

**ANTECEDENTS OF BEHAVIORS IN USING ONLINE FOOD
DELIVERY USING GO-FOOD**

A THESIS

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



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2020

DECLARATION OF AUTHENTICITY

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

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

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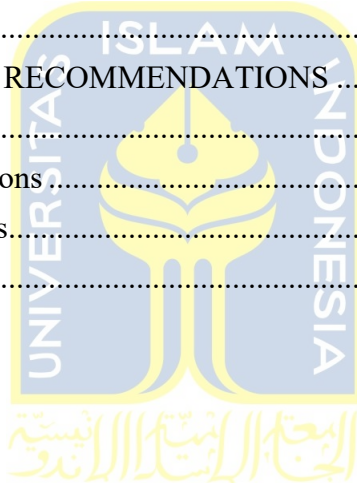
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CONSUMER EXPERIENCE, ATTITUDE, AND BEHAVIORAL INTENTION TOWARD ONLINE FOOD DELIVERY SERVICES

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ABSTRACT

The internet became one of the media that grew fast in Indonesia that made people had a predilection for doing various activities through the internet and other supporting applications. The development of information technology made changes in the lifestyle of the people in this era. Some people preferred to use an online shop because it provided better convenience motivation and economic value than traditional shopping. The purpose of this study was to analyse how antecedents of convenience motivation and post-usage usefulness, as well as several other factors toward Attitudes by Online Food Delivery service and Behavioural Intention by Online Food Delivery service, with the case study of mobile application service, Go-Food's users. Go-Food is a service feature provided by Gojek that provides food delivery services. The sample of this study was the Go-Food service users in various regions in Yogyakarta, which had already supported by the Go-Food service area. Technology and information innovation in the economic sector was considered necessary. The result of this study showed that usefulness perception determined the attitude and behavioural intention toward the Go-Food application. In contrast, its usefulness was influence by external factors such as hedonic motivations and time-saving orientation. The purpose of this research was to study and analyse the antecedents of trust in using the Go-Food feature in the Yogyakarta city community.

Keywords: Go-Food, GoJek, Hedonic, Motivation, Attitude, Experience, Behavioural, Convenience, Yogyakarta

PENGALAMAN KONSUMEN, SIKAP DAN NIAT PERILAKU TERHADAP LAYANAN PENGIRIMAN MAKANAN ONLINE

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ABSTRAK

Internet menjadi salah satu media yang berkembang pesat di Indonesia membuat masyarakat memiliki kecenderungan untuk melakukan berbagai aktivitas melalui internet dan aplikasi pendukung lainnya. Perkembangan teknologi informasi membuat perubahan gaya hidup masyarakat di era ini. Beberapa orang lebih suka menggunakan toko online karena memberikan motivasi kemudahan dan nilai ekonomis yang lebih baik daripada belanja tradisional. Tujuan dari penelitian ini adalah untuk menganalisis bagaimana anteseden motivasi kenyamanan dan kegunaan pasca penggunaan serta beberapa faktor lain terhadap Sikap Layanan Pengiriman Makanan Online dan Niat Perilaku Layanan Pengiriman Makanan Online, dengan studi kasus layanan aplikasi mobile Go– Pengguna makanan. Go-Food merupakan fitur layanan yang disediakan oleh Gojek yang menyediakan layanan pesan antar makanan. Sampel penelitian ini adalah pengguna layanan Go-Food di berbagai wilayah di Yogyakarta yang sudah didukung oleh wilayah layanan Go-Food. Inovasi teknologi dan informasi di bidang ekonomi dinilai penting. Hasil penelitian menunjukkan bahwa sikap dan niat berperilaku terhadap aplikasi Go-Food ditentukan oleh persepsi kegunaan, sedangkan kegunaannya dipengaruhi oleh faktor-faktor eksternal seperti motivasi hedonis dan orientasi hemat waktu. Tujuan dari penelitian ini adalah untuk mempelajari dan menganalisis faktor-faktor pendorong kepercayaan dalam penggunaan fitur Go-Food pada masyarakat kota Yogyakarta.

Keywords: Go-Food, GoJek, Hedonis, Motivasi, Sikap, Pengalaman, Perilaku, Kenyamanan, Yogyakarta

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In these days' technologies has changed the way people operate and create their businesses, including online service companies. The business began utilizing advanced Internet based technology. Previous research was primarily researching consumer attitudes towards online services and retailers in overall, and a small number of researchers were working on the experience of consumer online food delivery (OFD) services. The fin-tech term has optimized for day-to-day operations, especially in online food delivery services (OFD), but capital letters varied greatly depending on the number of loyal customers. Delivery service is focused on how to make a convenient in everyday life which has been used by people in this modern era.

With the growth of the globalization era, many changes must be more dynamic, especially in the business world to survive in this new modern era. The impact of globalization has shifted the attention of customers, such as television (TV), radio, magazines, newspapers and other mainstream print and broadcast media in old traditional advertising. Recently people are more attracted and spent more time on online channels. With this condition, the company would figure out how to deal with the modern era with various conveniences and find other ways to promote the product to attract more customers. Therefore, it is required to have the ability to adapt to nowadays, to challenge the business organization, especially in

the food industry that has to remain competitive. Also, in the era of globalization, business organizations introduced new things which requires technology to adapt and survive. With the progress of globalization, the Internet is now becoming indispensable to human beings. Some practitioners and scholars also included Indonesian people who realized that today's folks are rather traditional or have a tendency to be attracted to online channels than ever before.

Online food delivery service company is a new evolution in e-commerce, where a convenient technology is distributed on e-commerce sites through an application and combines commercial and social activities. Social commerce is more of a social aspect of shopping and is raising the level of social presence in the online environment. E-commerce and e-shopping provide companies with the opportunity to directly revamp their retail business to reach out to consumers around the world. While the convenient is a must in this modern era as the development of electronic commerce as a place to do buying. It is stated that buyers choose E-commerce staging as a place to do purchasing because they can buy at the ease of their own places and at the free time of their own time (Jiang et al., 2013) (Yeo et al., 2017).

In Indonesia, online food delivery service became more popular as the development of technology thorough an application which based on internet technology became easier to access. As the Internet technology advanced in Indonesia, which enables e-commerce facilities, the demand for the use of e-commerce is growing. Recent developments in online transaction technology showed that meal has become one of the most preferred shopping facilities and is

growing rapidly, 12 per cent per year (Shu-Chun et al., 2014) (Suhartanto et al., 2019). Consumer of online food delivery (OFD) become more consumptive because of the product which provided by online food delivery services. As for example in the United States, Kimes (2011) found that forty four percent of grown person in the United States have requested food online and twenty three percent of huge food companies gave online food delivery facilities (Yeo et al., 2017). There are two types of online food delivery service that provided by food online industry. The first one is the retailers that provided this service from the retailers itself. This kind of food company usually comes from a fast food restaurant that has provided food delivery before. The example of these retailers such as Mc Donald's, KFC (Kentucky Fried Chicken), Domino's Pizza, Pizza Hut and so on. The second one is a restaurant that used delivery service through a mobile application that provided service to connect between the retailers and the customer with a large range of options. The example of this online food delivery service includes Go-Food, Grab Food, Food Panda (Malaysia), Uber Eats, and etc.

Nowadays, the nature of today's technology coincides with the development of Indonesia's delivery-based applications. The presence of online motorcycle taxis, online taxis which based on online application system brings a lot of attention for customer to brings this to their social activity. These applications are provided without spending money on smartphones which is free to download and all consumers can use this kind of services. This facility provides access to online public transport, which is especially necessary for transportation options for use in

Indonesia. Besides that, the presence of this application has developed in to another specific kind of business which is online food delivery (OFD).

In Indonesia, people are more common of using internet as their daily activity and it is impacting the growing of online food delivery (OFD) services in Indonesia. A report (Statista, 2018) showed that the absolute number of Indonesians using these services was immense, even with a penetration of just 50.4%, provided that there were 132.7 million Internet users in Indonesia (Suhartanto et al., 2019). As the high growth of the OFD facility in Indonesia it brought a lot of impact that could give a lot of advantages for food industry in this country. Furthermore, the report revealed that the Indonesian food supply market segment was of paramount importance as the value of transactions in 2018 is US\$ 968 million and is expected to rise by 13 percent per annum (Suhartanto et al., 2019). The user of OFD business operate direct delivery services as well as pre-packaged meals restaurants like McDonald's and Kentucky Fried Chicken, as well as many small casual food restaurants and fast food restaurants that utilize intermediate food delivery services such as Go-Food and Grab Food. This indicator clearly shows the fierce competition in the Indonesian service industry. Therefore, it is better to learn online loyalty as the OFD service of the Indonesian market just for market value.

With the large number of internet user in Indonesia, this is proof that the success of internet technology in Indonesia. This is also characterized by the proliferation of various application programs running on the internet such as Gojek application. Therefore, by developing mobile applications for products and services that companies produce, companies would use their advances to improve the quality

of their competitors. The presence of mobile applications is a form of company that generates customer satisfaction by providing the best service, as well as providing information, attention and building relationships with customers.

Based on the application provided by IOS and Android, Gojek has been downloaded by more than 100 million users across the region. A lot of conveniences provided by this OFD service that mostly people loved to use an application that easy and fast to access. Shoppers loved to use online services because the benefit that provided by online food delivery services, the newest technology and other (Kimes, 2011; Littler and Melanthiou, 2006; Saarijärvi et al., 2014) or experience by the customers (Rezaei et al., 2016d) (Yeo et al., 2017). Time-saving factors increase the value of the services offered by OFD service by reducing the time and energy consumers spend buying products. However, current literature has shown that shopping motives can be derived from the value and enjoyment demanded by consumers in shopping. In addition , online food consumption is motivated both by utilitarianism and hedonic motivation (Nejati and Moghaddam, 2013) (Yeo et al., 2017).

Gojek was founded by Nadiem Makarim the minister of education, an Indonesian citizen graduated Master of Business Administration from Harvard Business School. The company is engaged in transportation services as an intermediary that connects motorcycle taxi drivers with customers. In January 2015, the company launched the Gojek mobile app for location-based search for Android and iOS. The application allows Gojek's drivers to see the location of the incoming order and the customer to respond and the customer can monitor the location of the

motorcycle taxi driver by responding to the order. This feature also includes the facility of online food delivery through Gojek which is called Go-Food. Gojek services can be used as goods delivery order (Go-Send), documents or parcels and transport of people (Go-Jek), as an online and offline business partner that requires same day delivery (shopping) and also as an introduction to the latest food orders which is called Go-Food.

Indonesia is a country with a wide range of culinary products. Not everyone is thoroughly aware of the food and culinary products due to the variety of foods. GoFood is one of most well-known alimentation delivery provider in Indonesia, a service owned by the Gojek company. The presence of Go-Food as part of Gojek is expected to introduce and inform the community of such diversity. Go-food is the first online food delivery provider in this country that use the application as the main tools.. Go-food is the first online food delivery provider in this country that use application as the main tools. This service is held as a promotional activity known as an activity to inform the restaurant or food company about the products that listed in the application. Go-Food is a food delivery application that engaged in the culinary sector. Go-Food's activities provide cooking information and recommendations about the restaurant through the review from the customer. The movement to a part of Gojek is a food presence with a convenient for the customer. This diversity is expected to be introduced to society and announced.

On the other hand, Go-Food seeks to present as a consumer growth stimulant. It is also enabled as a solution to consumer problems found in the evaluation of the market. One of the problems that arise related to food delivery

service is the influence of community mobility as consumers. The trend of city different with high mobility, time limitation, and high demand for food is now able to be solved with the existence of Go-food. High standards of service and accuracy in the delivery service always be held to satisfy the customers.

To analyse the online food delivery service trend in Indonesia, using delivery food provider by Gojek as the service company, this research applies and replicate prior study about food delivery apps in Malaysia created by Yeo. The research aimed at examining customer perceptions, behaviours or ways and psychological motivations against online food delivery (OFD) services that is established among Go-Food's service customer among students in Yogyakarta and besides to look the connections between other outer factors toward behavioural intention and attitude of students in Yogyakarta city that located in Indonesia.

1.2 Problem Formulation

1. There is a positive relationship between hedonic motivation and convenience motivation.
2. There is a positive relationship between hedonic motivation and post-usage usefulness.
3. There is a positive relationship between prior online purchase experience and convenience motivation.
4. There is a positive relationship between prior online purchase experience and post-usage usefulness.
5. There is a positive relationship between time saving orientation and convenience motivation.

6. There is a positive relationship between time saving orientation and post-usage usefulness.
7. There is a positive relationship between price saving orientation and convenience motivation.
8. There is a positive relationship between price saving orientation and post-usage usefulness.
9. There is a positive relationship between convenience motivation and post-usage usefulness.
10. There is a positive relationship between convenience motivation and attitude towards OFD services.
11. There is a positive relationship between convenience motivation and behavioural intention towards OFD services.
12. Post-usage usefulness positively affects attitude towards OFD services.
13. Post-usage usefulness positively affects behavioural intention towards OFD services.
14. There is a positive relationship between attitude towards OFD services and behavioural intention towards OFD services.

1.3 Research Objectives

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

1. To prove there is a positive relationship between hedonic motivation and convenience motivation.

2. To prove there is a positive relationship between hedonic motivation and post-usage usefulness.
3. To prove there is a positive relationship between prior online purchase experience and convenience motivation.
4. To prove there is a positive relationship between prior online purchase experience and post-usage usefulness.
5. To prove there is a positive relationship between time saving orientation and convenience motivation.
6. To prove there is a positive relationship between time saving orientation and post-usage usefulness.
7. To prove there is a positive relationship between price saving orientation and convenience motivation.
8. To prove there is a positive relationship between price saving orientation and post-usage usefulness.
9. To prove there is a positive relationship between convenience motivation and post-usage usefulness.
10. To prove there is a positive relationship between convenience motivation and attitude towards OFD services.
11. To prove there is a positive relationship between convenience motivation and behavioural intention towards OFD services.
12. To describe post-usage usefulness positively affects attitude towards OFD services.

13. To describe post-usage usefulness positively affects behavioural intention towards OFD services.

14. To prove there is a positive relationship between attitude towards OFD services and behavioural intention towards OFD services.

1.4 Limitations of the Study

Due to several considerations, this study had several limitation possibilities. The limitations of the research were as follows:

1. This study only took Yogyakarta Go-Food users who have experienced with the application in Yogyakarta.
2. This study focussed solely on variables that directly and indirectly affect consumer experiences, behaviours and behavioural intent toward Go-Food services.

1.5 Research Contribution

1.5.1 Theoretical Benefit

This research will broaden understanding of the consequences of structural relationship between Hedonic Motivation, Prior Online Purchase Experience, Time Saving Orientation, Price Saving Orientation, Convenience Motivation, Post-Usage Usefulness, Attitude Towards Online Food Delivery Services (AODS) and Behavioural Intention Towards Online Food Delivery Services (BIOFDS) in Go-Food services. In addition, this research also helps future researchers in providing additional literature in marketing sector.

1.5.2 Practical Benefit

This research will help a company or organization, especially the e-commerce company or organization to consider the concept of Hedonic Motivation,

Prior Online Purchase Experience, Time Saving Orientation, Price Saving Orientation, Convenience Motivation, Post-Usage Usefulness, Attitude Towards Online Food Delivery Services (AODS) and Behavioural Intention Towards Online Food Delivery Services (BIOFDS) of trust in using Go-Food features to buy online food. It also helps the marketing department to be more aware and realize the importance of the consumer experiences, attitude and behavioural intention towards the consumer attitudes in buying food from an online application through a mobile application.

1.6 Systematic of Writing

This thesis consisted of five chapters. The detail explanation of systematics of writing in this paper is described below.

Chapter I: INTRODUCTION

This chapter explored the structure, the context of this study, the conceptualization problems of this research, the weaknesses of this thesis, the aims of this thesis, the study commitment, the advantages of both academic and experiential thesis and the study systematics.

Chapter II: LITERATURE REVIEW

This section explained academic basis of every variable used in this study such as Hedonic Motivation, Prior Online Purchase Experience, Time Saving Orientation, Price Saving Orientation, Convenience Motivation, Post-Usage Usefulness, Attitude Towards Online Food Delivery Services (AODS) and Behavioural Intention Towards Online Food Delivery Services (BIOFDS). This

chapter also provided the detail of hypotheses generated from each variable and provide the research framework.

Chapter III: RESEARCH METHODOLOGY

This part of this section addressed the models and methods used in this study, population and sample, the technique for sampling, variables for research and methods used for testing.

Chapter IV: DATA ANALYSIS AND DISCUSSION

This chapter showed information about data analysis and discussion of the outcomes got from factual counts utilizing hypothetical ideas and translation by using theoretical concepts. This chapter also showed the interpretation of the study which is based on studies that have already been established.

Chapter V: CONCLUSIONS AND RECOMMENDATIONS

This chapter contained conclusions about the results of the analysis of the research that had been done. This research also included the ends on the consequences of the investigation and estimation of information got from the exploration. In addition, this chapter also showed the limitations of the research conducted which is very useful for the next researcher. What is more, this section would likewise depicted the shortcomings of the examinations directed and for future research.

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

Internet become one of the channels that rose rapidly in this country that people in Indonesia have the propensity to take different actions through internet installations and different assisting apps. The Internet has moved from being just a new technology to a normal channel for information, communication, and shopping (Brashear et al., 2009). Some Indonesians choose to have the online store because it offers greater comfort motivation and cost-effective value than conventional purchasing. This also happens in the meal and drink sectors, which promotes the growth of online food delivery companies or OFD (online food delivery) services. This thesis targeted to investigate the effect of easiness motivation and technology quality, as various different factors toward attitudes by online food transfer service and behavioural purpose by food delivery application services. In Indonesia, Go-Food became the most popular services through an application on mobile phone. The attitude and behavioural intention toward Go-Food application is defined by this quality knowledge, while its quality is affected by other factors such as time efficiency and enjoyment or fun motivations. Consequently, the attitude and behavioural intent towards the Go-Food application (app) is determined by the perception of usefulness, whereas its usefulness is affected by external factors such as hedonic impulses and time-saving orientation (Prabowo & Nugroho, 2019).

Previous study by Yeo, Goh, and Rezaei entitled Customer Perceptions, Attitude, and Behavioural Purpose to Online Food Delivery (OFD) Services explained the influence of convenience motivation, hedonic motivation, time-saving orientation, and other variables intended to use Malaysia's online food delivery service. This research of Yeo, et al.'s online food delivery service is expected to be applied in Indonesia. As the worth of food delivery application services segment in this county has reached more than 900 million US \$ in the year of 2018, with yearly increase rates at seventeen percent in 2018 until 2022 (Prabowo & Nugroho, 2019). This is such a huge number in terms of online food delivery application that exist in such a country. A search model by Yeo, et al. for other online food delivery services, has been renewed to test the tendency of identical services in this country of Indonesia. Nevertheless, the research hoped to specific the scope of the study by creating Go-Jek's Go-Food application as a case study unit for online food application services in different parts of this country.

According to the researcher, the consolidation of new technologies and new channels of communication and sales have caused a profound change in the formulation of strategies in the majority of companies (Liébana-Cabanillas & Alonso-Dos-Santos, 2017). The new technologies and new channels of communication had resulted in the idea of developing useful technologies for convenience, such as developing Go-Food applications in nearly every Indonesian region. Yogyakarta is famous for its street food and traditional cuisine, eating outside trips seem to have become a mandatory thing to do. In this city, in almost all the places people can find that food is easily be consumed with relatively

affordable price. This is because Yogyakarta is very famous for its cheapness that are full of people majority came from another city to study in Yogyakarta. In Yogyakarta, it become so popular that almost people in urban areas and students around Yogyakarta used Go-Food for the online delivery system application especially in the food sector.

