THE EFFECT OF KOPI KENANGAN ONLINE MENUS ON CONSUMERS' PURCHASE INTENTION DURING THE COVID-19 PANDEMIC

THESIS

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Majoring	**: Marketing**

FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ISLAM INDONESIA

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Is written and filed to accomplish final exam requirements in order to obtain a bachelor's degree at Management International Program Faculty of Business and Economics, Universitas Islam Indonesia

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iv

DECLARATION OF AUTHENTICITY

Here I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas, or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, October 1, 2022

Author,

Dinda Saphira Nabila Sofyan

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TABLE OF CONTENT

THE EFFECT OF KOPI KENANGAN ONLINE MENUS ON CONSUMERS' PURCHASE INTENTION DURING THE COVID-19 PANDEMIC

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ABSTRACT

The purpose of this study is to discover the factors driving people intention to purchase Kopi Kenangan products through online food ordering platforms. This study builds an empirical investigation into consumers purchase intentions during the pandemic in relation to the online food menu under the extended S-O-R framework, particularly with Kopi Kenangan as the object. The sample in this study was collected by using purposive sampling technique, with the criteria of potential Kopi Kenangan consumers in Indonesia who had familiar with online food ordering platforms and had ever experience in purchasing Kopi Kenangan online. This study had successfully gained 250 samples that were further analyzed by PLS-SEM method. Overall, the findings stated that menu visual appeal and menu

informativeness positively affected desire for food. The perception of COVID-19 risks positively affected the perceived convenience of online food ordering as well. While, desire for food and perceived convenience also positively affected purchase intention. These findings were expected to provide implications and empirical studies related to consumers purchase intention on restaurant through online food ordering platforms in Indonesia.

Keyword: Menu Visual Appeal, Menu Informativeness, Desire for Food, Perception of COVID-19 Risks, Perceived Convenience in Online Food Ordering, Purchase Intention.
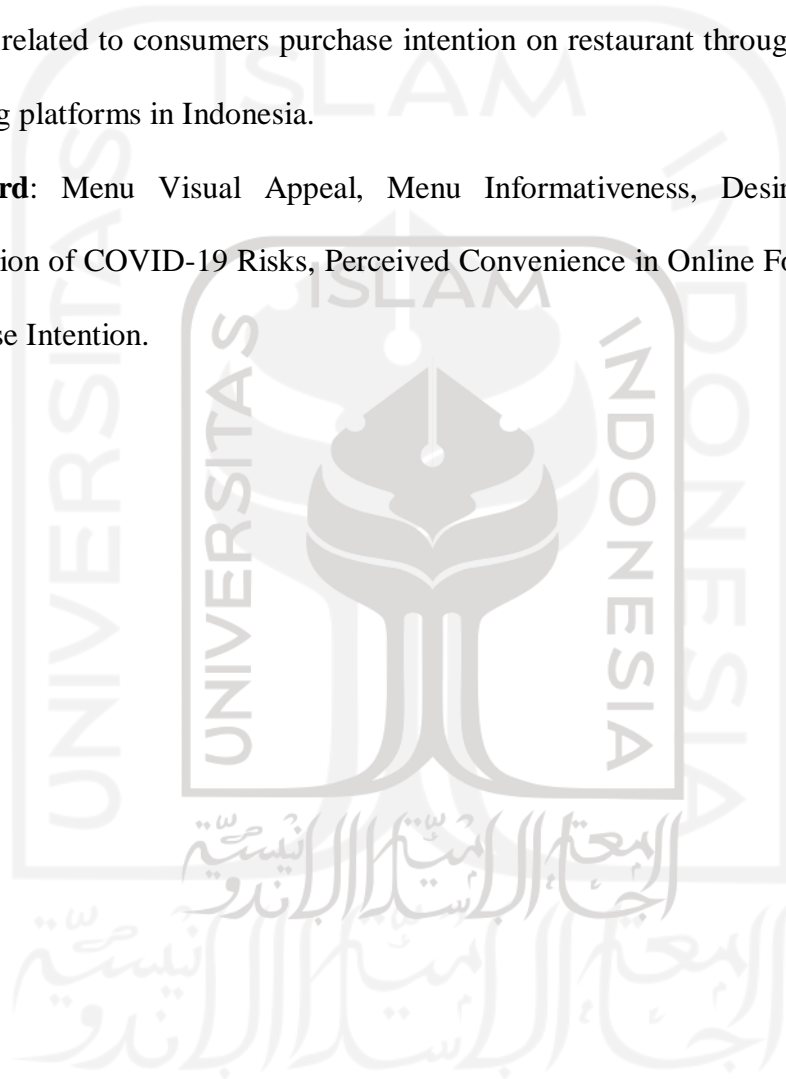
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ABSTRACT

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mendorong niat masyarakat untuk membeli produk Kopi Kenangan melalui platform pemesanan makanan secara online. Studi ini membangun penyelidikan empiris tentang niat beli konsumen selama pandemi dalam kaitannya dengan menu makanan online di bawah kerangka S-O-R yang diperluas, terutama dengan Kopi Kenangan sebagai objeknya. Pengambilan sampel dalam penelitian ini dilakukan dengan menggunakan teknik *purposive sampling*, dengan kriteria konsumen Kopi Kenangan di Indonesia yang sudah mengenal platform pemesanan makanan *online* dan pernah mengalami pembelian Kopi Kenangan secara *online*. Penelitian ini berhasil mendapatkan 250 sampel yang selanjutnya dianalisis dengan metode PLS-

SEM. Secara keseluruhan, temuan menyatakan bahwa daya tarik visual menu dan keinformatifan menu berpengaruh positif terhadap keinginan untuk makan. Persepsi risiko COVID-19 secara positif memengaruhi persepsi kenyamanan memesan makanan secara online juga. Sedangkan keinginan akan makanan dan kenyamanan yang dirasakan juga berpengaruh positif terhadap niat beli. Temuan ini diharapkan dapat memberikan implikasi dan studi empiris terkait niat beli konsumen pada restoran melalui platform pemesanan makanan *online* di Indonesia.

Keyword: Daya Tarik Visual Menu, Keinformatifan Menu, Keinginan Makan, Persepsi Risiko COVID-19, Persepsi Kenyamanan dalam Pemesanan Makanan *Online*, Niat Beli.
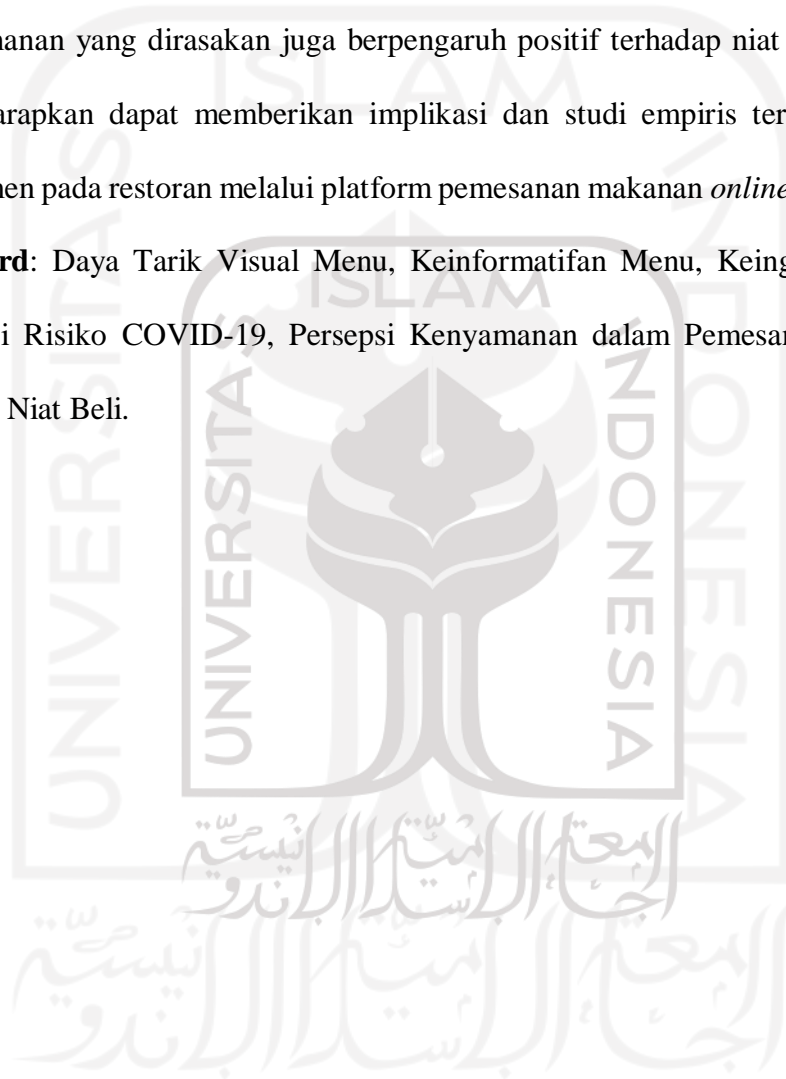
CHAPTER I

INTRODUCTION

1.1 Background

Nowadays, drinking coffee becomes a lifestyle in Indonesia (Garnida, 2021). Coffee-based beverage businesses have become popular as the current coffee drink consumption phenomena have grown in recent years. Coffee consumption in Indonesia has increased by an average of 8.22% each year between 2016 and 2021, as stated by The Ministry of Agriculture. According to Statista Research Department, there is also an increasing Indonesia's coffee production, from approximately 75 2.5 thousand tons in 2019 to 774.6 thousand metric tons of coffee in 2021 which makes Indonesia a major producer and exporter of coffee. However, the COVID-19 pandemic has transformed the behavior of consumers in purchasing them.

As is known, the COVID-19 pandemic has seriously damaged the food and beverage industry (Eger et al., 2021). The regulation of physical distancing caused consumers to avoid going outside and dining out less in order to prevent the spread of COVID-19 (Kim et al., 2020). Therefore, in order to survive in the current situation and adapt to consumer demands at home, the management is needed to improve the marketing strategy. Especially, improving the digital customer experience by offering a convenient online menu through websites or food ordering platforms (Brewer & Sebby, 2021).

Menu is a restaurant marketing tool to promote certain consumer perceptions (McCall & Lynn, 2008). Creating menus presents an opportunity to establish the value the brand expects from consumers. In addition, to improve customer experience to purchase and improve the business revenue, it is important for businesses to know consumer preferences in purchasing food (Peters & Hervé Remaud, 2020a). Therefore, restaurants must prepare online menus that are attractive to consumers. These menus can be placed through websites or online food delivery platforms to help consumers make purchase decisions (Brewer & Sebby, 2021; Eger et al., 2021). In Indonesia, Kopi Kenangan is one of the foods and beverages (F&B) businesses that is implementing online menus.

Kopikenangan.com stated that Kopi Kenangan one of Indonesia's fastest-growing grab-and-go coffee chains, managed to open in 2017 (Kopi Kenangan, 2020). Within 4 years, Kopi Kenangan has rapidly grown and survived during a pandemic by maintaining online and offline commerce. Since Kopi Kenangan is involved in online sales, they strive to offer their products through a variety of platforms, including e-commerce sites Go-food, Grab-food, Shopee-food, and Kopi Kenangan App. As a result, Kopi Kenangan also has an online menu that can be presented after good consideration on these platforms.

In order to present the menu to consumer, the Kopi Kenangan have to take concern about menu information and visual design. As suggested by Jones & Mifll (2001), the menu must have two distinct meanings. It first refers to the variety of foods and drinks that a foodservice business offers. Second, it refers to a display

2

used by a restaurant to inform the consumer about its menu. Therefore, this study is concerned with the both suggested interpretations. By connecting the Kopi Kenangan menu's visual design and informational content with the S-O-R theory, this study assesses how these influence consumers' purchase intentions.

The S-O-R or Stimulus-Organism-Response is a framework developed by Mehrabian & Russell (1974) that can predict how internal and external environments can affect human behavior which will finally decide the intention to purchase. Therefore, the framework will be used in this study to see the influence of Kopi Kenangan's online menu on consumers' purchase intention. It is expected that this study is able to provide insights on how consumers respond when receiving stimuli and organisms in online restaurant menus in order to purchase online food ordering during the pandemic. Several studies have assessed this S-O-R framework model to investigate stimulus factors in online menus within the context of online food ordering during the pandemic. Brewer & Sebby (2021) examined how online menus affected participants from the US in terms of their intention to make an online purchase. Additionally, Chandra & Cassandra (2019) did a study utilizing the S-O-R framework to examine the stimuli factors influencing user online food delivery with Gojek as the objective. Thereupon, this study investigates Kopi Kenangan as the object study with the discussed topic. The extended S-O-R framework within this study is used to examine the causal relationship between consumers' perceptions of COVID-19 risk, the meu visual appearance, and informativeness of the restaurant menu (stimuli), consumers' perceptions of online food ordering convenience, their desire for food (organism), and purchase

intentions (response). In this study, consumers' purchase intention on online food ordering is predicted by menu visual appeal, perception of COVID-19 risk, menu informativeness, desire for food, and perceived convenience in online food ordering.

