THE INFLUENCE OF SUBJECTIVE NORMS AND PERCEPTION FOOD SAFETY TOWARD BEHAVIORAL INTENTION TO USE AND CONTINUANCE BEHAVIOR
(Study Case on Mobile Food Delivery Applications during Covid-19 Pandemic in Indonesia)

A THESIS

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MANAGEMENT INTERNATIONAL PROGRAM

FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ISLAM INDONESIA

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Presented as Partial Fulfillment of the Requirements to Obtain the Bachelor Degree in Management Study Program

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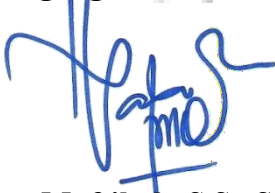Concentration   : Marketing

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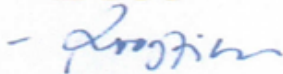
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DECLARATION OF AUTHENTICITY

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

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

Yogyakarta, 14 February 2023

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TRIBUTE PAGE

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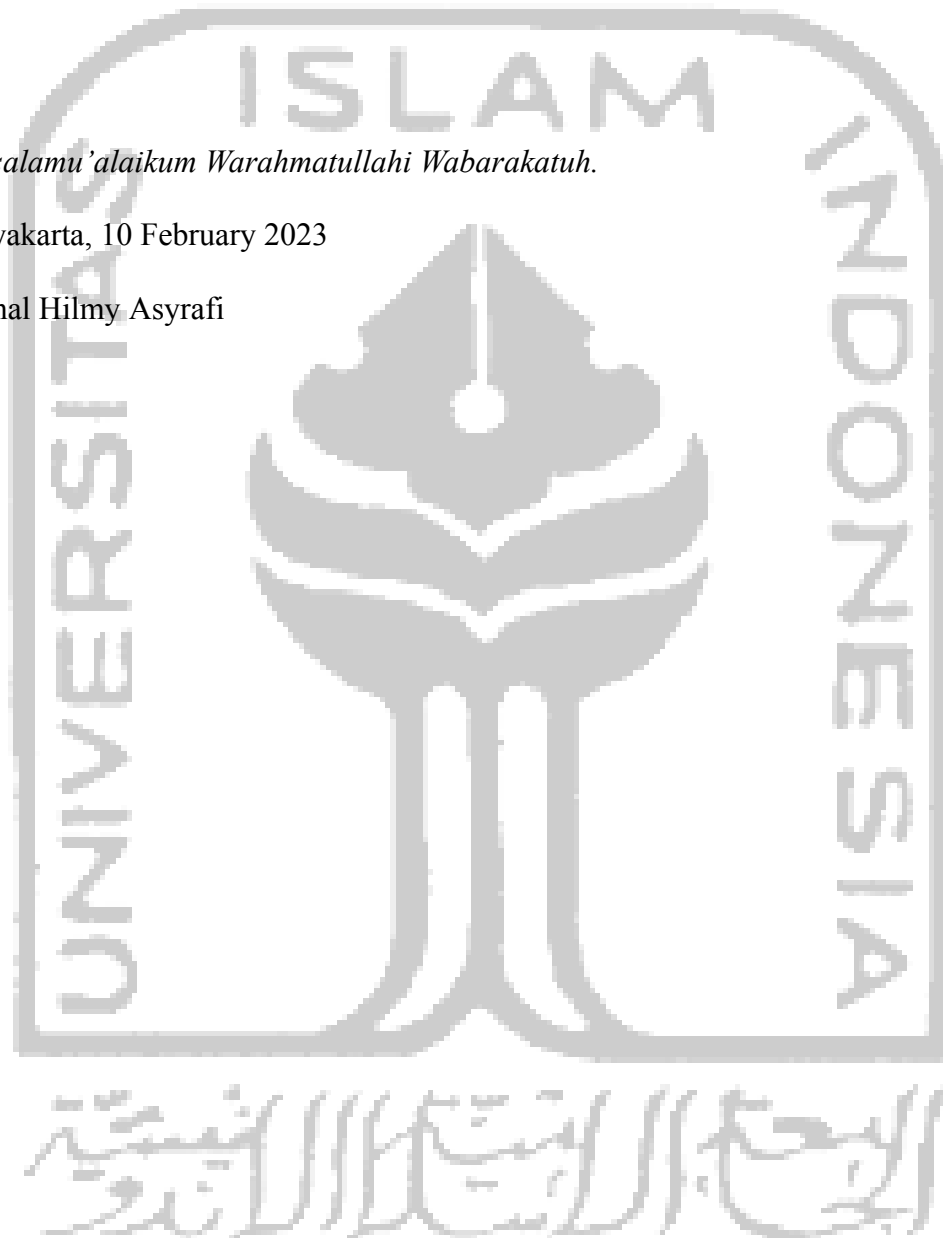
ABSTRACT

