go-Food cooperates with around 37,000 restaurant. Go-Food accomplices do not just comprise of extravagant eateries, besides, it comprises of little network organizations, for example, road sellers, to the food created by the SME business.

Then again, Go-Food is attempting to be available as an upgrade for shopper development. It additionally works as an answer for purchaser issues found in assessing the market. One issue that emerges concerning food conveyance administration is the impact of network versatility as purchasers. The inclination of city networks who have high versatility, restricted time, and high requirement for food would now be able to be overwhelmed with the Go-Food. High help models

and precision in conveyance administration are consistently maintained to fulfill clients need. This is finished by Gojek through its Go-Food administration as a feature of invigorating shopper development. Go-Food phenomenon that occurs in the Yogyakarta city community is due to the practicality offered by Gojek in the food delivery service. Orders are only made using a smartphone by opening the Go-Food feature in the Gojek application. It shows the ease of accessing or the ease of being reached by its users.

A significant advantage for the agro-food area is the minimal effort of advancement through the internet. This is a significant hindrance for little firms that desire to have a fruitful nearness in business locally or universally, and an extensive upper hand for huge and set up firms. The Internet, then again, being an amazing correspondence medium, dispenses with these distinctions by giving little and medium-sized undertakings (SWEs) with equivalent chances to assemble an immediate connection with buyers.

Purchaser behavior or buyer demeanor is a reference to the conduct showed by people when they buy, expend or utilize a specific item or administration. This behavior can be influenced by numerous components. Moreover, it likewise includes item search, item assessment where customers assess the highlights, buys, and utilization of items. At that point, the buying behavior of the post item is contemplated which shows the fulfillment or disappointment of buyers were including the utilization of items. Shoppers when purchasing items experience numerous means. Buyer behavior help to see how the choices to buy are made and how they look for items. Furthermore, understanding buyer conduct causes the

merchant to comprehend what, where, when, how and why the utilization of items happen.

The principle objective behind item showcasing is to fulfill the needs and wants of customers. Since purchasers are the most notable individuals for deals, deals staff, and even the organization itself. It is important to consider what shoppers like, so they can give proper products and enterprises.

Purchaser conduct includes the determination, obtaining, and utilization of merchandise and ventures to address their issues. There are different procedures engaged with shopper conduct. First, purchasers attempt is to discover what items they needed to devour, at that point item determination just on promising bigger utilities. In choosing items, buyers measure things that are accessible to get it. Finally, the buyer looks at the items currently available and decides which items to be ordered.

The attitude or behavior of online shoppers is interesting, perhaps this is an encouragement to make business progress or more precisely to support established businesses. The reluctance of business characters on the screen to contemplate changes in shopper behavior causes them to lose seriousness.

From this it can be concluded that the purpose of this study is to review how far trust can affect GoJek application users, especially for the Go-Food feature about their trust in ordering and buying the food they want through the feature. This is because there are still many people who hesitate to order food through online and there may still be a handful of people who prefer to buy the food they want by

coming to the restaurant they want rather than being able to order the food they want through the Go-Food feature. Because trust is important and needs to be reviewed about how people in the present era believe in the applications they have. Because basically the trust of each person / customer is different. Thus, to get the trust of the users of the application is also not easy even though we have lived in this digital era but there are still many people who do not trust the applications they have downloaded.

The variables in this study have never been studied in the online food delivery application in Indonesia, especially Yogyakarta where this research was conducted. The variables in this study were taken from 2 journals that produced a slightly different hypothesis model from the original hypothesis in the journal entitled "The information quality and source credibility matter in customers' evaluation toward food O2O commerce" from (Kang & Namkung, 2019). What distinguishes this research from previous studies is the hypothesis model and also these variables have never been used in any online food delivery application in Indonesia.

1.2 Research Problem

Based on the research background above, it has decided that several research problems rise in this research. The problem formulations of the research are as follow:

1. Does Perceived Website Quality affect customer Trust in the Go-Food features in Yogyakarta?

2. Does E-WOM affect customer Trust in the Go-Food features in Yogyakarta?
3. Do Perceived Benefits affect customer Trust in the Go-Food features in Yogyakarta?
4. Does customer Trust affect customer Attitude on the Go-Food features in Yogyakarta?
5. Does the customer's Attitude influence Behavioral Intention on the Go-Food features in Yogyakarta?

1.3 Research Objectives

Based on the formulation of the problems above, the researcher concludes the objectives of this research. The objectives of this research are as follow:

1. To describe Perceived Website Quality affect customer confidence in the Go-Food features in Yogyakarta.
2. To describe E-WOM affect customer confidence in the Go-Food features in Yogyakarta.
3. To describe Perceived Benefits affect customer confidence in the Go-Food features in Yogyakarta.
4. To describe customer trust affects customer Attitude on the Go-Food features in Yogyakarta.
5. To describe the customer's Attitude influence Behavioral Intention on the Go-Food features in Yogyakarta.

1.4 Benefits of Research

1.4.1 Theoretical Benefits

This research helps to explain an overview of the theoretical framework of the antecedents of trust in using Go-Food features to buy online food. The researches investigate how the perceived website quality, e-WOM, perceived benefit affecting the trust and the attitude that directed to the consumer behavior intention to buy food online by using Go-Food.

1.4.2 Practical Benefits

This research will help a company and/or organization, especially the e-commerce company and/or organization to consider the concept of perceived benefits, e-WOM, and the perceived web quality in the antecedents of trust in using Go-Food features to buy online food. It also helps the marketing department to be more aware and/or realize the importance of the trust, perceived benefits, e-wom, and the perceived web quality towards the consumer attitudes in buying food from an online application by their mobile phones.

1.5 Systematical Writing

The systematics thesis consists of five chapters, in which each chapter consists of several sections. The formulation systematics and explanation of this thesis are as follows:

1) Chapter I: INTRODUCTION

This chapter talks about the foundation of the examination, the plan of the issues, the impediment of the investigation, the reason for the investigation, the commitment of research, and orderly research.

2) Chapter II: LITERATURE REVIEW

This chapter shows the hypothetical establishment of the Perceived Web Quality, e-WOM, Perceived Benefit, Trust, Attitude, and Behavioral Intentions. Also, there are explores speculations and the structure of the examination gave.

3) Chapter III: RESEARCH METHOD

This chapter addresses the models and methods used in this study, population and sample, the technique for sampling, variables for research and methods used for testing.

4) Chapter IV: DATA ANALYSIS AND DISCUSSION

This chapter shows information investigation and conversation of the outcomes got from factual counts utilizing hypothetical ideas and translation of research on hypotheses that as of now exist.

5) Chapter V: CONCLUSIONS AND RECOMMENDATIONS

This chapter contains the ends on the consequences of the investigation and estimation of information got from the exploration. What's more, this section will likewise depict the shortcomings of the examinations directed and for future research.

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

The stage-based business biological system made alongside the quickly creating web innovation has changed the composition of the customary business. The business stage biological system model using information and web arrange innovation in a roundabout way has made new standards so a worth can be made and gives results to each partner in an environment. The rise of a business stage model for some business administrators has enormously assisted with scaling up a business without speculation and increment client esteem by using system impacts. The viral development attributes of stage biological systems have caused the interruption in a few ventures.

The business stage model has a basic however transformative idea that profoundly changes business, economy, and society on the loose. Practically all mechanical segments where data is a significant part are divisions that can be moved by stage insurgency. This incorporates not just business areas whose items are data, for example, instruction and media, yet additionally, any business part that can get to data about client needs, value variances, organic market, and market patterns have esteem - which covers nearly everything business.

This stage-based plan of action underlies the accomplishment of a considerable lot of the greatest, quickest developing, and most remarkable organizations today. Furthermore, the idea of the stage started to change different

other financial and social fields, from human services and training to vitality and government. Despite any gathering, all things considered, the idea of the stage has changed the way of life of a great many people and is prepared to deliver more noteworthy changes in regular day to day existence later on alongside the fast advancement of web innovation. During the most recent two decades, scientists have understood that financial force solid, social and innovative changes in our reality in manners that lone a couple of individuals comprehend.

To see how much force is made by the business stage blast, it is important to see how esteem has for quite some time been made and diverted in most biological system markets. The conventional framework utilized by most organizations is a framework that can be analogized as a pipeline. In contrast to stages, pipelines are a plan of action that utilizations bit by bit courses of action to make and move esteem where makers are toward one side and customers are at the opposite end. The main organization structures an item or administration. At that point, the item is made and offered available to be purchased, or a framework is set up to offer types of assistance. At long last, a client appears and purchases an item or administration. Due to its straightforward, single structure, the pipeline business can likewise be undifferentiated from a direct worth chain.

As of late, an ever-increasing number of organizations have changed from pipe structures to stage based business structures. Right now, pipeline courses of action are changed into complex connections where makers, customers, and the stage itself go into a different set of connections. In the stage world, different kinds of clients can interface and connect utilizing the assets given by the stage. The client

setting in the stage biological system, some of which are makers, some of which are customers, and some of which are individuals who can assume the two jobs on different occasions. All the while, they trade, devour, and now and again make an item or administration increasingly important. Rather than streaming in a straight line from maker to purchaser, the worth can be made, changed, traded, and expended in different ways and spots.

This is made conceivable by a web association that encourages the stage. Every stage works unexpectedly, draws in various sorts of clients, and makes different types of significant worth, yet these equivalent fundamental components can be perceived in each business stage. The stage-based business idea is the main impetus of the computerized economy all through the present reality. Where the idea of the advanced economy was first presented by Tapscott (1998), which is a social wonder that influences the monetary framework, where the marvel has attributes as an insight space, including data, different access to data instruments, data limit and data preparing.

The segments of the computerized economy that were recognized just because were the ICT business, internet business exercises, advanced circulation of merchandise and ventures. Meanwhile, the concept of the digital economy according to Zimmerman (2000), is an idea that is regularly used to clarify the worldwide effect on the quick improvement of data and correspondence innovation that impacts financial conditions. This idea turns into a perspective on the cooperation between the improvement of advancement and innovative advancement that affects full scale and microeconomics. Divisions influenced

incorporate products and ventures when creating, delivering, selling or providing them relying upon the degree to which computerized innovation can reach.

In the advanced economy, organizations offer their administrations as indicated by specific administrations that are as per certain particular solicitations or uncommon offers, offers have been described as private and individual or private offers (Bloch, 2006). All together for the computerized economy to profit society and organizations, a proper administrative system is required with the goal that a serious and adjusted market atmosphere creates thoughts for making items and advancements. The sign of the computerized economy is doing a worldwide exchange and slicing through numerous delegate chains. Normally, there is no obstruction to the section to give advertise investment.

In Indonesia, the computerized economy is progressively growing, particularly in the field of internet business. For instance with the ascent of electronic exchanges in exchanges supplanting customary frameworks. This demonstrates Indonesia is contending in the advanced economy. The online business industry isn't just looking at purchasing and selling products and ventures through the web. Yet, there are additionally different things in it, for example, specialist organizations between broadcast communications specialist organizations and others. This makes the online business industry should consistently be checked to have the option to push the pace of the national economy.

Business rivalry in the advanced financial biological system is tight, the rivalry between organizations is a characteristic thing to happen because each

organization should consistently issue and create items to be the most elite. Numerous dangers happen, for instance, originating from contenders who offer items or administrations with moderately similar qualities, some additionally originate from organizations that are fit for offering substitute items, which have preferable worth advantages over the items or administrations created by the organization, other than that dating likewise from the client himself because the client has the option to pick which item he will purchase that covers every one of his needs.

Business rivalry in the time of the computerized economy must be client situated and rivalry arranged. On the off chance that it doesn't promptly apply such an idea, it will permit it to be run over by contenders straightforwardly or by implication. Purchasers request plenty of things from organizations for instance in the conveyance of products that are on schedule and consumer loyalty from the realness of the merchandise. Thus, every organization must have great administration in dealing with its business. Related with general innovation is firmly identified with business exercises. All innovation is certainly required in business exercises to be increasingly successful and proficient. Business requires advanced innovation so its exercises run easily and can assist all exercises with shoppers and makers.

Innovative advancements and globalization have caused changes in the financial culture of Indonesian individuals. Right now, electronic informatics media or the web has gotten one of the media used by general society in leading correspondence and business. The advancement of business on the internet is at

present beginning to be in extraordinary interest by general society as Online Shop or web-based exchanging exchanges (web-based business). Purchasing and selling on the (web-based business) is a purchasing and selling exchange (business) utilizing the web, innovative advancements, for example, cell phones are one of the backings in online business improvement. The advancement of innovation and informatics makes Small and Medium Enterprises (SMEs) required to have the option to contend in building up their organizations to expand intensity in working together. The usage of data innovation has extraordinary potential in expanding individuals' pay.

The advancement of web-based purchasing and selling exchanges surely can't be isolated from the expansion of web clients in Indonesia. Purchasing and selling on the web is unquestionably a social move from conventional exchange culture that it can at present observe in customary markets with purchasing and selling exchanges on the internet (on the web). Customary purchasing and selling exchanges despite everything utilize direct exchanges are still taking things down a notch (neighborhood), though purchasing and selling exchanges utilizing the web has no limitations in making purchasing and selling exchanges (worldwide market). As one of the procedures did by the network to acquire a benefit in business procedures will unquestionably influence the adjustment in network conduct, this conduct change is a type of network adjustment to the modernization procedure.

The advancement of web-based exchanging exchanges Indonesia as far as following the improvement of data innovation, with the goal that it influences individuals' conduct is an intriguing thing to watch. Subsequently, this paper

expects to decide the reason for changes in the way of life of purchasing and selling exchanges and the effect they have on individuals' conduct as a procedure of addressing individuals' requirements for government assistance.

Transportation administrations are presently considered as a significant method in individuals' lives, transportation is utilized by each network to encourage their day by day exercises, everybody positively needs transportation in different exercises, for example, working, going to class, voyaging or different exercises. An ever-increasing number of kinds of transportation administrations and an assortment of brands are offered, settling on shoppers as leaders progressively specific in their dynamic procedures, the organization must put forth attempts to draw in buyers to purchase and utilize its administrations.

Buying Decisions as indicated by Kotler & Armstrong (2010) are consumer preferences for brands that are in a collection of choices and consumer intentions to buy the most preferred brand. According to Durianto, Sugiarto, & Tony Sitinjak (2004) Brand makes the process of making a Purchase Decision made by consumers, with a brand, consumers can easily distinguish the products they will buy from other products to the quality, satisfaction, pride, or other attributes attached to the brand.

Since web-based shopping develops quickly, it appears to be significant that increasingly experimental investigations are led to comprehend purchaser conduct and mentalities right now setting. As a developing business sector with a youthful populace, estimating the web-based shopping disposition at this stage is viewed as

significant thinking about that the conduct of online customers is a significant indicator of the selection expectation of their conduct as per contemplated hypothesis of activity and Arranged social speculations (I Ajzen & Fishbein, 1980); (Icek Ajzen, 1985); & (Icek Ajzen, 1991). Truth be told, customer perspectives toward conduct are characterized as the degree to which people have a valuable or negative assessment or judgment of significant practices (I Ajzen & Fishbein, 1980). The conviction that an individual has about social results increased by the assessment of these outcomes is viewed as a measure for the conduct of online customers (Laohapensang, 2009) & (Al-Debei, Al-Lozi, & Papazafeiropoulou, 2013).

Research underpins the possibility that shopping can give glutton and utilitarian qualities. The utilitarian worth mirrors the assignment's related worth and is the general appraisal of useful advantages and expenses, while the estimation of libertine reflects amusement and passionate worth, and is a general evaluation of the advantages and costs Understanding. A few examinations have displayed the view of advantages and joys as a utilitarian and epicurean worth, and partner it with client mentalities and conduct expectations towards web-based shopping (Ahn, Ryu, & Han, 2007) & (Lee, 2005). However, the impact of perceived benefits and enjoyment on the intention of the buyback is still unclear in the context of online shopping.

Trust in sellers is a key to building customer loyalty Reichheld & Scheffter (2000) and to maintain continuity in the relationship between buyer and seller. Numerous experts argue that conviction is a significant decisive variable in online

exchanges where there are vulnerability, data irregularity and fear of advantage. If trust is, in fact, a significant part of online shopping, understanding the convictions of precursors at that point should be a fundamental concern of online retailers. The most experienced and effective online vendors are beginning to understand that the key determinant of achievement or disappointment is not just proximity to online or low cost, but rather top-notch electronic administrations (Electronic Services) (Zeithaml, 2000). The standard of electronic services is a sign of confidence that conveys the trust of the platform and the system to customers (Corritore, Kracher, & Wiedenbeck, 2003). Nevertheless, in the sense of online shopping, the exact nature of the relationship between the dimensions of the quality of electronic service and confidence in online vendors remains unclear.

Business in the field of open transport administrations is currently a positive business prospect, especially in the Yogyakarta region and encompassing regions, individuals need useful and fast transport administrations since it can not be denied that the most notably terrible traffic blockades are concentrated in the localities of the city of Yogyakarta and the surrounding area.

Conquering the issue of Ojek transport administrations can, in their exercises, turn the network into a compelling response. Ojek is a casual open transport as a bike, called casual, because the operation does not have a grant from the government, but is still pursued by the majority of the network because of its favorable circumstances, which is quicker and can go through congested driving conditions in the city and can enter areas with small back streets that are difficult for enormous vehicles. A further leap forward has been made by young business

visionaries, who have made new strides in the organization of electronic transport administrations, to be specific online bike taxis. Recently, a few online bike taxi brands have won the market, such as Gojek. The brand of Gojek has been mounted in the minds of individuals.

PT. Gojek Indonesia was established in 2010 in Jakarta. This company was first brought into the world with honest goals to give answers to encouraging regular day to day existence amidst urban clog. Around then, an inventive youngster, Nadiem Makarim, had thought to make a bike taxi transportation business since he regularly utilized bike taxi administrations. As a result of these propensities, Nadiem Makarim saw thought as ready to make a method for progressively powerful and proficient cruiser taxi transportation administrations. The organization works by associating cruiser taxicabs to ojek travelers, where beforehand bike cabbies invested more energy at the base sitting tight for travelers.

The organization is occupied with transportation benefits as a delegate that associates bike cab drivers with clients. In January 2015, toward the start of the dispatch, Gojek just served through the call place and just served bike taxis in the Jakarta zone. Be that as it may, Gojek created and make a Gojek application with a slick framework. With this application, cruiser taxi clients can without much of a stretch request bike taxis on the web, pay using a loan and discover the whereabouts of drivers who will get the clients.

The organization propelled the area based quest GoJek versatile application for Android and iOS (Apple) - based telephones. Through this application, bike taxi

riders can see approaching requests and the area of the client to react to, and clients can screen the situation of bike cabbies who react to orders. GoJek administrations and administrations create as transportation of individuals (transport), however, can likewise be utilized as a conveyance of merchandise, reports, or bundles (moment messenger), as an on the web and disconnected organization accomplice that requires conveyance around the same time (shopping), even the latest can be utilized as a prologue to food requested.

Gojek cooperated with cruiser cabbies utilizing a benefit offering framework to the arrangements of 20/80, which implies 20% of the pay got for the organization and 80% for Gojek drivers. Gojek likewise leads preparing for its driver-accomplices to give client support fulfillment.

Gojek has just won accomplishments as the first Indonesia Global Entrepreneurship Program (GEPI) business rivalry in Bali in its fast advancement. Likewise, Gojek has gotten different honors from business and social networks.

Gojek can be requested through the Gojek Application which can be downloaded using the Play Store and the Application Store. Toward the start of the dispatch of the application inside one month, this application has figured out how to arrive at 150,000 downloads, with a rating of 4.4 out of 5 stars. For installments additionally have two different ways, to be specific in real money or utilizing Gojek Credit or Go-Pay. Go-Pay is a Gojek installment technique that is made cashless and can be utilized to pay for all administrations.

At first, Gojek served just 4 sorts of administrations including dispatch administrations (hour and a half conveyance anyplace in the city), transportation administrations (straightforward estimating, free covers, and shower top), food conveyance administrations (conveying your preferred food under an hour in Jabodetabek) and shopping administrations with an ostensible under one million rupiah (look for food, ticket, medication, anything under Rp. 1,000,000, we'll pay for it first). Gojek keeps on developing by propelling new advancements with other assistance items. As of not long ago, sixteen administrations can be requested through the Gojek application, including Go-Ride, Go-Car, Go-Food, Go-Mart, Go-Send, Go-Box, Go-Tix, Go-Jix Med, Go-Massage, Go-Clean, Go-Auto, Go-Glam, Go-Bills, Go-Credit, Go-Pay, and Go-Point.

Thus, the Gojek application is equipped with Go-Pay, Go-Bills, Go-Point, and Go-Credit facilities. Until the end of 2019, Gojek has partnered with more than 2,000,000 motorcycle taxi drivers spread across 50 cities throughout Indonesia, including Bali, Balikpapan, Banda Aceh, Bandar Lampung, Bandung, Banjarmasin, Banyuwangi, Batam, Belitung, Bukittinggi, Cilacap, Cirebon, Garut, Gresik, Jakarta, Jambi, Jember, Karawang, Kediri, Madiun, Madura, Magelang, Makassar, Malang, Manado, Mataram, Medan, Mojokerto, Padang, Palembang, Pasuruan, Pekalongan, Pekanbaru, Pematang Siantar, Pontianak, Probolinggo, Purwakarta, Purwokerto, Salatiga, Samarinda, Semarang, Serang, Sidoarjo, Solo, Sukabumi, Sumedang, Surabaya, Tasikmalaya, Tegal, and Yogyakarta. The Gojek application has been downloaded more than 50,000,000 times more in the Play Store on the Android system and App Store on iOS devices.