One of the factors that influence online food purchase intention is the online menu's visual appeal on the website (Gunden et al., 2020). It is defined as a person's belief that the elements within the website are visually pleasing to the eyes (Van der Heijden, 2003). When someone is desiring food and is stimulated by the appeal of online menus, the stimulating effect of appealing motivates people to engage in online purchase activities (Ganesh et al., 2010). It is supported by a study by Wang et al. (2011) that the stimuli of web visual appeal are positively associated with the probability of consumers' online purchasing. Other prior studies also found that web visual appeal positively influences consumers' satisfaction, service quality, safety, and simplicity of utilization. (Van der Heijden, 2003; Yoo & Donthu, 2001)

Menu informativeness also counted as a factor in consumers' purchase intention. When looking at the menu, consumers expect to get information about the food they would like to purchase. Consumers' costs of seeking food nutrition information are greater for food made outside their house (Burton et al., 2009). According to Fakih et al. (2016), menu informativeness includes the description of food nutrition, product characteristics, and preparation & ingredients. A prior study by Kim et al. (2013) explained that consumers' attitudes toward the eating experience are positively influenced when the information of nutritional is given on the menu. In this study, consumers' attitudes are considered as consumers' desire

for food. Erkan & Evans (2016) revealed that the quality, credibility, and benefit of the information are very crucial for the consumers' intention to purchase the products. Cheng & Ho (2015) explained that the content of information has a positive influence on consumers' attitudes and purchase intentions. Moreover, Alalwan (2018) found that informativeness has positively influenced customers' purchase intention in the context of social media advertising. Nevertheless, some studies have shown that missing to provide information about the preparation processes and ingredients can lead to negative customer attitudes and trust in the restaurant (Bolton & Drew, 1991; Kangis & Passa, 1997). Hence, the more menu descriptions there are, the more potential consumers' attitudes and decision-making processes will be influenced (Hwang & Lin, 2010).

Besides the factors above, consumers' purchase intentions on online food ordering are also determined by their perception of COVID-19 risks. Based on the survey conducted by Puriwat & Tripopsakul (2021), 40% of online food delivery service consumers in Thailand said that their perception of COVID-19 risk was the primary reason for adopting and using the service, especially during a pandemic. This statement is supported by the fact that the consumers have been driven to consider online shopping, home delivery, or cashless payment as a result of the COVID-19 prevention efforts since those actions require less physical interaction and are safer (Pantano et al., 2020). In addition, Brewer & Sebby (2021) found consumers' perception of COVID-19 risk has a positive influence on purchase intentions through consumers' perceived convenience of online food ordering which makes them move to online purchasing. However, another study in contrast

found that perceived risk has a significant negative influence on online purchase intention in the context of fear of financial loss (Jordan et al., 2018).

The contradiction findings on the impact of perceived risk on online purchasing is the motivation of this study. This study intends to replicate prior study by Brewer & Sebby (2021) and re-examine the relationship between menu visual appeal, menu informativeness, perception of COVID-19 risks, consumers' desire for food, and perceived convenience in online food ordering on purchase intention particularly in the context of using online menus in Kopi Kenangan. Considering Kopi Kenangan is one of the many large coffeeshop brands in Indonesia, the author selected it as the object of the research. Furthermore, Kopi Kenangan has grown rapidly to reach a valuation at the number of $1 billion, making it Southeast Asia's first new Unicorn F&B retail brand (Jelita, 2021). Kopi Kenangan coffee shop brand has become well-known in the local area. In general, the research model in this study is based on Brewer & Sebby (2021) by changing the relationship between one of the variables and the object of the research. This study differs from earlier studies in that it specifically assesses the variables that happens in Kopi Kenangan. In this study, Indonesians were chosen as the object while prior study focused on individuals in the US. This research raises six variables to be investigated. Those variables are named menu appeal, perception of COVID-19 risk, menu informativeness, desire for food, perceived convenience, and purchase intention. Most of these variables are parts of the S-O-R framework.

1.2 Research Questions

The overall objective of this thesis is to mention factors driving people to make the intention to purchase online food. Specifically, this study's research questions are as follows:

1. Does the menu visual appeal influence consumers' desire for food?

2. Does the menu informativeness influence consumers' desire for food?

3. Does the perception of COVID-19 risk influence consumers' desire for food?

4. Does the perception of COVID-19 risk influence consumers' perceived convenience of online food ordering?

5. Does consumers' desire for food influence purchase intentions?

6. Does consumers' perceived convenience in online food ordering influence purchase intentions?

1.3 Research Objectives

The overall objective of this thesis is to replicate Brewer & Sebby (2021) research model in the context of restaurant customers' online food menu purchasing intention. This study's research objectives are as follows:

1. To examine and analyze the impact of the menu visual appeal on consumers' desire for food.

2. To examine and analyze the impact of the menu informativeness on consumers' desire for food.

3. To examine and analyze the impact of the perception of COVID-19 risk on consumers' desire for food.

4. To examine and analyze the impact of the perception of COVID-19 risk on consumers' perceived convenience of online food ordering.

5. To examine and analyze the impact of consumers' desire for food on purchase intentions.

6. To examine and analyze the impact of consumer's perceived convenience of online food ordering on purchase intentions.

1.4 Theoretical & Managerial Contribution

In the context of utilizing online menus in Kopi Kenangan, this study provides theoretical and practical contribution to the study of menu visual appeal, menu informativeness, perception of COVID-19 risks, customers' desire for food, and perceived convenience in online food ordering on consumers' purchase intention. Furthermore, this thesis is expected to be well considered by restaurant business decision-makers or managers when developing marketing strategies to save and improve restaurant performance. Hence, the marketing performance of the restaurant business can be more effective and efficient to remain competitive in the COVID-19 crisis situation.

CHAPTER II

LITERATURE REVIEW AND HYPOTHESIS

2.1 Theoretical Framework

2.1.1 Stimulus-Organism-Response (S-O-R) Framework

The Stimulus-Organism-Response (S-O-R) research model framework was developed for the first time by Mehrabian & Russell (1974), and it is used to determine the suitability between the message delivered and the communication target's response. Generally, this model can predict how internal and external factors influence human behavior. According to the S-O-R model through the study by Liu et al. (2016), environmental stimuli (S) influence consumer internal states (O) and therefore influence consumers' entire responses (R). Moreover, the SOR theory has predicted user behavior when utilizing information and communication technology (M. J. Kim et al., 2020).

A prior study by Laato et al., 2020) evaluated the S-O-R model for understanding the factors affecting individuals' intentions to self-isolate and intention to make unusual purchases during a global pandemic. Whereas in this study, S-O-R model is used to investigate stimulus factors in online menus within the context of online food ordering during the pandemic. Brewer & Sebby (2021) used the S-O-R model framework to explain consumers' online purchase intention, this research develops a model that explores how the perceptions of visual appeal menus and menu informativeness (stimuli), cause consumers' desire for food and

perceived convenience in online food ordering (organism), which influence consumer purchase intentions (response). Therefore, S-O-R is the suitable theory to study variables related to consumer's purchase intention.

2.2 Kopi Kenangan Online Channels

Kopi Kenangan is a company of PT Bumi Berkah Boga, a food and beverage company that specializes in retailing coffee beverages (Dwijayanto & Widodo, 2020). Established in 2017, Kopi Kenangan has expanded to 542 locations in Jakarta, Tangerang, Sidoarjo, Semarang, Bandung, Sumedang, Solo, Bogor, Karawang, Lampung, Makassar, Palembang, Surabaya, Yogyakarta, Gresik, Depok, Cirebon, Banten, Batu, Purwakarta, Cilegon, Malang, and Medan until 2021 (Dewi et al., 2022). According to its official website, *Kopikenangan.com,* Kopi Kenangan aspires to become an Indonesian coffee chain by leveraging the 'New Retail' environment, which breaks the boundaries between offline and online commerce (Kopi Kenangan, 2020). As a result, according Setyawan (2021), Kopi Kenangan leveraged the dine-in concept by opening a coffee shop with a "coffee-to-go" concept that fits the characteristics of society today, where people with high mobility prefer to order something and then continue their activity right away (Yuswohady, 2019)**.**

Kopi Kenangan uses online channels to support the "coffee-to-go" concept, cooperating with food delivery services such as Go Food, Grab Food, and Shopee Food to offer their products to customers. Furthermore, Kopi Kenangan creates its own application, "Kopi Kenangan Apps," to allow customers to place orders online

without having to visit the store. Kopi Kenangan App has a total of 82,407 downloaders in the Google Play Store and about 12,000 downloaders on the App Store.

2.3. Variables Definition

2.3.1. Menu Visual Appeal

The term "visual appeal" refers to an appeal language that aims to convey the essence of a product through visual components including sculpture, color, and material (L. Wang & Xue, 2012). In addition, Van der Heijden (2003) defined visual appeal in the context of a website as the choice of fonts and other visual elements such as graphics, acting to enhance the overall website appearance. Hence, the menu visual appeal in this study defined as the way of how the restaurant's menu conveys the essence of the food and beverages products visually to consumers.

2.3.2. Menu Informativeness

The informativeness according to Webster & Morris (2019) refers to the ability to effectively communicate individual's intended message. Additionally, informativeness defined as business's ability to supply consumers with enough information to help them make better purchase decisions (Rotzoll & Haefner, 1990). According to Fakih et al. (2016), menu informativeness includes the description of food nutrition, product characteristics, and preparation & ingredients

The menu information that provided are important communication tools for restaurants since they inform customers about the products or foods offered

2.3.3. Perception of COVID-19 Risk

In the context of the pandemic, risk perception is defined as the psychological processes of subjective judgement of the chance of catching the disease, a person's perceived health risk, and accessible preventative actions (Barrios & Hochberg, 2020). Tull et al. (2020) once explained that every individual has different perception toward COVID-19. People responses might differ due to such individual variations in COVID-19 perception.

During pandemic, people experience negative emotion to the COVID-19 pandemic because of the anxiety over the situation and the situational restrictions such as the instructions to stay at home (Mertens et al., 2020). The majority of the people are concerned about catching COVID-19, which increases their anxiety about coming into contact with someone who could have the disease (Lin, 2020).

2.3.4. Desire for Food

An essential aspect of human existence is experiencing and managing desire. Human desires, whether they are for food, drink, sex, they shape and motivate a large portion of our everyday existence (Papies & Barsalou, 2015). Desire is a mental state that is frequently connected to a variety of various outcomes (Schroeder, 2006). It is also explained that a person with desires is more likely to

behave, feel, and think in a particular manner. For instance, if someone is desiring bread, they would find some to eat.

According to Weingarten & Elston (1990), the most typical description of a strong desire to eat is commonly defined as food craving to eat specific food. This definition has two key components that are crucial. One is that the desire must be strong or specific. Food desires can be distinguished from regular food choices by their intensity.

2.3.5. Perceived Convenience of Online Food Ordering

One of the key factors influencing the success of online businesses is how convenient customers believe online shopping to be (Jiang et al., 2013). (Chen et al., 2002) also stated that convenience is one of the most popular reasons for people to purchase online. Yet, Ozturk et al. (2016) indicated the degree of convenience with regard to the time, place, and execution. In addition, according to Brown (1990), the concept of convenience has five different dimensions, such as time (where a product may be provided at a time more convenient for the customer), place (where a product may be provided more conveniently for the customer), acquisition (where businesses may make it much easier for customers to buy their products both financially and otherwise), use (where a product may be made more convenient for the customer to use), and execution (where a product is provided in a way that is the most obvious convenience). Thus, in this study, the perceived convenience relates to the individual's evaluating of the practicality of using particular online food ordering services. The term "perceived convenience" refers

to how someone perceives the convenience utilizing the online food ordering services.

2.3.6. Purchase Intention

Intention and goals are closely related, goals defined as the desired outcome that individuals work hard to achieve (Albarracín, 2018). Purchase intention, according to Shao et al. (2004), is the effort to purchase a product or visit a shop that sells services. Beneke et al. (2016) also has pointed out that purchase intention refers to the possibility that a person will buy a specific product depending on how the needs, attitudes, and perceptions of the buyer engage with the product or brand under concern. Basically, the strength of a consumer's willingness to purchase is determined by their purchasing intention (Lee et al., 2017).

According to another study, purchase intention is relevant to particular exchanging behaviors that were developed following buyers' overall evaluations of a product like the perceptual response to one's perspective of an item (Hsu, 1987). In other words, a consumer's decision to make a purchase is influenced by their evaluation of a product or brand as well as external stimulating factors.

2.4 Hypothesis

As previously mentioned, this study has experienced several adjustments. This research considers the variable menu visual appeal, menu informativeness, perception of COVID-19 risk, perceived convenience, and purchase intention based on a prior study by Brewer & Sebby (2021).

2.4.1 Menu Visual Appeal and Desire for Food

Based on the S-O-R model the variable of menu visual appeal is considered a stimulus (Mehrabian & Russell, 1974). Since the menu reflects the restaurant's brand image and personality, the visual appeal of the food on the menu showed an important role in the consumer's consumption behavior (Kincaid & Corsun, 2003; Spence et al., 2016). It is supported because when people are stimulated by visual images, people experience pleasant and arousing thoughts toward them (Schmitt, 1999).

According to Li & Xie (2020), the visual of the menu should be created with high-quality standards whether it is about the food pictures, fonts, or design. According to Blechert et al. (2014), the changes in cognitive and indirect measurements have been particularly successful in the investigation of people's food desires using food image stimuli. The following hypothesis was thus formulated:

H₁: A menu's visual appeal positively influences consumers' desire for food.

2.3.2 Menu Informativeness and Desire for Food

Menu informativeness is considered as a stimulus in the same approach that menu appeal is considered in S-O-R Model (Mehrabian & Russell, 1974). The nutritional information, product qualities, processing, and ingredients, all of which consumers expect to see on menu items, determine the informativeness of the menu (Fakih et al., 2016). Hwang & Lin (2010) explained that nutritional information shown on the restaurant's menu influences customers' food choices. Furthermore,

because customers nowadays are increasingly demanding of restaurants to show information on menu item descriptions, the more information provided on the menu, the better the restaurant will receive client attitudes and decision-making processes (Mills & Thomas, 2008).