COVID-19 has opened up a significant market for mobile food delivery services in Indonesia. Based on the theory of planned behavior, subjective norms were hypothesized to have a positive impact on behavior intention and continuance behavior. The study also aimed to determine the positive impacts of perceived food safety, and behavioral intention on continuance behavior, while the perception of food safety was also proposed to have direct impacts on behavioral intention. SEM Amos was used to evaluating data obtained from 300 respondents who were experienced in using delivery apps for ordering food. As a result, this study contributes to prior findings regarding the positive effects of the subject norm and perceived food safety on behavioral intention to use mobile apps. Additionally, customers' continued usage behavior was found to be also influenced by behavioral intention and perceived food safety. It was concluded that these findings have significant theoretical and practical implications.

Keywords: subjective norms, perceived food safety, behavioral intention, continuance behavior

ABSTRACT

COVID-19 telah membuka pasar yang signifikan untuk layanan pesan antar di Indonesia. Berdasarkan teori perilaku terencana, norma subyektif dihipotesiskan memiliki dampak positif pada niat perilaku dan perilaku berkelanjutan. Studi ini juga bertujuan untuk menentukan dampak positif dari persepsi keamanan pangan, dan niat perilaku terhadap perilaku berkelanjutan, sedangkan persepsi keamanan pangan juga diusulkan memiliki dampak langsung pada niat perilaku. SEM Amos digunakan untuk mengevaluasi data yang diperoleh dari 300 responden yang sudah pernah menggunakan aplikasi pesan antar untuk memesan makanan. Selanjutnya, penelitian ini berkontribusi pada temuan sebelumnya mengenai efek positif dari norma subjek dan keamanan makanan yang dirasakan pada niat perilaku untuk menggunakan aplikasi seluler. Selain itu, perilaku penggunaan konsumen yang berkelanjutan ditemukan juga dipengaruhi oleh niat perilaku dan keamanan pangan yang dirasakan. Disimpulkan bahwa temuan dalam studi ini memiliki implikasi teoretis dan praktis yang signifikan.

Keywords: norma subyektif, keamanan pangan yang dirasakan, niat perilaku, perilaku kelanjutan

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CHAPTER I

1. INTRODUCTION

1.1 Background

An outbreak of unknown pneumonia characterized by fever, dry cough, fatigue, and occasional gastrointestinal symptoms was discovered in late December 2019 at the Huanan Seafood Wholesale Market in Wuhan, Hubei, China (Huang, 2020). The beginning of the outbreak was reported in the seafood wholesale market in December 2019 and affected approximately 66% of the employees. The seafood market was forced to close on January 1, 2020, following the local health authority's official release of an epidemiologic emergency on December 31, 2019. However, thousands of residents in China were affected by the virus's rapidly increasing spread in the following month (January), including plenty of regions (such as Hubei, Zhejiang, Guangdong, Henan, Hunan, and others) and cities (Beijing and Shanghai) (World Health Organization, 2019). Furthermore, the virus spread to other countries, such as Thailand, Japan, the Republic of Korea, Viet Nam, Germany, the United States, and Singapore. On March 11, 2020, the World Health Organization (WHO) declared the Coronavirus disease (COVID-19) a pandemic due to the potential risk of mortality and human-to-human transmission (World Health Organization, 2020).