Gojek has developed another action plan that integrates disconnected entities with online training, as the flexible network system and the use of cell phones moves forward rapidly Uhl-Bien, Riggio, Lowe, & Carsten (2013) that attracts online users to offline stores by offering information, services, and discounts through the Gojek platform (Zhang, 2014). With the continuous growth of interconnected online and offline environments, Gojek's business development potential is immense (Sung "Pil" Kang, 2015). Gojek company also offers a range of administrations, from taxi calls to food conveyors. With this socio-segment transition, the online food showcase, including the Gojek company, is expected to continue to expand (Jang & Kim, 2011). In this way, companies need to consider the complex processes of consumers as they participate in food, Go-Food trade as this new device for both clients and organizations grows in prevalence.

Go-Food is the assistance offered by Gojek to provide food conveyance benefits in Indonesia. Indonesia is a nation that has and serves a variety of culinary items from the archipelago to the present taste, following the current trends. It has been reported that Go-Food has partnered with some 37,000 restaurants. Go-Food accomplices not only consist of extravagance restaurants but are also made up of small network organizations, such as road traders, to the food provided by the SME business.

Again, Go-Food is seeking to be accessible as an upgrade for the growth of shoppers. It also serves as a response to customer issues found in the market assessment. One issue that arises concerning the management of food conveyances is the effect of network mobility as buyers. The tendency of urban networks with

high mobility, limited time and high food requirements could now be overwhelmed by Go-Food. High help gauges and precision in conveyance administration are consistently maintained to fulfill clients. It is achieved by Gojek through his administration of Go-Food as a key aspect of promoting customer development.

This go-food wonder that happens in a group of people in Yogyakarta City is due to the logic provided by Gojek in the administration of the food conveyance. Requests are made using a cell phone by opening the Go-Food highlight in the Gojek program. This illustrates the ease of going to or coming to your clients. The results of the investigation revealed that Gojek's application clients were ladies with a lone wolf education and unmarried status in their 20-30s and no youngsters.

The previous studies on customer trust on the digital platform or the multi-service technology platform have been carried out domestically and abroad. For domestic research that has been done about the customer, trust is, Djati & Darmawan (2005); Samuel, (2012); Darwin, Yohanes, Kunto, & Si (2014); Sukmawati (2015); Siow (2013); Andini, Suharyono, & Sunarti (2014); Piarna, (2014). For overseas research that has been done about customer trust, that is, Kim, Ferrin, & Rao (2008); Hsiao, Lin, Wang, Lu, & Yu (2010); Lee (2005); Faqih (2011); Limbu et al. (2012); Gefen (2000); Awad & Ragowsky (2008); Heijden, Verhagen, & Creemers (2003); H. Y. Ha (2004); Chih-Hung, Shih-Tse Wang, Ming-Sung Cheng, & Fei-Long Chen (2009); Mc Knight, Choudhury, & Kacmar (2002); Y. D. Wang & Emurian (2005); Mortazavi, Esfidani, & Barzoki (2014); Al-Debei, Akroush, & Ashouri (2015); Hsu, Chuang, & Hsu (2014); Mouzas, Henneberg, & Naudé (2007); Upamannyu, Gulati, Chack, & Kaur (2015); Colquitt,

Scott, & LePine (2007); Butler (1991); Qureshi et al. (2009); Swaen & Chumpitaz (2008).

Along these lines, it very well may be reasoned that the components that impact client trust are Perceived Website Quality, E-WOM, Perceived Benefits, Trust, Attitude, and the last one is the Behavioral Intention. Consequently, right now utilized the hypothesis of TPB (Theory Planned Behavior), TRA hypothesis (Theory of Reasoned Action), and TAM (Theory Acceptance model).

The Theory of Planned Behavior, the present theoretical framework derives from I Ajzen & Fishbein (1980) & Icek Ajzen & Fishbein (1975) hypothesis of contemplated activity and from its augmentation to the forecast of conduct objectives (Schifter & Ajzen, 1985) & (Icek Ajzen & Madden, 1986). As inside the first model, a focal consider arranged conduct is the person's aim to play out given conduct. Expectations are accepted to catch the inspirational components that impact conduct; they're signs of how hard individuals are happy to embrace, of what extent of an undertaking they're meaning to apply, to play out the conduct.

The hypothesis of arranged conduct proposes three adroitly fair determinants of direction. The main is that the attitude toward the conduct and alludes back to the confirmation to which the individual incorporates a positive or troublesome appraisal of the conduct being referred to. The subsequent indicator could be a social part named abstract standard; it alludes to the apparent social strain to perform or to not complete the conduct. The third and novel forerunner of objective, which wasn't a piece of the idea of contemplated activity, is that the

certificate of apparent social control. This angle alludes to the apparent simplicity or inconvenience of playing out the direct and it's accepted to reflect past involvement with expansion to anticipated hindrances and deterrents. As a notable guideline, the better the mentality and abstract standard with significance conduct, and the more the apparent social control, the more grounded it must be the person's goal to play out the conduct into thought.

The expectation, thus, is seen all things considered the prompt forerunner of genuine conduct. That is, the more grounded individuals' expectations to cooperate in conduct or to understand their social objectives, the more fruitful they're anticipated to be. In any case, the level of achievement will depend on one's craving or expectation, yet in addition to such somewhat non-inspirational factors as the accessibility of lovely chances and assets (eg, time, cash, aptitudes, and participation of others).

All things considered, these components speak to individuals' real authority over the conduct. To the degree that people have the ideal chances and assets, and will play out the conduct, they should reach doing as such. the hypothesis of arranged conduct, notwithstanding, manages apparent, rather than genuine, conduct control. As a rule, apparent conduct control probably won't be especially sensible. this can probably be the situation when the individual has generally little data about the conduct, when necessities or accessible assets have changed, or when new and new components have gone into genuine. Under those conditions, a proportion of apparent social control may add little to the precision of conduct expectations. an immediate way from saw conduct control to conduct is in this way expected to

develop just there's some understanding between the view of control and consequently the individual's genuine power over the conduct.

The original derivation of the theory of planned behavior Icek Ajzen (1985) varied in two significant regards from the present model. In the first place, it characterized demeanor, emotional standard, the impression of control, and goal as far as attempting to play out given conduct rather than concerning genuine execution. Nonetheless, early work with the model indicated solid relationships between's proportions of the model's factors that were gotten some information about attempting to play out given conduct and measures that confined the specific execution of the conduct (Icek Ajzen, 1985) & (Icek Ajzen & Madden, 1986). Since the last measures are less clumsy, they have been used in resulting research, and the variables are by and by portrayed even more relating to social execution. Second, the primary arrangement of the speculation proposed correspondences between observed social control and desire, and between observed lead control and aura. Research coordinated to date, nevertheless, has revealed quite recently the essential effects of points, mindsets, and saw direct control.

The Theory of Reasoned Action, it can be described briefly as follows (I Ajzen & Fishbein, 1980); (Icek Ajzen & Fishbein, 1975). The most proximal reason for the conduct is social desire (what one intends to do or now not to do). Lead objective, hence, is constrained by an aura (one's assessment of the conduct) and unique stylish (one's appraisal of what is broad others decide one should do), the two of which can be the most extreme significant determinant of explicit direct. When in doubt, that is uncovered observationally with the guide of the beta masses

procured from different backslide analyzes, wherein the social desire is backslid legitimately to mien and theoretical general. If the result is a greater mien than passionate famous beta weight, the direct is regarded to be more underneath attitudinal than managing control, however on the off danger that the turn round is legitimate, by then the conduct is had all the earmarks of being more underneath regularizing than attitudinal control.

In the two cases, at that factor, it's far intriguing to acknowledge what chooses air or conceptual liked, independently, if a pro wants to influence the conduct. Demeanor is directed through social (feelings about the chance of various outcomes) and appraisals of how powerful or negative it'd be if those results occurred. Passionate necessities are directed using feelings about what unequivocal difficulties others decide one should do and the amount one is moved to agree to those broad others. Both aura and passionate norms are believed to be directed by utilizing summative systems. Especially, to fringe a mien, people are broadly wide-spread to finish social conviction evaluation things, however, to frame a dynamic general, individuals are relied upon to blend regularizing conviction motivation to consent to things.

The guideline of the contemplated movement has been scrutinized from multiple points of view. Perhaps the most significant proclamation has related to the distinction among mentality and abstract standard. To secure the theoretical issue, remember that perspectives are probably controlled by goals around Consequences (and assessments of those Consequences) while emotional standards are resolved through regularizing convictions (and inspirations to consent). In any

case, imagine a scenario in which social standards and regularizing convictions are remarkable names for the indistinguishable development.

According to the idea of reasoned movement, mindset is a cognitive variable: it is an evaluation primarily based on predicted likelihoods of consequences and their values (I Ajzen & Fishbein, 1980). To test these possibilities, many researchers have used issue analytic research paradigms - contributors are asked to suggest the objects that make up an attitude measure, and thing evaluation is used to determine if the gadgets load onto one thing or two. Contrary to the idea of reasoned motion, researchers generally acquire two factors in place of one, with affective items loading onto considered one of the factors and cognitive items loading onto the other (Abelson, Kinder, Peters, & Fiske, 1982); (Breckler, 1984); (Wiggins, 1989); (Stephen L. Crites, Fabrigar, & Petty, 1994).

From a falsification perspective, I Ajzen & Fishbein's (1980) clever argument may be perceived as harming rather than helping the concept of reasoned motion. If the aspect analytic proof may be interpreted to assist or verify Fishbein's mindset conception, depending on the argumentative competencies of the researcher, then there would appear to be no manner to falsify the theory. But this trouble in falsification is unsolvable simplest if researchers insist on proscribing themselves to issue analytic paradigms. In addition to the usage of thing analysis, Trafimow & Sheeran (1998) made use of an auxiliary assumption that it's far termed the associative hypothesis. According to this hypothesis, beliefs which are greater cognitive are likely to be related to each different, as are ideals which might be greater powerful. During retrieval, contributors traverse associative pathways from

cognitive ideals to other cognitive beliefs and from affective ideals to different effective beliefs. Using plenty of experimental paradigms, it's far received that the proof that corroborates this hypothesis. The participants tended to retrieve cognitive ideals adjacently to each other and they are tended to retrieve powerful ideals adjacently to each other, even when controlling for capacity confounding results together with linguistic similarity, belief valence, and others. Thus, these records offer reasonable (but no longer absolute) falsification of a vital assumption of the idea of reasoned action that attitudes do no longer incorporate wonderful affective and cognitive components. Furthermore, this falsification has led to principle change in that greater latest variation of the theory include the distinction (Icek Ajzen, Fishbein, Lohmann, & Albarracín, 2005).

The Theory Acceptance Model, Information innovation (IT) engaging quality or selection has gotten tremendous consideration inside the most recent decade. A few hypothetical models have been proposed to clarify end-clients' notoriety conduct.

Among them, the era acceptance version (TAM) proposed by Davis (1989) is generally executed and experimentally tried. There had been much observational research done on TAM given that it's beginning. Contrasted and its contending designs, TAM is thought to be progressively tightfisted, prescient, and hearty (Venkatesh & Davis, 2000). Despite the plenty of writing on TAM, the observational tests have so far created blended and comprehensive outcomes, which differ considerably in expressions of measurable importance, heading, or extent. Even though they are not unordinary in sociologies where human lead is extreme

and complex to clarify too, the mixed discoveries don't most adequately undermine the exactness of TAM yet also convolute endeavors for IT specialists and academicians to get mindful of the precursors to purchaser acknowledgment conduct.

The Technology Acceptance Model (TAM), introduced by F D Davis (1986), is surely one of the most extremely widely utilized styles to clarify client acknowledgment conduct. This variant is grounded in the social brain research idea in liked and the Theory of Reasoned Action (TRA) specifically (Icek Ajzen & Fishbein, 1975). declares that convictions affect mentalities, which prompts aims and therefore creates conduct. Correspondingly, Davis (1989) included the develops inside the true TAM as follows: saw handiness (PU), saw convenience (PEOU), demeanor, and social reason to utilize. Among the builds, PU and PEOU shape an end individual's goals on the time and thusly are anticipating their demeanor toward the age, which in flip predicts its acknowledgment.

Davis (1989) id various analyses to approve TAM utilizing the use of PEOU and PU as two impartial factors and structures utilized because of the organized variable. He found that PU turns out to be associated with every self-detailed contemporary use and self-anticipated predetermination use. PEOU turned out to be also essentially corresponded with front line use and predetermination use. By and large, it transformed into found that PU had a radically more noteworthy connection with contraction utilization than did PEOU. Further relapse assessment prompted that PEOU may be a forerunner of PU instead of a quick determinant of

framework utilization. That is PEOU Affect age acknowledgment (TA) in a roundabout way through PU.

In the remaining decade, TAM has received massive interest and empirical support (Fred D. Davis, 1989); (Mathieson, 1991); & (Taylor & Todd, 1995). It is imagined that there have been around 100 examinations, posted in diaries, procedures, or specialized reports, related to TAM somewhere in the range of 1989 and 2001. In these investigations, TAM was generously tried utilizing extraordinary example sizes and client associations inside or all through associations, examined with unmistakable factual devices, and contrasted and contending models (Gefen, 2000). It was applied to much special end-user technology along with email Adams, Nelson, & Todd (1992) & Davis (1989), word processors Adams, Nelson, & Todd (1992) & Davis (1989), groupware Taylor & Todd (1995b), spreadsheets Agarwal, Sambamurthy, & Stair (2000) & Mathieson (1991), and World Wide Web (Lederer, Maupin, Sena, & Zhuang, 2000). Some exploration furthermore drawn-out TAM by utilizing including extra indicators, for example, sex, culture, understanding, and self-viability. By and large, analysts will, in general, imply that TAM is legitimate, closefisted, and vigorous (Venkatesh & Davis, 2000).

While the adoption of improvements for early adoption is generally motivated via interest and their private innovation, other consumer decisions about whether to adopt an innovation or now not strongly influenced by using others are crucial. From a patron angle and in comparison to traditional buying, online shopping has its blessings and advantages. First, online buying lets consumers buy food products and/or offerings at any point in time and any place they are. Secondly,

online buying lets in purchasers to store money, energy, and time while buying food merchandise. Thirdly, online purchasing offers to clients the capacity to look and acquire more records and with excessive stages of transparency and comfort. The researchers count on that these blessings can have a substantial and fine effect on customer attitudes towards online shopping. But on the other hand, online buying additionally has its drawbacks, for example, customers aren't able to contact or odor the stuff.

Furthermore, online shopping permits clients to shop for merchandise directly from online save at Go-Food. Therefore, the experience of a customer in an online save represents the actual revel in this environment. Therefore, the researchers postulate that the antecedents of considering using Go-Food will be heavily influenced by way of the layout and appearance of online retailer websites. The better the best of online store websites, the more high-quality the customers consider closer to online store it is. Despite the importance of the first-rate of its application, the consequences also are vital.

Often, clients might be more encouraged to write tremendous evaluations and comment on approximately online buyers in conjunction with their products if their online appearance is attractive, high information exceptional, and easy search abilities and strength. Also, higher exceptional websites/applications generally result in a higher perception of considering. This is very crucial in our context because although building trust is a totally hard process, it's also very crucial in shaping clients' accept as true with.

This study tests the customer's stance toward online food software so that modern-day online shoppers can be regarded as early adoption. Researchers consider that testing the attitude of early adoption is crucial at this stage for the reason that attitudes in this context play a vital function in their buyback choices and additionally extensively impact the adoption of other consumer intentions based on the information and perspectives they receive from scratch.

2.1.1 Perceived Web Quality

Perceived web pleasant refers to the first-rate and overall performance of an online shopping internet website online, and it is a measure of the volume to which the website design and approaches are simple, smooth, reliable, and effective. Indeed, an online shopping web site may be known as a statistics machine given that such a web site is a device that is developed using Web technology to manage online shopping facts and tactics. Petter, DeLone, & McLean (2008) defined website quality is the acceptable characteristics of an information machine. Applying this definition to the context of this study, perceived web excellent can be described as the acceptable characteristics of an online shopping web page as perceived using online shoppers.

Similarly, Hsiao, Lin, Wang, Lu, & Yu (2010) depicted perceived web quality as how much a client sees that the site's highlights and attributes meet his/her desires and necessities. Right now, web pleasant mirrors the ability and search offices of a web shopping web site page. Web site online usefulness incorporates ease of use and intuitiveness components Constantinides (2004), and consequently typically alludes to the simplicity of route, responsiveness, intelligence, and

straightforwardness of accessing the site on the web (Aladwani, 2006) & (Al-Debei et al., 2013). With regards to web-based shopping, components of net site page usefulness might be estimated by investigating perusing, requesting, and data discovering attributes of a web site page just as the speed by which such games and procedures might be cultivated. On the contrary hand, search offices converse with effortlessness, speed, and viability of the way of gathering realities and information around costs, by and large execution, properties, and different parts of items.

Past investigations have demonstrated that the higher the view of a buyer around the high-caliber of a web-based shopping site, the better is his/her observations about the focal points that can be delighted by the use of the web site online Liao, Palvia, & Lin (2006); Bai, Law, & Wen (2008); & Al-Maghrabi & Dennis (2011). In reality, the analysts hypothesize that clients' impression of on-line shopping gifts as far as comfort, cost decrease, and efficient development while first, the net site is direct to be explored and looked, second, realities roughly product and administrations can be set easily and rapidly, third, net pages might be stacked quickly, and fourth, the requesting procedures can be practiced easily and safely.

It is moreover proposed that web site decent fundamentally impacts e-WOM. The idea is that while clients see the pleasant of a web shopping website page to be high in expressions of structure, route, and search focuses, they could be more supported to post top-notch e-WOM remarks. With regards to internet business, past investigations have demonstrated that net site page fine is emphatically identified with e-WOM (O'Cass & Carlson, 2012).

Additionally, the specialists foresee that if a web retailer appreciates a great net site, the apparent concur with related with buying items from that on-line store may be likewise high. For sure, earlier research has featured the criticalness of saw web lovely in clarifying some of the fluctuations in the development of a buyer consider (Mc Knight et al., 2002); (Wen, 2009); & (Al-Maghrabi & Dennis, 2011). Also, Hsiao et al. (2010) found that the mass of apparent web top notch, among three builds, has the most grounded sway on purchasers consider in online shopping sites.

Right now, likewise hypothesized that apparent net top of the line unquestionably and altogether impacts mentalities. The analysts expect that if a web-based shopping web site online trade-offs high convenience and intuitiveness components, customers would have increasingly pleasant and ideal perspectives toward the net website. In reality, earlier research has underlined the significance of saw net pleasant in clarifying demeanor (Aladwani, 2006) & (T. Zhou, 2011).

H1: Perceived Website Quality affect customer trust in the Go-Food features in Yogyakarta

2.1.2 eWOM

Word of mouth communication in the field of marketing is no stranger. This promotion method has been known for thousands of years before the science of marketing has developed as it is now. When someone (customer) is satisfied in buying / using services or products/goods in a place, he tends to share his experience with others, especially to those closest to him.

This personal communication channel is not only an effective promotion method because it can be a company advertisement, but also this method does not require a large cost because, through satisfied customers, references or references to the company's products will be more easily spread to other consumers.

Word of mouth marketing is oral, written, and electronic communication between people that relates to excellence or experience buying or using a product or service.

Recommendations from other customers are usually considered to be more trusted than promotional activities that come from the company and can greatly influence the decisions of others to use (or avoid) a service. The greater the risk that customers feel in buying a service, the more actively they search for and rely on word of mouth (WOM) news to help them make their decisions. Uninformed consumers about a service are more dependent on WOM than customers who already understand.

Research shows that to a certain extent and content, WOM has to do with satisfaction. Customers who have a strong view of service tend to be more vocal about their experiences than ordinary ones, and truly dissatisfied customers will speak much louder than the voices of satisfied customers. Interestingly, even customers who are initially dissatisfied with a service can spread positive WOM if they are satisfied with the way the company is doing service recovery.

Hennig-Thurau, Gwinner, Walsh, & Gremler (2004) genuine, or previous customers about an item or organization that is made to be had to countless

individuals and establishments using the Internet." According to past examinations, eWOM discussion plays out a sizeable job in shaping and affecting net clients' mentalities, and social aims (Cheung, Lee, & Rabjohn, 2008) & (Jalilvand & Samiei, 2012). Truth be told, eWOM dispatch has risen as a result of the developing quantities of clients who are utilizing the web to find pertinent records, approach to current fast progressions in innovations. Past investigations demonstrate that online audits and rules are seen to be trustworthy and direct by web clients and that net clients are bound to acknowledge as valid with the data given using different customers such as themselves more noteworthy than that outfitted by utilizing organizations (EMarketer, 2014).

For online customers, it appears that such online investigates and pointers are basic methods whereby online customers can are looking for new realities important to them comprising of the item/administration data and administration fantastic subtleties (J. A. Chevalier & Mayzlin, 2006). Subsequently, this sort of verbal trade is thought about as having a top-notch enticement sway on net clients (Jalilvand & Samiei, 2012). Thus, the scientists acknowledge as valid with that online assessments and tips can successfully decrease the opportunity and vulnerability perceived by methods for net clients while buying items or administrations on the web. Earlier examinations inside the locale of web-based purchasing have featured the importance of eWOM in building on the web acknowledge as truth (H. Y. Ha, 2004); (Awad & Ragowsky, 2008); & (Y. S. Wang, Wu, & Wang, 2009).

H2: E-WOM affect customer Trust in the Go-Food features in Yogyakarta

2.1.3 Perceived Benefits

For advancements, perceived benefits can be alluded to as relative favors. As indicated by Rogers (1995), relative addition alludes to how much development is seen as giving more noteworthy favors than its overrides. As the meaning of relatively favorable position anyway exacts to the setting of internet shopping, Wu (2003) characterized apparent points of interest as a result of the entirety of endowments that address a buyer's issues or needs. Additionally, Kim, Ferrin, & Rao (2008, p.547) depicted apparent focal points right now "as a purchaser's recognition about the volume to which the person in question gets higher off from the online exchange with a specific website." Earlier, Rogers (1995) analyzed that apparent relative increase of an advancement, communicated as money related productivity, social renown, as well as different endowments is a critical factor inside the development selection dynamic procedure. Eastin (2002) communicated web-based business points of interest or favors as a financial preferred position, efficient, and run of the mill accommodation. Right now, scientists layout saw points of interest in expressions of accommodation and efficient Young Kim & Kim (2004) & McKinney (2004), and henceforth the specialists look at this collection from a utilitarian angle.