As previously mentioned, this research used a model that has been modified from the previous research by Yeo et al., (2017). Despite that, this research included restricted adoption of the IT continuity model, including utility, attitude, and behavioural intent variables. The continuing of IT model provided a direct link between the utility after use the attitude toward the intent of the action. In this case, IT products and services are continuing. As a consumer activator, it has been found that post-use utility affects the relationship between faith and continuing intentions, so did the relationship between beliefs and intentions in the Theory of Reasoned Action and Theory of Expected Behaviour (Yeo et al., 2017). In this research, the researcher hypothesized that convenience motivation, post-usage usefulness, hedonic motivation, price saving orientation, time saving orientation, prior online purchase experience, consumer attitude and behavioural intention towards online food delivery (OFD) services. Therefore, the following literature reviews tried to exhibit and discuss the previous studies in order to support the proposed hypotheses.

2.1.1 Hedonic motivations

Hence hedonic term was used in an economic sense to indicate that the index was computed taking into consideration not just the objective aspects but also the

qualitative utility obtained from a product (Kaul, 2007). Hedonism in the commercial environment is different with rationality, where rationality is a buying manner with a perspective to buying items completely. The term hedonic was first used in correcting price indices for quality (Cowling & Cubbin, 1972). Hedonic consumption referred to those ‘facets of consumer behaviour that relate to the multi-sensory, fantasy, and emotive aspects of one’s experience with products’ (Hirschman & Holbrook, 1982). Hedonic value or ‘hedonism’ referred to the aesthetic and experience based subjective aspects of consumption and meant regarding mundane products as rich symbols (Kaul, 2007). It is also defined as fun based on experience in aesthetics derived from the entire purchase decision process. The motivation of hedonic behaviour is assumed to be felt by the customer when the customer's standpoint toward online food delivery apps services are good indication for a business in this terms Go-Food application.

Explained by Bilgihan, (2016) that hedonism was remarkable for e-commerce in terms of the brand values, the flow and the confidence e-loyalty brings about positive online customer experiences through an application or website (Yeo et al., 2017). Empirical views related to hedonism took a much more holistic approach to the process of consumption and combined it into a view that processes troubleshooting information in OFD services. It exists for consumption in terms of processing that solved the problem, which is primarily or reasonable, leading to post-purchase use in participation. The experiential view associated with hedonism took a far more holistic approach to the consumption process, right from involvement to post-purchase usage, and incorporates the hedonistic perspective

into the existing, primarily cognitive-rational, problem-solving information processing view of consumption (Kaul, 2007).

Furthermore, some consumers are goal oriented: they shopped based on rational necessity, sought cognitively oriented benefits and considered shopping a necessary task or an instrumental means to an end (Scarpi, 2012). By contrast, other consumers shopped for fun, namely because they enjoyed it, they wanted to be immersed in the shopping experience and they pursued sensory gratification and fun rather than efficiency (Hirschman & Holbrook, 1982; Wang et al., 2011). Some people just bought something for its fun and satisfaction because of the sense of satisfaction from buying such a product. While the other hand sometimes they did not really think about the real benefits from buying such a product, while sometimes it was not necessary for buying such a goods but people still bought it from the hedonism behaviour. These are the indications that there are correlations between the willing of buying goods online and hedonism.

H1. There is a positive relationship between hedonic motivation and convenience motivation.

H2. There is a positive relationship between hedonic motivation and post-usage usefulness.

2.1.2 Prior Online Purchase Experience

Online transaction activity referred to a result purchase through an application or an online mediator, and defined as buyer's intention to buy a thing with online medium (Chen et al., 2010; Yeo et al., 2017). Meanwhile, it was found that online purchases for some research were considering more risky than

conventional purchases, as there were some factors that were no longer exist. For example actual interaction with the purchased product. Online shopping is therefore still considered more dangerous than offline shopping due to certain missing fundamentals, such as real contact with the product, which cause people to be unable to communicate directly with the product or the seller (Arun & M.J., 2013; Laroche et al., 2005). Besides, consumers which have an experience to do online purchasing believed that they had less unsureness about what the causes of using online transaction as the medium of buying a product. Therefore, they had a stronger interest to buy products with an online way. They also found that they were able to do a repeat transaction online as their experience has driven them into the faith to use online forms. Customers who have an online experience would face decreased unpredictability, bringing to bigger intention to buy a product or service online and online buyers who have bought online before are more enthusiastic to do so again because of the trust that has been built by the online sellers (Yeo et al., 2017).

Presupposition from past good experiences of online purchases would also bring customers to buy repeatedly through online medium (Soyeon et al., 2001; Yeo et al., 2017). With a good experience in using online media as the main tools of transaction this led to loyalty that brought by the customers, especially when they felt pleased with the previous or the current purchase. It is also related to the advantages of using online buying. With some relevant experience, the buyer tended to feel simpler and enjoyed buying online. They have the purpose of repurchasing and revisiting the website or application. Repurchase intention is an

embodiment of the results of a person's evaluation of something that has been used or consumed previously (Parastanti, 2014). Thus, prior online shopping experience is known to have a relationship with the incentive for convenience, and also with the impression of usefulness after use by the user.

H3. There is a positive relationship between prior online purchase experience and convenience motivation.

H4. There is a positive relationship between prior online purchase experience and post-usage usefulness.

2.1.3 Time Saving Orientation

In these days, efficacy and punctuality became one of the factors that effect the mechanics of timing orientation in the daily life activity. In some countries online food delivery service become such a trend and popular as the demand is increasing that people were tending to use delivery service to abbreviate time. In the European countries for example UK, the take-away food and delivery food segment has well versed a prospering growth since the year of 1980 (Yeo et al., 2017). The take-off and distribution markets were highly competitive and had a wide range of options and types of food (Alreck & Settle, 2002; Ball, 1999). Online food delivery service was also be considered more by the customer since it effectively cuts time while people do not have to go to a restaurant while buying food.

Traffic jams, endless schedules and busy life are factors that affect the growth of meal delivery services. With this experience, people can now purchase foods in an easy way, more handy and faster way. Some customers looked online

buying as gainful since it reduced time, effort and provided extended shop times and cost-effectively (C. M. Chiu et al., 2014). The fact that it is quick to buy food is regarded as the most significant aspect of our lifestyle today. People preferred to use the opportunity to conduct those tasks as easily as possible, such as buying meals. This time-saving orientation is regarded as a strong link with usability after use since it evaluates people's app as useful and useful enough to save time using the app. Convenience was the most compelling benefit for online shopping, in terms of being able to shop anywhere at any time (Rohm & Swaminathan, 2004). Online shopping involved utilities such as location (place utility), expanded store hours and quick, efficient checkouts (time utility) (C. M. Chiu et al., 2014; Rohm & Swaminathan, 2004). Users would realize that the faster the app saves or uses time, the easier it would be to use.

H5. There is a positive relationship between time saving orientation and convenience motivation.

H6. There is a positive relationship between time saving orientation and post-usage usefulness.

2.1.4 Price Saving Orientation

Price is a consideration while customer is deciding to buy some product (in this term using OFD). The customer appears to save by several means, one of which is by discount. The efficacy of a price drop was also borne out by evidence from a study that discounts added the cognize value to a product 's offer since it noted that the deal was an even better negotiate (Thaler, 2008).

Buyers are worried about the amount of money they could save through a price drop. Kahneman's research has shown that people are prepared to go further only to receive some price discount from the supplies (Tversky & Kahneman, 1985). This showed that cost and price cut could escalate the recognize value of products. Online media and the internet were explained to give a buyer with simplicity and easiness in terms of price comparing for finding the lowest price with the highest quality. There is a strong tendency of time and price factors that affect consumer to use this online service (Daud, 2019).

Online consumers perceive is an important element that affecting their intentions to perform online shopping context (C. H. Park & Kim, 2003). Consumers who were using food delivery application or website had the ability to compare prices from different websites and chose the best deal for them (Daud, 2019). This because the internet could make customer compare the price within other application through internet browsing. Thus, it provided useful information for online buyers to buy products at a lower cost (Moshrefjavadi et al., 2012) and high quality of service (Doherty & Ellis-Chadwick, 2010). Since consumers wanted to think about the full benefits and made decisions with high quality product by comparing the lowest price as low as possible. The above arguments reflected the relationship between price saving orientation, post-usage usefulness, convenience motivation and attitude. Therefore, the following hypotheses are proposed.

H7. There is a positive relationship between price saving orientation and convenience motivation.

H8. There is a positive relationship between price saving orientation and post-usage usefulness.

2.1.5 Convenience Motivation

Although some customers are driven by the need to gather information and save money, others are driven more by the need for convenience (Anderson & Srinivasan, 2003). Motivation for ease and usefulness following usage are variables extracted from the Technology Acceptance Model (TAM). The TAM stated the existence of two psychological factors that motivated the acceptance of technology innovations (Correa et al., 2019). The factors influencing the acceptance of certain technologies or systems were identified in both buyer and organizational factors (Rezaei, Shahijan, et al., 2016). TAM explained that perceived usefulness and perceived usability are variables that can easily or difficult explain how users accept and use new technologies. TAM stated that if a consumer comes with a new technology, there would be many factors influencing how the latest technology is taken and implemented (Yeo et al., 2017).

Jarvenpaa and Todd (1997) found that convenience was perceived as one of the major benefits of shopping over the Internet. When most of the people nowadays prefer to buy something online for the convenience that provided by application in this case Go-Food application as the example. Meanwhile, these variables are replaced by convenience incentive and post-use efficiency, which is most definitely the same. The way consumers were looking at the ease of transaction was similar in that both of them deduce ease of use that ease of use or convenience is a requirement that consumers believe that the use of a technology

or system can free them from difficulty. Nevertheless, the name ease of use motivation is established within this research, since it reflected and portrayed the way or attitude of use as a continuous view and non-transactional circumstances.

H9. There is a positive relationship between convenience motivation and post-usage usefulness.

2.1.6 Post-Usage Usefulness

The current study found that ease of motivation, which falls under single-level influences, is capable of moderating positively the relation between satisfaction and loyalty (Anderson & Srinivasan, 2003). Post-usage convenience, reviewed the long-term aspect of convenience, as contrasted to Davis' perceived usefulness, which is just percipiency (Bhattacharjee et al., 2008). Previous study (C. C. Chang et al., 2012) has analytically proved that the motivation of people because of the easiness did influence manner or attitude in the contexture of selection of people who learn English usually among students.

Post-use helpfulness originated from apparent convenience, a degree wherein customers feels that utilizing an application will expand their profitability and give them advantage, however present use value tended on be progressively delegate to a drawn out view of clients, and it is additionally viewed as that a drawn out observation would be increasingly reliable and not misjudged as a desire that shows up directly before utilizing an application or innovation. Limayem et al., (2000) said that "the standpoint for online purchases is the strongest in the willingness to buy online." A detached research inspected the foregoing divulge buyer population based and way of living to confidently impress attitude and

ultimately towards intention to buy something online (Taylor & Todd, 1995; S. I. Wu, 2003; Yeo et al., 2017).

H10. Post-usage usefulness positively affects behavioural intention towards OFD services.

H11. Post-usage usefulness positively affects attitude towards OFD services.

2.1.7 Attitude Towards Online Food Delivery Services

Attitude is defined as “the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour” (Ajzen, 2012). This could be explained that attitude is the first action to conduct the response of conducting instrumental actions, which reflected to a tendency to the first in a manner that is use for favourable or unfavourable behaviour. Therefore, this study defined attitude as psychological condition of people that like or dislike the use of online food delivery services. The importance of attitude has been studied in technology research (Hwang et al., 2019). Based on the research, there were two important things about attitude which were perceived usefulness and perceived of ease of use. Perceived usefulness can be defined as “the degree to which a person believes that using a particular system would enhance his or her job performance,” while perceived ease of use referred to “the degree to which a person believes that using a particular system would be free of effort” (Davis, 1989). The coexistence that comes with food delivery services online brought a lot of positive attitude towards food delivery services online. This was a statement that convenience motivation would affect the attitude toward online food delivery services on its process, thus

giving a customer to gain more function in a shorter span of time. A system which is simpler to use would be received as a more helpful setup by the time.

H12. There is a positive relationship between convenience motivation and attitude towards OFD services.

2.1.8 Behavioural Intention Towards Online Food Delivery Services

The selection of a new technology is influenced by behavioural intentions that combine the status and perceived usefulness of the human being (Davis, 1989). Behavioural intention towards online food delivery services is an attitude which brings a positive and a significant effect to the customers. Mentioned by Ajzen & Fishbein (1975), a human's frame of mind may affect the reaction to a stimulant. The authors continued to believe that a person who has a positive attitude towards a work would be more likely to act in a particular way (Kuo & Yen, 2009; Rezaei, Ali, et al., 2016). The requirements for a conduct depended on individual measurable actions. This could be explained that attitude has a good connection with behavioural intention. For instance, this including protective information technology as people usually known as firewall, more popularly named antivirus applications, meeting in the internet, learning from the website or application with e-learning, healthcare staff remote assistant, search engines such as google and bing, system that control the industry of food and beverage, blogs, and also mobile banking or internet banking.

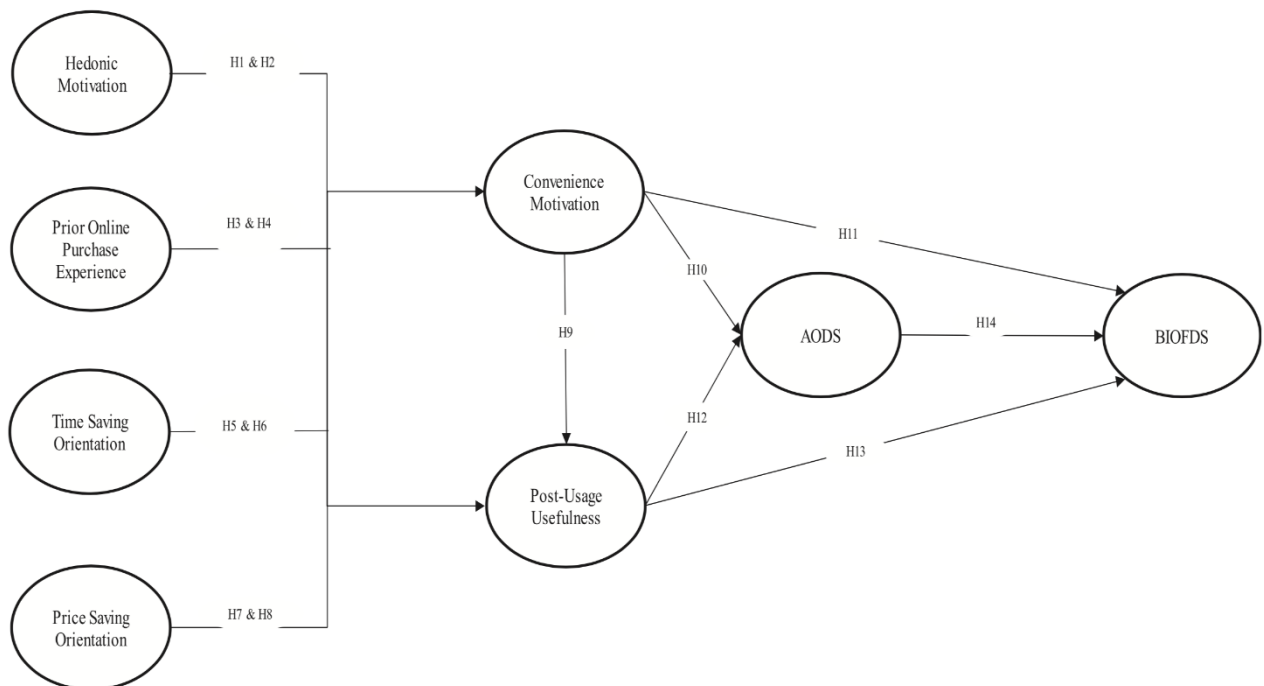
However, according to another researcher customers who perceive higher quality of playfulness in a website had higher behavioural intentions (H. C. Chiu et al., 2005). According to Huizingh (2000), companies should provide both

information and entertainment to their Web visitors. In this term, website in online food delivery service could be the explanation of application or the website itself from the food companies. Accordingly, entertainment or playfulness can be used to endure customer involvement and hedonic benefits in websites, which may lead to enhancing customer's behavioural intention (H. C. Chiu et al., 2005).

H13. There is a positive relationship between attitude towards OFD services and behavioural intention towards OFD services.

H14. There is a positive relationship between convenience motivation and behavioural intention towards OFD services.

2.2 Conceptual Framework of the Study



Note:

Attitude towards online food delivery services (AODS)

Behavioral intention towards online food delivery services (BIOFDS)

Figure 2. 1 Conceptual Framework

CHAPTER III

RESEARCH METHODOLOGY

3.1 Type of Study

The objective of this thesis study research was to test the hypothesis or it is generally called a causal study which aimed to define the variety of specific relationships. This study aimed to discover the relationship between the attributes of convenience motivation, post-usage usefulness, hedonic motivation, price saving orientation, time saving orientation, and prior online purchase experience, attitude and behavioural intention. The results of this thesis research study were supposed to test those variables, examined their connections and relationships that made a better concept of effective indirect marketing to understanding about consumer experiences, attitude and behavioural intention toward online food delivery. The technique used in this thesis was a quantitative approach, conducted by distributing questionnaires as the study method and used a Likert scale as the rating scale of 237 people who had an account and experienced ordering food from Go-Food to evaluate results.

3.2 Populations and Sample Research

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

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

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

The population in this study was people in Yogyakarta, Indonesia who had GOJEK account and had experience in ordering food from Go-Food. The range of age had been considered for the age of young adults who frequently accessed the Internet. In this study the method of sample selection is non-probability sampling with convenience sampling as the methodology. The sample in this study was 237 subjects. The number of samples was calculated based on the research method used to evaluate the hypothesis, which is Structural Equation Modelling (SEM). The sample size needed for SEM should be 5-10 times the number of observations for each of the parameters or indicators used (Ferdinand, 2006).

3.3 Data Collection Method

The data used in this analysis were simple data. Primary data was collected directly from the research object by using a calculation or data collection tool directly on the subject as the source of the requested information. Data collected in this study were using a questionnaire distributed to 237 respondents. This technique was a very versatile and reasonably user-friendly type of data collection instrument. The kinds of questions that would be included in this investigation were answered. Questionnaires were to be sent to the respondent either directly (print out) or online (Google forms).

The questionnaire was measured using the Likert scale. This research was using 6-point Likert scale items, where (1) indicates Strongly Disagree and (6)

indicates Strongly Agree. The underlying reason why the researcher chose a 6-point Likert scale was to avoid a neutral answer. The options consist of:

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

3.4 Instrumentation

Primary data was collected by distributing the questionnaire. The questionnaire used 8 variables and 26 questions items and was designed to measure the correlation all those 8 variables. All items were measured within a six-Likert scale ranging from strongly disagree (1) to strongly agree (6). Further, demographic variables such as gender and age are used as control variables in the model.

3.5 Definition of Operational and Measurement of Research Variable

There were three kinds of variables analysed in this study, which were independent, mediating, and dependent variables. For independent variables, there are Hedonic Motivation, Prior Online Purchase Experience, Time Saving Orientation, Price Saving Orientation. For mediating variables, there were Convenience Motivation, Post-Usage Usefulness, Attitude Towards Online Food Delivery Services (AODS) and Behavioural Intention Towards Online Food Delivery Services (BIOFDS). The measurement of these eight variables is referring to the research instruments developed by Mortazavi et al., (2014).

3.5.1 Independent Variable

3.5.1.1 Hedonic Motivation

In this study, hedonic motivation was reflected to the activity that urged people to buy some product based on the desire to have fun and be playful. Hedonism is the imbalance of rationality in order to buy products effectively, which can be defined as the desire to have fun and playful feelings (Kang & Park-Poaps, 2010; Rezaei, Shahijan, et al., 2016; To et al., 2007). Shopping is an activity that urged by hedonic motivation which can improve the capacity of customer to buy such a product through an internet application in this case Go-Food application. Hedonic motivation has a direct impact on intention to search and indirect impact on intention to purchase (To et al., 2007). While the intention being interested of looking through a Go-Food application brought satisfaction that it is one of the hedonic motivations of using Online Food Delivery (OFD) services. In the context of online food delivery application (Go-Food), the elements of factors that contain hedonic motivation in Go-Food application can be measured by examining the efficiency of the enjoyment and fun of the customer by which such activities and processes can be accomplished through a Go-Food application.