Indonesia is the world's fourth-most populated country, consequently, it is expected to struggle more severely and over a longer period of time than other, less populated countries (ADB, 2020). When the novel coronavirus SARS-CoV2 attacked China the toughest between December 2019 and February 2020, on the other hand, Indonesia reported no cases of infection at all. However, in the early part of March 2020 in Indonesia, there were patients who tested positive for Covid-19 (Kemenkes Republik Indonesia, 2020). Later, on April 2, Indonesia reached 1790 confirmed cases, 113 new cases, 170 deaths, and 112 people recovered (Kemenkes Republik Indonesia, 2020, Statista 2020).

Mobile Food Delivery Applications (MFDAs) appear to have become a lifesaver for many people during the COVID-19 pandemic (Li et al., 2020). It is a smartphone-based app that can be utilized to reach restaurants, find food, order food for delivery, and make payments without having to interact with restaurant employees (Alalwan, 2020). The coronavirus pandemic and comprehensive policy initiatives to fight the covid-19 pandemic support the growth of online delivery services. According to UBS research, the vast number of coronavirus outbreak markets have seen an increase in demand for online delivery (Marcellus, 2020).

Similarly, Indonesia is also facing growth in mobile food delivery applications. According to data from Moka, an Indonesian enterprise that provides digital cashier services, there was a 7% growth in food or beverage transactions via online food delivery from January to February 2020 (Soenarso, 2020). Moreover, there is also an increase in Grab Food online food delivery transactions, which grew by 4% in March 2020 (Hastuti, 2020). McDonald's, as a global fast food restaurant, had a significant increase in non-cash transactions on the drive-thru or take-away services with an average daily transaction value climbing roughly 170%, this happened after Indonesia was warned of a pandemic (Pertiwi, 2020). Moreover, according to a study taken by Rakuten Insight in Indonesia, it is estimated 41% of Indonesian survey participants said participants ordered food from delivery apps more frequently during the COVID-19 pandemic. Only 2% of respondents never used food delivery apps during this time period. In addition, the survey shows that Indonesians primarily ordered dinner through food delivery apps (Chandra, 2021). Thus, this research focuses on identifying the influence of subjective norms and perception of food safety toward behavioral intention to use and continuance behavior on ordering food apps.

The topic of subjective norms on behavioral intention as the first comparison is conducted by Scalco (2017). The difference in the current research, the object under study is organic food consumption. Moreover, previous research conducted by Burhanuddin (2015), also supported the

statement. The difference between the current study, and the object under study is students. The statistical method used is SEM-PLS. This statement is supported by El-Gayar et al. (2011). The difference between the current study, it used SEM-AMOS.

The topic of perception of food safety on behavioral intention is the second comparison conducted by Hsu (2016). The difference between the current study and the object under study is organic food. The statement is also supported by Al Amin (2021). Statistical methods used in that research are SEM-CB and SEM-PLS. Furthermore, Hong (2021) found a similar result on the perception of food safety on behavioral intention.

The topic of behavioral intention on continuance behavior is the third comparison conducted by Zhao (2019). The difference between the current study and the theoretical foundation under study is a unified theory of use and acceptance of technology. Moreover, the statistical method used is SPSS and AMOS. Moreover, Al Amin (2021) also supported the statement. It has a similar object under study which is a mobile food delivery application.

The topic of perception of food safety on continuance behavior as the fourth comparison is conducted by Shim (2015). The difference between the current study and the object under study is the news and food consumption intention. The hypothesis research was tested using SEM. In addition, the statement is also supported by Al Amin (2021).

The topic of subjective norms on continuance behavior is the last comparison conducted by Lee (2019) and Okumus (2014). Both researches has a similar object which is Mobile Food Delivery Application. The difference between the current study and the theoretical basis used is the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) and Technology Acceptance Model (TAM).

Based on the explanation of subjective norms on behavioral intention as a first comparison, perception of food safety on behavioral intention as a second comparison, behavioral intention on continuance behavior as a third comparison, perception of food safety on continuance behavior as the fourth comparison, and subjective norms on continuance behavior as last comparison. It shows that there are several objects in this which include organic food consumption, student intention, news, and food consumption, and lastly which is similar to the current research is mobile food delivery application.