In reality, internet purchasing offers shoppers the likelihood to purchase products and administrations at whatever point they need and anyplace they are. In internet purchasing, shoppers can likewise appreciate window purchasing, scanning for data, and contrast charges and ease and without feeling the strain to purchase. Earlier research has demonstrated that the apparent advantages of internet shopping

comparable to customary continue shopping are one of the key components influencing selection choices (Margherio, 1998); (Eastin, 2002); (L. Zhou, Dai, & Zhang, 2007); & (Kim et al., 2008). Subsequently, the apparent advantages of internet shopping speak to significant motivating forces for customers and help in forming a fine and positive disposition towards web-based shopping. The extra seen benefits with a positive site, the more probable customers are to have an inspirational disposition toward internet buying. With regards to internet business, earlier examinations have featured the tremendous job seen advantages can play in clarifying shopper mentality (Kim et al., 2008); (Delafrooz, Paim, & Khatibi, 2011); & (Tingchi Liu et al., 2012).

H3: Perceived Benefits affect customer trust in the Go-Food features in Yogyakarta

2.1.4 Trust

Trust is a person's willingness to rely on others where we have confidence in him. Trust is a mental condition based on a person's situation and social context. When a person makes a decision, he will prefer decisions based on the choices of those he can trust more than the less trusted. trust is a psychological area that is a concern for accepting what it is based on expectations of good behavior from others. Consumer trust is defined as the willingness of one party to accept the risk of another party's actions based on the expectation that the other party will take important actions for those who trust them, regardless of the ability to supervise and control the actions of the trusted party.

Because of the extreme level of vulnerability and dynamicity of the internet, think about transformed into hypothesized as a prompt determinant of perspectives (Gefen & Detmar Straub, 2003); (Hassanein & Head, 2007); & (Lin, 2011). Given the multifaceted nature and the multidimensionality of the idea Hassanein & Head (2007), it can discover a few and uncommon meanings of tolerating as valid inside the material writing. For instance, Barney & Hansen (1994, p. 176) characterized trust as "the common self-conviction that no birthday festivity to substitute will make the most another's vulnerabilities." Mayer, Davis, & Schoorman (1995) characterized conviction as "the eagerness of a gathering to be in danger of the activities of another birthday celebration dependent on the hopes that the other will complete a particular activity basic to the trustor."

Trust can be otherwise called the view of an individual inside the reliability of others which can be chosen by their apparent uprightness, generosity, and fitness (Mc Knight et al., 2002) & (Lin, 2011). Acknowledge as valid with might be characterized as a desire that others will never again carry on entrepreneurially (Gefen & Detmar Straub, 2003), and that the dealer will offer what has been guaranteed (Ganesan, 1994). Despite the style of definitions, the conviction is ordinarily viewed as basic in on-line conditions because of the related dangers in such settings (Heijden et al., 2003).

Trust has been additionally underscored as one of the principles of persuasive factors with regards to web-based business in standard Abbad, Abbad, & Saleh (2011) and web-based shopping specifically (Faqih, 2011). According to Abbad et al. (2011), trust and security as one build among others speak to the

significant test for internet business. Earlier e-exchange considers have featured the significance of trust as a determinant of a person's attitude or his/her shopping goal (Gefen & Detmar Straub, 2003); (Y. D. Wang & Emurian, 2005); (Hassanein & Head, 2007); (Lin, 2011); & (Limbu et al., 2012).

H4: Customer Trust affect customer Attitude on the Go-Food features in Yogyakarta

2.1.5 Attitude

Attitude is a person's behavior in interacting with others accompanied by a tendency to act by that attitude. Another opinion says the notion of attitude is the attitude on the affective aspects that determine a person in acting because there is a willingness or willingness to act that determines a person acts according to the character of the attitude they have. Attitude is often associated with the mental readiness of individuals who influence and also determine the activities of the individual concerned in responding to objects or situations that have meaning for him. Attitude is always about an object and attitude towards objects that are accompanied by positive and negative feelings.

A few specialists have underlined the significance of trust as a determinant of an individual's mentalities or intentions (Al-Debei et al., 2015) & (Hsu et al., 2014). Al-Debei et al. (2015) advised that better degrees of considering blast favorable mentalities toward on-line business. Hsu et al. (2014) saw that faith in a web site on the web and vendor is altogether connected with a client's demeanor toward web-based shopping.

As Icek Ajzen & Fishbein (1977) called attention to, a character who has a positive demeanor closer to activity may be all the more ready to complete that specific conduct. Rivera, Christiansen, & Sullivan (2015) likewise established that a client's outlook assumed an essential job informing the motivation behind utilizing cell applications. Yeo, Goh, & Rezaei (2017) uncovered that great mentalities toward a web dinners transport administration lead to aims to apply the services. Chang, Cheung, & Lai (2005) and Gupta & Arora (2017) expressed that a client's outlook superbly affects aims to use inside the setting of web-based shopping.

H5: The customer's Attitude influence Behavioral Intention on the Go-Food features in Yogyakarta

2.1.6 Behavioral Intentions

The reasoned Action theory (TRA), has been widely used as a basis for predicting the intent of behavior and/or behavior. TRA argues that behavioral intent is antecedent towards a person's specific behavior. More specifically, a person's attitudes and perceptions will influence that individual's actions when he or she believes that certain behaviors will be attributed to certain outcomes. Furthermore, the subjective norm, social pressure to perform or do not perform certain behaviors affects the intent of behavior, determined by a person's positive or negative evaluation of him.

Given a similar rationale, a client's recognition and perspectives concerning security and trust should impact their mentalities toward online exchanges and thusly, shape their social expectations to take an interest in a web-based purchasing

action. The goal is characterized as how hard individuals are eager to attempt and how a lot of assurance they are intending to use towards playing out conduct. Conduct goal (BI) alludes to "an individual's abstract likelihood that he will play out some conduct" (Icek Ajzen & Fishbein, 1975).

The social reason for existing is portrayed as "a character's emotional possibility of performing one of a kind directs and is a significant determinant of real use conduct" (Icek Ajzen & Fishbein, 1975). Its dating depends absolutely on the idea of arranged direct (Taylor & Todd, 1995).

The objective is significant because of demeanor and social standards. There is a top-notch dating among social expectations and genuine utilization of conduct. The goals of clients to embrace portable learning is clarified by (Tan, Ooi, Leong, and Lin, B. 2014), basically, the variables that can influence social aims. The social point, depicted as a character's anticipated or arranged fate direct (Oliver and Swan 1989), speaks to the desires for a chose type of conduct in a given setting and perhaps operationalized as the likelihood to act (Icek Ajzen & Fishbein, 1975). Investigations of travelers' conduct goal for the most part mindfulness on two subjects, goal inclination objective (Lam & Hsu, 2006) and post-buy social goal (e.g., Kozak 2002) , with the last accepting the greater part of the consideration.

2.2 Conceptual Framework of The Study

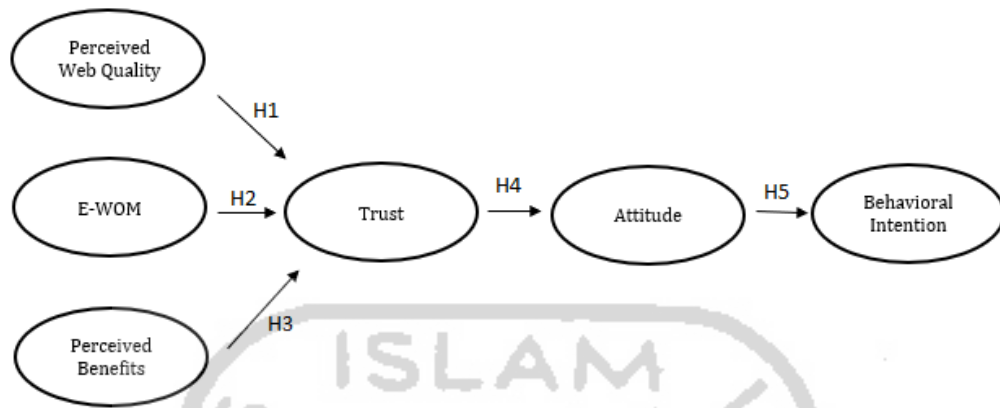


Figure 2.1 Conceptual Framework

CHAPTER III

RESEARCH METHODOLOGY

3.1 Type of Study

The purpose of this research is to check the theories, or it is typically called a causal perception, which objectives to clarify the character of sure connections. This exploration endeavors to find the connection and additionally relationship among the characteristics of Perceived Web Quality, E-WOM, Perceived Benefit, Trust, Attitude, and Behavioral Intentions. The results of these investigations investigate are relied upon to analyze one's factors, confirm their connections and offer superior information on incredible roundabout promoting in Trust. The method used right now is a quantitative system, directed by method for spreading questionnaires because of the examination instrument and utilized a Likert scale because the organized score scale to evaluate records from one hundred seventy respondents who have a record and have encountered requesting food from Go-Food.

3.2 Populations and Sample Research

According to Zikmund, Babin, Carr, & Griffin (2010), a population is a group of people that have a similar characteristic. On the other hand, the sample is the number of estimated gained from an unknown population (Zikmund et al., 2010).

The population is a complete set of elements (persons or objects) that possesses some common characteristics defined by the sampling criteria established

by the researcher. Meanwhile, the sample is the selected elements (people or objects) chosen for participation in a study. Generally, people are referred to as subjects or participants (“Populations and Sampling”, n.d)

The masses right now take a look at individuals in Yogyakarta, Indonesia, who have Gojek account and had involved in requesting dinners from Go-Food. The methodology of test decision right now non-opportunity inspecting with comfort examining as the procedure. The example is takes a gander at adding up to 170 individuals. The commitment of the scope of tests absolutely depends on the investigation device that is utilized to test the speculation, which is Structural Equation Modeling (SEM). SEM required the example size sum should be 5-10 times the quantity of perceptions for every one of the assessed parameters or pointers utilized (Ferdinand, 2006).

3.3 Data Collection Method

Primary information shall be data collected directly from the object of the studies using a calculation or statistical retrieval method related to the situation as the source of the information. In this experiment, the statistics obtained by using of a questionnaire distributed to one hundred and seventy respondents. This approach is a type of a series of facts that is very versatile and relatively easy to use. The types of questions used in this study are close questions. Questionnaires could be sent to the respondent either at once (printed out) or online (Google forms).

The questionnaire was updated to be calculated using the Likert scale. This work uses 6-point Likert scale objects, where (1) indicates Strongly Disagree and

(6) indicates Strongly Agree. The underlying purpose of why the researcher selects a 6-point Likert scale is to keep away from a neutral answer. The choices shall consist of::

1. Strongly Disagree (DS)
2. Disagree (D)
3. Rather Disagree (RD)
4. Rather Agree (RA)
5. Agree (A)
6. Strongly Agree (SA)

3.4 Instrumentation

Primary data was collected through the distribution of the questionnaire. The questionnaire used five variables and fifty-one question gadgets to test the relationship between Perceived Web Quality, eWOM, Perceived Benefit Trust Attitude, and Behavioral Intent. All objects were calculated on a six-Likert scale, starting from strongly disagreed (1) to strongly agree (6). Also, demographic variables, together with gender and age, are included in the version as variable management variables.

3.5 Definition of Operational and Measurement of Research Variable

There are three styles of variables analyzed in this study, which might be unbiased, mediating, and based variables. For impartial variables, there's Behavioral Intention. For mediating variables, there are Perceived Web Quality, eWOM, Perceived Benefit, Trust. Meanwhile, the dependent variable is the

Attitude that is laid low with Trust. The measurement of those six variables is referring to the research devices developed by (Mortazavi et al., 2014).

3.5.1 Independent Variable

3.5.1.1. Perceived Website Quality

In this study, perceived web excellence reflects the functionality and search centers of an online shopping website. Web page capability consists of usability and interactivity elements Constantinides (2004), and thus typically refers to the convenience of navigation, responsiveness, interactivity, and ease of having access to the website (Aladwani, 2006) & (Al-Debei et al., 2013). In the context of online shopping, factors of the internet website online capability may be measured by analyzing browsing, ordering, and facts locating characteristics of a website as well as the speed using which such sports and procedures may be accomplished. On the alternative hand, search facilities seek advice from simplicity, speed, and effectiveness of the method of collecting information and facts about prices, performance, attributes, and other aspects of products. Perceived web high-quality refers to the high-quality and overall performance of online shopping in the application. Indeed, an internet shopping net website may be known as the machine of a record for the reason that such an internet website is a machine that is developed using of Web technology to manage online shopping information and methods.

Petter et al. (2008) defined high-quality machine as the appropriate traits of a records system. Applying this definition to the context of this study, perceived internet fine can be described as the suited characteristics of a web shopping website as perceived by online shoppers. Similarly, Hsiao et al. (2010) described perceived

web best as the diploma to which a patron perceives that the web page's functions and characteristics meet his/her desires and requirements. This variable is measured by the following indicators:

- The food catalog on the Go-Food features is what I'm looking for.
- The ordering process through the Go-Food features is simple.
- Food catalogs on the Go-Food features are quickly accessed.
- No hassle finding the food I want in the Go-Food features.
- Overall, the Go-Food features are well designed.

3.5.1.2. E-Word of Mouth

According to preceding studies, eWOM verbal exchange performs a sizeable role in forming and influencing internet customers' attitudes, and behavioral intentions (Cheung et al., 2008) & (Jalilvand & Samiei, 2012). EWOM communication has emerged due to the growing numbers of clients who are using the net to locate relevant data, thanks to recent fast improvements in networking technologies.

Previous research indicate that online reviews and recommendations appeared to be credible and honest by using internet customers and that internet users are much more likely to accept as true with the records provided through other customers like themselves greater than that supplied by companies (EMarketer, 2014). Consequently, this type of communicate is taken into consideration as having a first-rate persuasiveness impact on net users (Jalilvand & Samiei, 2012). Hence, the researcher trusts that online critiques and hints can successfully lessen the threat

and uncertainty recognized via net users while purchasing products or services online. This variable is measured by the following indicators:

- I read recommendations online (or from social media) to buy food in this Go-Food features.
- If necessary, I am willing to give positive online comments about this Go-Food features.
- I sometimes read online reviews about these Go-Food features.
- My social media community sometimes posts interesting recommendations on offers from these Go-Food features.
- Online recommendations and reviews from consumers add to my belief in buying through the Go-Food features.

3.5.1.3. Perceived Benefits

For innovations, perceived blessings can be called relative advantages. According to Rogers (1995), relative advantage refers to the degree to which an innovation is perceived as providing more benefits than its supersedes. Similar to the definition of relative advantage precise to the context of on-line shopping, Wu (2003) defined perceived blessings is caused by the sum of blessings that meet a consumer's needs or wants.

Also, Kim et al. (2008, p.547) described perceived benefits in this context as “as a consumer's notion approximately the volume to which he or she turns into better off from the net transaction with a positive Web site.” Earlier, Rogers (1995) identified that perceived relative benefit of innovation, expressed as economic profitability, social prestige, and/or other benefits are important factors within the

innovation adoption decision-making process. This variable is measured by the following indicators:

- These Go-Food features allow buying food from anywhere.
- These Go-Food features allow buying food anytime (more flexible).
- This Go-Food feature saves my energy for buying food rather than having to go out to a grocery store.
- The Go-Food features will increase my effectiveness in buying food.
- Go-Food features allow me to buy food faster.

3.5.1.4. Trust

Due to the excessive stage of uncertainty and dynamicity of the cyberspace, belief become theorized as a direct determinant of attitudes (Gefen & Detmar Straub, 2003); (Hassanein & Head, 2007); & (Lin, 2011). Given the complexity and the multidimensionality of the concept, one can find numerous and exceptional definitions of trust in the applicable literature (Hassanein & Head, 2007).

For example, Barney & Hansen (1994, p. 176) defined trust as “the mutual self-assurance that no celebration to trade will exploit another’s vulnerabilities.” Mayer et al. (1995) defined consider as “the willingness of a celebration to be at risk of the movements of another birthday party based on the expectations that the other will carry out a specific vital action to the trustor.” Trust can be also known as the belief of a person inside the trustworthiness of others which may be determined using their perceived integrity, benevolence, and competence (Mc Knight et al., 2002) & (Lin, 2011). Simply put, consider may be described as an expectation that others will not behave opportunistically (Gefen & Detmar Straub,

2003), and that the seller will provide what has been promised (Ganesan, 1994).

This variable is measured by the following indicators:

- Go-Food features are honest in serving.
- The Go-Food features are safe for online transactions.
- The Go-Food features will not share my account data with other parties.
- The Go-Food feature is trustworthy.
- The Go-Food feature provides good food delivery commitments.
- The food displayed on the Go-Food feature as it seems.

3.5.1.5. Online Shopping Attitudes

From the last decade, internet buying has witnessed a noticeable boom and has improved the level of competition in the cyberspace. Compared to the bricks and mortar manner of purchasing where customers should visit stores to shop for goods, online purchasing creates the possibility for different organizations to reach clients directly across the globe. As online buying is developing rapidly, it seems essential that more research is conducted if you want to apprehend consumer behavior and attitude on this emerging digital context. This variable is measured by the following indicators:

- The idea of buying from this online catalog retailer web site is a good idea.
- Buying from this online catalog retailer web site is better than buying from a real store/shop.
- Buying from this online catalog retailer web site is a pleasant thing to do.

3.5.1.6. Behavioral Intentions

The goal is virtually defined as how hard human beings are willing to attempt to how many determination they're planning to use closer to appearing a behavior. Behavioral goal (BI) refers to "a person's subjective probability that he will carry out some behavior" Also, the behavioral goal is a function of 3 unbiased antecedents namely; consumers' mind-set, subjective norm, and perceived behavioral control. However, the theory of motive action (TRA) indicates that behavioral goal is the most influential predictor of conduct Icek Ajzen & Fishbein (1975) advocated that an individual's purpose directs the execution of the behavior in the identical direction. Bagozzi (1992) claimed that as quickly as the purpose is activated, it will characterize as part of a self-enjoyable mechanism and drive individuals into a standing of "must do" or "will do".

According to Icek Ajzen (2012), behavioral intentions are motivational factors that seize how a good deal of effort a person is inclined to make to perform a behavior. However, Malhotra & McCort (2001) argued that selling a higher knowledge of consumers' behavioral intentions remains to be a primary challenge for advertising researchers. Nevertheless, the concept of cause action (TRA) proposes, a person's (BI) to rest on the character's mindset and subjective norms ($BI = A + SN$), even as Theory planned behavior (TPB) describes why humans apply certain actions. The behavior is notably overstated by person intention and assisting conditions. Nevertheless, Consumer's goal stays specific as an element that overall performance an additional sizeable function in consumer conduct. An examination into consumer's intention yields an essential basis for forecasting consumer's actual

conduct on the way to a particular action (Gaur, 2006) & (Gomes & Neves, 2011). Hence, reading and examining consumer behavior and choice in selecting products and services is essential to be counted in advertising strategies. This variable is measured by the following indicators:

- I bought through the Go-Food feature as an alternative to finding suitable food.
- I like to use the Go-Food feature service to buy food.
- I don't mind recommending buying food through the Go-Food feature to others.
- Although it's a bit more expensive, I don't mind buying through Go-Food.

3.6 Validity and Reliability Research Instruments

The validity test demonstrate the degree to which a measure (pointer) can gauge what is the need estimated (variable) (Zikmund; & Babin, 2006). A marker is expressed to be substantial on the off chance that it has a cost adjusted thing general relationship ≥ 0.30 . The unwavering quality of the instrument changed into guaranteed through alluring estimations of Cronbach's alpha. Consequently, before administering polls to an example of this examination, the survey might be utilized as an insights assortment gadget that can be tried for legitimacy and dependability.

Subsequently, sooner than dispersing surveys to an example of this examination, the poll might be utilized as an information assortment gadget that might be tried for legitimacy and dependability. Keeping that in mind, a survey that has been made might be designated to 40 (forty) respondents. With that in mind, a survey that has been made will be circulated to 170 respondents. Information

gathered from respondents is then dissected for legitimacy and unwavering quality with thankfulness to the restriction characterized previously. Along these lines, from the genuine poll, the specialist's data gathered from respondents is then investigated for legitimacy and dependability with acknowledgment of the restriction characterized previously.

Table 3.1 Validity Test Result

Variable	Measurement	R counted	R table	Description
Perceived Website Quality	KW1	0.689	0.361	Valid
	KW2	0.677	0.361	Valid
	KW3	0.609	0.361	Valid
	KW4	0.653	0.361	Valid
	KW5	0.617	0.361	Valid
E-WOM	EWOM1	0.801	0.361	Valid
	EWOM2	0.781	0.361	Valid
	EWOM3	0.752	0.361	Valid
	EWOM4	0.725	0.361	Valid
	EWOM5	0.803	0.361	Valid
Perceived Benefit	PM1	0.631	0.361	Valid
	PM2	0.681	0.361	Valid
	PM3	0.666	0.361	Valid
	PM4	0.667	0.361	Valid
	PM5	0.794	0.361	Valid
Trust	KP1	0.835	0.361	Valid
	KP2	0.799	0.361	Valid
	KP3	0.816	0.361	Valid
	KP4	0.783	0.361	Valid
	KP5	0.812	0.361	Valid
	KP6	0.863	0.361	Valid
Attitude	STBO1	0.660	0.361	Valid
	STBO2	0.777	0.361	Valid
	STBO3	0.697	0.361	Valid
Behavior Intention	NP1	0.827	0.361	Valid
	NP2	0.707	0.361	Valid
	NP3	0.680	0.361	Valid
	NP4	0.696	0.361	Valid

Source: Primary Data (Computed), 2020

Table 3.1 shows that the values of corrected items in the total correlation of all data are greater than 0.30.