A prior study by Cheng & Ho (2015) found that the content of information has a positive influence on consumers' attitudes and purchase intentions. Nonetheless, some studies have found that missing to give information about the preparation processes and ingredients might result in negative consumer attitudes and a lack of trust in the restaurant (Bolton & Drew, 1991; Kangis & Passa, 1997). Therefore, this study hypothesized that an online restaurant menu should contain ingredients, descriptive names, and food preparation processes to stimulate consumers' desires for food (Brewer & Sebby, 2021). Thus, this study hypothesizes:

H$_2$: Menu informativeness positively influences consumers' desire for food.

2.3.3 Perception of COVID-19 Risk and Desire for Food

During the pandemic, people felt increasingly anxious, less active, and had the desire to eat more food than before (Mojica, 2020). This is because people prefer to stay at home to avoid the spread of COVID-19. However, the possible for people to experience worry and fear of COVID-19 is still unavoidable. People would experience negative emotion to the COVID-19 pandemic because of the anxiety over the situation and the situational restrictions (such as instructions to stay at home) (Mertens et al., 2020). According to a statement by Tull et al. (2020), people

16

feel more negative emotions and thoughts, such as stress and anxiety, then the more influence they perceive COVID-19 has had on their life. As a result, those people who under stress may experience the changes in their food habits.

This is supported by a study by Klatzkin et al. (2018) which discovered that people who experienced high levels of chronic stress would consume more food as to reduce their negative emotions. The eating habits of participants before and after the COVID-19 home confinement were also compared showing that eating habits, including the kind of food consumed, binge eating, between-meal snacking, and the frequency of meals taken, are all noticeable (Ammar et al., 2020). This reveals the link between people's food desire and the COVID-19 risks perception. Thus, this study hypothesizes that:

H₃: Perception of COVID-19 risk positively influences consumers' desire for food.

2.3.4 Perception of COVID-19 Risk and Perceived Convenience of Online Food Ordering

During the COVID-19, online shopping has become trends and normal activity among people (Pantano et al., 2020). Moreover, due to the lockdown restriction, many people had to stay inside and many decided to get their food by ordering through online food delivery services (Mehrolia et al., 2021). This phenomenon is supported that the possibility of consumers purchasing food online is increasing during the pandemic (Gao et al., 2020).

Adding more, since ordering food online is more convenient, safe, and cost-effective for people than visiting to an offline store, this discussion explains the

17

positive effects of the perceived benefits of doing so. Nguyen & Vu (2020) also claimed that ordering food online offers perceived advantages such contact-free delivery and e-wallet payments, which can lower the risk of COVID-19 spread. By providing online food ordering services with quick pick up or delivery, it enables consumers avoiding crowds and practicing social distance. Thus, this study hypothesizes that:

H4: Perception of COVID-19 risk positively influences consumers' perceived convenience of online food ordering.

2.3.5 Desire for Food and Purchase Intention

The S-O-R Model considers the variable of consumers' desire for food as an orgasm in this study (Mehrabian & Russell, 1974). Papies & Barsalou (2015) explained that the definition of desire is a psychological condition of eagerness for a certain stimulus or event that is expected to be pleasurable. Desire is defined as a psychological situation that is triggered by the stimulus created by the pleasurable appetitive experience (Muñoz-Vilches, 2020). For the case when someone is desiring bread right after smelling the smell of bread when passing a bakery. As a statement from the previous study by Watson et al. (2012) when people have a desire for food, people tend to be more likely to get the food faster rather than when people do not have any desire for the food.

According to Pelchat et al. (2004), the term "desire for food" refers to a great urge to consume food. As stated in another study, the feeling of hunger, seeing pictures of foods, or watching other people eating supports the people's desire to eat

food (Burger et al., 2011). Prior studies found that stimulated arousal has a positive influence on consumers' purchase intention in the context of online visual merchandising (Ha & Lennon, 2010) and on website enhancement (Fiore et al., 2005). Thus, the following hypothesis was formulated:

H₅: Consumers' desire for food positively influences purchase intentions.

2.3.6 Perceived Convenience of Online Food Ordering and Purchase Intention

In this study, the S-O-R Model considers the variable of perceived convenience of online food ordering as an orgasm (Mehrabian & Russell, 1974). Osman et al. (2014) defined convenience as the saving of food preparation and consumption savings in terms of time quality, physical energy effort, and mental effort. Shopping convenience is defined as the cost of consumers' time and effort in purchasing things when shopping (Duarte et al., 2018). Moreover, one of the main factors for the consumers to adopt the online purchasing process is supported by the convenience of doing the purchase itself (Jiang et al., 2013). Brewer & Sebby (2021) stated that convenience is the key element of creating consumers' decision-making to purchase the products.

Based on a prior study by Gunden et al. (2020), foods are more likely to be purchased by consumers if the process to get the food only requires minimal effort. It is supported by the study of Aldaco et al. (2020) that the perceived benefits of online grocery delivery have a positive impact on purchase decision during

COVID-19 situation. In addition, another previous research also has shown that consumers prefer to utilize the internet or online shopping to reduce the amount of time and effort spent while making purchasing decisions (Beauchamp & Ponder, 2010). The following hypothesis was thus formulated:

H6: Consumers' perceived convenience of online food ordering positively influences purchase intentions.

2.4 Research Model of the Study
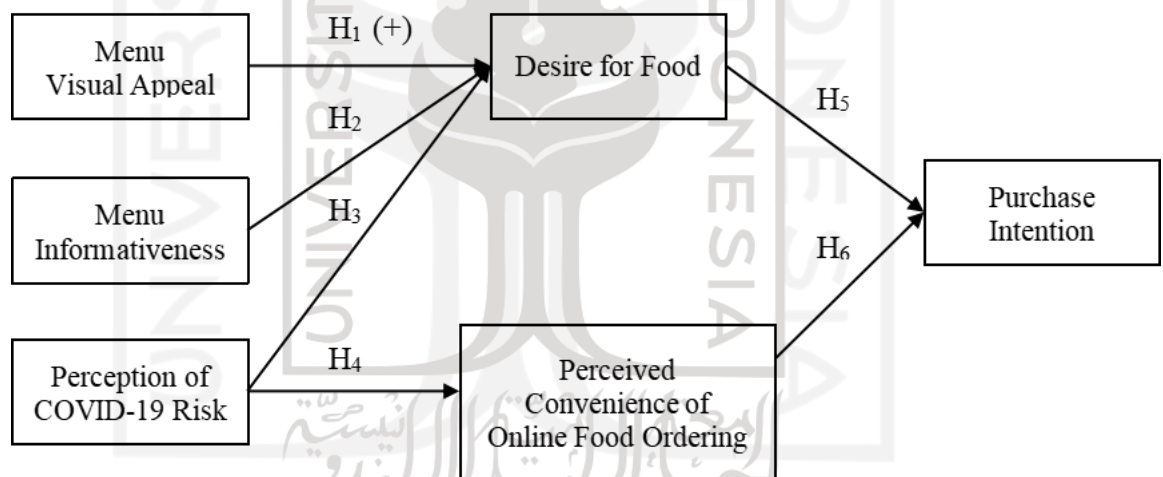
Source: Adapted from Brewer & Sebby (2021)

The research model provides a foundation for the research study. The framework consists of three independent variables, which include menu visual

20

appeal, menu informativeness, and perception of COVID-19 risk. The food desire and the perceived convenience of online food ordering, are both mediating variables. Then, purchase intention is the dependent variable which is influenced by the two mediating variables.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

In effort to reduce direct interaction with respondents during the COVID-19 pandemic, thus, quantitative approach with an online-survey methodology is applied in this study. The data analysis that goes into the data collected through a quantitative method is often consistent with answering "what" or "do" research questions and causal hypotheses (Malhotra et al., 2017). The online questionnaire is created using Google Forms. The online questionnaires are delivered through *WhatsApp, Line,* and *Instagram* particularly by having a chat with each respondent individually or in a group chat and sharing the link by attach it in status and story. Furthermore, five chosen respondents received rewards from survey in the form of 50,000 rupiah Go-Pay balances. Respondents were initially screened to see if they had any experience buying Kopi Kenangan products online before continuing on to the following part. The questionnaire's questions must be answered on a Likert scale with following standards for scoring:

a. Score 1 = Strongly Disagree

b. Score 2 = Disagree

c. Score 3 = Neutral

d. Score 4 = Agree

e. Score 5 = Strongly Agree

There are two sections to the questionnaires in general:

a. Part One

Includes detailed inquiries like age, gender, area of origin, personal monthly food expense, marital status, employment status, and experience in purchasing Kopi Kenangan online.

b. Part Two

Contains variable questions, namely menu visual appeal, menu informativeness, COVID-19 risks perception, perceived convenience, and intention to purchase.

Kopi Kenangan was chosen as the research object since the consumers of Kopi Kenangan have expanded throughout Indonesia and even abroad in Malaysia and Singapore. Moreover, according to data from the official website of Kopi Kenangan, until 2020 there are approximately 672 outlets branch spreads in 45 cities in Indonesia. Furthermore, this study was aimed at determining within Indonesia, with no particular regional characteristics. Indonesia was chosen because it is a pleasant environment for doing research since the consumers of Kopi Kenangan have expanded throughout Indonesia.

3.2 Populations and Sample

3.2.1 Population

According to Sekaran (2013), populations are defined as a group of people who have a similar feature as indicated by the sample criteria used by the researcher. Investigating each member of the existing population can reveal the characteristics of the members of the population in question (Morissan, 2014)**.** The population for

this study is composed of individuals who have made experience purchasing online on any food delivery platform and are familiar with its online menu during pandemics.

3.2.2 Sample

The sample in this study is a group of objects chosen to represent the entire population. According to Sekaran (2013), is a subset or subgroup of the population. Given the limitation of time, energy, and funding of researchers to investigate the massive amount of population, the researcher will take the sample as a representation of the population accurately. This study uses non-probability sampling as the sampling method. Malhotra et al. (2017) defined non-probability sampling as a sampling method that relies on the researcher's judgment rather than coincidental processes. The purposive sampling method is chosen based on specific criteria. The Indonesian and experience in purchasing Kopi Kenangan are the respondent's criteria used in this research.

The sample for this study is composed of individuals who have made experience purchasing the product of Kopi Kenangan online on any food delivery platform that existed in Indonesia (Go-food, Grab-food, Shopee-food, and Kopi Kenangan App) and are familiar with its online menu during pandemics. According to (Roscoe, 1975), the minimum size of a research sample is five times the total number of objects adopted in this research, meanwhile, the maximum size of a sample is 10 times the total number of objects included in the study. The calculation in detail is as follows:

$$\text{Minimum sample size} \quad = 5 \text{ x (total items + variables)}$$

$$= 5 \text{ x } (33+6) = 195$$

$$\text{Maximum sample size} \quad = 10 \text{ x (total items + variables)}$$

$$= 10 \text{ x } (33+6) = 390$$

The minimum number of samples required is 195, according to the calculation above. To minimize errors, the researchers delivered questionnaires to 250 individuals. Respondents would be given written questions or statements relating to study topics in a language that is easy to understand, Bahasa Indonesia. Each statement or response from the participant was relevant and will be considered for the hypothesis testing.

3.3 Operational Definition of Variable and Measurement Research

3.3.1 Menu Visual Appeal

Menu that appealing conveys style and image, influencing customer judgments of appeal, attractiveness, and uniqueness (Antun, 2005). According to Li & Xie (2020), the visual of the menu should be created with high-quality standards whether it is about the food pictures, fonts, or design. The measurement items used in this study were adopted from the research of Brewer & Sebby (2021). The measurement items were shown in Table 3.1.

Table 3.1 Items for Measuring Menu Visual Appeal

25

Code	Items
MVS1	The way Kopi Kenangan displays its online menu is attractive.
MVS2	The online menu is visually appealing.
MVS3	I like the look and feel of Kopi Kenangan's online menu.
MVS4	I like the layout of Kopi Kenangan's online menu.
MVS5	I like the graphics of Kopi Kenangan's online menu.

3.3.2 Menu Informativeness

As stated in the research study conducted by Bowen & Morris (1995), menus are used to communicate, give concrete information, and sell products, which refer to a menu that must consist of its informativeness. The measurement items used in this study were adopted from the research of Brewer & Sebby (2021). The measurement items were shown in Table 3.2.

Table 3.2 Items for Measuring Menu Informativeness

Code	Items
MIF1	The way Kopi Kenangan displays its online menu is informative.
MIF2	The menu provides a good description of the food and beverage being offered.
MIF3	The menu provides potential diners with a comprehensive picture of the food being offered.

MIF4	The menu provides enough details for me to decide whether the food being offered would be a good fit for my appetite.

3.3.3 Perception of COVID-19 Risk

According to Krok & Zarzycka (2020)**,** COVID-19 risk perception defines as three components which consist of the anticipation of an individual being exposed to getting infected with COVID-19, anxiety which influences the intensity estimation of the risk, and has an indirect influence on risk analysis, and the final is perceived threat, the individual's judgment of how damaging the danger's effects would be to things that value if the threat were actually to occur. Risk perception is defined by Sjoberg (1998) as an individual's personal concern or anxiety about being vulnerable to a threat. In this study, the risk perception is referring to the COVID-19 risk. The measurement items used in this study were adopted from the research of Brewer & Sebby (2021). The measurement items were shown in Table 3.3.

Table 3.3 Items for Measuring Perception of COVID-19 Risk

Code	Items
PCV1	I am afraid of catching COVID-19.
PCV 2	It makes me uncomfortable to think about COVID-19.
PCV 3	I am afraid of losing my life because of COVID-19.

PCV 4	When watching news and stories about COVID-19 on social media, I become anxious.
PCV 5	I have difficulty sleeping because I'm worried about getting COVID-19.
PCV 6	I hesitate to go outside because I am afraid of catching COVID-19.
PCV7	I avoid meeting with other people because I don't want to catch COVID-19.

3.3.4 Desire for Food

Weingarten & Elston (1990) stated that a great desire to eat a particular food item is known as a food craving or food desire. The concept of desire for food as defined by Pelchat et al. (2004), refers to a strong urge to consume food. The measurement items used in this study were adopted from the research of Brewer & Sebby (2021). The measurement items were shown in Table 3.4.