The theoretical background of the study turned out to be diverse, which are the Theory of Acceptance and Use of Technology (TAUT) and Technology Acceptance Model (TAM). Whereas, this study used the Theory of Planned Behavior (TPB). As well as the statistical analysis there is quite a variety, which are SPSS, SEM, SEM-CB, SEM-PLS, and the last which is similar to this study is using SEM-AMOS.

The relationship in current research is strong evidence because it proves that subjective norms have a positive effect on behavioral intention

to use (Scalco, 2017; Burhanuddin, 2015; El-Gayar et al, 2011). Moreover, the perception of food safety also indicates a positive impact on behavioral intention to use (Hong, 2021; Al Amin et al. 2021; Hsu, 2016). Furthermore, behavioral intention is positively affected by continued behavior toward online food delivery apps (Zhao et al, 2019; Al Amin et al., 2021). Further, the perception of food safety not only positively influences behavioral intention but also has a positive effect on continuance behavior (Shim et al., 2015; Al Amin 2021). Lastly, subjective norms also have a positive influence on continuance behavior to use online food delivery apps (Okumus, 2014; Lee et al., 2019). Accordingly, all the statements are suitable and supported by the current research.

Although, the topic of this research has been used in international journals. However, the research which studies the continuance behavior of Indonesian consumers during the Covid-19 outbreak still varies a little in Indonesia. Therefore, the purpose of this study is to close the research gap on this topic.

1.2 Problems Formulation

1. Do subjective norms have a positive impact on behavioral intentions to use mobile food delivery applications?

2. Does perception of food safety has a positive impact on behavioral intention to use mobile food delivery applications?

3. Does behavioral intention have a positive impact on continued behavior toward mobile food delivery applications?

4. Does perception of food safety has a positive impact on continuance behavior to use mobile food delivery applications?

5. Does food subjective norms have a positive impact on continuance behavior to use mobile food delivery applications?

1.3 Research Objectives

1. Subjective norms have a positive impact on behavioral intentions to use mobile food delivery applications.

2. Perception of food safety has a positive impact on behavioral intention to use mobile food delivery applications.

3. Behavioral intentions have a positive impact on continued behavior towards mobile food delivery applications.

4. Perception of food safety has a positive impact on continuance behavior to use mobile food delivery applications.

5. Subjective norms have a positive impact on continuance behavior to use mobile food delivery applications.

1.4 Benefits of Research

1.4.1 Theoretical Benefits

During the coronavirus pandemic, this study tested a concept based on the expanded theory of planned behavior to investigate the continued usage and behavioral intention against mobile apps for food delivery in Indonesia. Additionally, this study is expected to be beneficial as a reference for future research, since there is still little research that discusses the influence of subjective norms and perception of food safety on behavioral intention to use and continuance behavior on mobile food delivery applications during the Covid-19 outbreak in Indonesia.

1.4.2 Practical Benefits

This study helps food delivery services to give the deepest understanding of customer demand. Furthermore, considering the impact of food delivery hygiene, service providers should concentrate more on ad campaigns to convince consumers that food-delivery applications are safe. Lastly, the employees must maintain a high level of health and safety while managing and

delivering the products, while also informing the consumers about safety tips.

CHAPTER II

2. LITERATURE REVIEW

2.1 Theoretical Basis

2.1.1 Mobile Food Delivery Application (MFDA)

A Mobile Food Delivery Application is a clever and helpful channel that allows mobile phone users to buy from and pay at a variety of restaurants; the meals are frequently delivered to customers' homes without any face-to-face interaction with others (Chotigo, 2021).

According to Taylor (2020), mobile food-ordering apps have become increasingly popular as food service businesses have discovered new ways to distribute their products to customers. It is a smartphone-based app that can be utilized to reach restaurants, find food, order food for delivery, and make payments without having to interact with restaurant employees (Alalwan, 2020). For example, online meal delivery apps offer customers a wide variety of food choices, receive orders and deliver those orders to the producer of the food, watch over payments, plan food delivery, as well as provide tracking tools.

Furthermore, the advantages of online food delivery services came to a realization, which consisted of the ability to

search for relevant data regarding deliverable meals in the desired region, as well as the ease of placing an order and paying for meals once the application was installed on a smartphone (Ko, 2016).