- I find that using Go-Food services is fun.
- I find that using Go-Food services are enjoyable.
- Using Go-Food services is very entertaining.

3.5.1.2 Prior Online Purchase Experience

Online purchase could be explained as the willingness of some customers to buy a product through online media. Online purchasing is a method to includes an

exchange of time, effort and money through the website or online mechanism (I. L. Wu, 2013). Customers who had an experience to do online shopping would lead to have a higher intention which could impact the intention to buy a product in online way. Moreover, people who used to shop online were more willing to do more and more again since the believe which has been built to do online shopping. Customers must be satisfied with their online shopping experience; otherwise they would not return (Kim & Stoel, 2004). In China, the rapid growth of online shopping underscores the importance of focusing on the issue of customer satisfaction as a key factor to address when designing any online retail outlet (Xia Liu, Mengqiao He, Fang Gao, 2008).

- I feel comfortable of using the Go-Food services
- I am experienced with the use of the Go-Food services.
- I feel competent of using the Go-Food services

3.5.1.3 Time Saving Orientation

According to Eriksson & Nilsson, (2007) time saving measurements is an intense determine on post-usage functionality due to the ease that buyers obtain from using m-banking systems. Likewise, the versatility of the technology application is easy the use of a recent media is when purchasing on the website (Yeo et al., 2017). The more convenience of such a product will lead also the time that could be save. Methods that a system is convenience to use would create the action of buying to the customers and it would bring willingness to provide online food services. As mentioned by M. K. Chang et al., (2005) an analysis of 45 studies on the adoption of online shopping has shown that time-saving functions and

customer time-consciousness contribute positively to the use and adoption of online shopping.

- I believe that using Go-Food services are very useful in the purchasing process.
- I believe that using Go-Food services helps me accomplish things more quickly in the purchasing process.
- I believe that I can save time by using Go-Food services in the purchasing process.
- It is important for me that purchase of food is done as quickly as possible using Go-Food services.

3.5.1.4 Price Saving Orientation

The definition of price according to Nagle et al. (2010), is the capital value one must give in trading for a product or service in a purchase agreement. Price is something that necessary in almost every kind of transaction or purchase agreement that includes two individual or more. As mentioned by Darke et al. (1995), users verify price benefits by price reductions because they are curious about how much money they can save from these discounts. The efficiency of cutting a price or a discount is considered that discounts would give more perceived prize to the offer of a good since it showed that the price an even much better bargain. Cheaper rates promoted a company's sales and higher discounts added value to the individual product for purchasers (Madan & Suri, 2001). The price saving positioning did not only represent the budgetary savings aspect, but it could also be looked at from the

point of view of not bearing any extra costs to purchase a product or to implement a service (Escobar-Rodríguez & Carvajal-Trujillo, 2014).

- I can save money by using prices of different online Go-Food services
- I like to search for cheap food deals in different online food retailer's websites
- Online food retailer offers better value for my money

3.5.1.5 Convenience Motivation

Convenience was nearly always found to be a motivator of online buying (Kehoe et al., 1999). According to Kinsey & Senauer, (1996), the ultimate time-saving convenience may be home shopping. Time saving and convenience is something that related by each other. This situation brings a lot of intention of customer to do online shopping because of its convenience. As mentioned by Morganosky & Cude, (2000), the perception of time spent shopping online vs in the store, those who thought shopping online took less time were more likely to shop online only and to cite convenience as their primary reason for shopping online. Thus, convenience and saving time was their primary motivation for buying groceries online (Morganosky & Cude, 2000). As it would make the online shopping and web-based online transaction or application on food delivery services easier. Therefore, people who motivated by convenience motivation in online food delivery services were more likely mastered as its easiness of using the online food delivery services.

- I would find doing online shopping and web-based online transactions on Go-Food services web pages easy.

- I would find interaction through Go-Food services web pages clear and understandable.
- I would find it easy to become skilful at navigating through Go-Food services web pages.
- Overall, in using Go-Food services, online shopping or transaction would be easy for me

3.5.1.6 Post-Usage Usefulness

A study by Davis, 1989; Pérez Pérez et al., (2004), perceived usefulness is defined as the stage at which an person believes that the implementation of a particular system would improve his or her output at work. From the point of view of customers, perceived utility refers to how market efficiency could be enhanced by implementing a given technology (Yeo et al., 2017). Perceived ease of use is the degree to which an individual anticipates mental or physical difficulties when adopting a certain technology (Rodrigues Pinho & Soares, 2011). The customer's opinion would ultimately determine if the consumer would actually want to embrace the system or turn it down. Post-use utility has also been shown to have a decisive effect on the relationship between attitudes towards continuing intentions and e-satisfaction in the online food delivery system. This feature had more value in the sense that it is more permanent, since it could only happen after the consumer has adopted it for a longer period of time. This would bring an intention toward usefulness in operation online food delivery service in the online transaction.

- Using Go-Food services would enable me to accomplish shopping more quickly than using traditional approaches.
- Using Go-Food services would enhance my effectiveness in shopping or information seeking.
- I would find the Go-Food services useful.
- Go-Food services transaction is advantageous.

3.5.1.7 Attitude Toward Online Food Delivery Services

Attitude is explained by E. Park & Kim, (2013) as user preferences when they apply specific technologies tools. According to Yeo et al., (2017), post-usage functionality talk about how much simpler it would be to do something with the given tech while ease motivation is the quantity of attempt one has to build in order to be able to apply a current technology system. Therefore, the convenience motivation would give much better in having productivity on a system, as a result this would allow the user of the OFD to gain and achieve more duties in a shorter span of time. Because of that, there were two systems providing the same value that are more likely to be easier to use, making this system more useful. This study demonstrated that motivation for post-use utility and comfort influence the mindset that is influencing the newest of the latest technology.

- Purchasing food through Go-Food services is wise
- Purchasing food through Go-Food services is good
- Purchasing food through Go-Food services is sensible
- Purchasing food through Go-Food services is rewarding

3.5.1.8 Behavioural Intention Towards Online Food Delivery Services

Behavioural intentions towards online food delivery service were primarily dictated by technology adaptation, which is a combination of attitude and perceived utility. These effects and correlate affecting a system towards online food delivery services. By attitude, behavioural intent is very clear, since it has a major positive impact. While a person who have a willingness toward online food delivery service would pay attention to the behaviour of its customers. Everyone who had a positive attitude towards action would be more likely to take constructive action and conduct in the online food distribution system in this regard (Rezaei, Ali, et al., 2016; Yeo et al., 2017). Thus, the attitude had a good impact to behavioural intention towards online food delivery services.

- I plan to use Go-Food value-added services in the future.
- If possible, I will try to use Go-Food value-added services.
- I will try to use Go-Food value-added services if necessary.

3.6 Validity and Reliability Research Instruments

Testing the validity indicated the extent to which a measure (indicator) can measure what the researcher wanted to measure (variable) (Zikmund; & Babin, 2006). An indicator is said to be valid if it has a value corrected item-total correlation ≥ 0.30 . The reliability of the instrument was ensured through acceptable values of Cronbach 's alpha. Therefore, before distributing questionnaires to a sample of this research, the questionnaire would be used as a data collection tool would be tested for validity and reliability.

Thus the questionnaire would be used as a data collection method for validity and reliability checking before administering questionnaires to a sample of

this study. For this reason, a questionnaire would be distributed to 40 (for forty) respondents. To that end, a questionnaire that had been created would be distributed to 237 respondents. Data collected from respondents were analysed for validity and reliability with respect to the limitation described above. Thus, from the real questionnaire, researchers' data obtained from respondents were then evaluated for validity and reliability with regard to the above limitations.

Table 3. 1 Validity Test Result

Variable	Measurement	R counted	R table	Description
Hedonic Motivation	MH1	0.578	0.361	Valid
	MH2	0.674	0.361	Valid
	MH3	0.716	0.361	Valid
Price Saving Orientation	PSO1	0.660	0.361	Valid
	PSO2	0.777	0.361	Valid
	PSO3	0.697	0.361	Valid
Time Saving Orientation	TSO1	0.737	0.361	Valid
	TSO2	0.714	0.361	Valid
	TSO3	0.693	0.361	Valid
	TSO4	0.780	0.361	Valid
Prior Online Purchase Experience	POPE1	0.759	0.361	Valid
	POPE2	0.609	0.361	Valid
	POPE3	0.753	0.361	Valid
Convenience Motivation	CM1	0.613	0.361	Valid
	CM2	0.725	0.361	Valid
	CM3	0.449	0.361	Valid
	CM4	0.576	0.361	Valid
Post-Usage Usefulness	PUU1	0.819	0.361	Valid
	PUU2	0.753	0.361	Valid
	PUU3	0.827	0.361	Valid
	PUU4	0.861	0.361	Valid
Attitude Towards Online Food Delivery	ATOF1	0.706	0.361	Valid
	ATOF2	0.835	0.361	Valid
	ATOF3	0.733	0.361	Valid
	ATOF4	0.779	0.361	Valid
Behavioural Intentions Towards Online Food Delivery	BIT1	0.881	0.361	Valid
	BIT2	0.872	0.361	Valid
	BIT3	0.879	0.361	Valid
	BIT4	0.900	0.361	Valid

Variable	Measurement	R counted	R table	Description
	BIT5	0.879	0.361	Valid
	BIT6	0.895	0.361	Valid

Source: Primary Data (Computed), 2020

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

Table 3. 2 Reliability Test Result

VARIABLE	CRONBACH'S ALPHA	STATUS
Hedonic Motivation	0.745	RELIABLE
Price Saving Orientation	0.803	RELIABLE
Time Saving Orientation	0.798	RELIABLE
Prior Online Purchase Experience	0.787	RELIABLE
Convenience Motivation	0.681	RELIABLE
Post-Usage Usefulness	0.860	RELIABLE
Attitude Towards Online Food Delivery	0.831	RELIABLE
Behavioural Intention Towards Online Food Delivery Services	0.908	RELIABLE

Source: Primary Data (Computed), 2020

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

3.7 Analysis technique

This research used Structural Equation Modelling (SEM) as the technical analysis with a consideration that the conceptual model of this research consists of four independent variables, three intervening variables, and one dependent variable. According to Ghozali & Fuad (2008), SEM analysis was a methodology that enabled the investigator to simultaneously analyse the effect of many variables against other variables.

Thus, this technique was used to analyse this research to find the correlation and/or relationship between the attributes of Perceived Web Quality, E-WOM, Perceived Benefit, Trust, Attitude, and Behavioural Intentions. Furthermore, there were two steps in conducting the analysis. The first stage was to do the pilot test. As mentioned above, the pilot test was conducted to test the variables and measurements used in the questionnaire for their validity and reliability.

Forty data had been obtained from the pilot test and the results were analysed by using the Statistical Package for the Social Sciences SPSS. The second step was to test hypotheses, to test normality and outliers as well as to analyse the fitness model. In this case, the researcher used SEM analysis in AMOS software version 23.0.

3.7.1 Respondent's Characteristics

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

3.7.2 Modal Development Theory

3.7.2.1 Normality Test

At first data, distribution was analysed in order to see the normality assumption. Furthermore, the normality assumption was processed in the SEM. A normality test was a statistical process whether a sample data in this study fitted a standard normal distribution or not. The normality test was processed in univariate normality where the CR value in the data was in the range of -2.58 to 2.58. If the

data in this research was in the range, the research data can be categorized as normal data.

3.7.2.2 Outer Test

The outlier test was one of the important tests in the use of parametric statistics. This test was done to observe the data that had unique characteristics that look different in a data set. Outlier data was data that can disturb other data and make the data abnormal. The outlier test was evaluated using multivariate outlier's analysis seen from Mahalanobis distance value.

3.7.2.3 Confirmatory Analysis

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

a) Chi-Square (χ^2)

Chi-square statistics is the most important measurement tool in testing the overall model. In other words, the chi-square statistic is appropriate to test the hypotheses to evaluate the significance of structural equation modelling. The chi-square value distinguished differences between the matrix of sample covariance and the matrix of covariance equipped model. The chi-square value, however, would only be true if the data satisfied the normality assumptions and

had a broad sample size. In addition, chi-square is used for evaluating whether the model is good or weak. The model is considered good if the chi-square value is low. In other words, the smaller the value of χ^2 , the better the model is because of $\chi^2 = 0$.

b) CMIN/DF

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

c) Goodness of Fit Index (GFI)

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

d) Root Mean Square Error of Approximation (RMSEA)

The RMSEA is one of the most informative fit indices. According to Byrne (Hooper et al., 2008), the RMSEA told about how well the model is with unknown but optimally chosen parameter estimates that would fit the

populations' covariance matrix. The standard values of RMSEA can be classified into several categories as follows:

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

e) Adjusted Goodness of Fit Index (AGFI)

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

f) Tucker Lewis Index (TLI)

TLI was an incremental fit index that was used to evaluate the factor analysis that has been developed in SEM. This index ranged from 0-1. TLI can be stated as a good fit if the index is equal to or greater than 0.90. The bigger TLI value indicated a better fit for the model.

g) Comparative Fit Index (CFI)

CFI brought compatibility of one model to the data and compares it with other models with the same data. Therefore, this kind of statistical index captured the relative goodness-of-fit. The CFI ranged from 0.0 to 1.0 and larger numbers are better. Unlike the other indices, the CFI attempted to adjust the

model complexity by including the degrees of freedom used in the model directly into the calculation. The standard values of CFI can be classified into some categories.

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

Table 3. 3 Goodness of Fit Index

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

CHAPTER IV

DATA ANALYSIS AND DISCUSSION

This chapter explained the data analysis of this research. This research was conducted through online questionnaires. The 237 respondents participated in this research.

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

As it has been explained before, 237 questionnaires had been collected. The details of the questionnaires can be seen in the appendix. The population of this research was Yogyakarta people mostly those who have ever used Go-Jek application to buy or order food from Go-Food especially in the Yogyakarta area.

4.1 Statistics Descriptive

4.1.1 Classification of Respondent's Gender

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

Table 4. 1 Gender Classifications

No.	Gender	Number (Person)	Percentage
1	Male	146	61,6%
2	Female	91	38,4%
TOTAL		237	100%

Source: Primary Data (computed), 2020

Based on the table above, it can be seen that the majority of the respondents in this study were males. The total of the respondents was 237 which consists of 146 males and 91 females. The data showed that 38.4% of the respondents were females. On the other side, the male respondents were recorded 61,6%. According to the table above, it can be concluded the most of the respondents were male.

4.1.2 Classifications of Respondent's Education

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

Table 4. 2 Classifications of Respondent's Education

No.	Education	Number (Person)	Percentage
1	Senior High School	38	16,0%
2	Bachelor Degree	166	70,0%
3	Graduate/Postgraduate	16	6,8%
4	Others	17	7,2%
TOTAL		237	100%

Source: Primary Data (computed), 2020

Based on the table 4.2, it can be seen that the majority of educational background respondents who filled the questionnaire were bachelor degree with 70% or 166 of the total respondents. Next with senior high school which consists 16% and then followed by others 7,2% and the last graduate/post-graduate which consists 6,8%. Through this data, it revealed that the majority of the user Go-Jek already got their bachelor and senior high school degree.

4.1.3 Classifications of Respondent's Job

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

Table 4. 3 Classifications of Respondent's Job

No.	Job	Number (Person)	Percentage
1	Student	182	76,8%
2	Civil servant	14	5,9%
3	Private employees	13	5,5%
4	Entrepreneur	14	5,9%
5	Others	14	5,9%
TOTAL		237	100%

Source: Primary Data (computed), 2020

According to the table above, it can be stated that the majority of jobs background of respondents who filled the questionnaire were students with 76,8% or 182 respondents. Indicated by private employees' levels of 5,5% or 13 respondents and the rest of the levels were the same with 5,9% or 14 respondents including civil servant, entrepreneur and others.

4.1.4 Classifications of Respondent's Monthly Expenditure

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

Table 4. 4 Classifications of Respondent’s Monthly Expenditure

No.	Monthly Expenditure	Number (Person)	Percentage
1	< 3.000.000	182	76,8%
2	3.000.000 - 5.000.000	38	16%
3	> 5.000.000	17	7,2%
TOTAL		237	100%

Source: Primary Data (computed), 2020

Based on Table 4.4, it can be seen that the majority of respondents who filled the questionnaire were those who spent less than 3.000.000 each month with 76,8%. Specified by 3.000.000-5.000.000 level of 16% with 38 respondents and followed by more than 5.000.000 with 17 respondents or 7,2%.

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

In this part of the study, all respondents are classified based on how long they use the Gojek application. The table below showed the composition of the number of people and their percentage.

Table 4. 5 Classifications of Respondent’s How Long They Use the Gojek Application

No.	How Long They Use the Gojek Application	Number (Person)	Percentage
1	< 2 Years	59	24,9%
2	2 - 3 Years	96	40,5%
3	> 3 Years	82	34,6%
TOTAL		237	100%

Source: Primary Data (computed), 2020

Based on the table above, this can be seen that the majority of respondents who filled the questionnaire who were classified on how long they used the Gojek application were 2-3 years with 40,5% percentage or 96 people. Resulted by > 3 years level of 34,6% or 82 person and then last followed by < 2 years level of 24,9% or 59 people.

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

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

Table 4. 6 Classifications of Respondent's How Often They Buy Food Through Go-Food in a Month

No.	How Often They Buy Food Through Go-Food in a Month	Number (Person)	Percentage
1	> 2 Times	65	27,4%
2	2 - 5 Times	91	38,4%
3	> 5 Times	81	34,2%
TOTAL		237	100%

Source: Primary Data (computed), 2020

Based on the table above, it can be seen that the majority of respondents who filled the questionnaire locked on how often they buy food through Go-Food in a month are 2-5 times with 91 people or 38,4% percentage. Resulted by >5 times level of 34,2 percentage or 81 people and then followed by >2 times level of 27,4% or 65 people.

4.2 Descriptive Analysis

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

Lowest perception score = 1

Highest perception score = 6

With the detailed intervals as follows:

1.00 = Strongly Disagree

2.00 = Disagree

3.00 = Rather Disagree

4.00 = Rather Agree

5.00 = Agree

6.00 = Strongly Agree



4.2.1 Hedonic Motivation

The result of the descriptive analysis of hedonic motivation can be seen in Table 4.7 as followed:

Table 4. 7 Descriptive Analysis of Hedonic Motivation

Attributes of Hedonic Motivation	Mean	Category
I find that using Go-Food services is fun	5.063	Agree
I find that using Go-Food services are enjoyable	5.013	Agree
I enjoy using Go-Food services	5.122	Agree

Source: Primary Data (Computed), 2020

Based on Table 4.7, it can be seen that the average assessment of 237 respondents of Go-Food feature users for Hedonic Motivation indicators is 5.066. Among the three indicators of Hedonic Motivation, the third indicator which is “I

enjoy using Go-Food services”, had the highest mean with the value of 5.122 and is considered as an “Agree” category. The indicator with the lowest mean is the second indicator, “I find that using Go-Food services are enjoyable” with 5.013 value and is still considered as “Agree”. Therefore, the result indicated that the respondents of Hedonic Motivation is “Agree”.