Table 3.4 Items for Measuring Desire for Food

Code	Items
DSF1	I feel hungry after viewing the Kopi Kenangan's menu.
DSF2	The menu made my mouth watering.
DSF3	The menu made me desire the food.
DSF4	While I was viewing the menu, I began to salivate.
DSF5	I felt an impulse to eat the food after I saw the menu.

DSF6	When I saw the menu, I felt a desire to grab and eat the food.
DSF7	I felt a strong irresistible urge to eat the food when I saw the menu.

3.3.5 Perceived Convenience of Online Food Ordering

According to Osman et al. (2014),convenience is defined as the saving of time, physical energy, and mental effort in terms of food preparation and consumption. The measurement items used in this study were adopted from the research of Brewer & Sebby (2021). The measurement items were shown in Table 3.5.

Table 3.5 Items for Measuring Perceived Convenience of Online Food Ordering

Code	Items
COF1	I like the ability to order food without leaving home.
COF2	I like the ability to make online transactions.
COF3	I like having food delivered right to my home.
COF4	I like having food ready for me to pick up as soon as I arrive at the restaurant.
COF5	Online food ordering allows me not to have to think about preparing my meals.
COF6	Online food ordering allows me to avoid crowds.

Code	
COF7	Online food ordering will make my daily lifestyle easier during the pandemic.

3.3.6 Purchase Intention

The definition of purchase intention, according to Shao et al. (2004), is when a consumer has sought to purchase the items being offered. Purchase intention refers to the consumers' possibility of making a decision to buy a product (Dodds et al., 1991). The measurement items used in this study were adopted from the research of Brewer & Sebby (2021). The measurement items were shown in Table 3.6.

Table 3.6 Items for Measuring Purchase Intention

Code	Items
PIC1	After seeing the menu, I intend to order food from Kopi Kenangan.
PIC2	After seeing the menu, the likelihood of me ordering food from Kopi Kenangan is high.
PIC3	I rate my chance of ordering food from Kopi Kenangan as high.

3.4 Validity and Reliability Test

The data collected through the questionnaire were initially evaluated for validity and reliability before being processed. This aims to establish the validity and reliability of the questionnaire's indicators as testing indicators. Data processing

was performed using the SPSS program, and the questionnaire's results were tested with a total of 50 respondents. The following is an explanation of the validity and reliability tests:

3.4.1. Validity Test

The validity test is a procedure used to determine the accuracy of measurements or items. The validity test for this study was conducted using SPSS software. This test compares the results to each statement item's questionnaire score with the sum of all statement item scores. The calculated r value and the r table at degree of freedom (df) = n-2, where n is the number of samples, are then compared. In addition, the correlation result must have a level significance (α) of 5% in order to be considered significant according to some statistics. If the indicator being checked has a positive value and a r count greater than the r table, it is said to be valid (Ghozali I. , Aplikasi analisis multivariate dengan program SPSS, 2006). With a sample size of 50 respondents, this study has an r-table of 0.279. The validity test findings are as follows:

Table 3.2 Validity Test

Variable	Indicator	r count (n = 50)	r table	Description
Menu Visual Appeal	MVS1	0.759	0.279	Valid
	MVS2	0.720	0.279	Valid
	MVS3	0.789	0.279	Valid

31

	MVS4	0.846	0.279	Valid
	MVS5	0.630	0.279	Valid
Menu Informativeness	MIF1	0.818	0.279	Valid
	MIF2	0.738	0.279	Valid
	MIF3	0.757	0.279	Valid
	MIF4	0.783	0.279	Valid
Perception of COVID-19 Risk	PCV1	0.454	0.279	Valid
	PCV2	0.586	0.279	Valid
	PCV3	0.585	0.279	Valid
	PCV4	0.807	0.279	Valid
	PCV5	0.798	0.279	Valid
	PCV6	0.892	0.279	Valid
	PCV7	0.815	0.279	Valid
Desire for Food	DSF1	0.616	0.279	Valid
	DSF2	0.745	0.279	Valid
	DSF3	0.732	0.279	Valid
	DSF4	0.654	0.279	Valid
	DSF5	0.833	0.279	Valid
	DSF6	0.781	0.279	Valid
	DSF7	0.801	0.279	Valid
Perceived Convenience in	COF1	0.813	0.279	Valid
	COF2	0.642	0.279	Valid

Online Food	COF3	0.761	0.279	Valid
Ordering	COF4	0.706	0.279	Valid
	COF5	0.554	0.279	Valid
	COF6	0.584	0.279	Valid
	COF7	0.613	0.279	Valid
Purchase Intention	PIC1	0.816	0.279	Valid
	PIC2	0.842	0.279	Valid
	PIC3	0.826	0.279	Valid

According to the findings of the validity test conducted on the 50 respondents mentioned above, all statement items show values that are in the range of r count > r table. All of the questionnaire statement items can be evaluated as being valid.

3.4.2. Reliability Test

Reliability is a measurement that shows how objective (error-free) the measurement is, which ensures consistent measurement across time and across different instrument items (Sekaran U., 2016). This study utilized SPSS software to perform out the reliability test. The reliability test is determined by the Cronbach alpha value with a minimum value of 0.7 (70%). A questionnaire is said to be reliable if it has a Cronbach alpha value above the value.

Table 3.3 Reliability Test

Variable	Cronbach's Alpha	Standard Cronbach's Alpha	Description
Menu Visual Appeal	0.814	0.7	Reliable
Menu Informativeness	0.776	0.7	Reliable
Perception of COVID-19 Risk	0.842	0.7	Reliable
Desire for Food	0.855	0.7	Reliable
Perceived Convenience in Online Food Ordering	0.791	0.7	Reliable
Purchase Intention	0.768	0.7	Reliable

Based on the reliability test result shown in table 3.3, it is shown that the Cronbach Alpha of each variable had a value of > 0.7. It can be concluded that all of the respondents' questionnaire replies are reliable. Thus, the questionnaire from this study can be used in further study.

3.5 Data Analysis

The data is analyzed with SmartPLS software using the PLS-SEM methodology. Model testing and model estimation are two forms of model testing. Inner model testing and outside model testing are two types of model testing. The two test models each had their own goodness-of-fit indicators. Average Variance Extracted (AVE), Square Roots AVE, Cross Loadings, Cronbach Alpha (CA), and Composite Reliability (CR) are used as indicators in the outer model testing. Meanwhile, the suitability of the inner model is determined using the PLS Bootsrapping approach with its indicators, t-values, p-values, and R-square (R^2). The following sub-chapters provide more explanation for each test.

3.5.1 Goodness-of-fit (Outer Model)

The purpose of the outer model is to examine the relationship between latent and manifest variables. Latent variables are variables that cannot be directly or accurately assessed, whereas manifest variables are indicators or items that the latent variable requires (Malhotra et al., 2017). The result of the outer model is the residual variance of the dependent variable. There are six latent variables in total measured within this study.

3.5.2   Model Estimation (Inner Model)

The relationship between constructs or variables is referred to as the structural model or inner model (Hair et al., 2017). R-square (R^2) for explaining variance, Q-square (Q^2) for analyzing predictive relevance, and collinearity for

measuring clarity or preventing ambiguity among indicators are all used to measure the inner model.

The coefficient of determination, or R^2, is the most used measure for determining a model. This coefficient is the squared correlation between predicted values and certain endogenous variables (Hair et al., 2017). It is the combination of the exogenous latent variables' effects on the endogenous latent variables. The R^2 ranges from 0 to 1. The greater the score, the greater the accuracy. The R^2 value of 0.75 is considered significant, 0.50 is considered moderate, and 0.25 is considered poor. Whereas for Q^2, it becomes the indicator of the structural model which is out of sample or the accurate predictor of data that is not used in the model estimation (Hair et al., 2017). Q2 values bigger than zero show the relevance of path model prediction for a specific endogenous variable. Meanwhile, collinearity between indicators must be investigated to verify that each indicator is distinct and clear to avoid repetition and ambiguity. The Variance Inflation Factor (VIF) score is used to determine collinearity. Multi-collinearity is defined as a high collinearity score (> 5.00) that translates to problematic interpretation.

The method of PLS Bootstrapping, which is applied to examine the standard error between regression paths and other model measurements, is used to determine the model estimation in SmartPLS. The method involves selecting random samples and replacing dropped values at random to estimate the whole distribution and point variance. Several outcome indicators, such as t-statistics, mean, and p-values, are used to assess the significance of path coefficients. The requirement for a significant t-value is > 1.96. The value for tolerated errors is indicated by p-values. Tolerable

errors are commonly measured using 0.01 for tight tolerance and 0.05 for loose tolerance as benchmarks (Garson, 2016).

3.5 Hypothesis Testing

The bootstrapping approach was used for hypothesis testing to evaluate the relationship between the variables. The significance value (p-value) and the T-table value are the two factors that determine whether to accept or reject a hypothesis. The criteria for accepting or rejecting the hypothesis are as follows: if the significance value of t -value > 1.96 and or p - value < 0.05 at a significance level of 5% (α 5%) then Ha is accepted and Ho is rejected, on the contrary if the t-value < 1.96 and or the value p-value > 0.05 at a significance level of 5% (α 5%) then Ha is rejected and Ho is accepted.

CHAPTER IV

DATA ANALYSIS AND DISCUSSION

4.1 Result

4.1.1 Respondent Profile

Data on the respondents' profiles are shown in Table 4.1. A total of 250 respondents were successfully gathered for this study through questionnaires made with Google Form. In terms of age, 62% of all respondents, or the majority, were between the ages of 21 and 29. There were 151 female respondents (60.4%) dominating the total sample and male 99 respondents (39.6%). Based on marital status, the dominant data were single (N=172, or 68.8%) and 31.2% were married. In terms of monthly expense, the data dominated with people with monthly expense in number from Rp500.000 until Rp1.500.000 with the total of 96 respondents (38.4%). Their employment status was near balance with 129 employed respondents (51.6%) and 121 unemployed respondents (48.4%).

According to origin, respondents from Java Island (N=211, 84.4%) dominated the field, followed by those from Borneo, Celebes, Sumatra, and Maluku Island. Since the majority of Kopi Kenangan had established its stores in Java, hence this result was already expected. Then, when respondents were asked what sort of online food ordering platform they had used, 116 respondents (46.4%) said they had used Go-food. Followed 49 respondents use Grab-food (19.6%), 54

respondents use Shopee-food (21.6%), and 31 respondents utilize the Kopi Kenangan App (12.4%).

Table 4.1 Socio-demographics of Respondents

Category	Frequency	Percentage
Gender		
Male	99	39.6%
Female	151	60.4%
Age		
< 20 years	27	10.8%
20 – 29 years	155	62%
30 – 39 years	36	14.4%
40 – 49 years	25	10%
> 50 years	7	2.8%
Origin		
Maluku Island and surrounding	1	0.4%
Java Island and surrounding	211	84.4%
Borneo Island and surrounding	14	5.6%

Celebes Island and surrounding	10	4%
Sumatera Island and surrounding	14	5.6%
Marital Status		
Married	78	31.2%
Single	172	68.8%
Employment Status		
Employed	129	51.6%
Unemployed	121	48.4%
Monthly Expense		
< Rp 500.000	41	16.4%
Rp 500.000 - Rp 1.500.000	96	38.4%
Rp 1.500.001 - Rp 2.500.000	50	20%
Rp 2.500.001 - Rp 3.500.000	22	8.8%
Rp 3.500.001 - Rp 4.500.000	17	6.8%
> Rp 4.500.000	24	9.6%
Online Food Ordering Platform Used		
Go-food	116	46.4%

Grab-food	49	19.6%
Kopi Kenangan App	31	12.4%
Shopee-food	54	21.6%

Source: Primary data processed (2022)

4.1.2 Descriptive Variables

The descriptive results of each variable are explained in this chapter. There were five descriptive result variables: menu visual appeal, menu informativeness, the perception of COVID-19 risks, desire for food, convenience in online food ordering, and purchase intention. A scale like the one in Table 4.2 that displays the interval score of variables and category based on the 5-Likert Scale is required to examine the descriptive results.

Table 4.2 Descriptive Variable Category

Interval	Category
1.00 – 1.80	Very Disagree
1.81 – 2.60	Disagree
2.61 – 3.40	Neutral
3.41 – 4.20	Agree
4.21 – 5.00	Very Agree

4.1.2.1 Menu Visual Appeal Variable

In Table 4.3, it can be seen from each item that respondents of the research of "agree" that the way Kopi Kenangan displays its online menu is attractive (mean = 4.05) and visually appealing (mean = 4.14). It is because the respondents agreed that they like the layout (mean = 4.00), graphics (mean = 3.98), look, and feel (mean = 4.10) of Kopi Kenangan's online menu. Overall, the respondents felt that Kopi Kenangan's online menu had a good visual appeal (total mean = 4.05, "agree").

Table 4.3 Descriptive Variable of Menu Visual Appeal

Code	Items	Mean	Category
MVS1	The way Kopi Kenangan displays its online menu is attractive.	4.05	Agree
MVS2	The online menu is visually appealing.	4.14	Agree
MVS3	I like the look and feel of Kopi Kenangan's online menu.	4.10	Agree
MVS4	I like the layout of Kopi Kenangan's online menu.	4.00	Agree
MVS5	I like the graphics of Kopi Kenangan's online menu.	3.98	Agree

Source: Primary data processed (2022)

4.1.2.2 Menu Informativeness Variable

According to Table 4.4, most respondents believed that Kopi Kenangan's online menu was well-informed (total mean = 4.09, "agree"). This result was supported by respondents who agreed that the way Kopi Kenangan displays its online menu is informative (mean = 4.09). Additionally, respondents agreed that Kopi Kenangan had provided a good description (mean = 4.04) and comprehensive pictures (mean = 4.10) of the food and beverages being offered within the online menu. The respondents also agreed that the online menu had given them enough information to assess if the food was a good fit for their appetite (mean = 4.13).