As a result, online food delivery apps were considered a game-changer in consumer behavior, allowing customers to spend their favorite product with suitable nutritional labels while also encouraging long-term utilization (Chotigo, 2021).

2.1.2 Theory of Planned Behavior (TPB)

Theory of planned behavior (TPB) by Ajzen (1985), was first published in 1985. Since then, it has been widely utilized to investigate the complex links between intentions and behaviors. The TPB model assumes that an individual's willingness to participate in such a specific interaction, as well as their ability to choose whether or not to participate in that activity, influences them toward most human activities (Al-Amin, 2021).

Based on Ajzen (1985), there are three distinguishing variables that influence behavioral intention, which are attitude, subjective norms, and perceived behavior. As a result, Prior researchers have lately expressed a strong desire to investigate customer utilization of online food-ordering apps, primarily

through the application of the theory of planned behavior (Al-Amin, 2021).

First of all, the primary goal of the TPB model is to identify intentions and behavior. Far earlier studies used the TPB model in a variety of fields.; for example, Lin et al. (2020), projected food safety behavioral intention using the theory of planned behavior, based on the concept of planned behavior, Ambak et al. (2016) revealed behavioral intention on using mass transportation; Septiani et al. (2017) found what factors affect online transportation service behavioral intention; and so forth. Furthermore, in some ways, the prognostication output of this conceptual model outperforms that provided by the original TPB. For example, this suggested model discovered a correlation between different TPB model variables and the variable "behavioral intention," whereas previous TPB model research concentrates on dividing the correlation between the model's variables into "Behavior" and "Intention". Moreover, the article did not utilize all three variables of the original TPB model, instead using only one main variable, known as the subjective norm, to examine the relationship with other variables rather than concentrating solely on "intention" and "behavior," because it has been shown to have a positive influence on behavioral intention in several different areas, including mobile banking and, in

particular, the mobile food-ordering apps areas (Venkatesh et al., 2012; Heidari et al., 2018; Fishbein et al., 1980; & Lee, 2019).

Additionally, Troise et al. (2020) discovered that subjective norms had a greater effect on behavioral intentions than individuals' attitudes, and that reliability and perceptions of COVID-19 attacks have varying effects. In the past studies by Heidari et al. (2018) discovered that their extended TPB model had greater explanatory power than the original TPB. Therefore, the authors suggest the TPB model in this study when studying the behavior and intention of using online food-ordering apps.

2.1.3 Previous Research

Al Amin et al. (2021) examined the effect of social isolation, food safety, delivery hygiene, subjective norms, dining attitudes, and behavioral control on behavioral and continued intention to utilize online food-ordering apps using the theory of planned behavior. Eventually, the present study is based on the TPB, particularly the extended TPB model, to determine what variables affect behavioral and continued intention to employ mobile food-ordering apps. Hence, The TPB model's primary objective would have been to assess "intentions" and "behavior".

Far earlier studies was using the TPB model in a variety of fields.; for example, Lin et al. (2020) the theory of planned

behavior was applied to assess "food safety" and "behavioral intention"; Ambak e al. (2016) used the theory of planned behavior, researchers observed behavioral intention to use public transportation; Septiani et al. (2017) identified in what factors can affect online transportation service; behavioral intention; and so on. Furthermore, in some ways, the projection power of this conceptual model outperforms the original TPB. This suggested framework discovered the correlation between different variables in the TPB models and the variable "behavioral intention," whereas the original TPB model research concentrates on trying to separate the relationship between the model's variables to "behavior" and "intention.". Furthermore, the writer did not utilize all three variables of the original TPB model, instead using only one primary variable, namely the subjective norm, to examine the connection with other variables rather than focusing solely on "intention" and "behavior," since it has been shown to have major effects on behavioral intention in several diverse areas, including mobile banking and, in particular, the online food-ordering apps sector.

In particular, Troise et al. (2020) discovered that subjective norms used to have a greater influence on behavioral intentions than individuals' attitudes, as well as that reliability and perceptions of COVID-19 threats have numerous effects. An

earlier study conducted by Heidari et al. (2018) discovered that the extended TPB model had greater predictive power than the original TPB.