4.2.2 Price Saving Orientation

The result of the descriptive analysis of Price Saving Orientation can be seen in table 4.8 as followed:

Table 4. 8 Descriptive Analysis of Prior Online Purchase Experience

Attributes of Prior Online Purchase Experience	Mean	Category
I can save money by ordering on the Go-Food site	4.409	Rather Agree
I can look for cheap food deals on the Go-Food website	4.920	Rather Agree
Go-food offers better shopping value for my finances	4.101	Rather Agree

Source: Primary Data (Computed), 2020

Based on Table 4.8, it can be seen that the average assessment of 237 respondents of Go-Food feature users for Price Saving Orientation indicators is 4.476. Among the three indicators of Price Saving Orientation, the second indicator which is “I can look for cheap food deals on the Go-Food website”, had the highest mean with the value of 4.920 and is considered as “Rather Agree” category. The indicator with the lowest mean is the third indicator, “Go-food offers better shopping value for my finances” with 4.101 value and is still considered as “Rather Agree”. And for the last indicator is "I can save money by ordering on the Go-Food site" which had 4.409 and is still considered as "Rather Agree". Therefore, the

result indicated that the respondents of Price Saving Orientation is “Rather Agree”.

4.2.3 Time Saving Orientation

The result of the descriptive analysis of Time Saving Orientation can be seen in Table 4.9 as followed:

Table 4. 9 Descriptive Analysis of Time Saving Orientation

Attributes of Time Saving Orientation	Mean	Category
Using Go-Food services is very useful in the buying process	4.692	Rather Agree
Using Go-Food services speeds up the buying process	4.165	Rather Agree
Using Go-Food services saves time in the purchasing process	4.540	Rather Agree
Using Go-Food services is important because the food ordering process can be fast	4.705	Rather Agree

Source: Primary Data (Computed), 2020

Based on Table 4.9, it can be seen that the average assessment of 237 respondents of Go-Food feature users for Time Saving Orientation indicators is 4.525. Among the four indicators of Time Saving Orientation, the fourth indicator which is “Using Go-Food services is important because the food ordering process can be fast”, had the highest mean with the value of 4.705 and is considered as “Rather Agree” category. The indicator with the lowest mean is the second indicator, “Using Go-Food services speeds up the buying process” with 4.165 value and is considered as “Rather Agree”. Therefore, the result indicated that the respondents’ Time Saving Orientation was “Rather Agree”.

4.2.4 Prior Online Purchase Experience

The result of the descriptive analysis of Price Saving Orientation can be seen in Table 4.10 as followed:

Table 4. 10 Descriptive Analysis of Price Saving Orientation

Attributes of Price Saving Orientation	Mean	Category
I feel comfortable using Go-Food services	5.063	Agree
I am quite experienced with using Go-Food services	5.118	Agree
I feel competent to use Go-Food services	5.219	Agree

Source: Primary Data (Computed), 2020

Based on Table 4.10, it can be seen that the average assessment of 237 respondents of Go-Food feature users for Prior Online Purchase Experience indicators is 5.133. Among the three indicators of Prior Online Purchase Experience, the third indicator which is “I feel competent to use Go-Food services” had the highest mean with the value of 5.219 and is considered as “Agree” category. The indicator with the lowest mean is the first indicator, “I feel comfortable using Go-Food services” with 5.063 value and is considered as “Agree”. Therefore, the result indicated that the respondents of Prior Online Purchase Experience was “Agree”.

4.2.5 Convenience Motivation

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

Table 4. 11 Descriptive Analysis of Convenience Motivation

Attributes of Convenience Motivation	Mean	Category
Shopping online and doing web-based transactions for Go-Food is easy	5,122	Agree
The interaction with the Go-Food web service is clear and understandable	4,873	Rather Agree
It is easy enough to understand the features on the Go-Food web service	4,996	Rather Agree
Overall, using the Go-Food service to shop online or trade online is easy for me	5,093	Agree

Source: Primary Data (Computed), 2020

Based on Table 4.11, it can be seen that the average assessment of 237 respondents of Go-Food feature users for Convenience Motivation is 5.012. Among the four indicators of Convenience Motivation, the fourth indicator which is “Overall, using the Go-Food service to shop online or trade online is easy for me” had the highest mean with the value of 5.093 and considered as “Agree” category. The indicator with the lowest mean is the second indicator, “The interaction with the Go-Food web service is clear and understandable” with 4.837 value and is considered as “Rather Agree”. Therefore, the result indicated that the respondents’ Attitude was “Agree”.

4.2.6 Post-Usage Usefulness

The result of the descriptive analysis of Post-Usage Usefulness can be seen in Table 4.12 as followed:

Table 4. 12 Descriptive Analysis of Post-Usage Usefulness

Attributes of Post-Usage Usefulness	Mean	Category
Using Go-Food services allows me to complete shopping faster than traditional shopping	4,561	Rather Agree
Using Go-Food services will increase the effectiveness of shopping or finding information	4,882	Rather Agree
Go-Food service is useful for me	5,152	Agree
Go-Food service is beneficial for me	4,557	Rather Agree

Source: Primary Data (Computed), 2020

Based on Table 4.12, it can be seen that the average assessment of 237 respondents of Go-Food feature users for Post-Usage Usefulness indicators is 4.788. Among the four indicators of Post-Usage Usefulness, third indicator which is “Go-Food service is useful for me” had the highest mean with the value of 5.152 and is considered as “Agree” category. The

indicator with the lowest mean is the fourth indicator, “Go-Food service is beneficial for me” with 4.557 value and is considered as “Rather Agree”. Therefore, the result indicated that the respondents’ of Post-Usage Usefulness was “Rather Agree”.

4.2.7 Attitude Towards Online Food Delivery Services

The result of the descriptive analysis of Attitude Towards Online Food Delivery Services can be seen in Table 4.13 as followed:

Table 4. 13 Descriptive Analysis of Attitude Towards Online Food Delivery Services

Attributes of Attitude Towards Online Food Delivery Services	Mean	Category
Buying through Go-Food services is a wise decision	4,764	Rather Agree
Buying through Go-Food services is a good decision	4,392	Rather Agree
Buying through Go-Food services is a make sense decision	4,869	Rather Agree
Buying through Go-Food services is a useful decision	4,776	Rather Agree

Source: Primary Data (Computed), 2020

Based on Table 4.13, it can be seen that the average assessment of 237 respondents of Go-Food feature users for Attitude Towards Online Food Delivery Services indicators is 4.70025. Among the four indicators of Attitude Towards Online Food Delivery Services, third indicator which is “Buying through Go-Food services is a make sense decision” had the highest mean with the value of 4.869 and is considered as “Rather Agree” category. The indicator with the lowest mean is the second indicator, “Buying through Go-Food services is a good decision” with 4.392 value and

considered as “Rather Agree”. Therefore, the result indicated that the respondents’ of Attitude Towards Online Food Delivery Services was “Rather Agree”.

4.2.8 Behavioural Intention Towards Online Food Delivery Services

The result of the descriptive analysis of Behavioural Intention Towards Online Food Delivery Services can be seen in Table 4.14 as followed:

Table 4. 14 Descriptive Analysis of Behavioral Intention Towards Online Food Delivery Services

Attributes of Behavioural Intention Towards Online Food Delivery Services	Mean	Category
I’m planning to keep use Go-Food in the future	4,958	Rather Agree
I am willing to use the Go-Food’s service offered	4,903	Rather Agree
I am willing to use Go-Food services if needed	4,789	Rather Agree
I am willing to suggest others to use Go-Food	5,181	Agree
I am willing to say positive things about Go-Food services	5,110	Agree
I do not mind teaching others to use Go-Food services	5,152	Agree

Source: Primary Data (Computed), 2020

Based on Table 4.14, it can be seen that the average assessment of 237 respondents of Go-Food feature users for Behavioural Intention Towards Online Food Delivery Services indicators is 5.0155. Among six indicators of Behavioural Intention Towards Online Food Delivery Services, the fourth indicator which is “I am willing to suggest others to use Go-Food” had the highest mean with the value of 5.181 and is considered as “Agree” category. The indicator with the lowest mean is the third indicator, “I am willing to use Go-Food services if needed” with 4.789 value

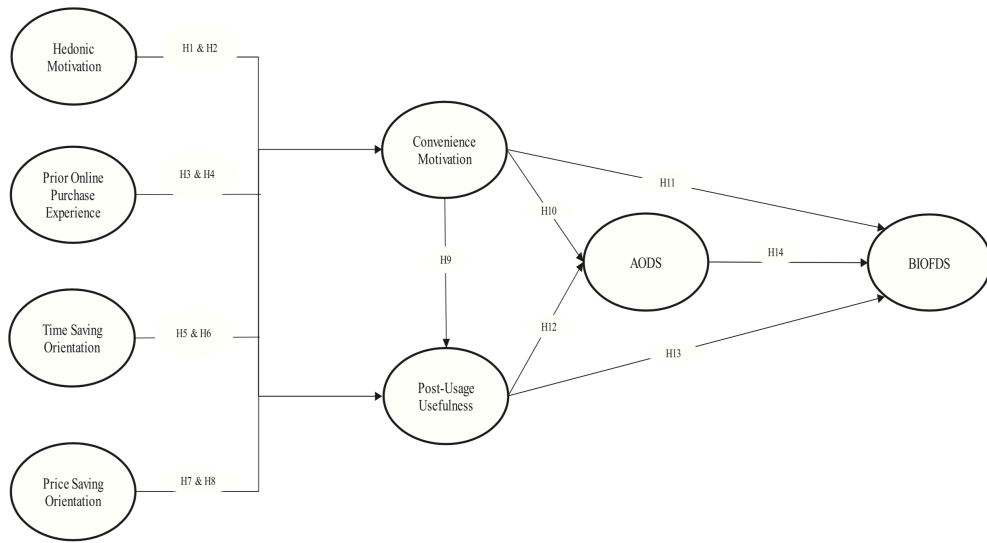
and considered as “Rather Agree”. Therefore, the result indicated that the respondents’ of Behavioural Intention Towards Online Food Delivery Services was “Agree”.

4.3 Structural Equation Model (SEM) Analysis

The analysis used to prove the hypothesis was the calculation of the Structural Equation Model (SEM) with AMOS 23 software. The sequence of steps in the analysis include:

4.3.1 Model Development Based on Theory

The development of models in this study is based on the concept of data analysis. In general, this research model consisted of exogenous variables, namely Hedonic Motivation (HM), Prior Online Purchase Experience (POPE), Time Saving Orientation (TSO) and Price Saving Orientation (PSO). The endogenous variables in this study were Convenience Motivation (CM), Post Usage Usefulness (PUU), Attitude towards Online Food Delivery (ATOF) and Behavioural Intention towards Online Food Delivery (BIT).

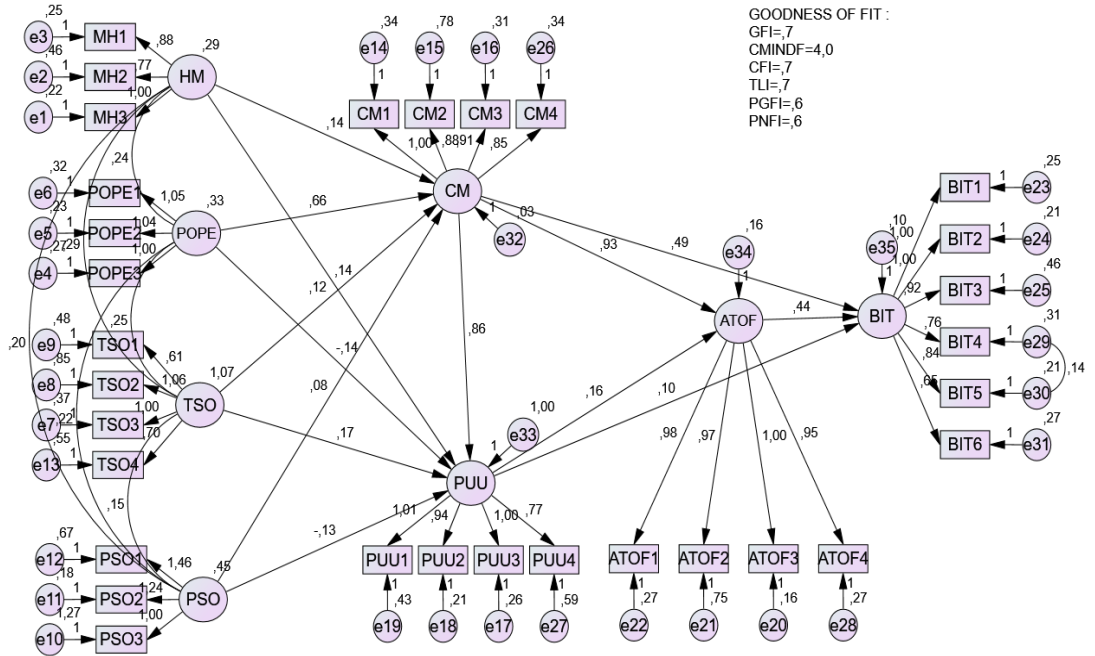


Note:
 Attitude towards online food delivery services (AODS)
 Behavioral intention towards online food delivery services (BIOFDS)

Figure 4. 1 Research Framework

4.3.2 Flow Diagram and Structural Equation

The next step was to arrange causality relationships with a path diagram and arrange structural equations. There were 2 things that need to be done, namely structuring the structural model by connecting between endogenous and exogenous latent constructs and determining the model by connecting endogenous and exogenous latent constructs with indicator or manifest variables as shown in Figure 4.2.



Source: Primary Data (Computed), 2020

Figure 4. 2 Structural Model

4.3.3 Normality Test

The structural equation model is different from other multivariate analysis techniques. SEM only uses input data in the form of variance or covariance matrices or correlation matrices. The estimated model used is the maximum likelihood (ML) estimate that has been met with the following assumptions:

- **Data Normality**

Data normality assumptions must be met so that the data can be further processed for SEM modelling. Testing this normality is to observe

the value of the Critical Ratio (CR) of the data used, if the value of CR multivariate data is in the range of ± 2.58 , then the research data can be said to be normal. The results of normality test data in this study can be seen in following table:

Table 4. 15 Normality Test Result (AMOS)

Variable	min	max	skew	c.r.	kurtosis	c.r.
BIT6	3,000	6,000	-,487	-2,897	,079	,234
BIT5	3,000	6,000	-,491	-2,917	-,266	-,792
BIT4	2,000	6,000	-,924	-5,495	1,194	3,548
ATOF4	2,000	6,000	-,387	-2,303	-,338	-1,005
PUU4	2,000	6,000	-,465	-2,765	-,173	-,515
CM4	3,000	6,000	-,565	-3,360	,001	,004
BIT3	2,000	6,000	-,553	-3,287	-,213	-,633
BIT2	3,000	6,000	-,375	-2,231	-,576	-1,713
BIT1	3,000	6,000	-,507	-3,012	-,527	-1,566
ATOF1	2,000	6,000	-,330	-1,963	-,303	-,901
ATOF2	2,000	6,000	-,170	-1,010	-,837	-2,488
ATOF3	2,000	6,000	-,485	-2,882	-,011	-,033
PUU1	2,000	6,000	-,607	-3,608	,001	,002
PUU2	2,000	6,000	-,511	-3,037	,018	,052
PUU3	3,000	6,000	-,487	-2,895	,045	,132
CM3	3,000	6,000	-,380	-2,256	-,298	-,885
CM1	3,000	6,000	-,601	-3,573	-,349	-1,037
TSO4	1,000	6,000	-,703	-4,179	,540	1,606
PSO1	1,000	6,000	-,763	-4,533	-,028	-,084
PSO2	2,000	6,000	-,926	-5,506	,699	2,077
PSO3	1,000	6,000	-,378	-2,246	-,512	-1,523
TSO1	2,000	6,000	-,523	-3,107	,285	,846
TSO2	1,000	6,000	-,583	-3,463	-,563	-1,674
TSO3	1,000	6,000	-,761	-4,521	,059	,174
POPE1	2,000	6,000	-1,037	-6,165	1,681	4,995
POPE2	3,000	6,000	-,543	-3,226	-,342	-1,017
POPE3	3,000	6,000	-,865	-5,141	,547	1,626
MH1	3,000	6,000	-,267	-1,584	-,301	-,894
MH2	1,000	6,000	-,898	-5,338	2,183	6,487
MH3	3,000	6,000	-,706	-4,199	,775	2,303
Multivariate					35,252	2,471

Source: Primary Data (Computed), 2020

Table 4.15 showed that the value of multivariate CR in this study amounted to 2.471 which meant it was already among the vulnerable + - 2.58. So that the data in this study can be said to be normally distributed.

4.3.4 Outliers

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

The Mahalanobis Distance test was calculated using the chi-square value at the degree of freedom of 31 indicators at the level of $p < 0.001$ using the formula $X^2(31; 0.001) = 52.191$. The results of the analysis found several data outliers as can be seen in following table:

Table 4. 16 Outliers Test Table

Observation number	Mahalanobis d-squared	p1	p2
236	127,570	,000	,000
99	88,797	,000	,000
168	84,927	,000	,000
218	84,927	,000	,000
18	83,642	,000	,000
58	75,635	,000	,000
88	74,997	,000	,000
6	72,463	,000	,000
100	70,688	,000	,000
96	68,024	,000	,000
123	66,529	,000	,000
137	62,830	,001	,000
187	62,830	,001	,000
92	60,550	,001	,000
84	58,738	,002	,000
119	57,220	,003	,000
172	55,650	,004	,000

Observation number	Mahalanobis d-squared	p1	p2
222	55,650	,004	,000
132	54,750	,005	,000
175	54,643	,005	,000
225	54,643	,005	,000
86	54,147	,006	,000
89	54,108	,006	,000
127	53,017	,008	,000
104	52,895	,008	,000
73	51,855	,011	,000
94	50,883	,014	,000
156	50,619	,015	,000
206	50,619	,015	,000
98	50,540	,015	,000
144	50,391	,015	,000
194	50,391	,015	,000
181	49,408	,019	,000
231	49,408	,019	,000

Source: Primary Data (Computed), 2020

In Table 1 it is found from 237 data there were 15 data that had a Mahalanobis d-squared value of more than 52,191 so that 15 data contained outliers. Data containing outliers must be removed from the analysis and after the data were eliminated it can be concluded that there were no outliers.

4.3.5 Confirmatory Analysis

Confirmatory analysis is used to test concepts that are built using several measurable indicators. In the first confirmatory analysis, the loading factor value of each indicator was seen. The loading factor can be used to measure the construct validity in which a questionnaire is said to be valid if the questionnaire question is able to reveal something measured by the questionnaire. According to Hair et al. (2010) the minimum number of factor loading is ≥ 0.5 or ideally ≥ 0.7 . If there was a value that is still below

0.5 then it would be removed from the analysis. With the loading factor values in the following table:

Table 4. 17 Loading Factor Result

			Estimate
MH3	<---	HM	,755
MH2	<---	HM	,522
MH1	<---	HM	,692
POPE3	<---	POPE	,743
POPE2	<---	POPE	,783
POPE1	<---	POPE	,731
TSO3	<---	TSO	,861
TSO2	<---	TSO	,764
TSO1	<---	TSO	,676
PSO3	<---	PSO	,511
PSO2	<---	PSO	,889
PSO1	<---	PSO	,767
TSO4	<---	TSO	,700
CM1	<---	CM	,698
CM2	<---	CM	,494
CM3	<---	CM	,681
PUU3	<---	PUU	,915
PUU2	<---	PUU	,920
PUU1	<---	PUU	,870
ATOF3	<---	ATOF	,884
ATOF2	<---	ATOF	,644
ATOF1	<---	ATOF	,814
BIT1	<---	BIT	,824
BIT2	<---	BIT	,844
BIT3	<---	BIT	,700
CM4	<---	CM	,644
PUU4	<---	PUU	,756
ATOF4	<---	ATOF	,809
BIT4	<---	BIT	,704
BIT5	<---	BIT	,798
BIT6	<---	BIT	,672

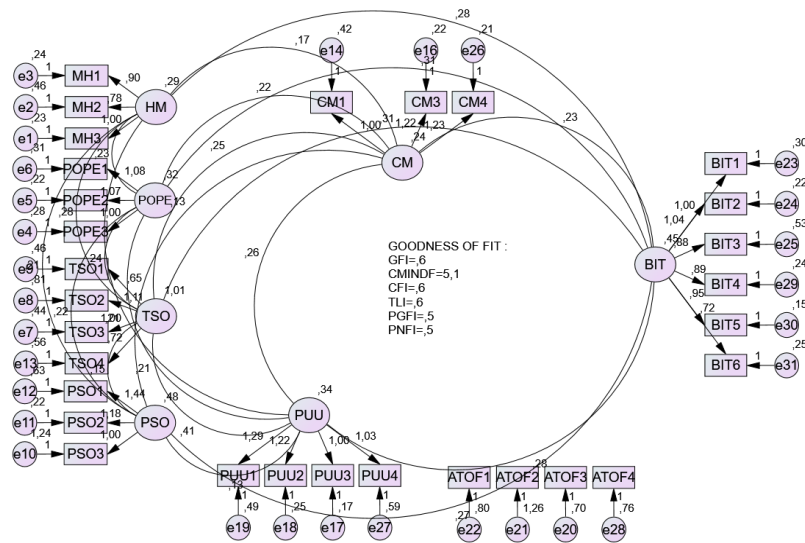
Source: Primary Data (Computed), 2020

From table above it is known that all indicators in this study already had a loading factor value of more than 0.5 except CM3 which had a loading factor value of 0.494 and must be dropped from the study. After invalid

indicators are dropped, it can be concluded that all indicators in this study can be said to be valid.