Table 4.4 Descriptive Variable of Menu Informativeness

Code	Items	Mean	Category
MIF1	The way Kopi Kenangan displays its online menu is informative.	4.09	Agree
MIF2	The menu provides a good description of the food and beverage being offered.	4.04	Agree
MIF3	The menu provides potential diners with a comprehensive picture of the food being offered.	4.10	Agree

Code	Items	Mean	Category
MIF4	The menu provides enough details for me to decide whether the food being offered would be a good fit for my appetite.	4.13	Agree

Source: Primary data processed (2022)

4.1.2.3 Perception of COVID-19 Risk Variable

Table 4.5 reveals that respondents' risk of catching COVID-10 is still present (mean = 4.11). The respondents agreed that thinking about COVID-19 made them uncomfortable (mean = 3.98) and made them afraid of losing their life as a result (mean = 4.08). Additionally, respondents agreed that seeing news and stories about COVID-19 on social media made them anxious (mean = 3.93). Since they continue to worry and are afraid of catching COVID-19, it also caused them to have trouble sleeping (mean = 3.75), hesitate going outside (mean = 3.84), and avoid meeting with other people (mean = 3.77). As a result, it was concluded that the majority of respondents still had a perception of the COVID-19 risk (total mean = 3.92, "agree").

Table 4.5 Descriptive Variable of Perception of COVID-19 Risk

Code	Items	Mean	Category
PCV1	I am afraid of catching COVID-19.	4.11	Agree
PCV 2	It makes me uncomfortable to think about COVID-19.	3.98	Agree

PCV 3	I am afraid of losing my life because of COVID-19.	4.08	Agree
PCV 4	When watching news and stories about COVID-19 on social media, I become anxious.	3.93	Agree
PCV 5	I have difficulty sleeping because I'm worried about getting COVID-19.	3.75	Agree
PCV 6	I hesitate to go outside because I am afraid of catching COVID-19.	3.84	Agree
PCV7	I avoid meeting with other people because I don't want to catch COVID-19.	3.77	Agree

Source: Primary data processed (2022)

4.1.2.4 Desire for Food Variable

Table 4.6 reveals that overall, respondents (total mean = 3.89, "agree") agreed that they would have a desire for the food provided by Kopi Kenangan. The respondents specifically said that they would feel hungry (mean = 3.85), have their mouths water (mean = 4.04), and desire the food (mean = 3.96) after seeing the Kopi Kenangan's online menu. Respondents claimed they felt the urge to grab for and devour the food as soon as they viewed the menu (mean = 3.90). Additionally, they believed that they experienced a strong urge to eat the food (mean = 3.84).

45

Table 4.6 Descriptive Variable of Desire for Food

Code	Items	Mean	Category
DSF1	I feel hungry after viewing the Kopi Kenangan's menu.	3.85	Agree
DSF2	The menu made my mouth water.	4.04	Agree
DSF3	The menu made me desire the food.	3.96	Agree
DSF4	While I was viewing the menu, I began to salivate.	3.73	Agree
DSF5	I felt an impulse to eat the food after I saw the menu.	3.94	Agree
DSF6	When I saw the menu, I felt a desire to grab and eat the food.	3.90	Agree
DSF7	I felt a strong irresistible urge to eat the food when I saw the menu.	3.84	Agree

Source: Primary data processed (2022)

4.1.2.5 Perceived Convenience of Online Food Ordering Variable

Table 4.6 shows that respondents generally did strongly agree on how well they had used the convenience of online food ordering (total mean = 4.22, "very agree"). More specifically, while using online food ordering, they strongly agreed that they liked being able to order food without having to leave their houses (mean

46

= 4.23) and being able to do transactions online (mean = 4.24). They strongly

believed that they prefer to have food prepared for them to pick up as soon as they

arrive at the restaurant (mean = 4.21) and delivered immediately to their home

(mean = 4.28). Additionally, they concurred that ordering food online relieves them

from having to worry about preparing their meals (mean = 4.17). It also allowed

them to avoid crowds and made their daily lifestyle easier during the pandemic

(mean = 4.23).

Table 4.6 Descriptive Variable of Perceived Convenience of Online Food

Ordering

Code	Items	Mean	Category
COF1	I like the ability to order food without leaving home.	4.23	Very Agree
COF2	I like the ability to make online transactions.	4.24	Very Agree
COF3	I like having food delivered right to my home.	4.28	Very Agree
COF4	I like having food ready for me to pick up as soon as I arrive at the restaurant.	4.21	Very Agree
COF5	Online food ordering allows me not to have to think about preparing my meals.	4.17	Agree

Code		Mean	Category
COF6	Online food ordering allows me to avoid crowds.	4.23	Very Agree
COF7	Online food ordering will make my daily lifestyle easier during the pandemic.	4.23	Very Agree

Source: Primary data processed (2022)

4.1.2.6 Purchase Intention Variable

Overall, according to table 4.7, respondents agreed that they purchased product from Kopi Kenangan (total mean = 4.01, "agree"). They specifically stated (mean = 4.04) that they do intend to order food from Kopi Kenangan after looking at the menu. They also agreed that the chance of them ordering food from Kopi Kenangan is high after viewing the menu (mean = 4.01). As a result, the respondents gave Kopi Kenangan a high likelihood rating (mean = 4.00).

Table 4.7 Descriptive Variable of Purchase Intention

Code	Items	Mean	Category
PIC1	After seeing the menu, I intend to order food from Kopi Kenangan.	4.04	Agree
PIC2	After seeing the menu, the likelihood of me ordering food from Kopi Kenangan is high.	4.01	Agree

PIC3	I rate my chance of ordering food from Kopi Kenangan as high.	4.00	Agree

Source: Primary data processed (2022)

4.1.3 Measurement Model Test (Outer Model)

4.1.3.1 Validity Test

As was explained in the chapter before, a validity test measures item accuracy. Convergent validity and discriminant validity are two types of validity. Each of them has a distinct strategy and objective. Convergent validity in the measuring validity test is evaluated by taking into account the outer loading score and the average extracted variance (AVE). Meanwhile, discriminant validity is assessed by considering square root AVE through Fornell Lacker's approach. The minimal criteria for the value are an AVE > 0.50, an outer loading > 0.50, and a square root AVE score greater than the correlation score of the other variables (Hair et al., 2017).

Table 4.8 Outer Loading

Item	Menu Appeal	Menu Informativeness	Perception of COVID-19 Risk	Desire for Food	Perceived Convenience	Purchase Intention
MVS1	0.933					

MVS2	0.912					
MVS3	0.890					
MVS4	0.916					
MVS5	0.929					
MIF1		0.911				
MIF2		0.920				
MIF3		0.899				
MIF4		0.915				
PCV1			0.871			
PCV2			0.855			
PCV3			0.872			
PCV4			0.871			
PCV5			0.807			
PCV6			0.859			
PCV7			0.851			
DSF1				0.875		
DSF2				0.881		

DSF3				0.877	
DSF4				0.866	
DSF5				0.898	
DSF6				0.871	
DSF7				0.884	
COF1					0.919
COF2					0.917
COF3					0.927
COF4					0.897
COF5					0.910
COF6					0.909
COF7					0.914
PIC1					0.936
PIC2					0.926
PIC3					0.921

Source: Primary data processed (2022)

According to the table 4.8 above, all the outer loadings value is over 0.70, which indicates that all indicators for the study variables meet convergent validity. It can be concluded from Table 4.8 that there was no variable that crossed the unspecified factor where the value of each variable was more than 0.50. It may be observed, for instance, in variables from MVS1 through MVS5, where the results were over 0.80. Along with other variables including MIF, PCV, DSF, COF, and PI, where the average result was over 0.70 and correlated with values more than 0.50. Since neither of the score went below 0.50, it was clear that the model derived from the outer loading result was valid.

Table 4.9 Average Variance Extracted

Variables	Average Variance Extracted (AVE)
Menu Appeal	0.839
Menu Informativeness	0.831
Perception of COVID-19 Risk	0.732
Desire for Food	0.772
Perceived Convenience	0.834
Purchase Intention	0.860

Source: Primary data processed (2022)

A good AVE score, according to Hair et al. (2017), was more than 0.50. Regarding the AVE in Table 4.9, it is clear that the average was greater than 0.50, indicating that no variable had an AVE score that was lower than the standard

criterion. Therefore, it can be said that neither the measurement nor the mistake item caused any error variance.

Table 4.10 Validity Discriminant Test

	Desire for Food	Menu Appeal	Menu Informativeness	Perceived Convenience	Perception of COVID-19 Risk	Purchase Intention
Desire for Food	**0.879**					
Menu Appeal	0.729	**0.916**				
Menu Informativeness	0.686	0.697	**0.911**			
Perceived Convenience in Online Food Ordering	0.803	0.781	0.723	**0.913**		

Perception of COVID-19 Risk	0.777	0.728	0.653	0.786	**0.855**	
Purchase Intention	0.833	0.741	0.669	0.826	0.738	**0.927**

Source: Primary data processed (2022)

The variable score for the outcomes of discriminant validity is shown in Table 4.10. As explained previously, a strong indicator of discriminant validity was when the square root AVE score above the correlation score of the other variables below.

In detail, desire for food (0.879) was higher than menu appeal (0.729), menu informativeness (0.686), perceived convenience (0.803), perception of COVID-19 risk (0.777), and purchase intention (0.833). Menu appeal (0.916) was higher than menu informativeness (0.697), perceived convenience (0.781), perception of COVID-19 risks (0.781), and purchase intention (0.741). Menu informativeness (0.911) was higher than perceived convenience (0.723), perception of COVID-19 risks (0.653), and purchase intention (0.669). Perceived convenience (0.913) was higher than perception of COVID-19 risks (0.786), and purchase intention (0.826). Perception of COVID-19 risks (0.855) was higher than purchase intention (0.783). Finally, there were no other variables below the purchase intention (0.927) variable that were higher than its score. It was based on the results

54

that were stated that each variable in this study had effectively described a good discriminant validity.

4.1.3.2 Reliability Test

A reliability test was used to see whether the findings were reliable and consistent. This test uses Cronbach's Alpha (CA) and composite reliability (CR), two different types of reliability assessments. If a variable's Cronbach's Alpha and composite reliability values are both over 0.70, that variable is regarded as reliable. Table 4.11 displays the specifics.

Table 4.11 Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	**Composite Reliability**
Menu Appeal	0.952	0.963
Menu Informativeness	0.932	0.951
Perception of COVID-19 Risk	0.939	0.950
Desire for Food	0.951	0.960
Perceived Convenience in Online Food Ordering	0.967	0.972
Purchase Intention	0.919	0.949

Source: Primary data processed (2022)

The CA and CR scores for each variable are displayed in Table 4.11. It is evident that neither CA or CR score fell below the standard criterion which in number of 0.70. In specific, the CA score of menu appeal was 0.052, menu informativeness score was 0.932, perception in COVID-19 risks score was 0.939, desire for food score was 0.951, perceived convenience score was 0.967, and purchase intention score was 0.919. As for CR, menu appeal score was 0.963, menu informativeness score was 0.951, perception in COVID-19 risks score was 0.950, desire for food score was 0.960, perceived convenience score was 0.972, and purchase intention score was 0.949. These findings suggest that this model has good consistency.

4.1.4 Structural Model Test (Inner Model)

4.1.4.1 Collinearity Test

In this study, the collinearity test was used to see how latent variables related to one another. This test revealed a problem with the model that might result in redundancy in the PLS-SEM context. Whenever the Variance Inflation Factor (VIF) value is 5.00 or higher, the collinearity test, which is performed using VIF, considers eliminating one of the appropriate indicators (Hair et al., 2017). A successful outcome is possible when the VIF score is less than 5.00. Table 4.12 provides more information on the results of the collinearity test.

Table 4.12 Collinearity Test

	Desire for Food	Menu Appeal	Menu Informativeness	Perceived Convenience	Perception of COVID-19 Risk	Purchase Intention
Desire for Food						2.813
Menu Appeal	2.604					
Menu Informativeness	2.132					
Perceived Convenience						2.813
Perception of COVID-19 Risk	2.334			1.000		
Purchase Intention						

Source: Primary data processed (2022)

Table 4.12 demonstrates that the VIF score between a desire for food and a buy intention was 2.813, which was also the score between perceived convenience

57

and a purchase intention. As for menu appeal and desire for food score was 2.604, menu informativeness and desire for food score was 2.132, and for perception of COVID-19 risks and desire for food score was 2.334. Finally, there was a 1.000 VIF score between perceived convenience and perceived COVID-19 risks.

4.1.4.2 Path Coefficient

The hypothesis' outcome is shown by the path coefficient and the bootstrapping method is employed to calculate the test. Bootstrapping is a technique used to assess the degree of significance of each indicator weight, as was discussed in the previous chapter. The p-value and t-value of the hypothesis test are used to determine its significance. If the number is higher than 1.96 and the p-value is lower than 0.05, the T-value is considered significant. In addition, the path coefficient can show whether the significant relationship is going in a positive or negative direction based on the initial sample score. Table 4.13 presents the results.