Table 3.2 Reliability Test Result

VARIABLE	CRONBACH'S ALPHA	STATUS
Perceived Website Quality	0.699	RELIABLE
E-WOM	0.821	RELIABLE
Perceived Benefit	0.767	RELIABLE
Trust	0.849	RELIABLE
Attitude	0.803	RELIABLE
Behavior Intention	0.788	RELIABLE

Source: Primary Data (Computed), 2020

Table 3.2 shows that the values of Cronbach Alpha are also greater than 0.6. It can be implied that the data is reliable and valid.

3.7 Analysis technique

These studies uses Structural Equation Modeling (SEM) as the technical evaluation with a consideration that the conceptual version of these studies includes one unbiased variable, intervening variables, and one based variable. According to Ghozali & Fuad (2008), SEM evaluation is a way that lets in the researcher to examine the influence of numerous variables in opposition to other variables simultaneously.

Thus, this technique is used to analyze this research to locate the correlation and/or relationship between the attributes of Perceived Web Quality, E-WOM, Perceived Benefit, Trust, Attitude, and Behavioral Intentions. Furthermore, there had been two steps in engaging in the analysis. The first step is to conduct the pilot

check. As formerly mentioned, the pilot test takes a look at is conducted to check for its validity and reliability of the variables and measurements used inside the questionnaire.

Forty data have been received from the pilot test and the outcomes were analyzed by using the Statistical Package for the Social Sciences SPSS. The second step is to test hypotheses, to test normality and outliers as properly as to research the fitness model. In this case, the researcher used SEM evaluation in AMOS software version 23.0.

3.7.1 Respondent's Characteristics

In this section, the demographic characteristics of the respondents are gender, age, educational background, monthly expenses, origin, how long using Gojek, and how often to buy food from Go-Food.

3.7.2 Modal Development Theory

3.7.2.1. Normality Test

At the first data, distribution was analyzed to see the normality assumption. Furthermore, the normality assumption was processed in the SEM. A normality test is a statistical process whether a sample data in this study fits a standard normal distribution or not. The normality test was processed in univariate normality where the CR value in the data was in the range of -2.58 to 2.58. If the data in this research was in the range, the research data can be categorized as normal data.

3.7.2.2. Outer Test

The outlier test is one of the important tests in the use of parametric statistics. This test is done to observe the data that have unique characteristics and

look different in a data set. Outlier data is data that can disturb other data and make the data abnormal. The outlier test is evaluated using multivariate outliers analysis seen from Mahalanobis distance value.

3.7.2.3 Confirmatory Analysis

This confirmatory analysis used to examine the proposed concept is used in this research using several measured indicators. The model was tested using loading factor and goodness of fit index which include Chi-Square (χ^2), probability, RMSEA, GFI, CFI, and TLI. The model will include seven variables in this research such as uniqueness (U), identification (I) and attractiveness (A), perceived coolness (PC), satisfaction (S), place attachment (PA) and destination loyalty (DL) with 34 indicators.

a) Chi-Square (χ^2)

Chi-square statistics is the most important measurement tool in testing the overall model. In other words, the chi-square statistic is appropriate to test the hypotheses to evaluate the significance of structural equation modeling. Chi-square value identifies deviations between the sample covariance matrix and the fitted model covariance matrix. However, the chi-square value will only be valid if the data met the assumptions of normality and have a large sample size. Moreover, chi-square is used to analyze whether the model is fit or poor. The model is considered good if the chi-square value is low. In other words, the smaller the value of χ^2 , the better the model is because of $\chi^2 = 0$.

b) CMIN/DF

CMIN / DF is the minimum sample discrepancy function which is divided by its degree of freedom. This index is a parsimonious conformity index that measures the relationship of the goodness of fit model and the number of estimated coefficients that are expected to reach a level of conformity. CMIN / DF can be considered as a good fit if the value is 00 2.00 which indicates the acceptance of fit of model and data.

c) Goodness of Fit Index (GFI)

GFI is a tool to measure the accuracy of the model in generating the observed covariance matrix. This index ranges from 0 to 1 with larger samples increasing its value. Traditionally, a cut-off value of 0.90 has been recommended for the GFI. However, Miles and Shevlin (cited in Hooper, Coughlan, & Mullen, 2008) stated that simulation studies have shown that when factor loadings and sample sizes are low, a higher cut-off of 0.95 is more appropriate.

d) Root Mean Square Error of Approximation (RMSEA)

The RMSEA is one of the most informative fit indices. According to Byrne (Hooper et al., 2008), the RMSEA tells about how well the model is with unknown but optimally chosen parameter estimates that would fit the populations' covariance matrix. The standard value of RMSEA can be classified into several categories as follows:

- If $RMSEA \leq 0.5$, it is considered a close fit.
- If $0.05 \leq RMSEA \leq 0.08$, it is considered as good fit.
- If $0.8 \leq RMSEA \leq 0.10$, it is considered as mediocre fit.

- If $RMSEA \geq 0.10$, it is considered a poor fit.

e) Adjusted Goodness of Fit Index (AGFI)

According to Schermelleh-Engel, Moosbrugger, & Müller (2003), AGFI is a tool to adjust the bias of the complexity of the model-based upon degrees of freedom, with more saturated models reducing fit. The value of AGFI ranges between 0 and 1. The model has stated to be good fit index if the index is 0.90 which indicates well-fitting models. Meanwhile, the value that is greater than 0.85 may be considered an acceptable fit.

f) Tucker Lewis Index (TLI)

TLI is a gradual fit record that is utilized to assess the factor examination that has been created in SEM. This file ranges from 0-1. TLI can be expressed as a solid match if the list is equivalent to or more prominent than 0.90. The greater TLI esteem demonstrated a superior fit for the model.

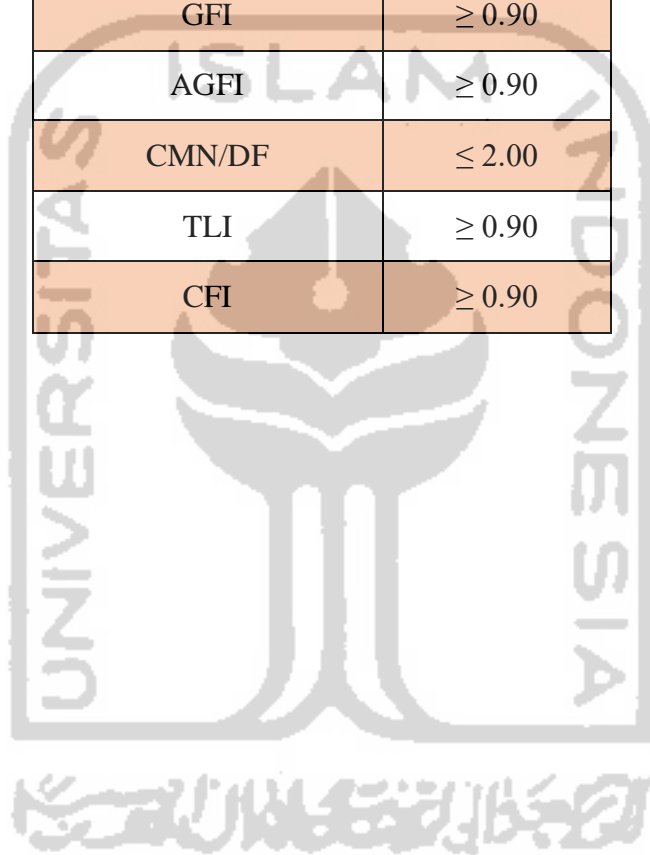
g) Comparative Fit Index (CFI)

CFI brings compatibility of one model to the data and compares it with other models with the same data. Therefore, this kind of statistical index captures the relative goodness-of-fit. The CFI ranges from 0.0 to 1.0 and the larger numbers are better. Unlike the other indices, the CFI attempts to adjust the model complexity by including the degrees of freedom used in the model directly into the calculation. The standard values of CFI can be classified into some categories.

Every parameter was measured and fit with the parameter, as shown in Table 3.3 below:

Table 3.3 Goodness of Fit Index

Goodness of Fix Index	Cut-off-value
Chi-Square (χ^2)	Small Value
Probability	≥ 0.05
RMSEA	≤ 0.08
GFI	≥ 0.90
AGFI	≥ 0.90
CMN/DF	≤ 2.00
TLI	≥ 0.90
CFI	≥ 0.90



CHAPTER IV

DATA ANALYSIS AND DISCUSSIONS

This chapter explains the data analysis of this research. This research was conducted through online questionnaires. The 170 respondents participated in this research.

The results of this research analysis are presented through descriptive analysis of respondents' characteristics, descriptive analysis of responses, elaboration of validity and reliability tests, normality tests, outliers, the goodness of fit measurements, and hypothesis testing for the model. Structural Equation Modeling (SEM) was used as a tool for data analysis in this research. More precisely, AMOS software version 23.0 was used to analyze the data collected.

As it has been explained before, 170 questionnaires have been collected. The details of the questionnaires can be seen in the appendix. The population of this research is Yogyakarta people mostly they who have ever used GoJek Application to buy or ordering food from Go-Food especially in the Yogyakarta area.

4.1 Statistics Descriptive

4.1.1 Classification of Respondent's Gender

In this section, all respondents classified based on their gender. The table below shows the composition of the number of people and their percentage.

Table 4.1 Gender Classifications

No.	Gender	Number (Person)	Percentage
1	Male	68	40%
2	Female	102	60%
TOTAL		170	100%

Source: Primary Data (computed), 2020

According to the table above, the total of the respondent were 170 that consists of 68 male and 102 female. The data shows that the majority of the respondents are female with a percentage of 60%. Meanwhile, the percentage of a male is 40%.

4.1.2 Classifications of Respondent's Education

In this section, all respondents are classified based on their education. The table below shows the composition of the number of people and their percentage.

Table 4.2 Classifications of Respondent's Education

No.	Education	Number (Person)	Percentage
1	Junior High School	0	0%
2	Senior High School	28	16%
3	Diploma Degree	123	72%
4	Bachelor Degree	14	8%
5	Others	5	3%
TOTAL		170	100%

Source: Primary Data (computed), 2020

Based on the table above, it can be seen that the majority of educational background respondents who filled the questionnaire are diploma degrees with 72%. Following with Senior high school level of 16% then followed by a Bachelor's Degree level of 8% and the others 3%.

4.1.3 Classifications of Respondent's Job

In this section, all respondents are classified based on their job. The table below shows the composition of the number of people and their percentage.

Table 4.3 Classifications of Respondent's Job

No.	Job	Number (Person)	Percentage
1	Student	126	74%
2	PNS / TNI / Polri	1	1%
3	Private employees	18	11%
4	Entrepreneur	4	2%
5	Others	21	12%
TOTAL		170	100%

Source: Primary Data (computed), 2020

Based on the table above, it can be seen that the majority job background of respondents who filled the questionnaire are students with 74%. Following other levels of 12% then followed by a Private employee level of 11% and followed by Entrepreneur 2% then the last one is followed by PNS / TNI / Polri by 1%.

4.1.4 Classifications of Respondent's Monthly Expenditure

In this section, all respondents are classified based on their monthly expenditure. The table below shows the composition of the number of people and their percentage.

Table 4.4 Classifications of Respondent's Monthly Expenditure

No.	Monthly Expenditure	Number (Person)	Percentage
1	< 3.000.000	118	69%
2	3.000.000 - 5.000.000	32	19%
3	> 5.000.000	20	12%
TOTAL		170	100%

Source: Primary Data (computed), 2020

Based on the table above, it can be seen that the majority of monthly expenditure respondents who filled the questionnaire are < 3.000.000 with 69%. Following with 3.000.000 – 5.000.000 level of 19% then followed by > 5.000.000 level of 12%.

4.1.5 Classifications of Respondent’s How Long They Use the Gojek

Application

In this section, all respondents are classified based on how long they use the Gojek Application. The table below shows the composition of the number of people and their percentage.

Table 4.5 Classifications of Respondent’s How Long They Use the Gojek Application

No.	How Long They Use the Gojek Application	Number (Person)	Percentage
1	< 2 Years	32	19%
2	2 - 3 Years	64	38%
3	> 3 Years	74	44%
TOTAL		170	100%

Source: Primary Data (computed), 2020

Based on the table above, it can be seen that the majority of respondents who filled the questionnaire who are classified on how long they use the Gojek Application are > 3 Years with 44%. Following with 2 – 3 Years level of 38% then followed by < 2 Years level of 19%.

4.1.6 Classifications of Respondent's How Often They Buy Food Through Go-Food in a Month

In this section, all respondents are classified based on their how often they buy food through Go-Food in a month. The table below shows the composition of the number of people and their percentage.

Table 4.6 Classifications of Respondent's How Often They Buy Food Through Go-Food in a Month

No.	How Often They Buy Food Through Go-Food in a Month	Number (Person)	Percentage
1	< 2 Times	25	15%
2	2 - 5 Times	60	35%
3	> 5 Times	85	50%
TOTAL		170	100%

Source: Primary Data (computed), 2020

Based on the table above, it can be seen that the majority of respondents who filled the questionnaire locked on how often they buy food through Go-Food in a month are > 5 Times with 50%. Following with 2 – 5 Times level of 35% then followed by < 2 Times level of 15%.

4.2 Descriptive Analysis

Descriptive analysis was conducted to summarize the value-average score in determining the respondents' assessment criteria. The calculation of value-average score interval can be found by using the following formula:

Lowest perception score = 1

Highest perception score = 6

With the detailed interval as follows:

1.00 = Strongly Disagree

2.00 = Disagree

3.00 = Rather Disagree

4.00 = Rather Agree

5.00 = Agree

6.00 = Strongly Agree

4.2.1 Perceived Website Quality

The result of the descriptive analysis of perceived website quality can be seen in Table 4.7 as follows:

Table 4.7 Descriptive Analysis of Perceived Website Quality

Attributes of Perceived Website Quality	Mean	Category
The food catalog in the Go-Food feature is what I'm looking for	5.01	Agree
The ordering process through the Go-Food feature is simple	5.33	Agree
Food catalogs in the Go-Food feature are quickly accessed	5.11	Agree
No hassle finding the food I want in the Go-Food feature	5.10	Agree
Overall, the Go-Food feature is well designed	5.24	Agree

Source: Primary Data (Computed), 2020

Based on Table 4.7, it can be seen that the average assessment of 170 respondents of Go-Food feature users for perceived website quality indicators is 5.155. Among the five indicators of Perceived Website Quality, the second indicator which is “The ordering process through the Go-Food feature is simple”, had the highest mean with the value of 5.33 and is considered as an “Agree” category. The indicator with the lowest mean is the fourth indicator, “No hassle

finding the food I want in the Go-Food features” with 5.10 value and still considered as “Agree”.

Therefore, the result indicates that the respondents’ of Perceived Website Quality is “Agree”.

4.2.2 EWOM

The result of the descriptive analysis of EWOM can be seen in Table 4.8 as follows:

Table 4.8 Descriptive Analysis of EWOM

Attributes of EWOM	Mean	Category
I read recommendations online (or from social media) to buy food in this Go-Food features	4.61	Agree
If necessary, I am willing to give positive online comments about this Go-Food features	4.61	Agree
I sometimes read online reviews about these Go-Food features	4.13	Agree
My social media community sometimes posts interesting recommendations from the Go-Food features	4.49	Agree
Online recommendations and reviews from consumers add to my confidence to buy through the Go-Food features	4.76	Agree

Source: Primary Data (Computed), 2020

Based on Table 4.8, it can be seen that the average assessment of 170 respondents of Go-Food feature users for EWOM indicators is 4.521. Among the five indicators of EWOM, the fifth indicator which is “Online recommendations and reviews from consumers add to my confidence to buy through the Go-Food features”, had the highest mean with the value of 4.76 and is considered as “Agree” category. The indicator with the lowest mean is the third indicator, “I sometimes read online reviews about this Go-Food features” with 4.13 value and still considered as “Rather Agree”.

Therefore, the result indicates that the respondents' of EWOM is "Agree".

4.2.3 Perceived Benefits

The result of the descriptive analysis of Perceived Benefits can be seen in Table 4.9 as follows:

Table 4.9 Descriptive Analysis of Perceived Benefits

Attributes of Perceived Benefits	Mean	Category
This Go-Food feature allows buying food from anywhere	5.13	Agree
This Go-Food feature allows buying food anytime (more flexible)	5.26	Agree
This Go-Food feature saves my energy to buy food rather than having to go out to the grocery store	5.37	Agree
The Go-Food feature will increase my effectiveness in buying food	5.24	Agree
The Go-Food feature allows me to buy food faster	4.89	Agree

Source: Primary Data (Computed), 2020

Based on Table 4.9, it can be seen that the average assessment of 170 respondents of Go-Food feature users for Perceived Benefits indicators is 5.176. Among the five indicators of Perceived Benefits, the third indicator which is "This Go-Food feature saves my energy to buy food rather than having to go out to the grocery store", has the highest mean with the value of 5.37 and is considered as "Agree" category. The indicator with the lowest mean is the third indicator, "The Go-Food feature allows me to buy food faster" with 4.89 value and still considered as "Agree".

Therefore, the result indicate that the respondents' Perceived Benefits was "Agree".

4.2.4 Trust

The result of the descriptive analysis of Trust can be seen in Table 4.10 as follows:

Table 4.10 Descriptive Analysis of Trust

Attributes of Trust	Mean	Category
The Go-Food feature is honest in serving	5.01	Agree
The Go-Food feature is safe for online transactions	5.09	Agree
The Go-Food feature will not share my account data with other parties	4.62	Agree
The Go-Food feature is trustworthy	4.91	Agree
The Go-Food feature provides good food delivery service commitments	5.09	Agree
The food displayed on the Go-Food feature is as is	4.66	Agree

Source: Primary Data (Computed), 2020

Based on Table 4.10, it can be seen that the average assessment of 170 respondents of Go-Food feature users for Trust indicators is 4.898. Among the six indicators of Trust, the second and fifth indicators which is “The Go-Food feature is safe for online transactions” and “The Go-Food feature provides good food delivery service commitments”, have the highest mean with the value of 5.09 and are considered as “Agree” category. The indicator with the lowest mean is the third indicator, “The Go-Food feature will not share my account data with other parties” with 4.62 value and still considered as “Agree”.

Therefore, the result indicates that the respondents’ of Trust was “Agree”.

4.2.5 Attitude

The result of the descriptive analysis of Attitude can be seen in Table 4.11 as follows:

Table 4.11 Descriptive Analysis of Attitude

Attributes of Attitude	Mean	Category
Buying food through the Go-Food feature is a good idea	5.03	Agree
Buying food from the Go-Food feature is sometimes better than buying it directly from a food store	4.56	Agree
Buying from the Go-Food feature is quite fun	4.94	Agree

Source: Primary Data (Computed), 2020

Based on Table 4.11, it can be seen that the average assessment of 170 respondents of Go-Food feature users for Attitude indicators is 4.841. Among the six indicators of Trust, the first indicator which is “Buying food through the Go-Food feature is a good idea” has the highest mean with the value of 5.03 and is considered as the “Agree” category. The indicator with the lowest mean is the third indicator, “Buying food from the Go-Food feature is sometimes better than buying it directly from a food store” with 4.56 value and still considered as “Agree”.

Therefore, the result indicates that the respondents’ of Attitude was “Agree”.

4.2.6 Behavioral Intentions

The result of the descriptive analysis of Behavioral Intentions can be seen in Table 4.12 as follows:

Table 4.12 Descriptive Analysis of Behavioral Intentions

Attributes of Behavioral Intentions	Mean	Category
I bought through the Go-Food feature as an alternative to finding suitable food	5.04	Agree
I like to use the Go-Food feature service to buy food	4.99	Agree
I don't mind recommending buying food through the Go-Food feature to others	5.04	Agree
Although it's a bit more expensive, I don't mind buying through Go-Food	4.63	Agree

Source: Primary Data (Computed), 2020

Based on Table 4.12, it can be seen that the average assessment of 170 respondents of Go-Food feature users for Behavioral Intentions indicators is 4.925. Among the four indicators of Behavioral Intention, the first and third indicator which are “I bought through the Go-Food feature as an alternative to finding suitable food” and “I don't mind recommending buying food through the Go-Food feature to others” have the highest mean with the value of 5.04 and are considered as “Agree” category. The indicator with the lowest mean is the fourth indicator, “Although it's a bit more expensive, I don't mind buying through Go-Food” with 4.63 value and still considered as “Agree”.

Therefore, the result indicates that the respondents' of Behavioral Intentions was “Agree”.