Furthermore, the conformity test of the conformity model is tested using the Goodness of Fit Index. Hair et al. (1998) divides GOFI (Goodness of Fit Index) criteria into 3 types of criteria, namely absolute fit indices, incremental fit indices and parsimony fit indices. From the three types of GOFIs as a whole there are 25 criteria, but according to Hair et al. (2010) in the SEM-Amos analysis did not require all criteria to be met, 4-5 Criteria are appropriate, given that the three forms of GOFI criteria had requirements.

In this study several criteria were taken from each type of GOFI namely CMINDF and GFI representing absolute fit indices, CFI and TLI representing incremental fit indices then PGFI and PNFI represented parsimony fit indices. The results of the confirmatory analysis can be seen in Figure 3.



Source: Primary Data (Computed), 2020

Figure 4.3 Confirmatory Analysis

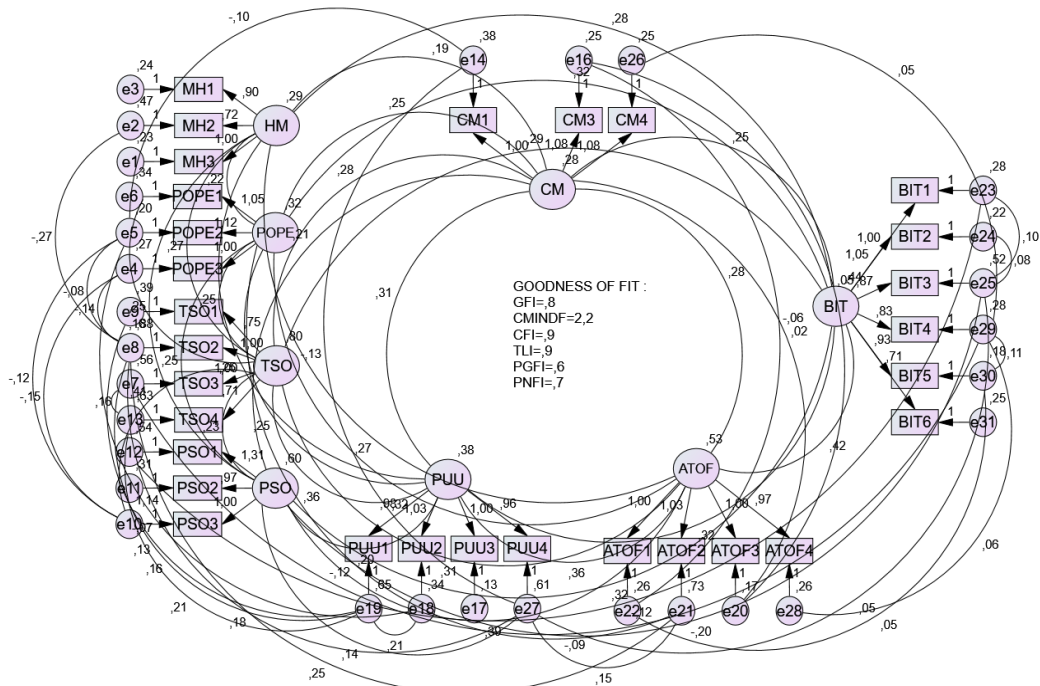
The results of Goodness of Fit were as in Table 4.18

Table 4.18 Goodness of Fit Test Result

Fit Index	Goodness of Fit	Criteria	Cut-off value	Description
Absolute Fit	GFI	≥ 0.90	0.6	Not Fit
	CMINDF	$\leq 2,00$	5.1	Not Fit
Incremental Fit	TLI	≥ 0.90	0.6	Not Fit
	CFI	≥ 0.90	0.6	Not Fit
Parsimony Fit	PGFI	≥ 0.60	0.5	Not Fit
	PNFI	≥ 0.60	0.5	Not Fit

Source: Primary Data (Computed), 2020

From the results of the goodness of fit test in table 4 showed that all criteria were still not fit. Therefore, to improve the GOF value, it is necessary to modify the model that referred to the modification index table by providing covariance relationships or eliminating indicators that had a high MI (Modification Index) value. The modification results are as shown in Figure 4.4:



Source: Primary Data (Computed), 2020

Figure 4. 4 CFA Model after Modification

4.4 showed that the results of Goodness of Fit had fulfilled all the criteria and can be said to be Fit as in table 4.19

Table 4. 19 Goodness of Fit Value after Modification

Fit Index	Goodness of Fit	Criteria	Cut-off value	Description
Absolute Fit	GFI	≥ 0.90	0.8	Marginal Fit
	CMINDF	$\leq 2,00$	2.2	Marginal Fit
Incremental Fit	TLI	≥ 0.90	0.9	Fit
	CFI	≥ 0.90	0.9	Fit
Parsimony Fit	PGFI	≥ 0.60	0.6	Fit
	PNFI	≥ 0.60	0.7	Fit

Source: Primary Data (Computed), 2020

4.3.6 Reliability Test

The reliability coefficient ranged from 0-1 so the higher the coefficient (close to number 1), the more reliable the measuring instrument. Constructive reliability is good if the construct reliability value > 0.7 and the

extracted variance value > 0.5 (Yamin & Kurniawan, 2009). From the results of the calculation the Reliability Test results are obtained in Table 4.20.

Table 4. 20 Reliability Test Results

Indicators	Standard Loading	Standard Loading ²	Measurement Error	CR	VE
MH3	0,755	0,570	0,430	0,7	0,6
MH2	0,522	0,272	0,728		
MH1	0,692	0,479	0,521		
POPE3	0,743	0,552	0,448	0,8	0,6
POPE2	0,783	0,613	0,387		
POPE1	0,731	0,534	0,466		
TSO3	0,861	0,741	0,259	0,8	0,6
TSO2	0,764	0,584	0,416		
TSO1	0,676	0,457	0,543		
TSO4	0,7	0,490	0,510		
PSO3	0,511	0,261	0,739	0,8	0,5
PSO2	0,889	0,790	0,210		
PSO1	0,767	0,588	0,412		
CM1	0,698	0,487	0,513	0,7	0,5
CM3	0,681	0,464	0,536		
CM4	0,644	0,415	0,585		
PUU3	0,915	0,837	0,163		
PUU2	0,92	0,846	0,154	0,9	0,8
PUU1	0,87	0,757	0,243		
PUU4	0,756	0,572	0,428		
ATOF3	0,884	0,781	0,219	0,9	0,6
ATOF2	0,644	0,415	0,585		
ATOF1	0,814	0,663	0,337		
ATOF4	0,809	0,654	0,346		
BIT1	0,824	0,679	0,321	0,9	0,6
BIT2	0,844	0,712	0,288		
BIT3	0,7	0,490	0,510		
BIT4	0,704	0,496	0,504		
BIT5	0,798	0,637	0,363		
BIT6	0,672	0,452	0,548		

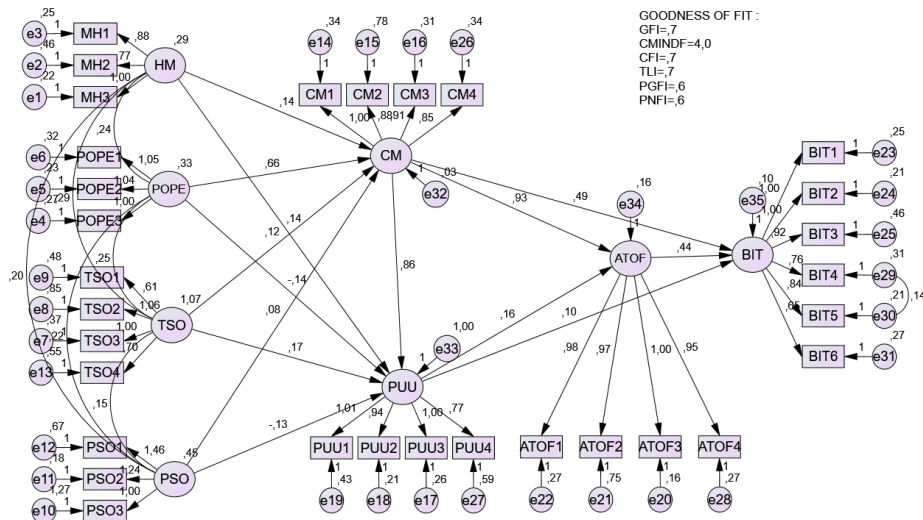
Source: Primary Data (Computed), 2020

From Table 5 it can be seen that the construct reliability of all variables already showed ≥ 0.7 . As for the variance extracted in this study,

each variable also had a value of ≥ 0.5 . So it can be concluded that the questionnaire used for this study was declared reliable.

4.4 Model Modification and Complete Model GOF Test

The next step was to do a hypothesis analysis. But before that, it was necessary to do a Goodness of fit test on the research model after the model modification is done. The path analysis model before modification in this study is as in Figure 4.5



Source: Primary Data (Computed), 2020

Figure 4. 5 Results of Path Analysis Before Modification

With the results of Goodness of Fit as in table 4.21

Table 4. 21

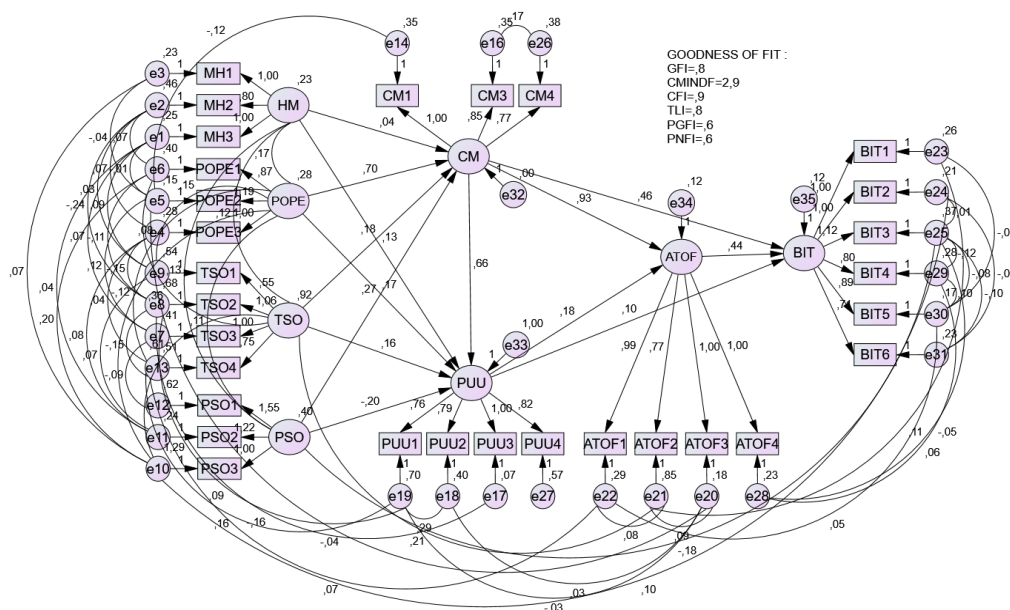
Fit Index	Goodness of Fit	Criteria	Cut-off value	Description
Absolute Fit	GFI	≥ 0.90	0.7	Not Fit
	CMINDF	$\leq 2,00$	4.0	Not Fit
	TLI	≥ 0.90	0.7	Not Fit

Incremental Fit	CFI	≥ 0.90	0.7	Not Fit
Parsimony Fit	PGFI	≥ 0.60	0.6	Fit
	PNFI	≥ 0.60	0.6	Fit

Source: Primary Data (Computed), 2020

Results of Goodness Table 4.21

From the results of the goodness of fit test in table 4.21 it appeared that all criteria were still not fit. Therefore, to increase the GOF value, it was necessary to modify the model that referred to the modification index table by providing covariance relationships or eliminating indicators that had a high MI (Modification Index) value. The results of the modification are as shown in Figure 4.51



Source: Primary Data (Computed), 2020

Figure 4. 6 Results of Path Analysis After Modification

The Goodness of Fit test results have shown that all criteria have been met and the model can be said to be Fit as in Table 4.22

Table 4. 22 Goodness of Fit Test

Fit Index	Goodness of Fit	Criteria	Cut-off value	Description
Absolute Fit	GFI	≥ 0.90	0.8	Marginal Fit
	CMINDF	$\leq 2,00$	2.9	Marginal Fit
Incremental Fit	TLI	≥ 0.90	0.8	Marginal Fit
	CFI	≥ 0.90	0.9	Fit
Parsimony Fit	PGFI	≥ 0.60	0.6	Fit
	PNFI	≥ 0.60	0.6	Fit

Source: Primary Data (Computed), 2020

4.5 Hypothesis Testing

The next analysis was the Structural Equation Model (SEM) analysis in full model to test the hypotheses developed in this study. The regression weight test results in this study were as in Table 4.23

Table 4. 23 Regression weight test results

			Estimate	S.E.	C.R.	P	Label
CM	<---	HM	,038	,109	,347	,729	
CM	<---	POPE	,701	,105	6,677	***	
CM	<---	TSO	,185	,036	5,111	***	
CM	<---	PSO	,273	,063	4,299	***	
PUU	<---	HM	,133	,399	,333	,739	
PUU	<---	POPE	,167	5,167	,032	,974	
PUU	<---	TSO	,162	1,356	,119	,905	
PUU	<---	PSO	-,201	2,007	-,100	,920	
PUU	<---	CM	,657	7,326	,090	,929	
ATOF	<---	CM	,932	,115	8,106	***	
ATOF	<---	PUU	,183	,042	4,342	***	
BIT	<---	CM	,459	,137	3,343	***	
BIT	<---	PUU	,096	,037	2,606	,009	
BIT	<---	ATOF	,445	,117	3,815	***	

Source: Primary Data (Computed), 2020

To see the hypothesis accepted or rejected, that is by looking at the value of the Critical Ratio (CR) and the probability value (P) from the results of data processing. If the test results showed a CR value above 1.96 and a probability value (P) below 0.05 / 5%, the proposed research hypothesis is

accepted. In detail the research hypothesis testing would be discussed in stages according to the hypothesis that has been proposed. In this study, 14 hypotheses were proposed, which in turn would be elaborated as follows:

- **H1: HM (Hedonic Motivation) has a positive and not significant effect on CM (Convenience Motivation)**

Based on data processing, it was known that the CR value is 0.374 and the P value is 0.729. These results indicated that the CR value is below 1.96 and the P value is above 0.05. Therefore it can be concluded that HM (Hedonic Motivation) had a positive and not significant effect on CM (Convenience Motivation) so H1 in this study is not supported.

- **H2: POPE (Prior Online Purchase Experience) has a positive and significant effect on CM (Convenience Motivation)**

Based on data processing, it was known that the CR value is 6.677 and the P value is 0.000. These results indicated that the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that the POPE (Prior Online Purchase Experience) had a positive and significant effect on CM (Convenience Motivation) so H2 in this research is supported.

- **H3: TSO (Time Saving Orientation) has a positive and significant effect on CM (Convenience Motivation)**

Based on data processing, it was known that the CR value is 5.111 and the P value is 0.000. These results indicated that the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that TSO

(Time Saving Orientation) had a positive and significant effect on CM (Convenience Motivation) so that H3 in this study is supported.

- **H4: PSO (Price Saving Orientation) has a positive and significant effect on CM (Convenience Motivation)**

Based on data processing, it was known that the CR value is 4.299 and the P value is 0.000. These results indicated that the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that PSO (Price Saving Orientation) had positive and significant effect on CM (Convenience Motivation) so that H4 in this research is supported.

- **H5: HM (Hedonic Motivation) has a positive and not significant effect on PUU (Post Usage Usefulness)**

Based on data processing, it was known that the CR value is 0.333 and the P value is 0.739. These results indicated that the CR value is below 1.96 and the P value is above 0.05. Therefore it can be concluded that HM (Hedonic Motivation) had a positive and not significant effect on PUU (Post Usage Usefulness) so that H5 in this study is not supported.

- **H6: POPE (Prior Online Purchase Experience) has a positive and not significant effect on PUU (Post Usage Usefulness)**

Based on data processing, it was known that the CR value is 0.032 and the P value is 0.974. These results indicated that the CR value is below 1.96 and the P value is above 0.05. Therefore it can be concluded that the POPE (Prior Online Purchase Experience) had a positive and not significant effect on PUU (Post Usage Usefulness) so H6 in this study is not supported.

- **H7: TSO (Time Saving Orientation) has a positive and not significant effect on PUU (Post Usage Usefulness)**

Based on data processing, it was known that the CR value is 0.119 and the P value is 0.905. These results indicated that the CR value is below 1.96 and the P value is above 0.05. Therefore it can be concluded that TSO (Time Saving Orientation) had a positive and not significant effect on PUU (Post Usage Usefulness) so H7 in this study is not supported.

- **H8: PSO (Price Saving Orientation) has a positive and not significant effect on PUU (Post Usage Usefulness)**

Based on data processing, it was known that the CR -0,100 value and P value of 0.920. These results indicated that the CR value is negative below 1.96 and the P value is above 0.05. Therefore it can be concluded that PSO (Price Saving Orientation) had a negative and not significant effect on PUU (Post Usage Usefulness) so H9 in this study is not supported.

- **H9: CM (Convenience Motivation) has a positive and not significant effect on PUU (Post Usage Usefulness)**

Based on data processing, it was known that the CR value is 0.090 and the P value is 0.929. These results indicated that the CR value is below 1.96 and the P value is above 0.05. Therefore it can be concluded that CM (Convenience Motivation) had a positive and not significant effect on PUU (Post Usage Usefulness) so H9 in this study is not supported.

- **H10: CM (Convenience Motivation) has a positive and significant effect on ATOF (Attitude Towards Online Food Delivery)**

Based on data processing, it was known that the CR value is 8,106 and the P value is 0,000. These results indicated that the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that CM (Convenience Motivation) had a positive and significant effect on ATOF (Attitude Towards Online Food Delivery) so that H10 in this study is supported.

- **H11: PUU (Post Usage Usefulness) has a positive and significant effect on ATOF (Attitude Towards Online Food Delivery)**

Based on data processing, it was known that the CR value is 4.342 and the P value is 0.000. These results indicated that the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that PUU (Post Usage Usefulness) had a positive and significant effect on ATOF (Attitude Towards Online Food Delivery) so that H11 in this study is supported.

- **H12: CM (Convenience Motivation) has a positive and significant effect on BIT (Behavioural Intention Towards Online Food Delivery)**

Based on data processing, it was known that the CR value is 3.343 and the P value is 0.000. These results indicated that the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that CM (Convenience Motivation) had a positive and significant effect on BIT (Behavioural Intention Towards Online Food Delivery) so that H12 in this study is supported.