Table 4.13 Path Coefficient

	Original Sample (O)	T Statistics (|O/STDEV|)	P Value	Result
MVS → DSF	0.245	3.202	0.001	H1 is supported
MIF → DSF	0.216	3.433	0.001	H2 is supported
PCV → DSF	0.457	7.108	0.000	H3 is supported
PCV → COF	0.786	21.693	0.000	H4 is supported
DSF → PIC	0.477	7.723	0.000	H5 is supported

COF → PIC	0.443	7.175	0.000	H6 is supported

Note: MVS= Menu visual appeal; MIF= Menu informativeness; DSF=Desire for food; PCV=Perception of

COVID-19 risks; COF=Perceived convenience in online food ordering; PI=Purchase intention

Source: Primary data processed (2022)

The path coefficient of the research is displayed in Table 4.13. The test shows that all hypothesizes are supported as described below:

1. Hypothesis testing on the "menu appeal" effect variable has the original sample coefficient on "desire for food" of 0.245. The t-statistic value in this construct relationship is $3.202 > 1.96$, and the p-value is $0.001 < 0.05$. Thus, it can be said that hypothesis 1 which states "the visual appeal of the menu has a positive effect on consumer desire for food" is supported.

2. Hypothesis testing on the influence of the "menu informativeness" variable has the original sample coefficient on "desire for food" of 0.216. The t-statistic value in this construct relationship is $3.433 > 1.96$, and the p-value is $0.001 < 0.05$. Thus, it can be concluded that hypothesis 2 which states "menu informativeness positively influences consumers' desire for food" is supported.

3. Hypothesis testing on the effect of the "perception of COVID-19 risks" variable has an original sample coefficient of "desire for food" of 0.457. The t-statistic value in this construct relationship is $7.108 > 1.96$, and the p-value is $0.000 < 0.05$. Thus, it can be concluded that hypothesis 3 which states "perception of COVID-19 risk positively influences consumers' desire for food" is supported.

4. Hypothesis testing on the effect of the "perception of COVID-19 risks" variable has the original sample coefficient on "perceived convenience" of 0.786. The t-statistic value in this construct relationship is 21.693 > 1.96, and the p-value is 0.000 < 0.05. Thus, it can be concluded that hypothesis 4 which states "perception of COVID-19 risk positively influences consumers' perceived convenience of online food ordering" is supported.

5. Hypothesis testing on the effect of the "desire for food" variable has an original sample coefficient on "purchase intention" of 0.477. The t-statistic value in this construct relationship is 7.723 > 1.96, and the p-value is 0.000 < 0.05. Thus, it can be concluded that hypothesis 5 which states "consumers' desire for food positively influences purchase intentions" is supported.

6. Hypothesis testing on the effect of the "perceived convenience" variable has an original sample coefficient on purchase intention of 0.443. The t-statistic value in this construct relationship is 7.175 > 1.96, and the p-value is 0.000 < 0.05. Thus, it can be concluded that hypothesis 6 which states "consumers' perceived convenience of online food ordering positively influences purchase intentions" is supported.

According to all these results, it can be concluded, from this explanation that all variables in this study are all supported.

4.1.4.3 Coefficient Determination (R-Square)

The squared correlation between the actual value of the given endogenous construct and the expected value is known as R square (R2). The score value ranges

from 0 to 1, with a greater level suggesting a higher level of prediction accuracy, and it is used to analyze the extent of an exogenous variable defining its endogenous variable. Table 4.14 contains more information on the R-Square result.

Table 4.14 R-Square

	R-Square	**Adjusted R Square**
Desire for Food	0.682	0.678
Perceived Convenience in Online Food Ordering	0.618	0.617
Purchase Intention	0.763	0.762

Source: Primary data processed (2022)

According to table 4.12, the "menu appeal", "menu informativeness", and "perception of COVID-19 risks" models on "desire for food" produce an R^2 value of 0.682, Thus, it can be concluded that 68.2% of the explanation for the "desire for food" variable can be attributed to the variables "menu appeal," "menu informativeness," and "perception of COVID-19 risk," with the remaining 31.8% (100%-68.2%) being provided by factors unrelated to the study.

Secondly, the "perception of COVID-19 risks" model on "perceived convenience" gives an R^2 value of 0.618. Thus, it can be interpreted that the "perceived convenience" variable can be explained by the "perception of COVID-19 risks" variable of 61.8% with the remaining of 38.2%.

Lastly, the R^2 score for the "desire for food" and "perceived convenience" to "purchase intention" models is 0.763. Therefore, it can be concluded that 76.3%

of the "purchase intention" variable can be described by the variables "perceived convenience' and "desire for food", whereas the remaining of it is 23.7%.

4.1.4.4 Predictive Relevance (Q Square)

The predictive relevance is examined using Q square (Q2) to determine how much the independent variable impacts the dependent variable, as was previously discussed in the chapter (Hair et al., 2017). The criterion for Q2 is that it must be higher than zero; the greater Q2 and predictive accuracy of the model, the less the discrepancy between original and forecasted values. Table 4.15 displays the Q-Square's findings.

4.15 Q-Square

	SSO	SSE	Q² (=1-SSE/SSO)
Menu Appeal	1250.000	1250.000	0
Menu Informativeness	1000.000	1000.000	0
Desire for Food	1750.000	839.672	0.520
Perceived Convenience	1750.000	860.768	0.508
Perception of COVID-19 Risk	1750.000	1750.000	0
Purchase Intention	750.000	262.562	0.650

Source: Primary data processed (2022)

Table 4.15 shows that there were variables that had scores greater than zero. Perceived convenience was 0.508, purchase intention was 0.650, and the desire for food was 0.520. Due to the fact that the perception of COVID-19 risk was an

62

exogenous variable, also known as an independent variable, the scores for menu attractiveness, menu informativeness, and perception of COVID-19 risk were all zero.
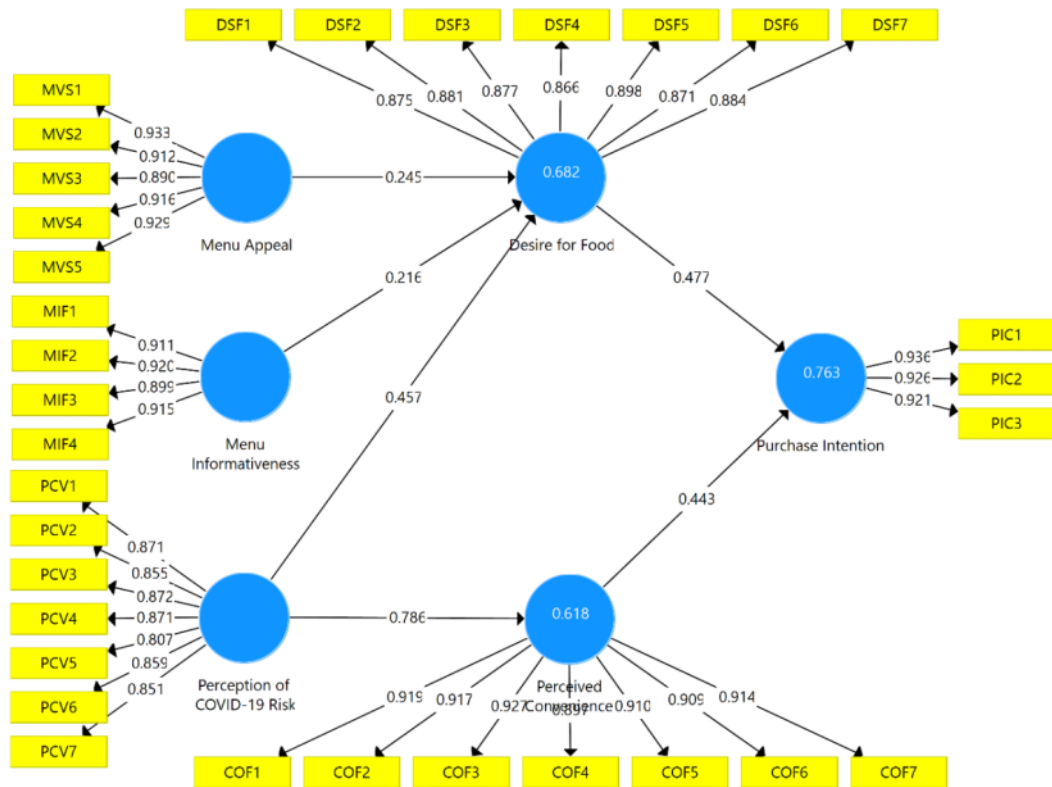
Figure 4.1 Structural Model and Hypotheses Testing Results

4.2 Discussion

4.2.1 Menu Visual Appeal and Desire for Food

Based on a research of path coefficient, the relationship between menu visual appeal and desire for food generated significant and positive results. From these results, it can be said that a good menu appeal visually can influence the

customer's food desire towards Kopi Kenangan's products. This was consistent with other studies looking at how appealing food menus might impact consumers' food desire. As an example, Kincaid & Corsun (2003) stated in their study that the visual appeal of the food had a significant effect in the eating behavior of the consumer. Additionally, according to study by Gunden et al. (2020), the food visual picture displayed on the online food menu improved the consumers' attitudes about online food platforms.

4.2.2 Menu Informativeness and Desire for Food

The findings of path coefficient in this study showed significant and positive relationship between menu informativeness and consumers' desire for food. It indicated that the better the menu informativeness included within the menu, the more possibility to encourage consumers to have food desire toward Kopi Kenangan's product. Previous studies concerning about the menu informativeness and desire for food also generated the same results. In detail, the prior study by Cheng & Ho (2015) found that the content of information has a positive influence on consumers' attitudes towards the restaurants. Peters & Hervé Remaud (2020) also found that the descriptions of meals provided on menus can also have an impact on customers' desire to purchase the meals.

Since people still need to know the ingredients, how the food was prepared, and how much it cost even when there are pictures of the dish on the menu, this finding of a positive significance in the results of the investigation into the relationship between menu informativeness and food desire makes sense. This

result, however, contrasts with previous study by Brewer & Sebby (2021), which found no relationship between menu information and food desire. The lack of visually appealing content on the restaurant menu most likely contributed to this result. It's also possible that people did not read the entire menu since they were distracted with the food images and did not pay attention to the other information written in the menu.

4.2.3   Perception of COVID-19 Risk and Desire for Food

The relationship between the perception of COVID-19 risk and desire for food showed a significant and positive result. It means, people perception, fear, anxiety towards the risk of catching COVID-19 can effect of how people would have the desire to get foods or beverages from Kopi Kenangan. The more of the perception of COVID-19 risk then the more desire that people would have in ordering food. This finding is consistent with previous study by Ammar et al. (2020) found that perception of COVID-19 risk changed people eating behaviors with increased desire to consume food. Additionally, the study by Renzo et al. (2020) also found that Perception of COVID-19 Risk changed participants to feel more appetite and desire for food.

4.2.4   Perception of COVID-19 Risk and Perceived Convenience of Online Food Ordering

The result of this study showed that the perception of COVID-19 risk had a significant and positive effect on consumers' perceived convenience in online food

ordering. This signifies that consumers' negative perception and fear to COVID-19 risk can influence them to get the feeling of perceived convenience from utilizing the online food ordering. The more people having the perception of COVID-19 risk, then the more they feel the perceived convenience when they utilizing online food ordering services. This finding is in line with the prior study by Brewer & Sebby (2021) that found the perception of COVID-19 risk toward perceived convenience of online food ordering is supported. Additionally, Hartono et al. (2021) also provided perspective on how consumers respond to the COVID-19 pandemic. It was noted that consumers are more willing to adopt online purchasing when they are more rational, economical, and health-conscious.

4.2.5 Desire for Food and Purchase Intention

The relationship between consumers' desire for food and purchase intention showed a significant and positive result. It defines that consumers' desire for food can encourage them to have intention to get and purchase Kopi Kenangan products online. In other word, the more desire that people have to get a food, then the more likely people would have the intention to purchase the food online. This statement supported by the previous study by Ha & Lennon (2010) has found that stimulated arousal has a positive influence on consumers' purchase intention in the context of online visual merchandising. This result also aligned with the prior study result that focus on website enhancement (Fiore et al., 2005).

4.2.6 Perceived Convenience of Online Food Ordering and Purchase Intention

The findings of path coefficient in this study showed a significant and positive relationship between consumers' perceived convenience in online food ordering and purchase intention. It indicated that consumers' good perceived convenience of using online food ordering could encourage them to have intention to purchase products from Kopi Kenangan. In other word, the better the perceived convenience people get, then the more likely people would have the intention to purchase the food online. This finding was consistent with the prior study by the study of Aldaco et al. (2020) that the perceived benefits of online grocery delivery have a positive impact on purchase decision during COVID-19 situation. Moreover, this result is also similar with the Mehrolia et al. (2021) research which discovered that consumer purchasing decisions are favorably influenced by perceived benefits of online food ordering platforms.

Considering the respondents' profile, the age of the respondents in this study were mostly people coming from two generations, generation Z and millennials. The generation Z defined as those people born between 1997 until 2012, which is 10-25 years old this year. Meanwhile millennials are those people born between 1981-1996, which ages 26-41 this year (Dimock, 2019). In this study, the age of 20-29 years old were dominated more than half of the total respondents (n=155, 62%). In addition, considering the respondents' most likable utilized online food ordering platform, it is indicated Indonesian in these generations often using online food ordering platforms where the most of the platform that has been utilized were Grab-food (n=116, 46.4%), Shopee-food (n=54, 21.6%), Grab-food (n=49, 19.6%), and Kopi Kenangan App (n=31, 12.4%). All these can bring conclusion that people

coming from these two generations are common to use the online food ordering

platforms. It can be the supporting reason why the relationship between perceived

convenience in online food ordering and purchase intention was significant.

CHAPTER V

CONCLUSION

5.1   Conclusion

The purpose of this study is to discover the factor that affect people's intention to buy Kopi Kenangan products online during the pandemic COVID-19. This study builds an empirical investigation into consumers' purchasing intentions during the pandemic in relation to the online food menu under the extended S-O-R framework, particularly with Kopi Kenangan as the focus. Therefore, this study can summarize the conclusion from the findings and discussion:

1. Menu visual appeal positively influences consumers' desire for food on Kopi Kenangan.

2. Menu informativeness positively influences consumers' desire for food Kopi Kenangan.

3. Perception of COVID-19 risk positively influences consumers' desire for food on Kopi Kenangan.

4. Perception of COVID-19 risk positively influences consumers' perceived convenience of online food ordering on Kopi Kenangan.