4.3 Structural Equation Model (SEM) Analysis

The analysis used to prove the hypothesis was the calculation of the Structural Equation Model (SEM) with AMOS 24 software. The sequence of steps in the analysis include:

4.3.1 Model Development Based on Theory

The development of the model in this research is based on the concept of data analysis that had been explained in chapter II. In general, the model consisted of exogenous variables, namely uniqueness (U), identification (I) and attractiveness (A). While the endogenous variables in this study are perceived coolness (PC), satisfaction (S), place attachment (PA) and destination loyalty (DL). The research framework is as follows:

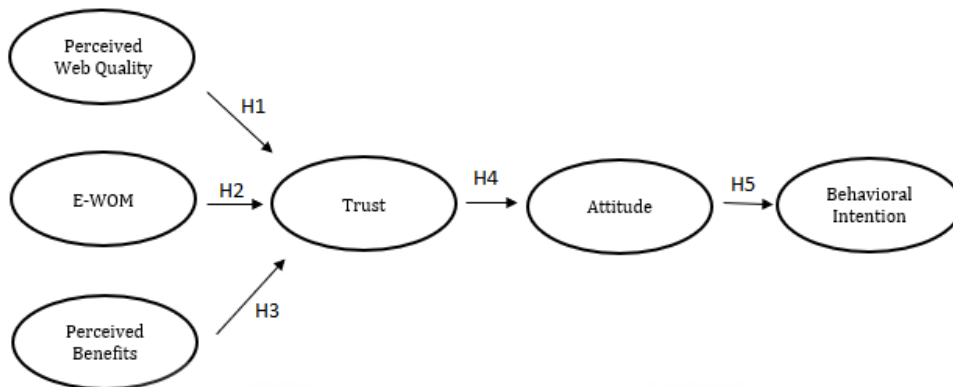
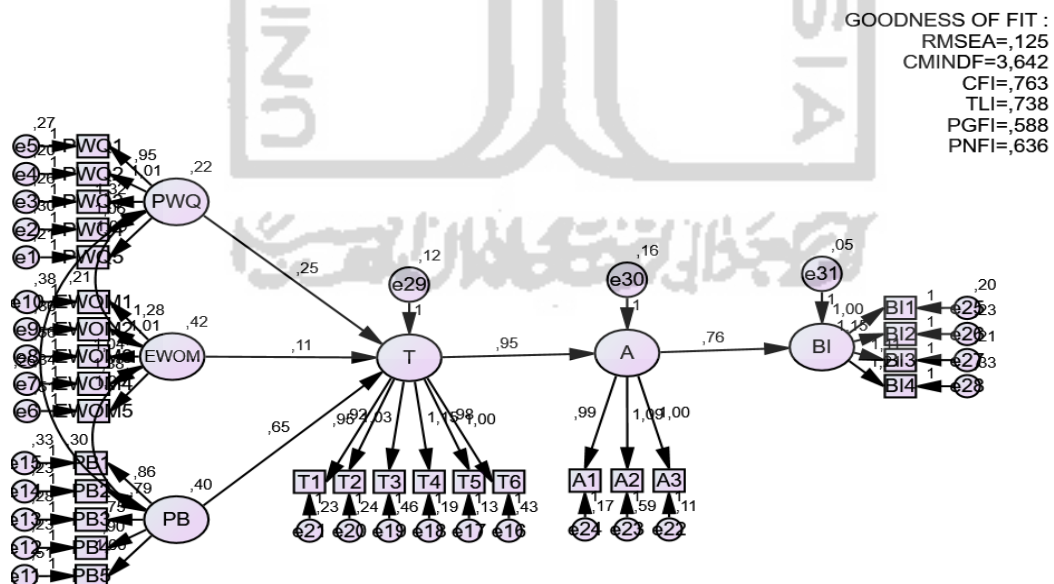


Figure 4.1 Research Framework

4.3.2 Flow Diagram and Structural Equation

The next step is to arrange causality relationships with a path diagram and arrange structural equations. 2 things need to be done, namely structuring the structural model, namely by connecting between latent constructs, both endogenous and exogenous, and determining the model, namely connecting endogenous and exogenous latent constructs with the indicator or manifest variables.



Source: Primary Data (Computed), 2020

Figure 4.2 Structural Model

4.3.3 Normality Test

The structural equation version becomes exclusive from other multivariate evaluation techniques. SEM most effectively used input statistics in the form of variance or covariance matrices or correlation metrics. The predicted version used to become the most likelihood (ML) is estimated that it is met with the following assumptions:

- **Sample Size**

The sample size referred to the number of data samples that must be meet, which was a minimum of 5 x the number of indicators that were $5 \times 34 = 170$. In this research, it has been fulfilled with a sample of 170.

- **Data Normality**

The normality of data must be fulfilled so that the data can be further processed for SEM modeling. Testing this multivariate normality is by observing the value of the Critical Ratio (CR) of the data used, if the CR data values are in the range of ± 2.58 , then the research data can be said to be normal. The normality of data used in this analysis as presented in the following table:

Table 4.13 Normality Test Result (AMOS)

Variable	min	max	skew	c.r.	kurtosis	c.r.
BI4	1,000	6,000	-,589	-3,623	,013	,039
BI3	1,000	6,000	-,881	-5,422	1,127	3,468
BI2	1,000	6,000	-,855	-5,259	1,004	3,087
BI1	1,000	6,000	-1,053	-6,477	1,570	4,829
A1	2,000	6,000	-,676	-4,158	-,155	-,477

Variable	min	max	skew	c.r.	kurtosis	c.r.
A2	1,000	6,000	-,252	-1,547	-,843	-2,594
A3	2,000	6,000	-,575	-3,537	-,092	-,283
T1	3,000	6,000	-,433	-2,664	-,423	-1,300
T2	2,000	6,000	-,808	-4,971	,532	1,635
T3	1,000	6,000	-,433	-2,666	-,456	-1,404
T4	2,000	6,000	-,464	-2,851	-,164	-,504
T5	3,000	6,000	-,489	-3,010	-,240	-,739
T6	2,000	6,000	-,305	-1,878	-,617	-1,897
PB1	1,000	6,000	-1,469	-9,036	2,610	8,026
PB2	2,000	6,000	-,927	-5,700	,837	2,574
PB3	1,000	6,000	-1,696	-10,434	4,879	15,005
PB4	1,000	6,000	-1,138	-6,998	1,710	5,258
PB5	1,000	6,000	-,680	-4,185	-,239	-,736
EWOM1	1,000	6,000	-,536	-3,296	-,614	-1,889
EWOM2	2,000	6,000	-,412	-2,534	-,218	-,670
EWOM3	1,000	6,000	-,122	-,749	-1,022	-3,144
EWOM4	1,000	6,000	-,567	-3,485	-,421	-1,294
EWOM5	1,000	6,000	-,750	-4,613	,263	,809
PWQ1	1,000	6,000	-,681	-4,189	1,561	4,799
PWQ2	3,000	6,000	-,745	-4,581	,072	,221
PWQ3	3,000	6,000	-,703	-4,325	,156	,480
PWQ4	1,000	6,000	-,856	-5,268	1,318	4,054
PWQ5	3,000	6,000	-,696	-4,279	,649	1,996
Multivariate					194,872	35,816

Source: Primary Data (Computed), 2020

Based on the table, it is obtained that the value of multivariate still has a value above 2.58, namely 35.816 so that the data has not been normally distributed. For the data to be normally distributed, it is necessary to issue respondent data that contains outliers. Expenditures of respondent data containing outliers are based on the Mahalanobis distance table. After some data containing outliers are removed from the analysis, a normality test is returns with the following results:

Table 4.14 Normality Test Result (AMOS)

Variable	min	max	skew	c.r.	kurtosis	c.r.
BI4	3,000	6,000	-,124	-,659	-,897	-2,387
BI3	3,000	6,000	-,380	-2,020	-,714	-1,901
BI2	3,000	6,000	-,493	-2,622	-,479	-1,274
BI1	3,000	6,000	-,388	-2,067	-,369	-,982
A1	3,000	6,000	-,516	-2,744	-,469	-1,248
A2	3,000	6,000	-,022	-,117	-1,375	-3,659
A3	3,000	6,000	-,456	-2,429	-,279	-,743
T1	3,000	6,000	-,509	-2,710	-,172	-,457
T2	3,000	6,000	-,589	-3,136	-,087	-,231
T3	3,000	6,000	-,080	-,423	-,992	-2,640
T4	3,000	6,000	-,294	-1,563	-,815	-2,170
T5	3,000	6,000	-,488	-2,596	-,083	-,220
T6	3,000	6,000	-,183	-,977	-,858	-2,283
PB1	3,000	6,000	-,740	-3,939	,276	,734
PB2	4,000	6,000	-,388	-2,066	-,877	-2,335
PB3	3,000	6,000	-1,067	-5,680	1,157	3,079
PB4	3,000	6,000	-,579	-3,083	-,383	-1,019

Variable	min	max	skew	c.r.	kurtosis	c.r.
PB5	3,000	6,000	-,344	-1,830	-,940	-2,502
EWOM1	3,000	6,000	-,125	-,666	-1,147	-3,053
EWOM2	3,000	6,000	,037	,199	-,801	-2,133
EWOM3	3,000	6,000	,426	2,266	-,959	-2,551
EWOM4	3,000	6,000	-,014	-,072	-1,245	-3,314
EWOM5	3,000	6,000	-,361	-1,919	-,829	-2,205
PWQ1	3,000	6,000	-,119	-,632	-,517	-1,377
PWQ2	3,000	6,000	-,706	-3,760	,606	1,614
PWQ3	3,000	6,000	-,818	-4,356	,500	1,332
PWQ4	3,000	6,000	-,422	-2,246	-,324	-,861
PWQ5	3,000	6,000	-,537	-2,856	,398	1,060
Multivariate					59,405	9,449

Source: Primary Data (Computed), 2020

The results of the second normality test shows that the value of cr in multivariates is 5.389 where the value is still below 10,000. According to I. Ghozali (2006), data below 10,000 can be concluded to be not normally distributed multivariate. So the data in this study can be analyzed using Structural Equation Modeling (SEM).

4.3.4 Outliers

Outliers are observations or data that have unique characteristics that look different from other observations and appear in the form of extreme values, for both one variable and combination variables. The outliers can be evaluated using an analysis of *multivariate outliers* based on *Mahalanobis Distance values*.

The *Mahalanobis Distance* test is calculated using the chi-square value of the *degree of freedom* of 28 indicators at the level of $p < 0.001$ using the formula $X^2(28; 0.001) = 48.27$. The results of the analysis of whether there are multivariate outliers can be seen in the table below:

Table 4.15 Outliers Test Table

Observation number	Mahalanobis d-squared	p1	p2
52	47,104	,013	,664
153	47,104	,013	,397
73	43,704	,030	,746
36	42,967	,035	,714
137	42,967	,035	,551
10	41,865	,045	,639
17	41,708	,046	,529
118	41,708	,046	,386

Source: Primary Data (Computed), 2020

In the outlier test table, no value is more than 48.27, it can be concluded that there are no outliers data.

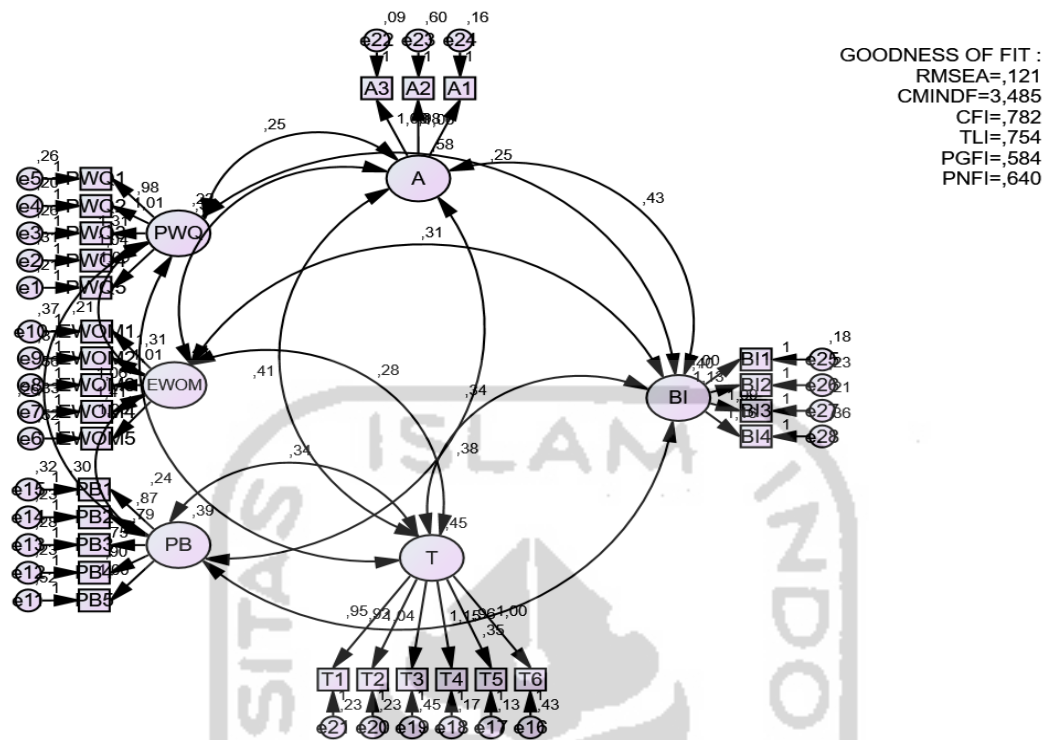
4.3.5 Confirmatory Analysis

The confirmatory analysis is used to test concepts that might be built using several measurable indicators. In the primary confirmatory evaluation, the loading component price of each indicator is seen. The loading factor may be used to degree the construct validity in which a questionnaire is stated to be valid if the questionnaire query can reveal something measured through the questionnaire.

According to Hair et al. (2010), the minimum number of factor loading is ≥ 0.5 or ideally ≥ 0.7 . If there is a value underneath 0.5 then it would be removed from the analysis.

Furthermore, the conformity test of the conformity model is tested using the Goodness of Fit Index. According to Hair et al., (2010), divides GOFI (Goodness of Fit Index) criteria into 3 types of criteria, namely absolute fit indices, incremental fit indices, and parsimony fit indices. Of the three types of GOFIs as a whole there are 25 criteria, but according to Hair et al., (2010) the SEM-Amos analysis does not require all criteria to meet, 4-5 criteria are sufficient as long as there are criteria that represent the three types of GOFI criteria.

In this study 2 criteria are taken from each type of GOFI, namely CMINDF and RMSEA which are representing absolute fit indices, CFI and TLI represent incremental fit indices then PGFI and PNFI represent parsimony fit indices. The confirmatory analysis results are as follows:



Source: Primary Data (Computed), 2020

Figure 4.3 Confirmatory Analysis

With the loading factor value as follows:

Table 4.16 Loading Factors Result

		Estimate
PWQ5	<--- PWQ	,756
PWQ4	<--- PWQ	,681
PWQ3	<--- PWQ	,720
PWQ2	<--- PWQ	,707
PWQ1	<--- PWQ	,778
EWOM5	<--- EWOM	,662
EWOM4	<--- EWOM	,786
EWOM2	<--- EWOM	,761
EWOM1	<--- EWOM	,817

		Estimate
PB5	<--- PB	,678
PB4	<--- PB	,765
PB3	<--- PB	,627
PB1	<--- PB	,668
T6	<--- T	,719
T5	<--- T	,902
T4	<--- T	,860
T3	<--- T	,706
T2	<--- T	,756
T1	<--- T	,778
A3	<--- A	,924
A2	<--- A	,724
A1	<--- A	,876
BI1	<--- BI	,832
BI2	<--- BI	,823
BI3	<--- BI	,828
BI4	<--- BI	,771

Source: Primary Data (Computed), 2020

From the results of the analysis, it is found that all the indicators loading factor values have reached 0.5 so that the indicators must be excluded from the study.

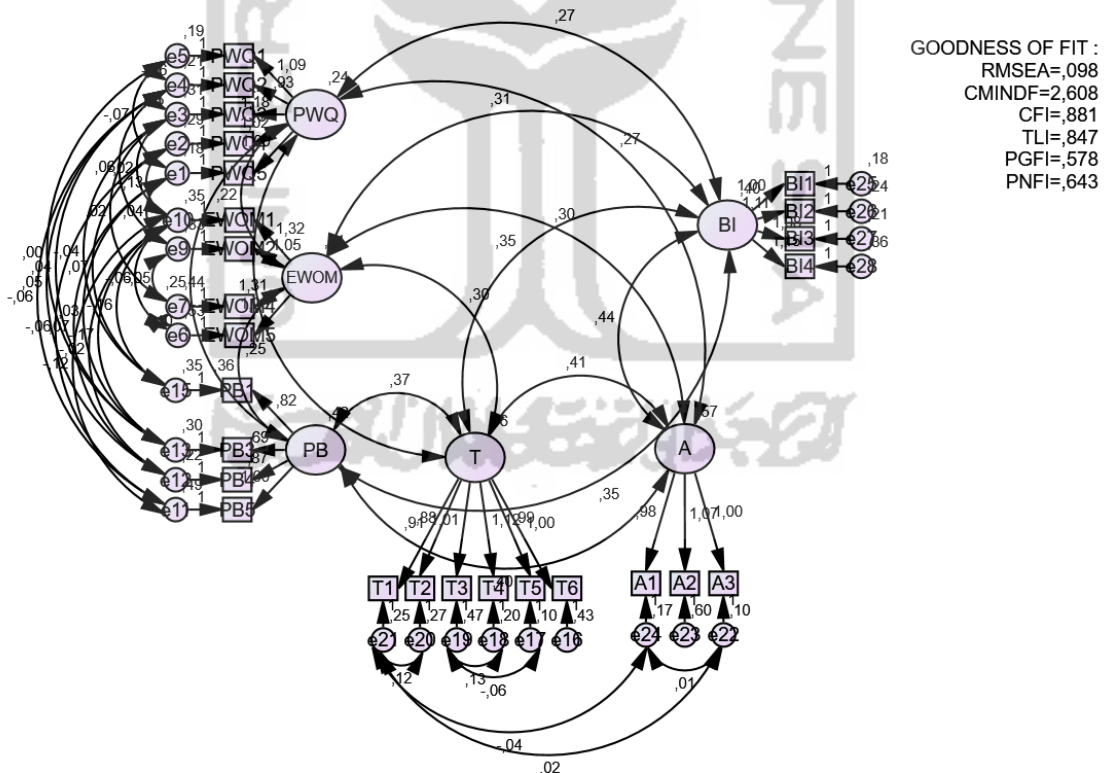
The confirmatory analysis goodness of fit test is be carried out with the following results:

Table 4.17 Goodness of Fit Test Result

Goodness of Fit	Criteria	Cut-off value	Description
RMSEA	0.08	0.121	Not fit
CMINDF	2,00	3,485	Not fit
TLI	0.90	0.782	Not fit
CFI	0.90	0.754	Not fit
PGFI	0.60	0.584	Marginal fit
PNFI	0.60	0.640	Marginal fit

Source: Primary Data (Computed), 2020

From the results of the goodness of fit test, it appears that some criteria are not met so that the model needs to be modified by referring to the modification indicators and must eliminate several indicators, namely EWOM3 and PB2. To obtain a new model as follows:



Source: Primary Data (Computed), 2020

Figure 4.4 Model Modification

With the loading factor value of each indicator as follows:

Table 4.18 Loading Factors Result

	Estimate
PWQ5 <--- PWQ	,756
PWQ4 <--- PWQ	,681
PWQ3 <--- PWQ	,720
PWQ2 <--- PWQ	,707
PWQ1 <--- PWQ	,778
EWOM5 <--- EWOM	,662
EWOM4 <--- EWOM	,786
EWOM2 <--- EWOM	,761
EWOM1 <--- EWOM	,817
PB5 <--- PB	,678
PB4 <--- PB	,765
PB3 <--- PB	,627
PB1 <--- PB	,668
T6 <--- T	,719
T5 <--- T	,902
T4 <--- T	,860
T3 <--- T	,706
T2 <--- T	,756
T1 <--- T	,778
A3 <--- A	,924
A2 <--- A	,724
A1 <--- A	,876
BI1 <--- BI	,832

			Estimate
BI2	<---	BI	,823
BI3	<---	BI	,828
BI4	<---	BI	,771

Source: Primary Data (Computed), 2020

The loading factor value for each indicator is above 0.5 so that it can be concluded that all questions used to measure variables in this study are valid. The goodness of fit test results of the new model has also been stated as appropriate. As a table of the goodness of fit test results as follows:

Table 4.19 Goodness of Fit Test Result

Goodness of Fit	Criteria	Cut-off value	Description
RMSEA	0,08	0.098	Marginal Fit
CMINDF	2,00	2,608	Marginal Fit
TLI	0.90	0.881	Marginal Fit
CFI	0.90	0.847	Marginal Fit
PGFI	0.60	0.578	Marginal Fit
PNFI	0.60	0.643	Fit

Source: Primary Data (Computed), 2020

4.3.6 Reliability Test

The reliability coefficient range from 0-1. Thus, the higher the coefficient (close to number 1), the more reliable the measuring instrument. Constructive reliability is good if the construct reliability value > 0.7 and the extracted variance value > 0.5 Yamin & Kurniawan (2009).