- **H13: PUU (Post Usage Usefulness) has a positive and significant effect on BIT (Behavioural Intention Towards Online Food Delivery)**

Based on data processing, it was known that the CR value is 2.606 and the P value is 0.009. These results indicated that the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that PUU (Post Usage Usefulness) had a positive and significant effect on BIT (Behavioural Intention Towards Online Food Delivery) so that H13 in this study is supported.

- **H14: CM (Convenience Motivation) has a positive and significant effect on Behavioural Intention Towards Online Food Delivery)**

Based on data processing, it was known that the CR value is 3,815 and the P value is 0,000. These results indicated that the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that CM (Convenience Motivation) had a positive and significant effect on BIT (Behavioural Intention Towards Online Food Delivery) so that H14 in this study is supported.

4.6 Result Discussions

4.6.1 The Influence of Hedonic Motivation affect customer Convenience Motivation in The Go-Food Feature in Yogyakarta

The result of the research analysis indicated that the Hedonic Motivation had a positive and not significant effect on the consumer Convenience Motivation in the Go-Food feature in Yogyakarta. It was proven based on the data processing and known that CR value is 0.374 and

the P value is 0.729. These results indicated that the CR value is below 1.96 and the P value is above 0.05. Thus, this can be concluded that H1 in this study is not supported.

However in this study, it was stated that Hedonic Motivation still had a positive impact toward the user of Go-Jek application. Hedonic motivation contrarily referred to the search of emotions such as happiness, enjoyment and fantasy, experienced during the shopping procedure (Mikalef et al., 2012). Hence, people with a strong hedonic motivation sought the enjoyment of the process rather than the utility of the purchased product. Despite the attention that has been attributed to utilitarian factors, some studies had pointed out that hedonic motivation was as important in internet shopping as it was in traditional shopping (Mikalef et al., 2012). While, people in Yogyakarta had a tendency to buy some product through an online media, some of these hedonic factors include product diversity (Alba et al., 1997) convenience, information availability, customization (Ghosh, 1998) and time efficiency (Morganosky & Cude, 2000).

Convenience Motivation is a key factor in online purchasing such as Go-Food application. According to (Hernández et al., 2010) research, convenience motivation became more important with experienced users for online purchases. The needs of consumer to buy something was vary widely. Although some customers were triggered by the need to get information and maintain money, others were driven more by the need for convenience. According to the research by previous study (Jiang et al., 2013), outcomes

had indicated that a buyer's point of view toward online services would increase if the service is qualified to provide access convenience, which is the capability to buy online at anywhere and anytime.

4.6.2 The Influence of Prior Online Purchase Experience affect customer Convenience Motivation in the Go-Food Feature in Yogyakarta

The result of the research analysis indicated that the Prior Online Purchase Experience had a positive and significant effect on the consumer Convenience Motivation in the Go-Food feature in Yogyakarta. It was proven based on the data processing and known that CR value is 6.677 and the P value is 0.000. These results indicated that the CR value is below 1.96 and the P value is above 0.05. Thus, this can be concluded that H2 in this study is supported. Thus, this can be concluded that Prior Online Purchase Experience had a positive relationship with Convenience Motivation. Yeo also wrote that Prior Online Purchase Experience has a positive effect on Convenience Motivation (Yeo et al., 2017).

Prior Online Purchase Experience had a positive effect on Convenience Motivation, it was because the more experienced they are in using a media, they would prefer and look for media that is easier and more convenient to use. According to Hernández, et al., (2010) research, convenience motivation became more important with experienced users for online purchases. Especially in Yogyakarta, people would tend to use more based on the experience and the convenient that they felt in using some

application which is Go-Food. A person's online purchase impression or experience would be appraised an essential factor that influences both attitude and objective to purchase (Weisberg et al., 2011). The data information had displayed that there was a full intervention where prior online purchase experience had a direct connection with correlation through the mediation of convenience motivation. While outcomes were definitely important for convenience motivation, well used users in online purchases would desire to exert less effort to use Go-Food in Yogyakarta city.

4.6.3 The influence of Time Saving Orientation affect customer Convenience Motivation in The Go-Food Feature in Yogyakarta

The result of the research analysis indicated that the Time Saving Motivation had a positive and significant effect on the consumer Convenience Motivation in the Go-Food feature in Yogyakarta. It was proven based on the data processing and known that CR value is 5.111 and the P value is 0.000. These results indicated that the CR value is below 1.96 and the P value is above 0.05. Thus, this can be concluded that H3 in this study is supported. According to Prabowo & Nugroho, (2019) Time Saving Orientation had a positive relationship with Convenience Motivation.

In Yogyakarta people tended to buy some products because of their convenience of how they could get the product as easy and fast as they can. Thus, this brought a lot of intention to Go-Food users in Yogyakarta which usually often used Go-Food application. Customers were attracted to technology that could provide them convenience through saving time and

effort (Yeo et al., 2017). Thus, the application or the website must be easy to use and be able to process the customer's request as quickly as possible. Meanwhile, this would allow the user of Go-Food to complete a transaction right away, which was both beneficial to the customer and the Go-Jek company.

4.6.4 The influence of Price Saving Orientation effect customer Convenience Motivation in The Go-Food Feature in Yogyakarta

The result of the research analysis indicated that the Price Saving Orientation had a positive and significant effect on the consumer Convenience Motivation in the Go-Food feature in Yogyakarta. It was proven based on the data processing and known that CR value is 4.299 and the P value is 0.000. These results indicated that the CR value is below 1.96 and the P value is above 0.05. Thus, this can be concluded that H4 in this study is supported. Price Saving Orientation had a positive relationship with Convenience Motivation (Prabowo & Nugroho, 2019).

Price is one of the most important thing in selling a product or services in the internet world. According to Quelch and Klein (1996) found the technology of internet would lead to price competitions due to convenience search and differentiation across different prices. Therefore, buyers would decide to pay the more affordable price product when comparing against some sellers. Online purchase created a convenience for its customers for being able compared between some products easily and this was what happened in using Go-Food not only for ordering a for but

also a tool to compare products. The study by Audrain-Pontevia et al., (2013) was able to certify that online transaction gives negotiation value to its buyers or users, as they were able to purchase products after comparing it to other offers.

4.6.5 The Influence of Hedonic Motivation effect customer Post Usage Usefulness in The Go-Food Feature in Yogyakarta

The result of the research analysis indicated that the Hedonic Motivation had a positive and not significant effect on the consumer Post Usage Usefulness in the Go-Food feature in Yogyakarta. It was proven based on the data processing and known that CR value is 0.333 and the P value is 0.739. These results indicated that the CR value is below 1.96 and the P value is above 0.05. Thus, this can be concluded that H5 in this study is not supported.

Post-usage usefulness has been found to have an indirect relationship with attitude through the connection of Hedonic Motivation thorough its process. According to Insley & Nunan, (2014), the pleasure factor in games can be moved to e-commerce websites to draw buyers via more entertaining experience through interchange. Thus, the outcomes have appeared similarity with past study where buyers would be concerned with pleasure and fun that they could obtain through buying online and in this study, in particular in standpoint towards online food services. A study by Yeo et al., (2017) explained people tends have a better attitude toward OFD

services while having a hedonic motivation in using online food delivery services.

4.6.6 The Influence of Prior Online Purchase Experience effect customer Post Usage Usefulness in The Go-Food Feature in Yogyakarta

The result of the research analysis indicated that the Prior Online Purchase Experience had a positive and not significant effect on the consumer Post Usage Usefulness in the Go-Food feature in Yogyakarta. It was proven based on the data processing and known that CR value is 0.032 and the P value is 0.974. These results indicated that the CR value is below 1.96 and the P value is above 0.05. Thus, this can be concluded that H6 in this study is not supported.

However, it might be seen through results that Prior Online Purchase Experience did not lead to the perception of Post Usage Usefulness of the technology. Lord and Maher (1990) said that users would draw accumulated knowledge, thus affecting their decisions. If the experiences were negative, this would affect their future decisions and affected the perception of Post Usage Usefulness (Yeo et al., 2017). It could also be interpreted that the perception of Post-Usage Usefulness and Prior Online Purchase Experience are better, the attitude of a user towards OFD services would not increase significantly in Yogyakarta.

4.6.7 The Influence of Time Saving Orientation effect customer Post Usage Usefulness in The Go-Food Feature in Yogyakarta

The result of the research analysis indicated that the Time Saving Orientation had a positive and not significant effect on the consumer Post Usage Usefulness in the Go-Food feature in Yogyakarta. It was proven based on the data processing and known that CR value is 0.119 and the P value is 0.905. These results indicated that the CR value is below 1.96 and the P value is above 0.05. Thus, this can be concluded that H7 in this study is not supported.

In this study, it is fixed that buyer's point of view towards Go-Food user increased when it had the factor of time saving and agreed with the study by Childers et al., 2001; Eriksson & Nilsson, (2007) previous study that time saving repaired manner through convenient of utilize and usefulness. In Yogyakarta, consumer would more likely to use Go-Food application to save time and this increased the efficiency of using time by the advantages of using an internet provider through a mobile phone.

4.6.8 The Influence of Price Saving Orientation effect customer Post Usage Usefulness in The Go-Food Feature in Yogyakarta

The result of the research analysis indicated that the Price Saving Orientation had a negative and not significant effect on the consumer Post Usage Usefulness in the Go-Food feature in Yogyakarta. It was proven based on the data processing and known that CR -0,100 value and P value of 0.920. These results indicated that the CR value is below 1.96 and the P value is above 0.05. Thus, this can be concluded that H8 in this study is not

supported. This could be concluded that PSO had been found to have a negative connection and not significant effect with attitude through the mediation of PUU in Go-Food users in Yogyakarta.

4.6.9 The Influence of Convenience Motivation effect customer Post Usage Usefulness in The Go-Food Feature in Yogyakarta

The result of the research analysis indicated that the Convenience Motivation had a positive and not significant effect on the consumer Post Usage Usefulness in the Go-Food feature in Yogyakarta. It was proven based on the data processing and known that CR 0.090 and the P value is 0.929. These results indicated that the CR value is below 1.96 and the P value is above 0.05. Thus, this can be concluded that H9 in this study is not supported. Convenience motivation had a positive relationship with Post-Usage Usefulness (Prabowo & Nugroho, 2019).

Go-Food users in Yogyakarta showed they were not currently considering the ease and convenience of using the application, since they that could have a more positive attitude towards Go-Food. It was possible that in this study, there were many other factors that they considered when continuing using Go-Food, for example, the benefit factor (post usage usefulness). However the effect and relationship of CM and PUU still had a good relationship of Go-Food users in Yogyakarta. A study by Yeo et al., (2017) stated that with a better insight of post-usage usefulness (PUU) and convenience motivation (CM), a human's manner toward online food

delivery services would increase relevantly, thereby improving intentions to use OFD services.

4.6.10 The Influence of Convenience Motivation effect customer Attitude Towards Online Food Delivery in The Go-Food Feature in Yogyakarta

The result of the research analysis indicated that the Convenience Motivation had a positive and significant effect on the consumer Attitude Towards Online Food Delivery in the Go-Food feature in Yogyakarta. It was proven based on the data processing and known that CR value is 8,106 and the P value is 0,000. These results indicated that the CR value is above 1.96 and the P value is below 0.05. Thus, this can be concluded that H10 in this study is supported.

In the results study obtained by the data, Convenience Motivation variable did give a positive influence on Attitude Toward The Online Food Delivery Service in Yogyakarta. Go-Food users in Yogyakarta showed they are currently considering the ease and convenience of using the application of Go-Food and they have felt the convenience or the optimum comfort of using online food delivery services (Go-Food). Therefore, could have a more positive attitude towards online food delivery services Go-Food. The perception of post-usage usefulness and convenience motivation were better, the attitude of a user towards OFD services would also increase significantly (Prabowo & Nugroho, 2019).

4.6.11 The Influence of Post Usage Usefulness effect customer Attitude Towards Online Food Delivery in The Go-Food Feature in Yogyakarta

The result of the research analysis indicated that the Post Usage Usefulness had a positive and significant effect on the consumer Attitude Towards Online Food Delivery in the Go-Food feature in Yogyakarta. It was proven based on the data processing and known that CR value is 4.342 and the P value is 0.000. These results indicated that the CR value is above 1.96 and the P value is below 0.05. Thus, this can be concluded that H11 in this study is supported. Post-usage usefulness had a positive relationship with attitude towards OFD service (Prabowo & Nugroho, 2019).

Perceived usefulness according to Davis, (1989) is defined as the level of a user's beliefs that using a technology would improve their performance. In Yogyakarta itself, people tended to be more interest in using online food delivery service since it use the current technology which is application. The acceptance is measured by the Attitude variables toward using technology, and the Intention to use is measured by its effect on the actual use of technology (Davis, 1989). Thus, it brought a lot of intention toward attitude in using online food delivery services (Go-Food). This signified that with a preferable understanding of PUU, a human's attitude towards Go-Food services would refine relevantly, therefrom improving intentions to apply Go-Food services especially in Yogyakarta through an application of Gojek.

4.6.12 The Influence of Convenience Motivation effect customer Behavioural Intention Towards Online Food Delivery in The Go-Food Feature in Yogyakarta

The result of the research analysis indicated that the Convenience Motivation had a positive and significant effect on the consumer Behavioural Intention Towards Online Food Delivery in the Go-Food feature in Yogyakarta. It was proven based on the data processing and known that CR value is 3.343 and the P value is 0.000. These results indicate that the CR value is above 1.96 and the P value is below 0.05. Thus, this can be concluded that H12 in this study is supported. There was a positive relationship between convenience motivation and behavioural intention towards OFD services (Yeo et al., 2017).

Based on this study in Yogyakarta, convenience became one of the reasons people keep use Go-Food application in the future as it is an application that reliable and easy to use. Convenience motivation factors could positively influence behavioural intention toward an online food delivery service (Prabowo & Nugroho, 2019). This would consider that people in Yogyakarta would most likely use Go-Food in the future for its value and because of the convenience that provided by Go-Food.

4.6.13 The Influence of Post Usage Usefulness effect customer Behavioural Intention Towards Online Food Delivery in The Go-Food Feature in Yogyakarta

The result of the research analysis indicated that the Post Usage Usefulness had a positive and significant effect on the consumer Behavioural Intention Towards Online Food Delivery in the Go-Food feature in Yogyakarta. It was proven based on the data processing and known that CR value is 2.606 and the P value is 0.009. These results indicated that the CR value is above 1.96 and the P value is below 0.05. Thus, this can be concluded that H13 in this study is supported. Behavioural intention positively affected PUU towards online food delivery application services (Yeo et al., 2017).

On previous study by Yeo et al., (2017) stated that PUU connected to how much effortless it would be to do something with the given tech while easiness motivation was the quantity of means one has to make in order to be able to use the latest system. The technology itself became one of the major factors that influence the use of Go-Food with people in Yogyakarta. Rezaei et al. (2017) stated on the previous study that a man or woman who took a favourable attitude towards an activity would be more prone to make a particular actions (Kuo and Yen, 2009; Rezaei et al., 2016c). A separate study examined the antecedents divulge consumer demographics and lifestyle to positively affected attitude and ultimately towards intention to shop online (Taylor and Todd, 1995; Wu, 2003).

4.6.14 The Influence of Convenience Motivation effect customer Behavioural Intention Towards Online Food Delivery in The Go-Food Feature in Yogyakarta

The result of the research analysis indicated that the Convenience Motivation had a positive and significant effect on the consumer Behavioural Intention Towards Online Food Delivery in the Go-Food feature in Yogyakarta. It was proven based on the data processing and known that CR value is 3,815 and the P value is 0,000. These results indicated that the CR value is above 1.96 and the P value is below 0.05. Thus, this can be concluded that H14 in this study is supported. There was a positive relationship between convenience motivation and behavioural intention towards OFD services (Yeo et al., 2017).

Service convenience and service climate could enhance service quality and whether service quality could influence on customer behavioural intentions (Liu et al., 2014). While people in Yogyakarta tended to bring a lot of behavioural intentions toward Go-Food services by the effectiveness of convenience that provided by this online food delivery services. Performance quality led to stronger positive behavioural intentions, and that visitor satisfaction did add to the explanatory power of quality (Baker & Crompton, 2000). Since Go-Food had a good criteria in terms of quality and the convenience this brought a lot of satisfaction of people in Yogyakarta that used Go-Food as their online food delivery services. Convenience Motivation and Behavioural Intention Toward OFD had a good connectivity with each other.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

This study was conducted using respondents in Yogyakarta city in Indonesia, with total of 237 responses. However, the test might not fully reflect the whole Go-Food user's attitude and behaviour in Indonesia, as Go-Food has served more than 30 cities in Indonesia. Most of the samples gathered were also college students, which might not fully represent the population in Yogyakarta city. The variables used in this research were exactly the same as the study conducted by Yeo, et al. in Malaysia.

This research tested the attributes of the Go-Food feature by examining Gojek application in the direction of the patrons considering by building an extra comprehensive model and thinking about Hedonic Motivation, Prior Online Purchase Experience, Time Saving Orientation, Price Saving Orientation, Convenience Motivation, Post Usage Usefulness, Attitude Towards Online Food Delivery Services, and Behavioural Intention Towards Online Food Delivery Services. The structural relationships among all variables within the research had been tested the use of records acquired from a questionnaire through Google Form website. Researchers got the results that the perception of an application user towards the application usefulness affected the user's attitude to the Go-Food application and the intention to use the Go-Food application in Yogyakarta city. The research sample was applied in Yogyakarta which had the same region as the researcher location. This study applied for those who had used the Gojek

application specifically using Go-Food functions inside the Yogyakarta area. These studies furnished empirical evidence for the Go-Food users in Yogyakarta.

This research had 14 hypotheses that had been examined by the researcher by analysing a research based on previous research. Based on the statistics analysis effects, there had been six hypothesis that were not always accepted or supported but still had a positive effect on the research. However, the rest were eight hypotheses proposed in these studies that had been all accepted and indicated had a positive effect. Hence, it can be concluded that Hedonic Motivation, Prior Online Purchase Experience, Time Saving Orientation, Price Saving Orientation, Convenience Motivation, Post Usage Usefulness, Attitude Towards Online Food Delivery Services, and Behavioural Intention Towards Online Food Delivery Services affected purchaser to accept as accurate within the Go-Food function in Yogyakarta.

These studies proved that the Go-Food function is utilized in Yogyakarta has properly perceived hedonic motivation, prior online purchase experience, time saving orientation, price saving orientation, convenience motivation, post usage usefulness, attitude towards online food delivery services, behavioural intention towards online food delivery services, and consider some of the Go-Food users in Yogyakarta city. GoJek's utility mainly the Go-Food characteristic is a fair and excellent application that had expert offerings and useful capabilities, an amazing layout of the application, extra easiness as properly, and a great service customer experience from the application. This provided an advantage to different

applications except for GoJek in Indonesia to awareness on growing different aspects.

5.2 Research Limitations

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

1. This study was conducted in Yogyakarta city and the study may not represent the whole Go-Food user's in Yogyakarta city.
2. This research only examined one kind of online food delivery services (OFD) which is Go-Food.
3. This study did not guarantee similar findings when the model is tested in a different city as different city in Indonesia might have different characteristics.
4. This research only focused on Go-Food itself, meanwhile Gojek has many others application that can be implemented in a research, thus this cannot be implicated or it might be different in other Gojek's feature.

5.3 Recommendations

For further empirical studies, it is recommended that each dimension of the attributes of the Go-Food feature could be more explored widely. These dimensions provide details on what elements in the Go-Food could better explain in the online food business sector. Then, future research can also go for different research frameworks. The research framework can be modified to find other possible better models that explain hedonic Motivation, prior online purchase experience, time saving orientation, price saving orientation, convenience motivation, post usage

usefulness, attitude towards online food delivery services, and behavioural intention towards online food delivery services to the Go-Food feature. At last, the researcher suggests a future study to examine different target respondents in Indonesia. In terms of marketing implication, the results can help marketers of the GoJek application, especially on Go-Food to make more effective strategies toward customers' behaviour through convenience in the Go-Food features. The GoJek application, especially in Go-Food, needs to consider the detail dimensions that build customer convenience and customer behavioural intention toward the Go-Food feature. An image in the customers' mind is a hard thing to change. Besides that, managing every element of attributes of the Go-Food feature should be taken as a priority because consumers' behaviour may change a lot. Thus, the marketers even the owners of the GoJek application should be very adaptive to the industrial changes. Additionally, solely depending on behavioural intention itself is not sufficient for maintaining customer trust.