5. Consumers' desire for food positively influences purchase intentions on Kopi Kenangan.

6. Consumers' perceived convenience of online food ordering positively influences purchase intentions on Kopi Kenangan.

5.2   Benefit and Managerial Implication

In particular, factors that affect consumers' intentions to purchase food through an online food ordering platform are factors that researchers may utilize to understand better and implement marketing materials. Similar studies that have looked at how online food menus affect consumers' purchasing intentions, particularly in Kopi Kenangan, are still uncommon. The findings of this study will thus help to further the empirical studies on what motivates potential customers to purchase Kopi Kenangan products online.

The findings of this study also have implications for Indonesia's food and beverage industry. Given the positive and significant correlation shown in the research model for this study, restaurants need make efforts in a range of aspects. According to the findings, restaurants' online food menu presentation positively impacts customers' desire for food and eventually, their intention to purchase. These findings have crucial implications for restaurant management, who must constantly maintain an online menu that is of high quality that is both visually appealing and informative. The management might consider about improving their websites with appealing pictures and detailed information of each menu item in order to increase sales. Therefore, it might be beneficial for restaurants to be able to continually updating the online menu so that it continues to look appealing and properly inform customers about the foods offered.

Additionally, the perception of COVID-19 risk had a positive impact on consumers' perceptions of the convenience of ordering meals online and their eventual intention to make a purchase, given the fact that COVID-19 is still present

and individuals continue to be afraid of contracting the disease. As a result of these findings, restaurants can keep improving their convenience in online food ordering services platform so that people can purchase the products without having to worry about catching COVID-19.

5.3   Limitations

The proportion of respondents from distributing questionnaires in this study was limited in terms of respondent profile. In this study, data from the distribution of questionnaires was not effectively gathered with balance data. Some factors dominate the others by a percentage of more than 50%. For instance, women and respondents between the ages of 20 and 29 dominated the findings for age and gender. Meanwhile, based on the respondent's regions, they coming from the Javanese island was dominating the samples at the same time. As a result, this dominant phenomenon may provide results that are biased.

5.4   Recommendation

Based on the limitations, a number of recommendations are made to improve the outcomes of future study. As for the respondent profile is affected by the findings of respondents who are primarily female and between the ages of 20 and 29, it makes the distribution of questionnaires in this study is still uneven. Therefore, it would be preferable if future study could include a representative sample of respondents who meet various criteria. As a result, there will not be any criteria that dominate one another, which will prevent biased results.

Accordingly, further study is recommended to more qualitatively analyze the elements that impact customer purchase intentions in online food ordering platforms. The reason is because qualitative research can help to complement and enrich the findings on this topic. Additionally, it is purposed in order to prevent measurement item issues that usually occur in quantitative research. Furthermore, future studies should either adapt this framework to different hospitality management situations or add more variables to the existing framework to explain customers' decision-making processes.

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Appendix

<div align="center">

SURAT PENGANTAR KUESIONER

</div>

Assalamu'alaikum Warrahmatullahi Wabarakatuh

Kepada Yth. Responden

Di tempat

Saya, Dinda Saphira (18311072), mahasiswa program studi manajemen program internasional, Fakultas Bisnis dan Ekonomika, Universitas Islam Indonesia (UII) sedang melakukan penelitian skripsi dengan judul:

"**The Effect of Kopi Kenangan Online Menus on Consumers' Purchase Intention During the COVID-19 Pandemic**"

Seperti diketahui, pandemi COVID-19 berdampak serius pada industri F&B. Peraturan pemerintah untuk menjaga jarak, membuat konsumen menghindari keluar rumah untuk mencegah penyebaran COVID-19. Oleh karena itu, agar dapat bertahan dalam situasi saat ini, Kopi Kenangan meningkatkan strategi pemasarannya. Terutama, meningkatkan penjualan online dengan menawarkan menu online yang nyaman melalui website atau platform pemesanan makanan seperti Go-food, Grab-food, Shopee-food, dan Kopi Kenangan App.

Tujuan dari penilitian ini adalah untuk menginvestigasi lebih lanjut faktor-faktor yang menyebabkan konsumen Kopi Kenangan di Indonesia agar mau membeli produk Kopi Kenangan melalui website atau platform pemesanan makanan.

Kami akan memberikan reward berupa saldo Go-Pay sebesar Rp 50.000 kepada 5 reponden terpilih. Kami mohon kesediaannya untuk mengisi kuisioner ini sesuai dengan persepsi pribadi. Perlu untuk kami sampaikan bahwa data responden

dijamin kerahasiaannya dan hanya akan digunakan untuk kepentingan penelitian akademik saja.

Atas perhatian dan bantuannya, kami ucapkan terima kasih.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

Dinda Saphira Nabila Sofyan (18311072@students.uii.ac.id)

Arif Hartono (083110101@uii.ac.id)

BAGIAN I. DESKRIPTIF

1. Apakah anda pernah membeli produk Kopi Kenangan secara online?

   a. Ya, pernah

   b. Tidak pernah

2. Apa jenis kelamin anda?

   a. Laki-laki

   b. Perempuan

3. Berapa usia anda?

   a. < 20 tahun

   b. 20 - 29 tahun

   c. 30 - 39 tahun

   d. 40 - 49 tahun

   e. > 50 tahun

4. Dimana asal daerah anda tinggal?

   a. Pulau Sumatera dan sekitarnya

   b. Pulau Jawa dan sekitarnya

   c. Kepulauan Nusa Tenggara dan sekitarnya

d. Pulau Kalimantan dan sekitarnya

e. Pulau Sulawesi dan sekitarnya

f. Kepulauan Maluku dan sekitarnya

g. Pulau Papua dan sekitarnya

5. Apa status perkawinan anda?

a. Single

b. Menikah

6. Apa status pekerjaan anda?

a. Bekerja

b. Tidak bekerja

7. Berapa pengeluaran anda per bulan untuk membeli makanan?

a. < Rp 500.000

b. Rp 500.000 - Rp 1.500.000

c. Rp 1.500.001 - Rp 2.500.000

d. Rp 2.500.001 - Rp 3.500.000

e. Rp 3.500.001 - Rp 4.500.000

f. > Rp 4.500.0008.

8. Aplikasi apa yang anda gunakan untuk membeli produk Kopi Kenangan secara online?

a. Kopi Kenangan App

b. Grab-food

c. Go-food

d. Shopee-food

e. Other:

BAGIAN II. VARIABEL

Instruksi:

Pertanyaan-pertanyaan berikut memiliki 5 alternatif jawaban, silahkan tandai salah satu dari kelima pilihan jawaban tersebut.

1= Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

No	Item Pertanyaan	Alternatif Jawaban				
		PERNYATAAN DIBAWAH INI TERKAIT DENGAN DAYA TARIK MENU TERHADAP KONSUMEN				
	Menu Appeal (MA)	STS	TS	N	S	SS
1	Cara Kopi Kenangan menampilkan menu *online*-nya menarik.	1	2	3	4	5
2	Menu *online* Kopi Kenangan menarik secara visual.	1	2	3	4	5

3	Saya suka tampilan dan nuansa menu *online* Kopi Kenangan.	1	2	3	4	5
4	Saya suka tata letak menu *online* Kopi Kenangan.	1	2	3	4	5
5	Saya suka grafik menu *online* Kopi Kenangan.	1	2	3	4	5

Instruksi:

Pertanyaan-pertanyaan berikut memiliki 5 alternatif jawaban, silahkan tandai salah

satu dari kelima pilihan jawaban tersebut.

1= Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

No	Item Pertanyaan	Alternatif Jawaban				
	PERNYATAAN DIBAWAH INI TERKAIT DENGAN INFORMASI MENU TERHADAP KONSUMEN					
	Menu Informativeness (MI)	STS	TS	N	S	SS
1	Cara Kopi Kenangan menampilkan menu online-nya informatif.	1	2	3	4	5
2	Menu Kopi Kenangan memberikan deskripsi yang baik tentang produk yang ditawarkan.	1	2	3	4	5

3	Menu Kopi Kenangan menyediakan gambaran produk yang ditawarkan secara komprehensif untuk calon pembeli.	1	2	3	4	5
4	Menu Kopi Kenangan memberikan detail yang cukup bagi saya untuk memutuskan apakah produk yang ditawarkan akan sesuai dengan selera saya.	1	2	3	4	5

Instruksi:

Pertanyaan-pertanyaan berikut memiliki 5 alternatif jawaban, silahkan tandai

salah satu dari kelima pilihan jawaban

tersebut.   1 = Sangat

Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

No	Item Pertanyaan	Alternatif Jawaban				
	PERNYATAAN DIBAWAH INI TERKAIT DENGAN PERSEPSI RISIKO COVID-19 TERHADAP KONSUMEN					
	Perception of COVID-19 Risk (POCR)	STS	TS	N	S	SS
1	Saya takut tertular COVID-19.	1	2	3	4	5
2	Itu membuat saya tidak nyaman untuk berpikir tentang COVID-19.	1	2	3	4	5

3	Saya takut kehilangan nyawa karena COVID-19.	1	2	3	4	5
4	Saya menjadi cemas ketika menonton berita dan cerita tentang COVID-19 di media sosial,	1	2	3	4	5
5	Saya sulit tidur karena khawatir tertular COVID-19.	1	2	3	4	5
6	Saya ragu untuk keluar rumah karena takut tertular COVID-19.	1	2	3	4	5
7	Saya menghindari pertemuan dengan orang lain karena saya tidak ingin tertular COVID-19.	1	2	3	4	5

Instruksi:

Pertanyaan-pertanyaan berikut memiliki 5 alternatif jawaban, silahkan tandai salah

satu dari kelima pilihan jawaban tersebut.

1= Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

No	Item Pertanyaan	Alternatif Jawaban				
	PERNYATAAN DIBAWAH INI TERKAIT DENGAN KEINGINAN KONSUMEN UNTUK MAKAN					
	Desire for Food (DF)	STS	TS	N	S	SS
1	Saya merasa lapar setelah melihat menu Kopi Kenangan.	1	2	3	4	5
2	Menu itu membuat mulut saya berliur.	1	2	3	4	5
3	Menu membuat saya menginginkan makanan.	1	2	3	4	5

4	Saat saya melihat menu, saya mulai mengeluarkan air liur.	1	2	3	4	5
5	Saya merasakan dorongan untuk makan makanan setelah saya melihat menu.	1	2	3	4	5
6	Ketika saya melihat menu, saya merasakan keinginan untuk mengambil dan memakannya.	1	2	3	4	5
7	Saya merasakan dorongan kuat yang tak tertahankan untuk makan makanan ketika saya melihat menu.	1	2	3	4	5

Instruksi:

Pertanyaan-pertanyaan berikut memiliki 5 alternatif jawaban, silahkan tandai salah

satu dari kelima pilihan jawaban tersebut.

1= Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

No	Item Pertanyaan	Alternatif Jawaban				
	PERNYATAAN DIBAWAH INI TERKAIT DENGAN KENYAMANAN YANG DIRASAKAN KONSUMEN DARI PEMESANAN MAKANAN SECARA ONLINE					
	Perceived Convenience of Online Food Ordering (PC)	STS	TS	N	S	SS
1	Saya suka kemampuan untuk memesan makanan tanpa meninggalkan rumah.	1	2	3	4	5
2	Saya suka kemampuan untuk melakukan transaksi online.	1	2	3	4	5

3	Saya suka ketika makanan diantar langsung ke rumah saya.	1	2	3	4	5
4	Saya suka ketika makanan sudah siap untuk saya ambil, segera setelah saya tiba di restoran.	1	2	3	4	5
5	Pemesanan makanan secara online memungkinkan saya untuk tidak perlu memikirkan untuk menyiapkan makanan saya.	1	2	3	4	5
6	Pemesanan makanan secara online memungkinkan saya menghindari keramaian.	1	2	3	4	5
7	Memesan makanan secara online akan membuat gaya hidup sehari-hari saya lebih mudah selama pandemi.	1	2	3	4	5

Instruksi:

100

Pertanyaan-pertanyaan berikut memiliki 5 alternatif jawaban, silahkan tandai salah

satu dari kelima pilihan jawaban tersebut.

1= Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

No	Item Pertanyaan	Alternatif Jawaban				
	PERNYATAAN DIBAWAH INI TERKAIT DENGAN NIAT MEMBELI KONSUMEN					
	Purchase Intention (PI)	STS	TS	N	S	SS
1	Setelah melihat menu, saya berniat memesan makanan dari Kopi Kenangan.	1	2	3	4	5
2	Setelah melihat menu, besar kemungkinan saya memesan makanan dari Kopi Kenangan.	1	2	3	4	5
3	Saya menilai besar peluang saya untuk memesan makanan dari Kopi Kenangan.	1	2	3	4	5

Attachment 2

Data Tabulation

No	MVS1	MVS2	MVS3	MVS4	MVS5	MIF1	MIF2	MIF3	MIF4	PCV1	PCV2	PCV3	PCV4	PCV5	PCV6	PCV7	DSF1	DSF2	DSF3	DSF4	DSF5	DSF6	DSF7	COF1	COF2	COF3	COF4	COF5	COF6	COF7	PIC1	PIC2	PIC3
1	4	3	3	3	3	4	4	4	4	3	3	4	3	3	4	3	5	4	5	5	4	5	5	5	5	5	3	4	5	5	5	5	4
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216	4	4	4	4	4	5	5	5	4	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
217	5	5	4	5	4	5	4	4	5	4	5	4	4	5	5	4	5	5	4	5	4	3	5	5	5	5	5	5	5	5	4	4	4
218	3	4	3	3	3	4	4	4	4	2	3	2	2	3	3	2	2	3	3	2	2	3	2	4	3	4	3	4	3	4	4	3	3
219	4	5	4	5	4	4	4	5	4	5	5	5	4	5	5	5	5	5	4	4	5	5	4	5	4	4	5	5	5	5	4	5	4
220	4	4	5	4	4	4	4	4	4	2	3	3	2	3	2	3	2	3	3	3	3	3	3	4	3	4	3	4	3	4	3	3	3
221	4	4	4	4	4	5	5	5	4	4	5	5	4	5	5	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	4	4	4
222	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
223	4	4	4	3	3	4	4	5	5	4	3	4	3	3	3	3	3	3	3	3	3	3	2	4	5	5	4	4	5	5	4	4	3
224	4	4	3	3	3	4	4	4	4	4	4	3	3	4	4	3	4	3	3	4	4	4	4	3	3	3	3	3	3	3	3	3	3

225	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4
226	4	5	5	5	5	4	4	4	4	5	5	5	5	4	4	5	5	4	4	5	4	4	4	5	5	5	5	5	5	5	5	5
227	5	5	5	5	5	5	5	5	5	5	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
228	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
229	3	2	2	2	3	2	3	3	2	3	3	2	2	2	3	3	2	3	2	2	2	3	2	3	2	2	3	2	3	2	3	3
230	5	5	5	5	5	5	4	4	5	3	4	4	4	3	4	4	5	5	3	4	4	4	4	5	5	5	5	4	5	3	5	5
231	2	3	3	2	2	3	2	2	3	2	2	3	3	3	2	2	2	3	2	2	3	2	2	3	2	3	2	2	3	2	2	3
232	4	4	5	4	4	5	4	4	4	4	4	3	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4
233	4	4	4	4	3	5	4	4	4	4	4	3	4	3	3	3	3	3	3	3	3	3	5	3	5	5	5	5	5	5	3	4
234	4	4	4	4	4	4	4	4	4	3	3	4	3	4	3	3	3	3	3	3	4	4	3	4	4	4	4	4	4	4	4	4
235	5	4	4	5	5	4	4	5	5	4	4	5	5	4	4	5	5	4	4	5	5	4	4	5	5	4	4	5	5	4	5	4
236	4	5	4	5	4	5	5	5	5	5	4	5	5	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4
237	3	4	4	4	4	4	4	4	4	3	3	3	4	4	3	4	3	4	4	3	3	4	4	4	4	4	4	3	4	4	4	3
238	3	4	3	3	4	4	3	3	4	4	3	4	4	3	4	3	3	4	3	3	4	3	3	4	4	3	3	4	3	3	4	3
239	5	5	4	5	5	5	5	5	5	5	5	5	4	5	5	4	5	5	5	5	5	5	4	4	5	5	5	4	5	5	5	5
240	5	4	4	4	4	5	5	4	4	5	5	4	4	5	5	4	4	5	5	4	4	5	5	4	4	5	5	5	5	5	4	4
241	4	5	4	5	4	4	4	5	4	4	4	4	4	5	4	4	5	5	4	4	5	5	4	5	4	4	5	4	5	4	4	4
242	5	4	4	5	5	4	5	5	4	5	5	4	4	5	5	5	5	4	4	5	4	5	5	4	4	5	5	4	5	4	5	4
243	4	5	5	4	4	4	4	5	4	5	5	5	5	4	5	5	4	5	5	4	5	4	5	4	5	4	4	5	5	4	5	5
244	5	5	5	5	5	5	5	5	5	5	4	5	5	4	5	5	4	4	4	4	4	4	4	5	5	5	4	4	4	5	5	5
245	5	4	5	5	5	4	5	5	5	5	5	5	4	4	5	4	4	5	5	4	5	5	5	4	4	5	5	5	4	4	4	5
246	4	4	4	4	3	4	4	4	4	3	4	4	3	4	4	3	4	4	3	3	4	3	3	4	4	4	4	3	4	4	3	4
247	4	4	4	4	5	5	4	4	5	5	4	5	5	4	3	5	4	4	5	4	4	4	4	3	4	4	3	3	4	3	3	3
248	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
249	5	5	5	4	5	5	5	5	4	4	5	5	4	4	5	4	4	5	5	4	4	5	5	4	4	5	4	4	5	5	4	5
250	5	4	5	5	5	4	4	5	5	4	4	5	5	4	4	5	5	5	4	4	5	5	5	4	4	5	5	4	5	5	4	4

CHARACTERISTICS OF RESPONDENT

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	99	39.6	39.6	39.6
	Female	151	60.4	60.4	100.0
	Total	250	100.0	100.0	

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20 years old	27	10.8	10.8	10.8
	20 - 29 years old	155	62.0	62.0	72.8
	30 - 39 years old	36	14.4	14.4	87.2
	40 - 49 years old	25	10.0	10.0	97.2
	> 50 years old	7	2.8	2.8	100.0
	Total	250	100.0	100.0	

Origin		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kepulauan Maluku and surrounding	1	.4	.4	.4
	Jawa Island and surrounding	211	84.4	84.4	84.8
	Kalimantan Island and surrounding	14	5.6	5.6	90.4
	Sulawesi Island and surrounding	10	4.0	4.0	94.4
	Sumatera Island and surrounding	14	5.6	5.6	100.0
	Total	250	100.0	100.0	

Marital status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	78	31.2	31.2	31.2

		Frequency	Percent	Valid Percent	Cumulative Percent
	Single	172	68.8	68.8	100.0
	Total	250	100.0	100.0	

Employment status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	129	51.6	51.6	51.6
	Unemployed	121	48.4	48.4	100.0
	Total	250	100.0	100.0	

Monthly expense					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp 500.000	41	16.4	16.4	16.4
	Rp 500.000 - Rp 1.500.000	96	38.4	38.4	26.0
	Rp 1.500.001 - Rp 2.500.000	50	20.0	20.0	46.0
	Rp 2.500.001 - Rp 3.500.000	22	8.8	8.8	54.8

		Frequency	Percent	Valid Percent	Cumulative Percent
	Rp 3.500.001 - Rp 4.500.000	17	6.8	6.8	61.6
	> Rp 4.500.000	24	9.6	9.6	100.0
	Total	250	100.0	100.0	

Utilized online food platforms					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Go-food	116	46.4	46.4	46.4
	Grab-food	49	19.6	19.6	66.0
	Kopi Kenangan App	31	12.4	12.4	78.4
	Shopee-food	54	21.6	21.6	100.0
	Total	250	100.0	100.0	

DESCRIPTIVE STATISTICS

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
MVS1	250	1	5	4.05	.993
MVS2	250	1	5	4.14	.937
MVS3	250	1	5	4.10	.909

	N	Minimum	Maximum	Mean	Std. Deviation
MVS4	250	1	5	4.00	.986
MVS5	250	1	5	3.98	1.035
Valid N (listwise)	250				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
MIF1	250	1	5	4.09	.901
MIF2	250	1	5	4.04	.958
MIF3	250	1	5	4.10	.999
MIF4	250	1	5	4.13	.975
Valid N (listwise)	250				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PCV1	250	1	5	4.11	.990
PCV2	250	1	5	3.98	.988
PCV3	250	1	5	4.08	1.054
PCV4	250	1	5	3.93	1.019
PCV5	250	1	5	3.75	1.032

	N	Minimum	Maximum	Mean	Std. Deviation
PCV6	250	1	5	3.84	1.057
PCV7	250	1	5	3.77	1.068
Valid N (listwise)	250				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
DSF1	250	1	5	3.85	1.005
DSF2	250	1	5	4.04	.911
DSF3	250	1	5	3.96	.963
DSF4	250	1	5	3.73	1.085
DSF5	250	1	5	3.94	.914
DSF6	250	1	5	3.90	.930
DSF7	250	1	5	3.84	.984
Valid N (listwise)	250				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
COF1	250	1	5	4.23	.953
COF2	250	1	5	4.24	.984

	N	Minimum	Maximum	Mean	Std. Deviation
COF3	250	1	5	4.28	.927
COF4	250	1	5	4.21	.913
COF5	250	1	5	4.17	.973
COF6	250	1	5	4.23	1.007
COF7	250	1	5	4.23	.975
Valid N (listwise)	250				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PIC1	250	1	5	4.04	.911
PIC2	250	1	5	4.01	.944
PIC3	250	1	5	4.00	.934
Valid N (listwise)	250				

RESEARCH MODEL

CONVERGENT VALIDITY TEST

	Menu Appeal	Menu Informativeness	Perception of	Desire for Food	Perceived Convenience	Purchase

			COVID-19 Risk			Intention
MVS 1	0.933					
MVS 2	0.912					
MVS 3	0.890					
MVS 4	0.916					
MVS 5	0.929					
MIF1		0.911				
MIF2		0.920				
MIF3		0.899				
MIF4		0.915				
PCV 1			0.871			

PCV 2			0.855		
PCV 3			0.872		
PCV 4			0.871		
PCV 5			0.807		
PCV 6			0.859		
PCV 7			0.851		
DSF1				0.875	
DSF2				0.881	
DSF3				0.877	
DSF4				0.866	
DSF5				0.898	

DSF6				0.871	
DSF7				0.884	
COF 1					0.919
COF 2					0.917
COF 3					0.927
COF 4					0.897
COF 5					0.910
COF 6					0.909
COF 7					0.914
PIC1					0.936
PIC2					0.926

120

PIC3						**0.921**

DISCRIMINANT VALIDITY TEST

Fornell-Larcker Criterion

	Desire for Food	**Menu Appeal**	**Menu Informativeness**	**Perceived Convenience**	**Perception of COVID-19 Risk**	**Purchase Intention**
Desire for Food	0.879					
Menu Appeal	0.729	0.916				
Menu Informativeness	0.686	0.697	0.911			
Perceived Convenience	0.803	0.781	0.723	0.913		

Perception of COVID-19 Risk	0.777	0.728	0.653	0.786	0.855	
Purchase Intention	0.833	0.741	0.669	0.826	0.738	0.927

Cross Loadings

	Menu Appeal	**Menu Informativeness**	**Perception of COVID-19 Risk**	**Desire for Food**	**Perceived Convenience**	**Purchase Intention**
MVS1	0.933	0.652	0.678	0.708	0.740	0.714
MVS2	0.912	0.636	0.661	0.659	0.726	0.658
MVS3	0.890	0.636	0.650	0.636	0.689	0.669
MVS4	0.916	0.626	0.678	0.668	0.711	0.689
MVS5	0.929	0.643	0.668	0.663	0.711	0.662
MIF1	0.637	0.911	0.602	0.631	0.682	0.611

122

MIF2	0.613	0.920	0.578	0.615	0.644	0.621
MIF3	0.610	0.899	0.572	0.608	0.632	0.578
MIF4	0.680	0.915	0.627	0.644	0.675	0.629
PCV1	0.660	0.584	0.871	0.653	0.693	0.629
PCV2	0.638	0.605	0.855	0.639	0.688	0.634
PCV3	0.695	0.569	0.872	0.686	0.723	0.647
PCV4	0.607	0.526	0.871	0.666	0.663	0.635
PCV5	0.566	0.531	0.807	0.632	0.623	0.575
PCV6	0.599	0.563	0.859	0.705	0.685	0.681
PCV7	0.590	0.532	0.851	0.669	0.627	0.613
DSF1	0.620	0.556	0.665	0.875	0.682	0.718
DSF2	0.670	0.621	0.703	0.881	0.742	0.746
DSF3	0.707	0.620	0.722	0.877	0.740	0.746
DSF4	0.577	0.568	0.630	0.866	0.662	0.686
DSF5	0.644	0.591	0.703	0.898	0.716	0.749

123

DSF6	0.633	0.652	0.689	0.871	0.714	0.740
DSF7	0.623	0.605	0.661	0.884	0.675	0.734
COF1	0.703	0.622	0.694	0.717	0.919	0.763
COF2	0.740	0.682	0.717	0.747	0.917	0.760
COF3	0.711	0.668	0.732	0.747	0.927	0.772
COF4	0.688	0.637	0.712	0.722	0.897	0.771
COF5	0.713	0.666	0.727	0.717	0.910	0.744
COF6	0.736	0.664	0.740	0.738	0.909	0.733
COF7	0.704	0.682	0.705	0.745	0.914	0.738
PIC1	0.701	0.654	0.700	0.782	0.778	0.936
PIC2	0.665	0.602	0.666	0.773	0.758	0.926
PIC3	0.695	0.605	0.687	0.763	0.762	0.921

REALIABILITY TEST

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Menu Appeal	0.952	0.953	0.963	0.839
Menu Informativeness	0.932	0.933	0.951	0.831
Perception of COVID-19 Risk	0.939	0.940	0.950	0.732
Desire for Food	0.951	0.951	0.960	0.772
Perceived Convenience	0.967	0.967	0.972	0.834
Purchase Intention	0.919	0.919	0.949	0.860

R-SQUARE

	R Square	R Square Adjusted
Desire for Food	0.682	0.678

Perceived Convenience	0.618	0.617
Purchase Intention	0.763	0.762

HYPOTHESIS TEST

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Menu Appeal →Desire for Food	0.245	0.241	0.076	3.202	**0.001**
Menu Informativeness→ Desire for Food	0.216	0.220	0.063	3.433	**0.001**
Perception of COVID-19 Risk → Desire for Food	0.457	0.459	0.064	7.108	**0.000**
Perception of COVID-19 Risk →	0.786	0.785	0.036	21.693	**0.000**

Perceived Convenience					
Desire for Food → Purchase Intention	0.477	0.478	0.062	7.723	**0.000**
Perceived Convenience → Purchase Intention	0.443	0.441	0.062	7.175	**0.000**