- The formula for calculating construct reliability is:

$$\text{Construct Reliability} = \frac{(\sum \text{loading baku})^2}{(\sum \text{loading baku})^2 + \sum e_j}$$

- The formula for calculating extracted variance is:

$$\text{Variance Extracted} = \frac{\sum(\text{loading baku})^2}{\sum(\text{loading baku})^2 + \sum e_j}$$

From the calculation results, the following results are obtained:

Table 4.20 Reliability Test

variables	Indicator	Loading standards	standard Loading ²	measurement Error	CR	VE
PWQ	PWQ5	0.756	.572	.428	0.8	0.5
	PWQ4	.681	0.464	.536		
	PWQ3	0.72	.518	0,482		
	PWQ2	0.707	.500	.500		
	PWQ1	.778	0.605	0.395		
EWOM	EWOM5	0.662	0,438	0.562	0.8	0.6
	EWOM4	.786	0.618	0.382		
	EWOM2	0.761	0,579	.421		
	EWOM1	0.817	0.667	0.333		
PB	PB5	0.678	.460	.540	0.8	0.5
	PB4	0,765	0.585	.415		
	PB3	0.627	.393	.607		
	PB1	0.668	0.446	0.554		
T	T6	0.719	0,517	0,483	0.9	0.6
	T5	.902	.814	0.186		
	T4	0.86	.740	0,260		
	T3	.706	0.498	0.502		
	T2	0.756	.572	.428		
	T1	.778	0.605	0.395		

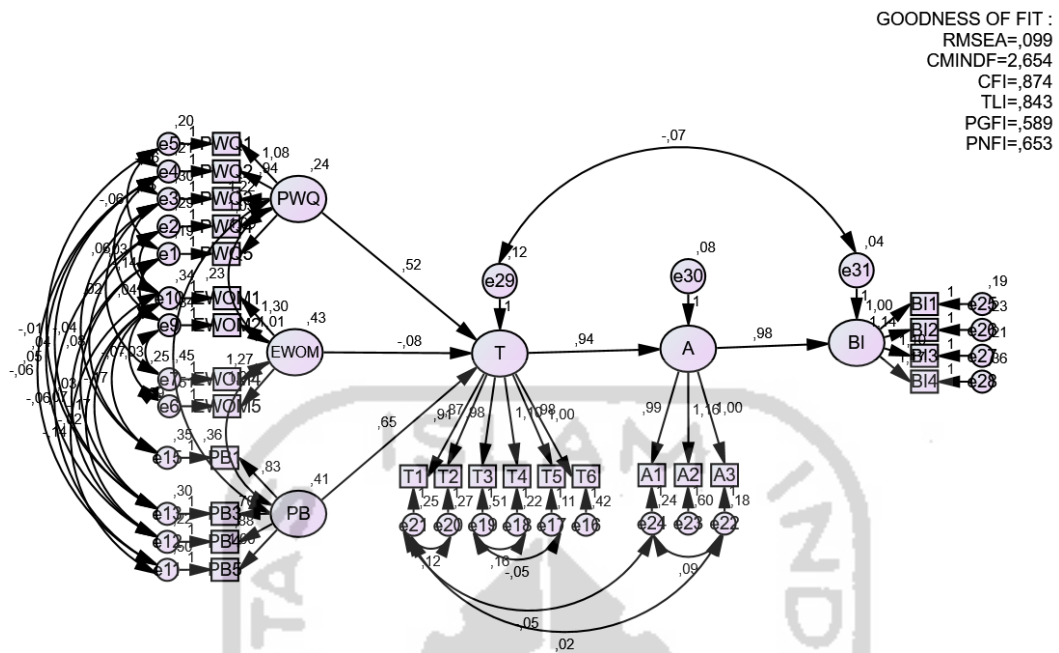
A	A3	.924	0.854	0,146	0.9	0.7
	A2	0.724	0.524	.476		
	A1	0.876	0.767	.233		
BI	BI1	.832	0,692	0,308	0.9	0.7
	BI2	0.823	.677	0.323		
	BI3	0.828	0.686	0.314		
	BI4	.771	0.594	0.406		

Source: Primary Data (Computed), 2020

From the table above, it can be known that the reliability of the construct (construct reliability) of all the variables already showing $\geq 0,7$. That is for variance extracted in this study, respectively - each variable also has a value above 0.5. It can be concluded that the questionnaire used for this study is stated reliable.

4.4 Model Modification and Complete Model GOF Test

The path analysis model after modification based on the modification index of this study is as follows:



Source: Primary Data (Computed), 2020

Figure 4.5 Final Research Model

The complete Goodness of Fit model test results are as follows:

Table 4.21 Goodness of Fit Model Test Results

Goodness of Fit	Criteria	Cut-off value	Description
RMSEA	0,08	0,099	Marginal Fit
CMINDF	2,00	2,654	Marginal Fit
TLI	0.90	0.874	Marginal Fit
CFI	0.90	0.843	Marginal Fit
PGFI	0.60	0.589	Marginal Fit
PNFI	0.60	0.653	Fit

Source: Primary Data (Computed), 2020

4.5 Hypothesis Testing

The next analysis was the Structural Equation Model (SEM) analysis in the full model to test the hypotheses developed in this research. The regression weight test results in this research are as follows:

Table 4.22 The Regression Weight Test Results

			Estimate	S.E.	C.R.	P	Label
T	<---	PWQ	,523	,151	3,466	***	Supported
T	<---	EWOM	-,084	,181	-,462	,644	Not Supported
T	<---	PB	,648	,235	2,752	,006	Supported
A	<---	T	,942	,093	10,117	***	Supported
BI	<---	A	,981	,083	11,889	***	Supported

Source: Primary Data (Computed), 2020

To see whether the hypothesis is accepted or rejected, that is by looking at the value of the Critical Ratio (CR) and the probability value (P) from the results of data processing. If the test results show a CR value above 1.96 and a probability value (P) below 0.05 / 5%, the proposed research hypothesis is accepted. In detail, the research hypothesis testing will be discussed in stages according to the hypothesis that has been proposed. In this study, 5 hypotheses are proposed, which in turn will be elaborated as follows:

- **H1: PWQ has a significant effect on T**

Based on data processing, it is known that the CR value is 3,466 and the P-value is 0,000. These results indicate that the CR value is above 1.96 and the P-value is below 0.05. Therefore it can be concluded that PWQ has a significant effect on T, so H1 in this study was accepted.

- **H2: EWOM has a significant effect on T**

Based on data processing, it is known that the CR -0.462 value and P-value of 0.644. These results indicate that the CR value is negative and the P-value is above 0.05. Therefore it can be concluded that EWOM has a negative and not significant effect on T, so H2 in this study was rejected.

- **H3: PB has a significant effect on T**

Based on data processing, it is known that the CR value of 2.752 P-value of 0.006. These results indicate that the CR value is above 1.96 and the P-value is below 0.05. Therefore it can be concluded that PB has a negative and not significant effect on T, so H3 in this study was accepted.

- **H4: T has a significant effect on A**

Based on data processing, it is known that the CR value is 10.117 and the P-value is 0.000. These results indicate that the CR value is above 1.96 and the P-value is below 0.05. Therefore it can be concluded that T has a significant effect on A, so H4 in this study was accepted.

- **H5: A has a significant effect on BI**

Based on data processing, it is known that the CR value is 11,889 and the P-value is 0,000. These results indicate that the CR value is above 1.96 and the P-value is below 0.05. Therefore it can be concluded that A has a significant effect on BI, so H5 in this study was accepted.

4.6 Result Discussions

4.6.1 The Influence of Perceived Website Quality affect customer Trust in the Go-Food feature in Yogyakarta

The result of the research analysis indicated that the Perceived Website Quality has a positive and significant effect on the consumer Trust in the Go-Food feature in Yogyakarta. It was proven based on the data processing it is known that CR value is 3,466 and the P-value is 0,000. These results indicate that the CR value is above 1.96 and the P-value is below 0.05. Therefore it can be concluded that

Perceived Website Quality has a significant effect on Trust Petter et al. (2008) defined system as the appropriate characteristics of a record system. Applying this definition to the context of this study, perceived net nice can be described as the acceptable traits of an online shopping net web site as perceived through online shoppers. Hsiao et al. (2010) defined perceived net first-rate as the diploma to which a purchaser perceives that the net web site's features and traits meet his/her wishes and requirements.

Web site quality consists of usability and interactivity includes usability and interactivity factors Constantinides (2004), and thus typically refers to the benefit of navigation, responsiveness, interactivity, and simplicity of having access to the web page (Aladwani, 2006) & (Al-Debei et al., 2013). Zeithaml, (2000) identified the standards that clients use in evaluating net websites (in general) and service first-rate transport through internet websites in particular: these include data availability and content, ease of use or usability, privacy/security, graphic style, and fulfillment. These findings are regular with the version by Cox & Dale (2001) which some percentage are not unusual capabilities. The Cox and Dale model are primarily based on ease of use, patron confidence, on-line resources, and associated services. Previous studies have proven that the better the belief of a patron about the pleasant of an internet shopping website online, the better is his/her perceptions approximately the benefits that can be gratified through the use of the internet web site (Bai et al., 2008; Al-Maghrabi & Dennis, 2011).

Thus, it can be concluded that perceived website quality influences customer confidence in the features of Go-Food, the ability of the website owned by Go-Food

makes it easy for its users, gives more trust to their customers, and has guaranteed service. So, perceived website quality has a good impact and makes the users of Go-Food trust the application more because the quality of the website from Go-Food has made their users trust the application.

4.6.2 The Influence of eWOM affect customer Trust in the Go-Food feature in Yogyakarta

The result of the research analysis indicated that the eWOM has a negative and not significant effect on the consumer Trust in the Go-Food feature in Yogyakarta. It was proven based on the data processing, it is known the CR -0.462 value and P-value of 0.644. These results indicate that the CR value is negative and the P-value is above 0.05. Therefore it can be concluded that eWOM has a negative and not significant effect on Trust. Hennig-Thurau et al. (2004) described eWOM as “any effective or negative assertion made by way of potential, actual, or former customers about a product or company that is made available to a mess of the humans and institutes via the Internet”.

According to previous studies, the e-WOM communique performs a vast position informing and influencing net users' attitudes, and behavioral intentions (Cheung et al., 2008; Jalilvand & Samiei, 2012). For online shoppers, it appears that such online critiques and hints are essential, it means wherein online consumers can are seeking for new data of hobby to them consisting of product/service data and service fine details (Chevalier & Mayzlin, 2003).

Evidence suggests negative information is more attention-grabbing in general and receives greater scrutiny than positive information (Homer & Yoon, 1992). Previous research suggested that the WOM influence appears to be asymmetrical in that a negative WOM has a stronger influence on customers' brand evaluations Arndt (1967); Mizerski (1982); Richins (2012); & Wright (1974) and on the purchase intentions of potential buyers (Brown & Reingen, 1987; Weinberger, Allen, & Dillon, 1981) than a positive eWOM.

Thus, it can be concluded that eWOM has a negative and not significant effect on customer confidence in ordering food through the Go-Food features. So maybe word of mouth marketing has less effect on Go-Food features customers to order through the application. Recommendations from customers may be less influential on other customers because in the Go-Food features, there are many choices of food and restaurant menus so that customers will not stay in one place to buy the food. Go-Food customers are usually more inclined to try other food menus and try food from one restaurant to another.

Customers who have a strong view of service tend to be more vocal about their experiences than ordinary ones, and truly dissatisfied customers will speak much louder than the voices of satisfied customers. If consumers get satisfaction from their consumption experience, then consumers will voluntarily make statements (reviews) about a product or service. But from this conclusion, it can be drawn that the average Go-Food user prefers to order their food according to their wishes rather than choosing the food based on the recommendations that are already

available. They (customers) are more likely to choose according to their desires depending on what they want to order.

4.6.3 The Influence of Perceived Benefits affect customer Trust in the Go-Food feature in Yogyakarta

The result of the research analysis indicates that the Perceived Benefits has a positive and significant effect on the consumer Trust in the Go-Food feature in Yogyakarta. It was proven based on data processing it is known that the CR value of 2.752 P-value of 0.006. These results indicate that the CR value is above 1.96 and the P-value is below 0.05. Therefore it can be concluded that Perceived Benefits have a significant effect on Trust.

Prior research has shown that the perceived advantages of online purchasing about traditional shop shopping are one of the key factors affecting adoption decisions (Margherio, 1998); (Eastin, 2002); (L. Zhou et al., 2007); & (Kim et al., 2008). According to R. D. Rogers & Monsell (1995), relative gain refers to the diploma to which an innovation is perceived as imparting more blessings than its supersedes. Similar to the definition of relative gain however specific to the context of online buying, Wu (2003) described perceived blessings as the sum of blessings that meet a consumer's desires or wants.

Also, Kim et al. (2008) defined perceived benefits in this context as "as a consumer's notion about the quantity to which he or she turns into higher off from the online transaction with a certain Website." Earlier, Mayer et al. (1995) recognized that perceived relative advantage of an innovation, expressed as

financial profitability, social prestige, and/or other advantages is a crucial factor inside the innovation adoption decision-making process.

The term online shopping depends on the consumers' perception of the activities conducted through the Internet. Although the Internet provides some risks, from a different point of view the Internet also gives big benefits to consumers. Customers would like to purchase online because they discover the advantages of using it. According to Forsythe, Liu, Shannon, & Gardner (2007) perceived benefit replicates about what customers gain from online shopping. the perceived benefit of online shopping can be measured from the level of satisfaction over the product and the benefit of online shopping.

According to (Kim et al., 2008), perceived benefit is the belief of consumers to which extend they feel this online transaction is much better rather than other online transactions. Internet shopping benefit has significantly related with attitude toward online shopping and intention to shop online (Jarvenpaa & Toad, 1996). The consumers' perceived benefits are the expansion of online shopping advantages or satisfaction that satisfies customers need and want (Delafrooz et al., 2011).

Thus, it can be concluded that perceived benefit has a significant effect on customer trust through Go-Food. Perceived benefits replicate what customers gain from ordering food from Go-Food. the perceived benefits of Go-Food can be measured from the level of satisfaction over the product and the benefits of buying food online. perceived benefit is the belief of consumers to extend what they feel this online transaction is much better than other online transactions in the other

applications. So, it was concluded that the Go-Food feature has a significant benefit to the customer's trust in buying the food they want at the Go-Food. Just like the Go-Food feature makes it easy for their customers to buy their food wherever they want by ordering food through online applications and makes it easy for users of the application so that they are flexible to order food wherever they want. and the Go-Food feature makes it easy for them to buy the food they want without having to come to the restaurant and which is more effective for its users.

4.6.4 The Influence of Trust affect customer Attitudes in the Go-Food feature in Yogyakarta

The result of the research analysis indicates that the Trust has a positive and significant effect on consumer Attitudes in the Go-Food feature in Yogyakarta. It was proven based on the data processing it is known that the CR value is 10.117 and the P-value is 0.000. These results indicate that the CR value is above 1.96 and the P-value is below 0.05. Therefore it can be concluded that Trust has a significant effect on customer Attitudes.

Bramall, Schoefer, & McKechnie (2004) found that customers' wishes in achieving satisfaction, long time profitability and client retention may be gained through promise, reputation, and offline presence. Swaen & Chumpitaz (2008) said that there are 3 major components of customer consider which consist of perceived credibility, perceived integrity, and perceived benevolence. Chiu & Chang (2009) concluded e-outlets and online customer's repurchase intentions particularly depend on purchase experiences at some stage in transactions and trust ranges generated by stores. Chiu & Chang (2009) and Qureshi et al. (2009) found that customers'

Repurchase Intention in online shopping is having a widespread dating with patrons consider. B.C. Ha, Park, & Cho (2011) affective agree with consists of the characteristics of openness, benevolence, liking, honesty, understanding, and respect. Butler (1991) deduced ten antecedents of purchaser trust, namely, availability, competence, consistency, discreetness, fairness, integrity, locality, openness, promise fulfillment and receptivity.

McKnight, Cummings, & Chervany (1998) noted that a person's trustworthiness includes benevolence, honesty, and competence as the center cognitive beliefs that one individual at some stage in the evaluation of others. Colquitt, Scott, & LePine (2007) found that the elements of trustworthiness (ability, benevolence, and integrity) and propensity to agree with are sizable to the relationship of considering and lead to high-quality behavioral results which include risk-taking. Mayer et al. (1995) counseled that purchaser consider is likely now not to happen in future interactions if it lacks the ability, benevolence, or integrity. Mayer et al. (1995) described benevolence as the quantity to which the trustee is assumed to need to do top to the trustor (Mayer et al., 1995). Mishra & Parikh (1992) suggested benevolence is one party's willingness to take a fair benefit while interacting with others and the self-pastimes of each event are well balanced. Kumar, Scheer, & Steenkamp (1995) defined benevolence as a customers' belief inside the trustee's motivation to act beneficially in the direction of the customer's welfare.

Thus, it can be concluded that customer trust has a significant and significant influence on the attitude of users of Go-Food features in Yogyakarta.

What is meant here is that the features on Go-Food give more trust to their customers and more clearly will affect the attitudes of their users. The things that affect customer trust from Go-Food are that the features in Go-Food are honest in serving their customers, features in Go-Food are also guaranteed to be more safe and comfortable for its users, and customers also trust in Go-Food features. that their data will remain safe and will not be scattered and more clearly the Go-Food feature can be trusted by its users. So that the trust of GoJek application users who are more identical in ordering food through Go-Food will make them more trust and feel safe and comfortable when making their order and that will positively influence the attitude of the users of the Go-Food feature.

4.6.5 The Influence of Attitudes affect customer Behavioral Intentions in the Go-Food feature in Yogyakarta

The result of the research analysis indicates that the Attitudes has a positive and significant effect on the consumer Behavioral Intentions in the Go-Food feature in Yogyakarta. It was proven based on the data processing, it is known that the CR value is 11,889 and the P-value is 0,000. These results indicate that the CR value is above 1.96 and the P-value is below 0.05. Therefore, it can be concluded that Attitudes have a significant effect on customer Behavioral Intentions.

Behavioral Intention is characterized as "a person's emotional likelihood of performing explicit leads and is a significant determinant of genuine use conduct" (Icek Ajzen & Fishbein, 1975). Its relationship depends on the hypothesis of arranged conduct (Taylor & Todd, 1995). The expectation is significantly brought about by mentality and social standards. There is a positive connection between

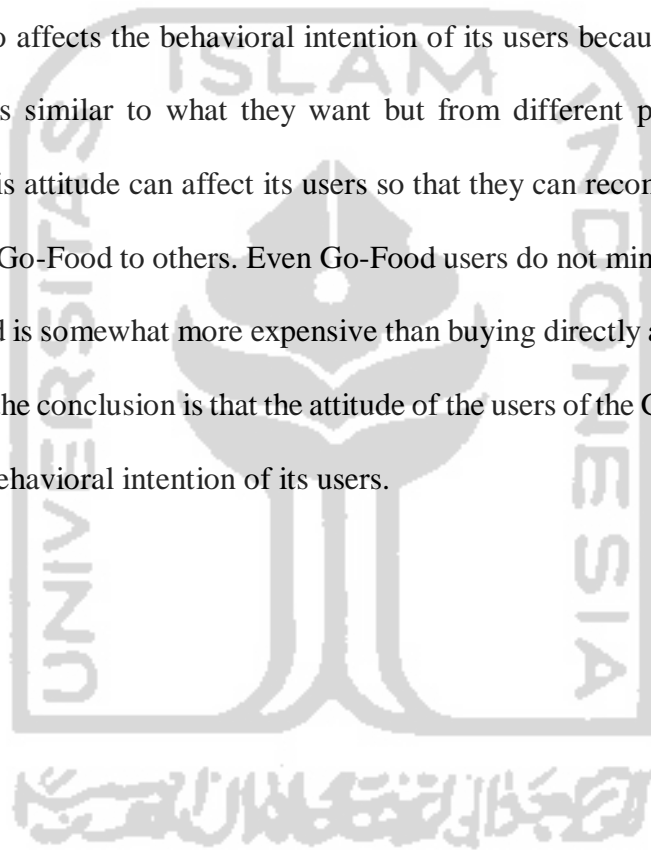
conduct aim and real utilization of conduct. Aims of clients to receive versatile learning are clarified by (Tan, Ooi, Leong, & Lin, 2014), on a very basic level the components that can influence the social expectations. Social aim portrayed as a man or lady's anticipated or arranged future conduct (Oliver & Swan, 1989), speaks to the hopes of a particular state of conduct in a given setting and perhaps operationalized as the probability to act (Icek Ajzen & Fishbein, 1975) Studies of vacationers' conduct point explicitly cognizance on subjects, goal inclination objective (Lam & Hsu, 2006), and post-purchase behavioral intention (Kozak, 2002) with the latter receiving the majority of attention.

Also, behavioral intention is a function of three impartial antecedents namely; consumer's mindset, subjective norm, and perceived behavioral control. However, the concept of cause action (TRA) suggests that behavioral purpose is the most influential predictor of conduct Icek Ajzen & Fishbein (1975) endorsed that someone's intention directs the execution of the behavior in the same direction. Bagozzi (1992) claimed that as fast as the aim is activated, it will characteristic as part of a self-exceptional mechanism and drive people into a status of "have to do" or "will do". According to Icek Ajzen (2012), behavioral intentions are motivational elements that capture how loads of effort a person is willing to make to perform conduct. However, Malhotra & McCort (2001) argued that selling better knowledge of consumers' behavioral intentions stays to be a primary issue for advertising researchers.

It can be concluded that the attitude of the users of the Go-Food feature has a positive and significant impact and influence on the behavioral intention of the

users of the feature. This happens because the attitude of the users of the Go-Food feature is they think that buying food through Go-Food is a good idea and buying food through Go-Food is also more interesting than having to buy the food they want directly to buy at the store and according to users of these features using Go-Food to order food is an interesting and exciting thing.

This also affects the behavioral intention of its users because they want to find food that is similar to what they want but from different places (different restaurants). This attitude can affect its users so that they can recommend the food they want from Go-Food to others. Even Go-Food users do not mind if the price of food at Go-Food is somewhat more expensive than buying directly at the restaurant they want. And the conclusion is that the attitude of the users of the Go-Food feature influences the behavioral intention of its users.



CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

This research tested the attributes of the Go-Food feature in the direction of the patrons consider by building an extra comprehensive model thinking about the perceived web high-quality, e-WOM, perceived benefit, trust, attitude, and behavioral intentions. The structural relationships among all variables within the studies had been tested the use of records acquired from a questionnaire survey. The research sample was Yogyakarta those who had used the GoJek application specifically using Go-Food functions inside the Yogyakarta area. These studies furnished empirical evidence for the Go-Food users in Yogyakarta. This research found enormous results approximately the effect of the atmosphere, espresso pleasant and pleasure within the purchaser's loyalty toward the espresso store business. Based on the statistics analysis effects, there has been one hypothesis that isn't always accepted, however, there were four hypotheses proposed in these studies that have been all accepted. Hence, it can be concluded that the perceived website nice, perceived benefits, consider, and attitude have a giant effect on purchaser accept as true within the Go-Food function in Yogyakarta.

These studies proved that the Go-Food function this is utilized in Yogyakarta has properly perceived website first-rate, perceived benefits, attitude, and consider some of the Go-Food users in Yogyakarta city. As we know, GoJek's utility mainly the Go-Food characteristic is a lovely and superb application that has expert offerings and useful capabilities, an amazing layout of the application, extra

easiness as properly, more safeness to their users and also construct a fine image to their customers. This provides an advantage to different applications except for GoJek in Indonesia to awareness on growing different aspects.