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

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APPENDIX A
RESEARCH QUESTIONNAIRES

Consumer Experience, Attitude, and Behavioural Intention Toward Online Food Delivery Services

Assalamualaikum Wr.Wb.

Dengan hormat,

Saya adalah mahasiswa program studi Manajemen Fakultas Bisnis dan Ekonomika Universitas Islam Indonesia Yogyakarta. Saat ini saya sedang melakukan penelitian untuk memenuhi tugas akhir program sarjana. Menyikapi kondisi pandemi Covid-19 yang membatasi bertemu secara langsung, maka aktivitas menggunakan media online menjadi alternatif pilihan. Tujuan penelitian ini adalah untuk mengetahui pengalaman pelanggan yang sering atau pernah melakukan pemesanan makanan melalui aplikasi GoFood di Yogyakarta. Berkenaan dengan hal tersebut, saya mohon untuk anda mengisi kuesioner ini jika anda pernah memesan makanan melalui aplikasi GoFood di Yogyakarta. Identitas saudara akan saya rahasiakan.

Atas perhatian dan waktu yang anda berikan untuk mengisi/memberikan jawaban, saya ucapkan terima kasih.

Hormat saya,

Zada Syahna Haditama

Terima Kasih

Identitas Responden

1. Jenis Kelamin

** Mark only one oval.*

- Laki-Laki
 Perempuan

2. Pendidikan

** Mark only one oval.*

- SMP
 SMA / SEDERAJAT
 S1
 Pasca Sarjana
 Lainnya



3. Pekerjaan

** Mark only one oval.*

- Pelajar / Mahasiswa
 Pegawai Swasta
 Pegawai Negeri
 Wirausaha
 Lainnya

4. Pengeluaran Perbulan

** Mark only one oval.*

- < 3.000.000
 3.000.000 - 5.000.000
 > 5.000.000

5. Berapa Lama Menggunakan Aplikasi GoJek

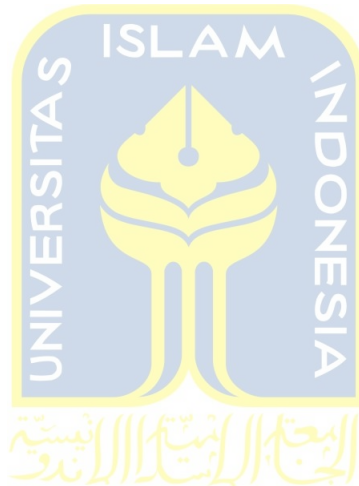
* *Mark only one oval.*

- < 2 Tahun
 2 – 3 Tahun
 > 3 Tahun

6. Seberapa sering Membeli Makanan Lewat GoFood Dalam Sebulan?

* *Mark only one oval.*

- > 2 kali
 2 - 5 kali
 > 5 kali



** Mark only one oval*

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

Penghematan Uang

Pertanyaan dibawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap pengaruh penghematan uang di aplikasi Go-Food

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Agak tidak setuju

4 = Agak setuju

5 = Setuju

6 = Sangat setuju



Saya dapat menghemat uang dengan memesan di situs Go-Food

** Mark only one oval*

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

Saya bisa mencari penawaran makanan murah di situs web Go-Food

** Mark only one oval*

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

Go-Food menawarkan nilai belanja yang baik untuk keuangan saya

* *Mark only one oval*

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

Penghematan Waktu

Pertanyaan dibawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap pengaruh penghematan waktu di aplikasi Go-Food

1 = Sangat tidak setuju

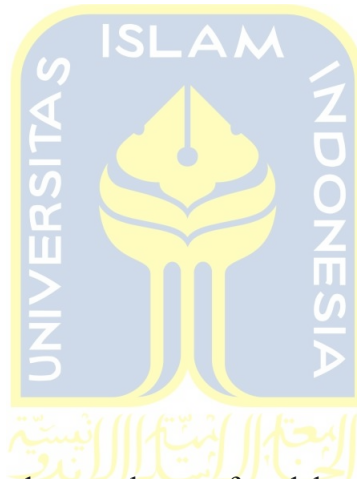
2 = Tidak setuju

3 = Agak tidak setuju

4 = Agak setuju

5 = Setuju

6 = Sangat setuju



Menggunakan layanan Go-Food sangat bermanfaat dalam proses pembelian

* *Mark only one oval*

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

Menggunakan layanan Go-Food mempercepat proses pembelian

* *Mark only one oval*

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

Menggunakan layanan Go-Food menghemat waktu dalam proses pembelian

* *Mark only one oval*

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

Sangat Tidak Setuju

Sangat Setuju

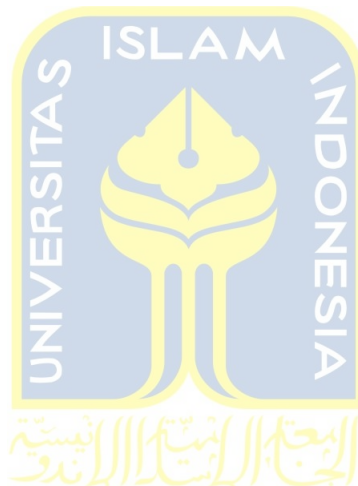
Menggunakan layanan Go-Food penting karena proses pemesanan makanan bisa cepat

* *Mark only one oval*

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

Sangat Tidak Setuju

Sangat Setuju



Pengalaman Berbelanja Online

Pertanyaan dibawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap pengaruh pengalaman berbelanja online di aplikasi Go-Food

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Agak tidak setuju

4 = Agak setuju

5 = Setuju

6 = Sangat setuju

Saya merasa nyaman menggunakan layanan Go-Food

** Mark only one oval*

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

Saya cukup berpengalaman dengan penggunaan layanan Go-Food

** Mark only one oval*

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

Saya merasa kompeten menggunakan layanan Go-Food

** Mark only one oval*

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

Kenyamanan

Pertanyaan dibawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap pengaruh kenyamanan di aplikasi Go-Food

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Agak tidak setuju

4 = Agak setuju

5 = Setuju

6 = Sangat setuju



Berbelanja online dan melakukan transaksi berbasis web untuk Go-Food mudah

** Mark only one oval*

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

Interaksi dengan layanan web Go-Food jelas dan dapat dimengerti

** Mark only one oval*

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

Cukup mudah untuk memahami fitur-fitur di web layanan Go-Food

* *Mark only one oval*

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

Sangat Tidak Setuju

Sangat Setuju

Secara keseluruhan, menggunakan layanan Go-Food untuk berbelanja online atau

bertransaksi online mudah bagi saya

* *Mark only one oval*

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

Sangat Tidak Setuju

Sangat Setuju



Manfaat Penggunaan Go-Food

Pertanyaan dibawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap pengaruh manfaat penggunaan Go-Food di aplikasi Go-Food

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Agak tidak setuju

4 = Agak setuju

5 = Setuju

6 = Sangat setuju

Dengan menggunakan layanan Go-Food memungkinkan saya menyelesaikan belanja lebih cepat daripada belanja tradisional

** Mark only one oval*

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

Dengan menggunakan layanan Go-Food akan meningkatkan efektivitas belanja atau mencari informasi

** Mark only one oval*

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

Layanan Go-Food berguna bagi saya

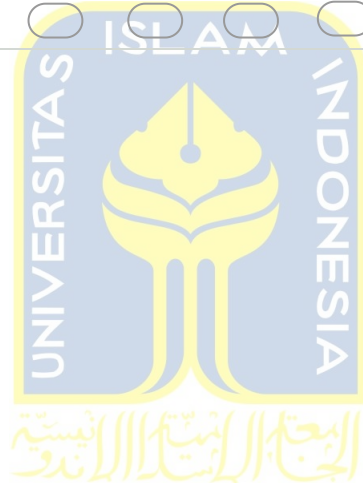
** Mark only one oval*

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

Layanan Go-Food menguntungkan bagi saya

** Mark only one oval*

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



Sikap Terhadap Go-Food

Pertanyaan dibawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap pengaruh sikap terhadap Go-Food di aplikasi Go-Food

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Agak tidak setuju

4 = Agak setuju

5 = Setuju

6 = Sangat setuju

Membeli lewat layanan Go-Food adalah keputusan yang bijak

** Mark only one oval*

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

Membeli lewat layanan Go-Food adalah keputusan yang baik

** Mark only one oval*

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

Membeli lewat layanan Go-Food adalah keputusan yang masuk akal

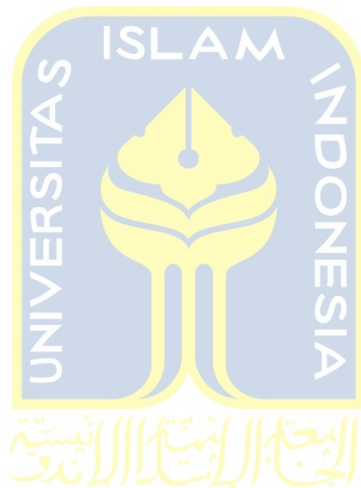
* *Mark only one oval*

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

Membeli lewat layanan Go-Food adalah keputusan yang bermanfaat

* *Mark only one oval*

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



Perilaku Terhadap Layanan Go-Food

Pertanyaan dibawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap pengaruh perilaku terhadap layanan Go-Food di aplikasi Go-Food

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Agak tidak setuju

4 = Agak setuju

5 = Setuju

6 = Sangat setuju

Saya berencana tetap menggunakan Go-Food di waktu yang akan datang

** Mark only one oval*

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

Saya bersedia menggunakan layanan Go-Food yang ditawarkan

** Mark only one oval*

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

Saya bersedia menggunakan layanan Go-Food jika diperlukan

** Mark only one oval*

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Sangat Tidak Setuju							Sangat Setuju

1 2 3 4 5 6

Saya bersedia menyarankan orang lain untuk menggunakan Go-Food

** Mark only one oval*

1 2 3 4 5 6

Sangat Tidak Setuju Sangat Setuju

Saya bersedia mengatakan hal-hal positif mengenai layanan Go-Food

** Mark only one oval*

1 2 3 4 5 6

Sangat Tidak Setuju Sangat Setuju

Saya tidak keberatan mengajari orang lain menggunakan layanan Go-Food

** Mark only one oval*

1 2 3 4 5 6

Sangat Tidak Setuju Sangat Setuju



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

A pilot test with 40 Respondents:

1. Hedonic Motivation (HM)

Case Processing Summary

	N	%
Valid	237	100.0
Cases Excluded ^a	0	.0
Total	237	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.657	.665	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
MH1	10.14	1.872	.517	.275	.504
MH2	10.19	1.652	.432	.190	.628
MH3	10.08	1.901	.470	.240	.560

2. Price Saving Orientation (PSO)

Case Processing Summary

		N	%
Valid		237	100.0
Cases Excluded ^a		0	.0
Total		237	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.755	.771	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PSO1	9.02	3.936	.667	.515	.572
PSO2	8.51	5.429	.645	.484	.647
PSO3	9.33	4.586	.494	.245	.790

3. Time Saving Orientation (TSO)

Case Processing Summary

	N	%
Valid	237	100.0
Cases Excluded ^a	0	.0
Total	237	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.803	.807	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
TSO1	13.41	9.989	.570	.325	.779
TSO2	13.94	7.136	.665	.480	.739
TSO3	13.56	7.832	.723	.532	.698
TSO4	13.40	9.647	.556	.329	.782

4. Prior Online Purchase Experience (POPE)

Case Processing Summary

	N	%
Valid	237	100.0
Cases Excluded ^a	0	.0
Total	237	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.743	.746	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
POPE1	10.34	2.208	.502	.264	.744
POPE2	10.28	2.060	.652	.438	.557
POPE3	10.18	2.395	.564	.364	.667

5. Convenience Motivation (CM)

Case Processing Summary

		N	%
Valid		237	100.0
Cases Excluded ^a		0	.0
Total		237	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.721	.731	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CM1	14.96	4.266	.500	.258	.664
CM2	15.21	3.743	.474	.281	.695
CM3	15.09	4.132	.629	.456	.596
CM4	14.99	4.517	.467	.363	.683

6. Post-Usage Usefulness (PUU)

Case Processing Summary

	N	%
Valid	237	100.0
Cases Excluded ^a	0	.0
Total	237	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.777	.784	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PUU1	14.59	4.463	.638	.490	.697
PUU2	14.27	5.079	.693	.529	.667
PUU3	14.00	6.347	.516	.288	.761
PUU4	14.59	5.234	.526	.285	.755

7. Attitude Toward Online Food Delivery (ATOF)

Case Processing Summary

	N	%
Valid	237	100.0
Cases Excluded ^a	0	.0
Total	237	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.844	.853	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ATOF 1	14.04	6.452	.729	.569	.782
ATOF 2	14.41	6.082	.596	.361	.851
ATOF 3	13.93	6.775	.731	.547	.787
ATOF 4	14.03	6.364	.702	.520	.793

8. Behavioural Intention Toward Online Food Delivery (BIT)

Case Processing Summary

	N	%
Valid	237	100.0
Cases Excluded ^a	0	.0
Total	237	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.856	.860	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BIT1	25.14	11.126	.726	.647	.816
BIT2	25.19	10.993	.758	.642	.810
BIT3	25.30	11.704	.552	.507	.854
BIT4	24.91	12.225	.629	.608	.835
BIT5	24.98	12.271	.676	.645	.828
BIT6	24.94	13.132	.560	.456	.847

APPENDIX C

TABLES OF THE RESPONDENTS CHARACTERISTICS

Gender Classifications

No.	Gender	Number (Person)	Percentage
1	Male	146	61,6%
2	Female	91	38,4%
TOTAL		237	100%

Classifications of Respondent's Education

No.	Education	Number (Person)	Percentage
1	Senior High School	38	16,0%
2	Bachelor Degree	166	70,0%
3	Graduate/Postgraduate	16	6,8%
4	Others	17	7,2%

Classifications of Respondent's Job

No.	Job	Number (Person)	Percentage
1	Student	182	76,8%
2	PNS	14	5,9%
3	Private employees	13	5,5%
4	Entrepreneur	14	5,9%
5	Others	14	5,9%
TOTAL		237	100%

Classifications of Respondent's Monthly Expenditure

No.	Monthly Expenditure	Number (Person)	Percentage
1	< 3.000.000	182	76,8%
2	3.000.000 - 5.000.000	38	16%
3	> 5.000.000	17	7,2%
TOTAL		237	100%

Classifications of Respondent's How Long They Use the Gojek Application

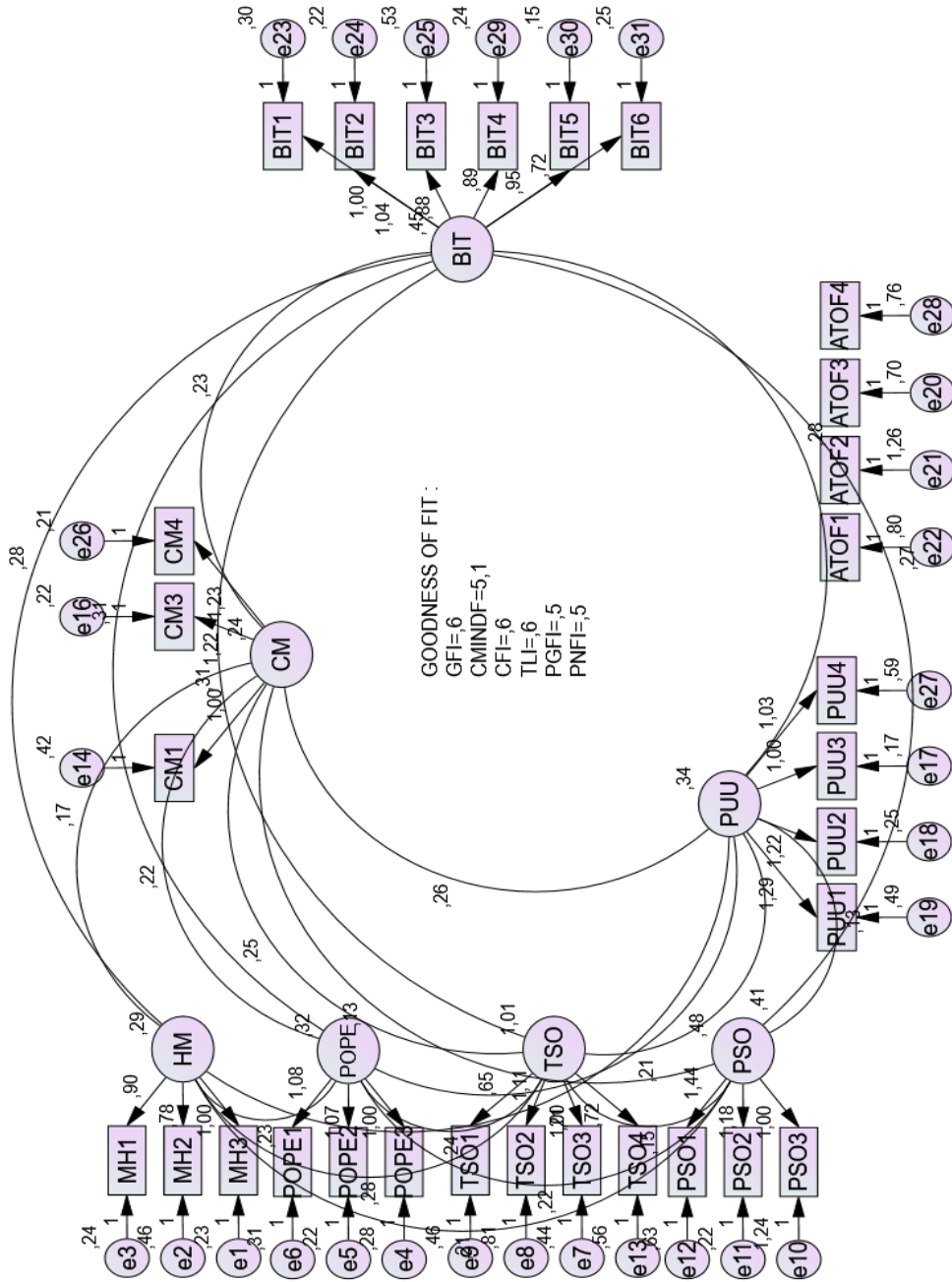
No.	How Long They Use the Gojek Application	Number (Person)	Percentage
1	< 2 Years	59	24,9%
2	2 - 3 Years	96	40,5%
3	> 3 Years	82	34,6%
TOTAL		237	100%