However, these studies confirmed that the e-WOM is the weakest compared to different courting variables due to the client's consider towards Go-Food function in Yogyakarta. Besides the GoJek software especially on Go-Food attention on improving the perceived website pleasant, perceived benefits, attitude, and they're believe, the Go-Food function need to be enhancing the e-WOM as nicely to boom the consumer's accept as true with that can have an impact on customer loyalty and advantage the competitive advantages in comparison to other competitors even though the one-variable isn't always proven in this studies.

5.2 Research Limitations

The research is far from perfect There are several factors as follows in terms of limitations:

1. The sample of this research still might not represent all Gojek application users in Yogyakarta.
2. This research does not guarantee similar findings when the model is tested in a different location than the people are using Gojek application as a different location in Indonesia might have different characteristics.
3. This research is only focusing on the Go-Food itself, thus it can't be implicated or it might be different in other GoJek features.

5.3 Recommendations

Regardless of the implications, some limitations of the current research must be discussed. First, this research was conducted using one country and respondents from Indonesia were more specifically in Yogyakarta. Therefore, there are limits to generalizing the results of this study to all customers. Future researchers must strive to replicate and expand this research in other cultures to help in establishing generalizations of the findings. Second, this study includes perceived website quality, e-WOM, and perceived benefits as factors that influence the perceived trust of Go-Food feature users and the attitude of their users and will influence the behavioral intentions of those application users. Third, this study measures the three types of variables that are analyzed in this study, which are independent, mediating, and dependent variables. For independent variables, there is Behavioral Intention. For mediating variables, there are Perceived Web Quality, eWOM, Perceived Benefit, Trust. Meanwhile, the dependent variable is the Attitude that is affected by Trust. It will be meaningful for future research to clarify the specific roles of each sub-dimension.

For further empirical studies, it is suggested that each dimension of the attributes of the Go-Food feature could be more explored. These dimensions provide details on what elements in the Go-Food could better explain in the online food business sector. Secondly, future research could also go for different research frameworks. The research framework can be modified to find other possible better models that explain perceived web quality, e-WOM, perceived benefit, trust, attitude, and behavioral intentions to the Go-Food feature. At last, the researcher

suggests a future study to examine different target respondents. In terms of managerial implication, the results can help managers of the GoJek application, especially on Go-Food to make more effective strategies toward customers' trust in the Go-Food features. People's trust is different when ordering food from one merchant to another merchant in Go-Food. The GoJek application, especially in Go-Food, needs to consider the detail dimensions that build customer trust and customer behavioral intention toward the Go-Food feature. An image in the customers' mind is a hard thing to change. Besides that, managing every element of attributes of the Go-Food feature should be taken as a priority because consumers' trust may change a lot. Thus, the managers even the owners of the GoJek application should be very adaptive to the industrial changes. Additionally, solely depending on the e-WOM itself is not sufficient for maintaining customer trust.

Thus, the GoJek company should be responsible for maintaining the Go-Food features design, usefulness, easiness, effectiveness, more safeness, and build a positive image for its users. Overall, developing and using items to measure the user's ability will lead to more accurate results. By the end, a happy customer will spread good things and a good rating on the application itself.

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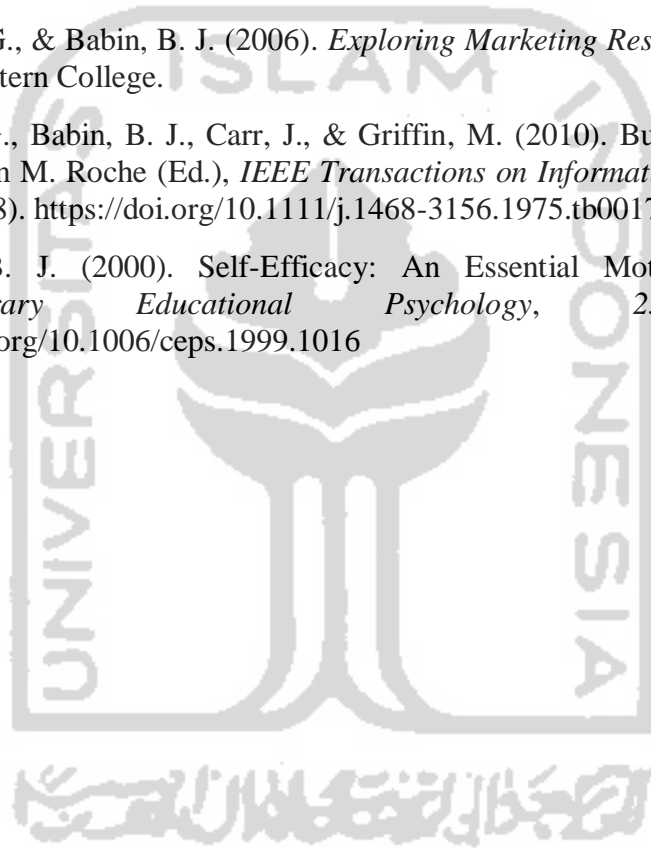
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APPENDIX A
RESEARCH QUESTIONNAIRES

Antecedents of Trust in Using Go-Food Features to Buy Online Food

Assalamualaikum Wr.Wb.

Saya Jisnu Mahan Pratama Putra mahasiswa dari International Program Jurusan Management, Fakultas Ekonomi, Universitas Islam Indonesia, Yogyakarta.

Saat ini saya sedang melaksanakan penelitian guna menyelesaikan tugas akhir saya. Tujuan penelitian ini adalah untuk mengetahui pengalaman pelanggan yang sering atau pernah melakukan pemesanan makanan melalui aplikasi GoFood di Yogyakarta. Berkenaan dengan hal tersebut, saya mohon untuk anda mengisi kuesioner ini jika anda pernah memesan makanan melalui fitur GoFood di Yogyakarta. Identitas saudara akan saya rahasiakan.

Terima Kasih

Identitas Responden

1. Jenis Kelamin

** Mark only one oval.*

- Laki-Laki
 Perempuan

2. Pendidikan

* *Mark only one oval.*

- SMP
- SMA / SEDERAJAT
- S1
- Pasca Sarjana
- Lainnya

3. Pekerjaan

* *Mark only one oval.*

- Pelajar / Mahasiswa
- PNS / TNI / Polri
- Pegawai Swasta
- Wirausaha
- Lainnya

4. Pengeluaran Perbulan

* *Mark only one oval.*

- < 3.000.000
- 3.000.000 - 5.000.000
- > 5.000.000

5. Berapa Lama Menggunakan Aplikasi GoJek

* *Mark only one oval.*

- < 2 Tahun
- 2 – 3 Tahun
- > 3 Tahun

6. Seberapa sering Membeli Makanan Lewat GoFood Dalam Sebulan?

* *Mark only one oval.*

- < 2 kali
- 2 - 5 kali
- > 5 kali



Kualitas Website

Pertanyaan dibawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap kualitas website di fitur GoFood

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Agak tidak setuju

4 = Agak setuju

5 = Setuju

6 = Sangat setuju

Katalog makanan di fitur GoFood sesuai yang saya cari

** Mark only one oval*

Sangat Tidak Setuju 1 2 3 4 5 6 Sangat Setuju

Proses pemesanan melalui fitur GoFood sederhana

** Mark only one oval*

1 2 3 4 5 6

Sangat Tidak Setuju _____ Sangat Setuju

Katalog makanan di fitur GoFood cepat diakses

* *Mark only one oval*

	1	2	3	4	5	6	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Sangat Tidak Setuju							Sangat Setuju

Tidak repot menemukan makanan yang saya inginkan di fitur GoFood

* *Mark only one oval*

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Sangat Tidak Setuju	1	2	3	4	5	6	Sangat Setuju

Secara keseluruhan, fitur GoFood didesain dengan baik.

* *Mark only one oval*

	1	2	3	4	5	6	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Sangat Tidak Setuju							Sangat Setuju

E-Word of Mouth

Pertanyaan dibawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap e-word of mouth di fitur GoFood

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Agak tidak setuju

4 = Agak setuju

5 = Setuju

6 = Sangat setuju

Saya membaca rekomendasi online (atau dari medsos) untuk membeli makanan di fitur GoFood ini

** Mark only one oval*

Sangat Tidak Setuju 1 2 3 4 5 6 Sangat Setuju

Jika perlu, Saya bersedia memberi komentar online positif tentang fitur GoFood ini

** Mark only one oval*

1 2 3 4 5 6

Sangat Tidak Setuju Sangat Setuju

Saya kadang membaca ulasan online tentang fitur GoFood ini

** Mark only one oval*

	1	2	3	4	5	6	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Sangat Tidak Setuju							Sangat Setuju

Komunitas media sosial saya kadang memposting rekomendasi menarik tawaran dari fitur GoFood ini

** Mark only one oval*

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Sangat Tidak Setuju	1	2	3	4	5	6	Sangat Setuju

Rekomendasi dan ulasan online dari konsumen menambah keyakinan saya untuk membeli lewat fitur GoFood

** Mark only one oval*

	1	2	3	4	5	6	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Sangat Tidak Setuju							Sangat Setuju

Persepsi Manfaat

Pertanyaan dibawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap persepsi manfaat di fitur GoFood

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Agak tidak setuju

4 = Agak setuju

5 = Setuju

6 = Sangat setuju

Fitur GoFood ini memungkinkan membeli makanan dari mana saja

** Mark only one oval*

_____ _____

Sangat Tidak Setuju 1 2 3 4 5 6 Sangat Setuju

Fitur GoFood ini memungkinkan membeli makanan kapanpun (lebih fleksibel)

** Mark only one oval*

_____ 1 2 3 4 5 6 _____

_____ _____

Sangat Tidak Setuju Sangat Setuju

Fitur GoFood ini menghemat tenaga saya untuk membeli makanan dibanding harus keluar mendatangi toko makanan

** Mark only one oval*

	1	2	3	4	5	6	
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Sangat Tidak Setuju							Sangat Setuju

Fitur GoFood akan meningkatkan efektivitas saya dalam membeli makanan

** Mark only one oval*

_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Sangat Tidak Setuju	1	2	3	4	5	6	Sangat Setuju

Fitur GoFood memungkinkan saya membeli makanan lebih cepat

** Mark only one oval*

_____	1	2	3	4	5	6	_____
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Sangat Tidak Setuju							Sangat Setuju

Kepercayaan

Pertanyaan dibawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap kepercayaan di fitur GoFood

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Agak tidak setuju

4 = Agak setuju

5 = Setuju

6 = Sangat setuju

Fitur GoFood jujur dalam melayani

** Mark only one oval*




Sangat Tidak Setuju 1 2 3 4 5 6 Sangat Setuju

Fitur GoFood aman buat bertransaksi online

** Mark only one oval*

1 2 3 4 5 6



Sangat Tidak Setuju Sangat Setuju

Fitur GoFood tidak akan membagi data akun saya ke pihak lain

** Mark only one oval*

	1	2	3	4	5	6	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Sangat Tidak Setuju							Sangat Setuju

Fitur GoFood dapat dipercaya

** Mark only one oval*

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Sangat Tidak Setuju	1	2	3	4	5	6	Sangat Setuju

Fitur GoFood memberikan komitmen jasa hantar makanan yang baik

** Mark only one oval*

	1	2	3	4	5	6	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Sangat Tidak Setuju							Sangat Setuju

Makanan yang ditampilkan di fitur GoFood apa adanya

** Mark only one oval*

	1	2	3	4	5	6	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Sangat Tidak Setuju							Sangat Setuju

Sikap Terhadap Belanja Online

Pertanyaan dibawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap sikap terhadap belanja online di fitur GoFood

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Agak tidak setuju


4 = Agak setuju

5 = Setuju

6 = Sangat setuju

Membeli makanan lewat fitur GoFood adalah ide yang bagus

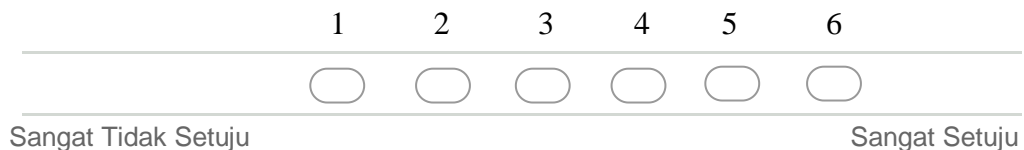
** Mark only one oval*



Sangat Tidak Setuju 1 2 3 4 5 6 Sangat Setuju

Membeli makanan dari fitur GoFood kadang lebih baik daripada membeli langsung dari toko makanan

** Mark only one oval*



1 2 3 4 5 6
Sangat Tidak Setuju Sangat Setuju

Membeli dari fitur GoFood cukup menyenangkan

* *Mark only one oval*

	1	2	3	4	5	6
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sangat Tidak Setuju						Sangat Setuju



Niat Perilaku

Pertanyaan dibawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap niat perilaku di fitur GoFood

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Agak tidak setuju

4 = Agak setuju

5 = Setuju

6 = Sangat setuju

Saya membeli lewat fitur GoFood sebagai alternative untuk menemukan makanan yang sesuai

** Mark only one oval*

	1	2	3	4	5	6	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Sangat Tidak Setuju							Sangat Setuju

Saya suka menggunakan layanan fitur GoFood untuk membeli makanan

** Mark only one oval*

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Sangat Tidak Setuju							Sangat Setuju
	1	2	3	4	5	6	

Saya tidak keberatan merekomendasikan membeli makanan lewat fitur GoFood kepada orang lain

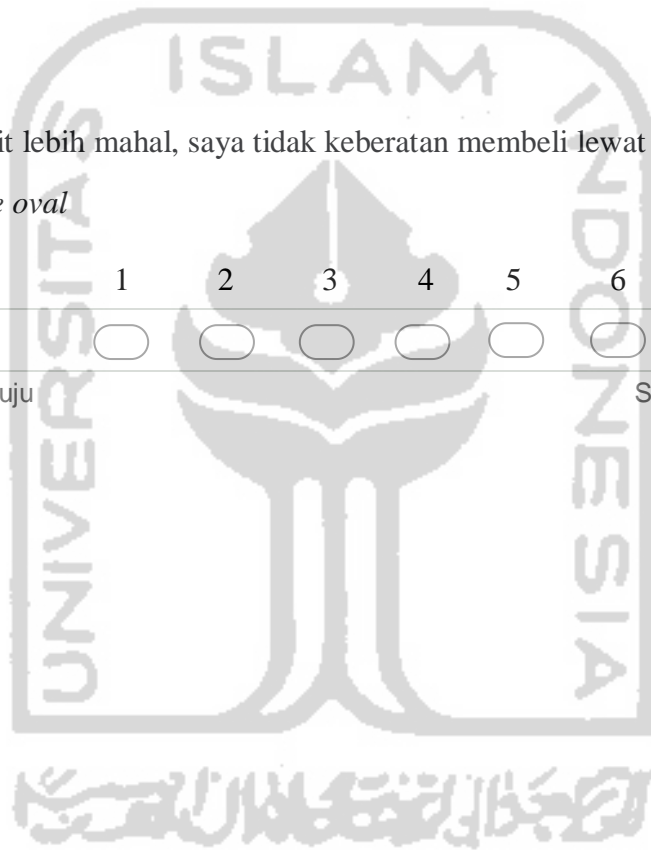
* *Mark only one oval*

	1	2	3	4	5	6	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Sangat Tidak Setuju							Sangat Setuju

Meskipun sedikit lebih mahal, saya tidak keberatan membeli lewat GoFood

* *Mark only one oval*

	1	2	3	4	5	6	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Sangat Tidak Setuju							Sangat Setuju



APPENDIX B
VALIDITY AND RELIABILITY TEST OF RESEARCH
INSTRUMENT RESULTS (SPSS)

A pilot test with 40 Respondents:

1. Perceived Website Quality (KW)

Case Processing Summary

		N	%
Cases	Valid	40	44.0
	Excluded	51	56.0
	Total	91	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.700	.699	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KW1	21.05	4.151	.359	.171	.689
KW2	20.90	4.144	.388	.207	.677
KW3	21.03	3.666	.552	.314	.609
KW4	21.08	3.763	.451	.231	.653
KW5	20.95	3.638	.532	.288	.617

2. E-WOM

Case Processing Summary

		N	%
Cases	Valid	40	44.0
	Excluded	51	56.0
	Total	91	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.812	.821	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
EWOM1	17.95	12.818	.526	.301	.801
EWOM2	17.80	14.779	.631	.416	.781
EWOM3	18.40	11.221	.677	.530	.752
EWOM4	18.18	10.969	.748	.612	.725
EWOM5	17.58	14.815	.505	.289	.803

3. Perceived Benefits (PM)

Case Processing Summary

		N	%
Cases	Valid	40	44.0
	Excluded	51	56.0
	Total	91	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.733	.767	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PM1	21.05	5.279	.654	.600	.631
PM2	20.90	5.785	.520	.578	.681
PM3	20.83	5.840	.586	.537	.666
PM4	20.95	5.279	.545	.569	.667
PM5	21.48	5.333	.311	.106	.794

2. Trust (KP)

Case Processing Summary

		N	%
Cases	Valid	40	44.0
	Excluded	51	56.0
	Total	91	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.845	.849	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KP1	24.92	11.917	.545	.485	.835
KP2	24.97	10.230	.729	.635	.799
KP3	25.32	9.661	.657	.675	.816
KP4	24.90	9.990	.814	.802	.783
KP5	24.82	10.815	.668	.660	.812
KP6	25.30	11.703	.400	.176	.863

3. Behavioral Intentions (STBO)

Case Processing Summary

		N	%
Cases	Valid	40	44.0
	Excluded	51	56.0
	Total	91	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.784	.803	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
STBO1	9.80	3.292	.666	.476	.660
STBO2	10.35	2.746	.596	.355	.777
STBO3	9.75	3.885	.664	.466	.697

APPENDIX C

TABLES OF THE RESPONDENTS CHARACTERISTICS

Gender Classifications

No.	Gender	Number (Person)	Percentage
1	Male	68	40%
2	Female	102	60%
TOTAL		170	100%

Classifications of Respondent's Education

No.	Education	Number (Person)	Percentage
1	Junior High School	0	0%
2	Senior High School	28	16%
3	Diploma Degree	123	72%
4	Bachelor Degree	14	8%
5	Others	5	3%
TOTAL		170	100%

Classifications of Respondent's Job

No.	Job	Number (Person)	Percentage
1	Student	126	74%
2	PNS / TNI / Polri	1	1%
3	Private employees	18	11%
4	Entrepreneur	4	2%
5	Others	21	12%
TOTAL		170	100%

Classifications of Respondent's Monthly Expenditure

No.	Monthly Expenditure	Number (Person)	Percentage
1	< 3.000.000	118	69%
2	3.000.000 - 5.000.000	32	19%
3	> 5.000.000	20	12%
TOTAL		170	100%

Classifications of Respondent's How Long They Use the GoJek Applications

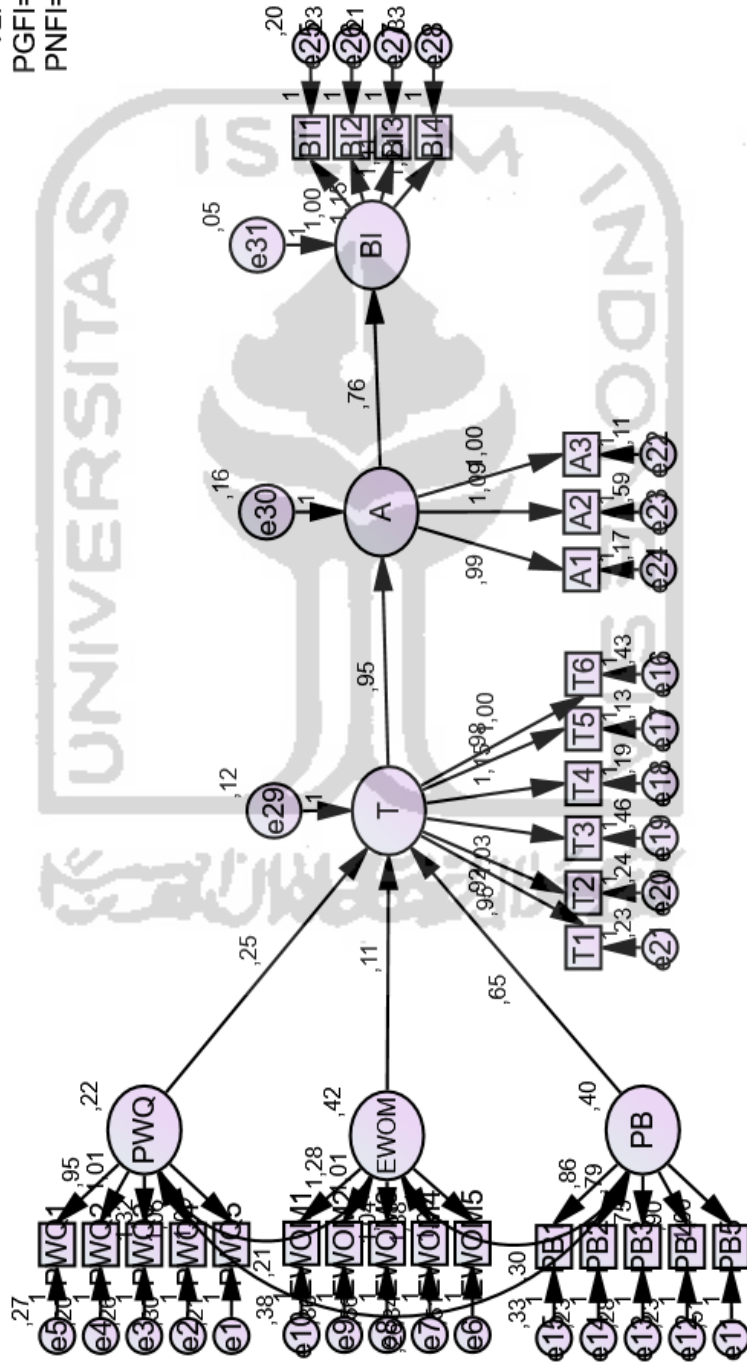
No.	How Long They Use the Gojek Application	Number (Person)	Percentage
1	< 2 Years	32	19%
2	2 - 3 Years	64	38%
3	> 3 Years	74	44%
TOTAL		170	100%

Classifications of Respondent's How Often They Buy Food Through GoFood in a Month

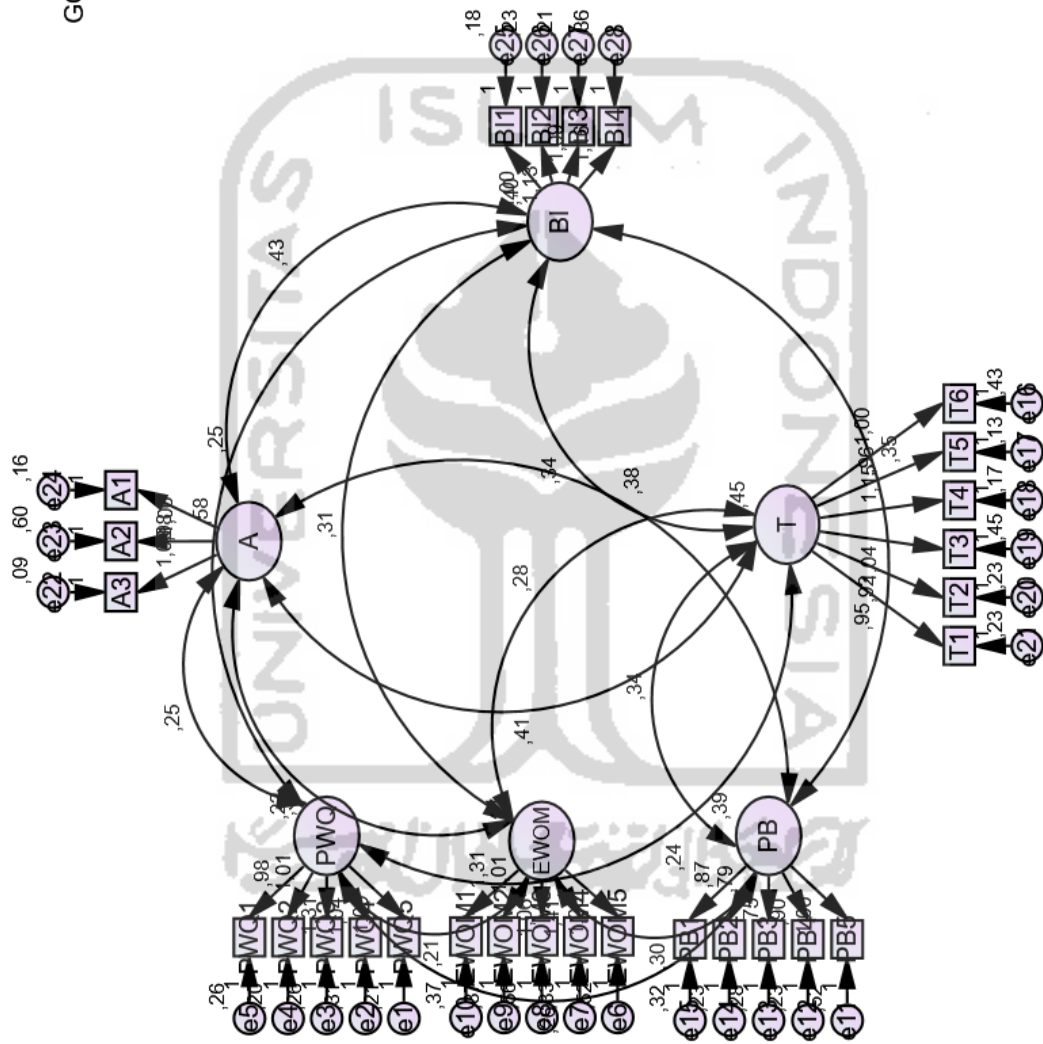
No.	How Often They Buy Food Through GoFood in a Month	Number (Person)	Percentage
1	< 2 Times	25	15%
2	2 - 5 Times	60	35%
3	> 5 Times	85	50%
TOTAL		170	100%

APPENDIX D
RESULTS OF THE FULL MODEL

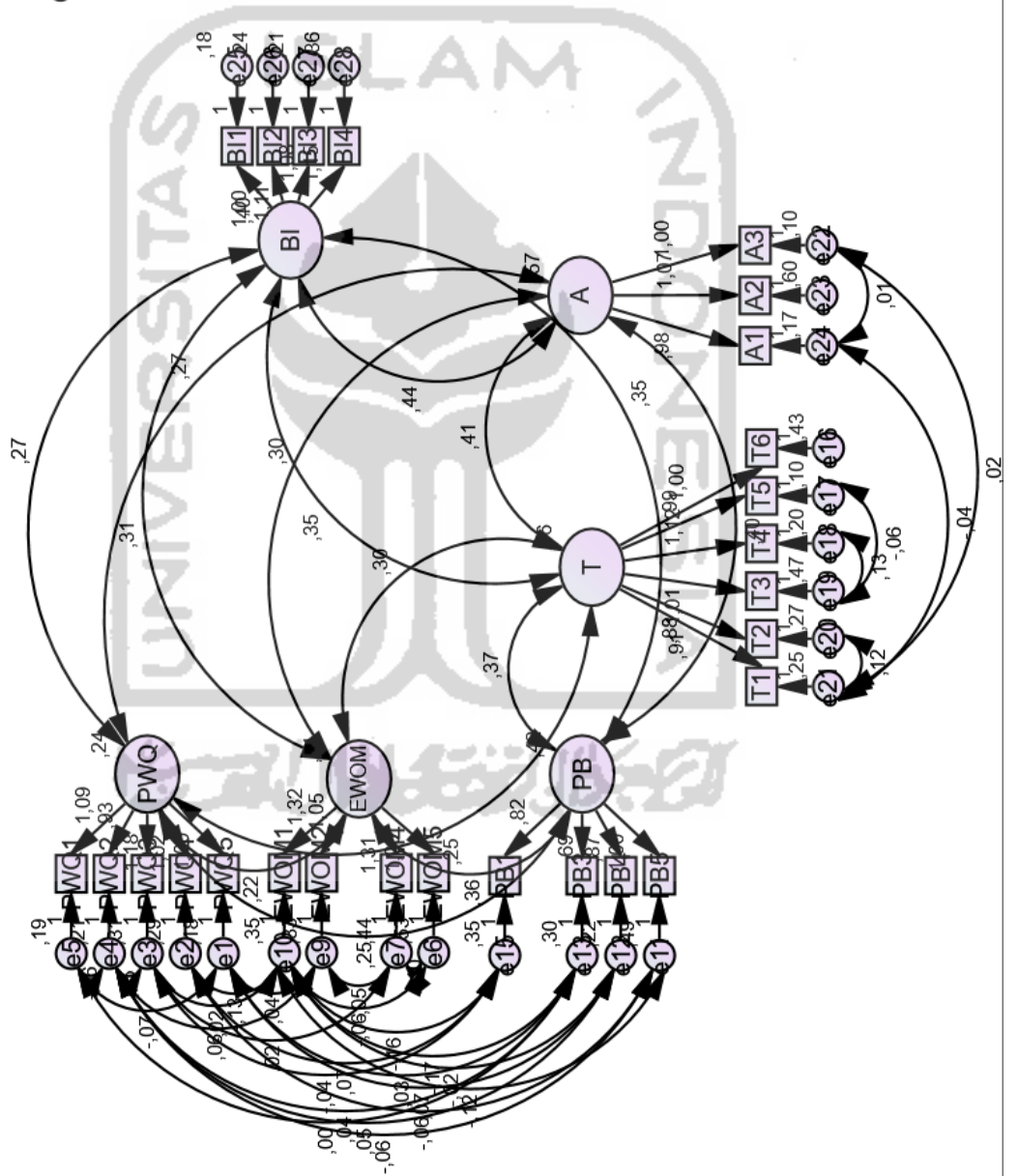
GOODNESS OF FIT :
 RMSEA=,125
 CMINDF=3,642
 CFI=,763
 TLI=,738
 PGFI=,588
 PNFI=,636



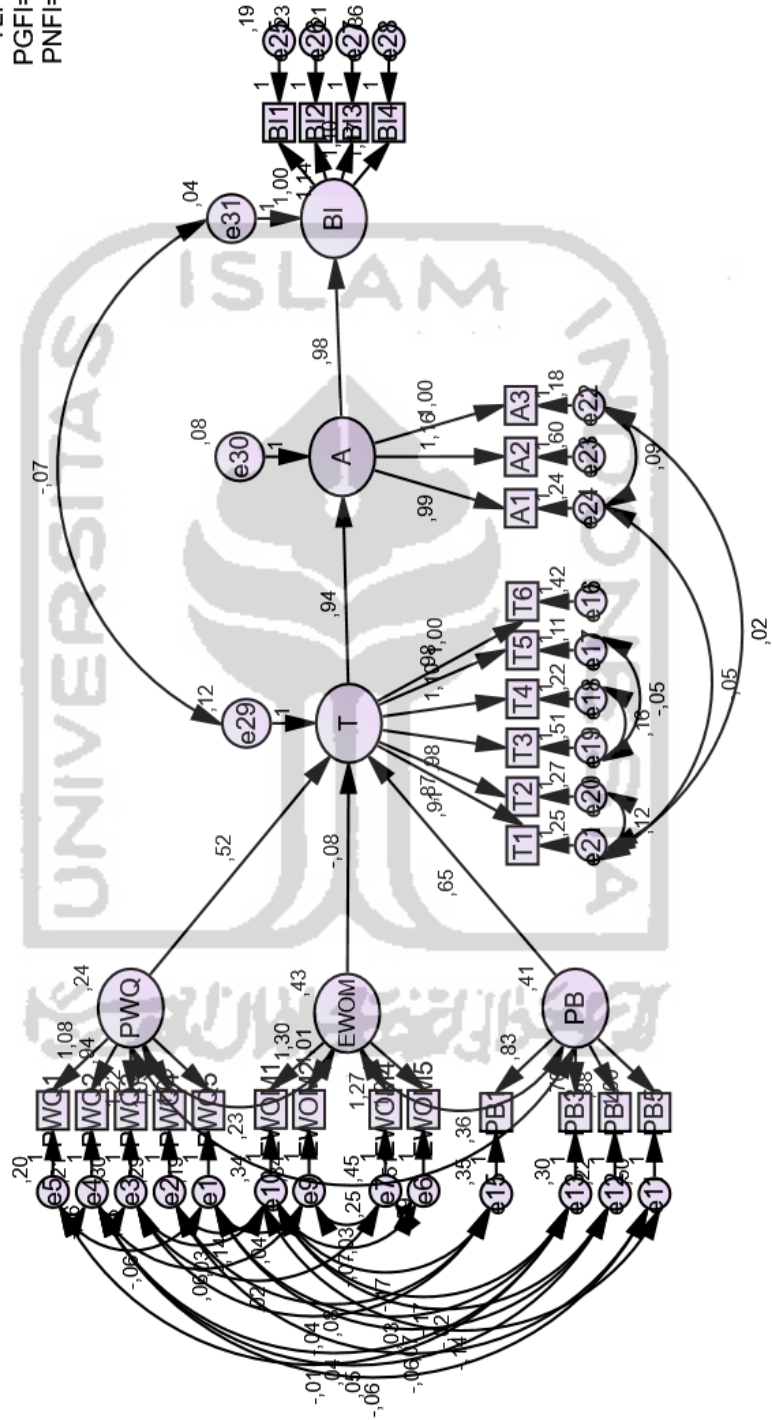
GOODNESS OF FIT :
 RMSEA=,121
 CMINDF=3,485
 CFI=,782
 TLI=,754
 PGFI=,584
 PNFI=,640



GOODNESS OF FIT :
 RMSEA=,098
 CMINDF=2,608
 CFI=,881
 TLI=,847
 PGFI=,578
 PNFI=,643



GOODNESS OF FIT :
 RMSEA=.099
 CMINDF=2,654
 CFI=.874
 TLI=.843
 PGFI=.589
 PNFI=.653



FIRST NORMALITY TEST RESULT (AMOS)

Variable	min	max	skew	c.r.	kurtosis	c.r.
BI4	1,000	6,000	-,589	-3,623	,013	,039
BI3	1,000	6,000	-,881	-5,422	1,127	3,468
BI2	1,000	6,000	-,855	-5,259	1,004	3,087
BI1	1,000	6,000	-1,053	-6,477	1,570	4,829
A1	2,000	6,000	-,676	-4,158	-,155	-,477
A2	1,000	6,000	-,252	-1,547	-,843	-2,594
A3	2,000	6,000	-,575	-3,537	-,092	-,283
T1	3,000	6,000	-,433	-2,664	-,423	-1,300
T2	2,000	6,000	-,808	-4,971	,532	1,635
T3	1,000	6,000	-,433	-2,666	-,456	-1,404
T4	2,000	6,000	-,464	-2,851	-,164	-,504
T5	3,000	6,000	-,489	-3,010	-,240	-,739
T6	2,000	6,000	-,305	-1,878	-,617	-1,897
PB1	1,000	6,000	-1,469	-9,036	2,610	8,026
PB2	2,000	6,000	-,927	-5,700	,837	2,574
PB3	1,000	6,000	-1,696	-10,434	4,879	15,005
PB4	1,000	6,000	-1,138	-6,998	1,710	5,258
PB5	1,000	6,000	-,680	-4,185	-,239	-,736
EWOM1	1,000	6,000	-,536	-3,296	-,614	-1,889
EWOM2	2,000	6,000	-,412	-2,534	-,218	-,670
EWOM3	1,000	6,000	-,122	-,749	-1,022	-3,144
EWOM4	1,000	6,000	-,567	-3,485	-,421	-1,294
EWOM5	1,000	6,000	-,750	-4,613	,263	,809
PWQ1	1,000	6,000	-,681	-4,189	1,561	4,799

Variable	min	max	skew	c.r.	kurtosis	c.r.
PWQ2	3,000	6,000	-,745	-4,581	,072	,221
PWQ3	3,000	6,000	-,703	-4,325	,156	,480
PWQ4	1,000	6,000	-,856	-5,268	1,318	4,054
PWQ5	3,000	6,000	-,696	-4,279	,649	1,996
Multivariate					194,872	35,816

SECOND NORMALITY TEST RESULT (AMOS)

Variable	min	max	skew	c.r.	kurtosis	c.r.
BI4	3,000	6,000	-,124	-,659	-,897	-2,387
BI3	3,000	6,000	-,380	-2,020	-,714	-1,901
BI2	3,000	6,000	-,493	-2,622	-,479	-1,274
BI1	3,000	6,000	-,388	-2,067	-,369	-,982
A1	3,000	6,000	-,516	-2,744	-,469	-1,248
A2	3,000	6,000	-,022	-,117	-1,375	-3,659
A3	3,000	6,000	-,456	-2,429	-,279	-,743
T1	3,000	6,000	-,509	-2,710	-,172	-,457
T2	3,000	6,000	-,589	-3,136	-,087	-,231
T3	3,000	6,000	-,080	-,423	-,992	-2,640
T4	3,000	6,000	-,294	-1,563	-,815	-2,170
T5	3,000	6,000	-,488	-2,596	-,083	-,220
T6	3,000	6,000	-,183	-,977	-,858	-2,283
PB1	3,000	6,000	-,740	-3,939	,276	,734
PB2	4,000	6,000	-,388	-2,066	-,877	-2,335
PB3	3,000	6,000	-1,067	-5,680	1,157	3,079
PB4	3,000	6,000	-,579	-3,083	-,383	-1,019

Variable	min	max	skew	c.r.	kurtosis	c.r.
PB5	3,000	6,000	-,344	-1,830	-,940	-2,502
EWOM1	3,000	6,000	-,125	-,666	-1,147	-3,053
EWOM2	3,000	6,000	,037	,199	-,801	-2,133
EWOM3	3,000	6,000	,426	2,266	-,959	-2,551
EWOM4	3,000	6,000	-,014	-,072	-1,245	-3,314
EWOM5	3,000	6,000	-,361	-1,919	-,829	-2,205
PWQ1	3,000	6,000	-,119	-,632	-,517	-1,377
PWQ2	3,000	6,000	-,706	-3,760	,606	1,614
PWQ3	3,000	6,000	-,818	-4,356	,500	1,332
PWQ4	3,000	6,000	-,422	-2,246	-,324	-,861
PWQ5	3,000	6,000	-,537	-2,856	,398	1,060
Multivariate					59,405	9,449

OUTLIERS TEST TABLE

Observation number	Mahalanobis d-squared	p1	p2
52	47,104	,013	,664
153	47,104	,013	,397
73	43,704	,030	,746
36	42,967	,035	,714
137	42,967	,035	,551
10	41,865	,045	,639
17	41,708	,046	,529
118	41,708	,046	,386

FIRST LOADING FACTORS RESULT

		Estimate
PWQ5	<--- PWQ	,756
PWQ4	<--- PWQ	,681
PWQ3	<--- PWQ	,720
PWQ2	<--- PWQ	,707
PWQ1	<--- PWQ	,778
EWOM5	<--- EWOM	,662
EWOM4	<--- EWOM	,786
EWOM2	<--- EWOM	,761
EWOM1	<--- EWOM	,817
PB5	<--- PB	,678
PB4	<--- PB	,765
PB3	<--- PB	,627
PB1	<--- PB	,668
T6	<--- T	,719
T5	<--- T	,902
T4	<--- T	,860
T3	<--- T	,706
T2	<--- T	,756
T1	<--- T	,778
A3	<--- A	,924
A2	<--- A	,724
A1	<--- A	,876
BI1	<--- BI	,832

			Estimate
BI2	<---	BI	,823
BI3	<---	BI	,828
BI4	<---	BI	,771

FIRST GOODNESS OF FIT TEST RESULT

Goodness of Fit	Criteria	Cut-off value	Description
RMSEA	0.08	0.121	Not fit
CMINDF	2,00	3,485	Not fit
TLI	0.90	0.782	Not fit
CFI	0.90	0.754	Not fit
PGFI	0.60	0.584	Marginal fit
PNFI	0.60	0.640	Marginal fit

SECOND LOADING FACTORS RESULT

			Estimate
PWQ5	<---	PWQ	,756
PWQ4	<---	PWQ	,681
PWQ3	<---	PWQ	,720
PWQ2	<---	PWQ	,707
PWQ1	<---	PWQ	,778
EWOM5	<---	EWOM	,662
EWOM4	<---	EWOM	,786
EWOM2	<---	EWOM	,761
EWOM1	<---	EWOM	,817
PB5	<---	PB	,678
PB4	<---	PB	,765
PB3	<---	PB	,627

			Estimate
PB1	<---	PB	,668
T6	<---	T	,719
T5	<---	T	,902
T4	<---	T	,860
T3	<---	T	,706
T2	<---	T	,756
T1	<---	T	,778
A3	<---	A	,924
A2	<---	A	,724
A1	<---	A	,876
BI1	<---	BI	,832
BI2	<---	BI	,823
BI3	<---	BI	,828
BI4	<---	BI	,771

SECOND GOODNESS OF FIT TEST RESULT

Goodness of Fit	Criteria	Cut-off value	Description
RMSEA	0,08	0.098	Marginal Fit
CMINDF	2,00	2,608	Marginal Fit
TLI	0.90	0.881	Marginal Fit
CFI	0.90	0.847	Marginal Fit
PGFI	0.60	0.578	Marginal Fit
PNFI	0.60	0.643	Fit

RELIABILITY TEST

variables	Indicator	Loading standards	standard Loading ²	measurement Error	CR	VE
PWQ	PWQ5	0.756	.572	.428	0.8	0.5
	PWQ4	.681	0.464	.536		
	PWQ3	0.72	.518	0.482		
	PWQ2	0.707	.500	.500		
	PWQ1	.778	0.605	0.395		
EWOM	EWOM5	0.662	0.438	0.562	0.8	0.6
	EWOM4	.786	0.618	0.382		
	EWOM2	0.761	0.579	.421		
	EWOM1	0.817	0.667	0.333		
PB	PB5	0.678	.460	.540	0.8	0.5
	PB4	0.765	0.585	.415		
	PB3	0.627	.393	.607		
	PB1	0.668	0.446	0.554		
T	T6	0.719	0.517	0.483	0.9	0.6
	T5	.902	.814	0.186		
	T4	0.86	.740	0.260		
	T3	.706	0.498	0.502		
	T2	0.756	.572	.428		
	T1	.778	0.605	0.395		
A	A3	.924	0.854	0.146	0.9	0.7
	A2	0.724	0.524	.476		
	A1	0.876	0.767	.233		
BI	BI1	.832	0.692	0.308	0.9	0.7
	BI2	0.823	.677	0.323		
	BI3	0.828	0.686	0.314		
	BI4	.771	0.594	0.406		

FIX GOODNESS OF FIT TEST RESULT

Goodness of Fit	Criteria	Cut-off value	Description
RMSEA	0,08	0.099	Marginal Fit
CMINDF	2,00	2,654	Marginal Fit
TLI	0.90	0.874	Marginal Fit
CFI	0.90	0.843	Marginal Fit
PGFI	0.60	0.589	Marginal Fit
PNFI	0.60	0.653	Fit

THE REGRESSION WEIGHT TEST RESULTS

			Estimate	S.E.	C.R.	P	Label
T	<---	PWQ	,523	,151	3,466	***	Supported
T	<---	EWOM	-,084	,181	-,462	,644	Not Supported
T	<---	PB	,648	,235	2,752	,006	Supported
A	<---	T	,942	,093	10,117	***	Supported
BI	<---	A	,981	,083	11,889	***	Supported