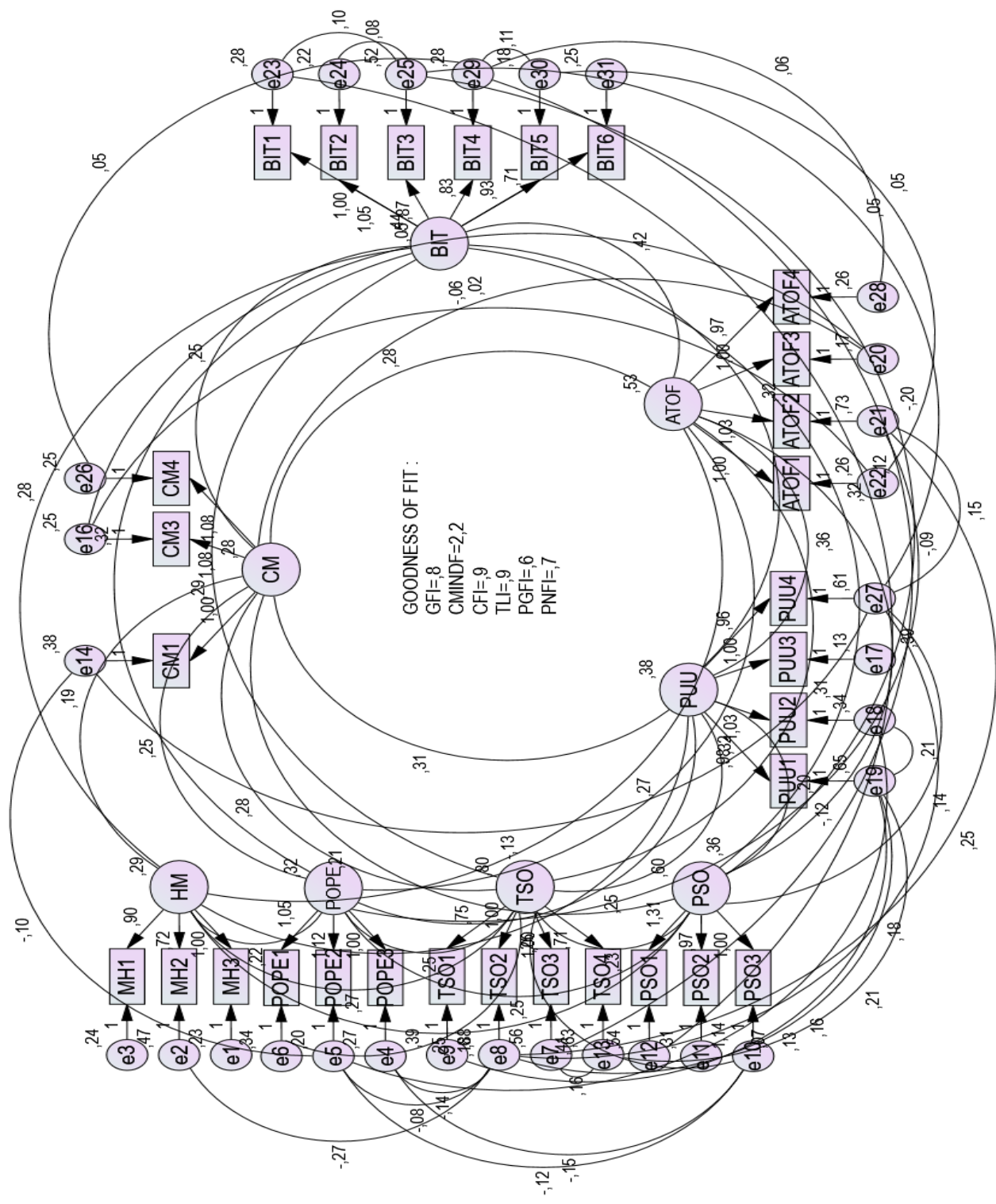
Classifications of Respondent's How Often They Buy Food Through Go-Food in a Month

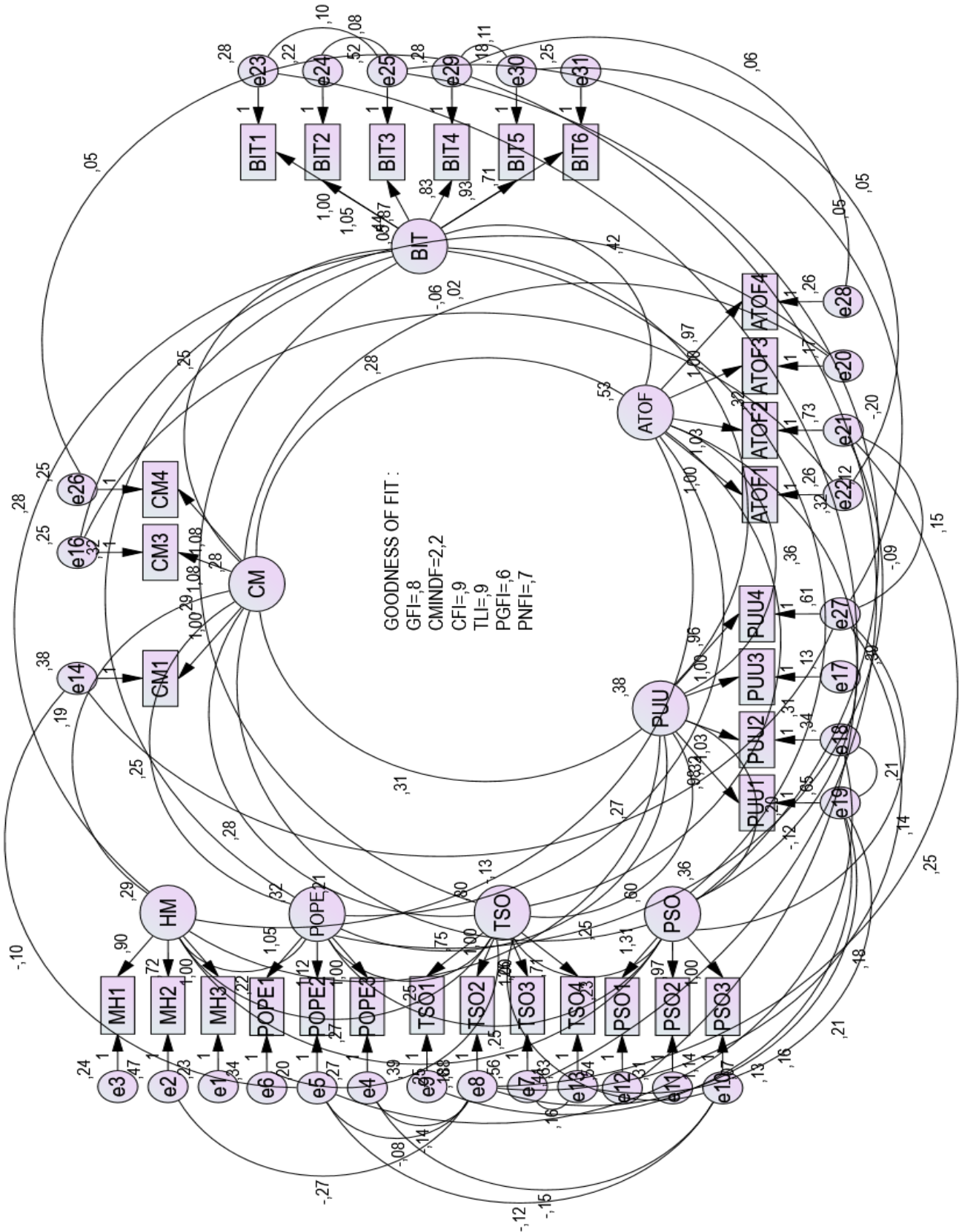
No.	How Often They Buy Food Through Go-Food in a Month	Number (Person)	Percentage
1	> 2 Times	65	27,4%
2	2 - 5 Times	91	38,4%
3	> 5 Times	81	34,2%
TOTAL		237	100%

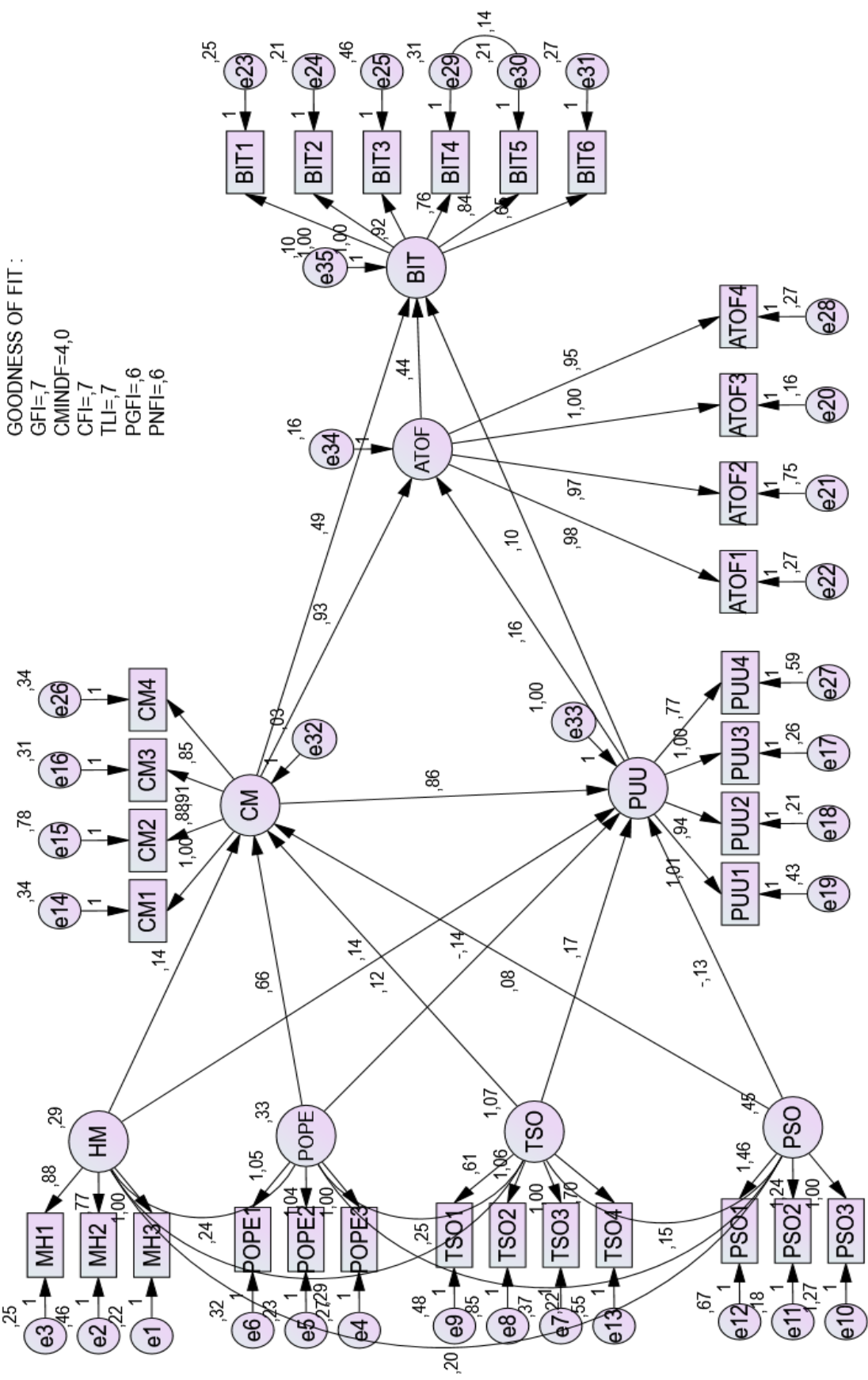


APPENDIX D
RESULTS OF THE FULL MODEL









GOODNESS OF FIT :
 GFI=.7
 CMIN/DF=4.0
 CFI=.7
 TLI=.7
 PGFI=.6
 PNFI=.6

Normality Test Result (AMOS)

Variable	min	max	skew	c.r.	kurtosis	c.r.
BIT6	3,000	6,000	-,487	-2,897	,079	,234
BIT5	3,000	6,000	-,491	-2,917	-,266	-,792
BIT4	2,000	6,000	-,924	-5,495	1,194	3,548
ATOF4	2,000	6,000	-,387	-2,303	-,338	-1,005
PUU4	2,000	6,000	-,465	-2,765	-,173	-,515
CM4	3,000	6,000	-,565	-3,360	,001	,004
BIT3	2,000	6,000	-,553	-3,287	-,213	-,633
BIT2	3,000	6,000	-,375	-2,231	-,576	-1,713
BIT1	3,000	6,000	-,507	-3,012	-,527	-1,566
ATOF1	2,000	6,000	-,330	-1,963	-,303	-,901
ATOF2	2,000	6,000	-,170	-1,010	-,837	-2,488
ATOF3	2,000	6,000	-,485	-2,882	-,011	-,033
PUU1	2,000	6,000	-,607	-3,608	,001	,002
PUU2	2,000	6,000	-,511	-3,037	,018	,052
PUU3	3,000	6,000	-,487	-2,895	,045	,132
CM3	3,000	6,000	-,380	-2,256	-,298	-,885
CM1	3,000	6,000	-,601	-3,573	-,349	-1,037
TSO4	1,000	6,000	-,703	-4,179	,540	1,606
PSO1	1,000	6,000	-,763	-4,533	-,028	-,084
PSO2	2,000	6,000	-,926	-5,506	,699	2,077
PSO3	1,000	6,000	-,378	-2,246	-,512	-1,523
TSO1	2,000	6,000	-,523	-3,107	,285	,846
TSO2	1,000	6,000	-,583	-3,463	-,563	-1,674
TSO3	1,000	6,000	-,761	-4,521	,059	,174
POPE1	2,000	6,000	-1,037	-6,165	1,681	4,995
POPE2	3,000	6,000	-,543	-3,226	-,342	-1,017
POPE3	3,000	6,000	-,865	-5,141	,547	1,626
MH1	3,000	6,000	-,267	-1,584	-,301	-,894
MH2	1,000	6,000	-,898	-5,338	2,183	6,487
MH3	3,000	6,000	-,706	-4,199	,775	2,303
Multivariate					35,252	2,471

Outliers Test Table

Observation number	Mahalanobis d-squared	p1	p2
236	127,570	,000	,000
99	88,797	,000	,000
168	84,927	,000	,000
218	84,927	,000	,000
18	83,642	,000	,000
58	75,635	,000	,000
88	74,997	,000	,000
6	72,463	,000	,000
100	70,688	,000	,000
96	68,024	,000	,000
123	66,529	,000	,000
137	62,830	,001	,000
187	62,830	,001	,000
92	60,550	,001	,000
84	58,738	,002	,000
119	57,220	,003	,000
172	55,650	,004	,000
222	55,650	,004	,000
132	54,750	,005	,000
175	54,643	,005	,000
225	54,643	,005	,000
86	54,147	,006	,000
89	54,108	,006	,000
127	53,017	,008	,000
104	52,895	,008	,000
73	51,855	,011	,000
94	50,883	,014	,000
156	50,619	,015	,000
206	50,619	,015	,000
98	50,540	,015	,000
144	50,391	,015	,000
194	50,391	,015	,000
181	49,408	,019	,000
231	49,408	,019	,000

Loading Factor Result

			Estimate
MH3	<---	HM	,755
MH2	<---	HM	,522
MH1	<---	HM	,692
POPE3	<---	POPE	,743
POPE2	<---	POPE	,783
POPE1	<---	POPE	,731
TSO3	<---	TSO	,861
TSO2	<---	TSO	,764
TSO1	<---	TSO	,676
PSO3	<---	PSO	,511
PSO2	<---	PSO	,889
PSO1	<---	PSO	,767
TSO4	<---	TSO	,700
CM1	<---	CM	,698
CM2	<---	CM	,494
CM3	<---	CM	,681
PUU3	<---	PUU	,915
PUU2	<---	PUU	,920
PUU1	<---	PUU	,870
ATOF3	<---	ATOF	,884
ATOF2	<---	ATOF	,644
ATOF1	<---	ATOF	,814
BIT1	<---	BIT	,824
BIT2	<---	BIT	,844
BIT3	<---	BIT	,700
CM4	<---	CM	,644
PUU4	<---	PUU	,756
ATOF4	<---	ATOF	,809
BIT4	<---	BIT	,704
BIT5	<---	BIT	,798
BIT6	<---	BIT	,672

Goodness of Fit Test Result

Fit Index	Goodness of Fit	Criteria	Cut-off value	Description
Absolute Fit	GFI	≥ 0.90	0.6	Not Fit
	CMINDF	$\leq 2,00$	5.1	Not Fit
Incremental Fit	TLI	≥ 0.90	0.6	Not Fit
	CFI	≥ 0.90	0.6	Not Fit
Parsimony Fit	PGFI	≥ 0.60	0.5	Not Fit
	PNFI	≥ 0.60	0.5	Not Fit

Goodness of Fit Value after Modification

Fit Index	Goodness of Fit	Criteria	Cut-off value	Description
Absolute Fit	GFI	≥ 0.90	0.8	Marginal Fit
	CMINDF	$\leq 2,00$	2.2	Marginal Fit
Incremental Fit	TLI	≥ 0.90	0.9	Fit
	CFI	≥ 0.90	0.9	Fit
Parsimony Fit	PGFI	≥ 0.60	0.6	Fit
	PNFI	≥ 0.60	0.7	Fit

Reliability Test Results

Indicators	Standard Loading	Standard Loading ²	Measurement Error	CR	VE
MH3	0,755	0,570	0,430	0,7	0,6
MH2	0,522	0,272	0,728		
MH1	0,692	0,479	0,521		
POPE3	0,743	0,552	0,448	0,8	0,6
POPE2	0,783	0,613	0,387		
POPE1	0,731	0,534	0,466		
TSO3	0,861	0,741	0,259	0,8	0,6
TSO2	0,764	0,584	0,416		
TSO1	0,676	0,457	0,543		
TSO4	0,7	0,490	0,510		
PSO3	0,511	0,261	0,739	0,8	0,5
PSO2	0,889	0,790	0,210		
PSO1	0,767	0,588	0,412		
CM1	0,698	0,487	0,513	0,7	0,5
CM3	0,681	0,464	0,536		
CM4	0,644	0,415	0,585		
PUU3	0,915	0,837	0,163	0,9	0,8
PUU2	0,92	0,846	0,154		
PUU1	0,87	0,757	0,243		
PUU4	0,756	0,572	0,428		
ATOF3	0,884	0,781	0,219	0,9	0,6
ATOF2	0,644	0,415	0,585		
ATOF1	0,814	0,663	0,337		
ATOF4	0,809	0,654	0,346		
BIT1	0,824	0,679	0,321	0,9	0,6
BIT2	0,844	0,712	0,288		
BIT3	0,7	0,490	0,510		
BIT4	0,704	0,496	0,504		
BIT5	0,798	0,637	0,363		
BIT6	0,672	0,452	0,548		

Results of Path Analysis Before Modification

Fit Index	Goodness of Fit	Criteria	Cut-off value	Description
Absolute Fit	GFI	≥ 0.90	0.7	Not Fit
	CMINDF	$\leq 2,00$	4.0	Not Fit
Incremental Fit	TLI	≥ 0.90	0.7	Not Fit
	CFI	≥ 0.90	0.7	Not Fit
Parsimony Fit	PGFI	≥ 0.60	0.6	Fit
	PNFI	≥ 0.60	0.6	Fit

Goodness of Fit Test

Fit Index	Goodness of Fit	Criteria	Cut-off value	Description
Absolute Fit	GFI	≥ 0.90	0.8	Marginal Fit
	CMINDF	$\leq 2,00$	2.9	Marginal Fit
Incremental Fit	TLI	≥ 0.90	0.8	Marginal Fit
	CFI	≥ 0.90	0.9	Fit
Parsimony Fit	PGFI	≥ 0.60	0.6	Fit
	PNFI	≥ 0.60	0.6	Fit

Regression Weight Test Results

			Estimate	S.E.	C.R.	P	Label
CM	<---	HM	,038	,109	,347	,729	
CM	<---	POPE	,701	,105	6,677	***	
CM	<---	TSO	,185	,036	5,111	***	
CM	<---	PSO	,273	,063	4,299	***	
PUU	<---	HM	,133	,399	,333	,739	
PUU	<---	POPE	,167	5,167	,032	,974	
PUU	<---	TSO	,162	1,356	,119	,905	
PUU	<---	PSO	-,201	2,007	-,100	,920	
PUU	<---	CM	,657	7,326	,090	,929	
ATOF	<---	CM	,932	,115	8,106	***	
ATOF	<---	PUU	,183	,042	4,342	***	
BIT	<---	CM	,459	,137	3,343	***	
BIT	<---	PUU	,096	,037	2,606	,009	
BIT	<---	ATOF	,445	,117	3,815	***	