2.2 Variable Definition

2.2.1 Subjective Norms

The subjective norm was initially defined as "an individual's perception that most individuals who seem to be significant to him or her think he or she should or should not try to emulate the behavior in question." (Claycomb et al., 2009). It was recently described as referring to the support given by social groups such as family and friends (Ajzen, 1985).

Moreover, subjective norms can be described as an individual's perception of specific behavior that is affected by the judgment of significant others (e.g., parents, spouse, friends, and teachers) (Amjad, 2009). According to Rivis and Sheeran (2003), subjective norms are influenced by beliefs regarding how significant others want them to perform a behavior. Especially, the authors describe what has been considered acceptable or unacceptable behavior in such a specific context (Taylor & Campus, 2020), while Bagheri et al. (2019) demonstrated that subjective norms are related to the emotion of social pressure to act or avoid performing an action. Furthermore, subjective norms

reflect how much social pressure is there to participate or not participate in an activity (Bai et al., 2019).

2.2.2 Perception Food Safety

Customers' perceived food safety problems were linked to their degree of concern for packaged food safety, food safety procedures, and food hygiene (Al-Amin, 2021). Food safety perception is important because it shows how customers perceive the risk associated with consuming food (Adinolfi et al. 2016).

Perception of risk is an individual's perception of the risk involved in a circumstance (Slovic, 1987), and Perceptions of food safety risk represent a person's assessment of the degree of health concern (Tonsor, Schroeder, & Pennings, 2009). Food safety is a purely non-negotiable attribute from the point of view of the customer (Verbeke et al., 2007). From that, it can conclude that customers who seem to be conscious of the possible risk of food contamination could therefore put pressure on vendors to give additional information, be much more transparent regarding their procedures, and become more prepared in managing food from being contaminated. Consumer behavior motivates businesses to enhance their organizational procedures in order to reduce the risk of chain disruptions caused by bacterial

contamination (Schoenherr, Narasimhan, & Bandyopadhyay, 2015).

Hsu (2016) defined "food safety concern" as "customer concern over the quality of packaged foods, food ingredients, and environmental toxins which might potentially harm individual health and quality of life". Moreover, It demonstrated that consumers' concerns about food safety were increasing, including an intense focus on the production process, food manufacturing quality, and food additives. As a result, consumer's desire to comprehend food safety and manufacturing processes is increasing (Ureña, 2007).

2.2.3 Behavioral Intention to Use

Initially, Fishbein and Ajzen (1980) identified behavioral intention as an individual's perceived chance of engaging in a specific behavior. According to the dictionary, behavioral intention can be described as "to have in mind as an objective; plan to do, use, give, etc." (Barry, 1998).

Behavioral intention is the conscious decision to do or not do a specific behavior in the future (Warshaw and Davis, 1985). Leong, et al. (2013) defined this intention as the extent to which when performing a behavior, an individual is motivated to

attempt and exert effort. Interest can indicate that a person will engage in behavior they may come to regret.

Behavioral intention is described as a behavioral tendency to continue utilizing technology in the future; thus, it influences technology acceptance (Alharbi & Drew, 2014). Moreover, according to Prabowo and Nugroho (2019), with the emergence of dozens of online delivery service vendors via mobile apps and the internet, food delivery services have evolved. People could then take orders from their smartphones and have it delivered quickly to their location, and this trend is likely to continue for some time, particularly during the COVID-19 pandemic (Muangmee et al., 2021).

2.2.4 Continuance Behavior

Lin et al. (2020) described continued behavior as a customer's intention to use a system that is dependent on a previous approval decision. Customers' intentions to maintain to use of the technological goods or services seemed to be equivalent to repeat buying decisions (Bhattacherjee & Lin, 2015). Furthermore, Al Amin et al. (2021) showed that individuals will continue to use mobile food delivery applications during the COVID-19 pandemic if they are confident that they

have the information needed, tools, and abilities to place an online order securely during the COVID-19 pandemic.

The eagerness of customers to continue using a technology-based service in the future is defined as continuation behavior. Furthermore, researchers stated that consumers' willingness to increase their use of the service in the future and their commitment to utilizing it demonstrate their intention to continue using it (Bhattacherjee et al., 2008).

2.3 Hypothesis

2.3.1 Subjective Norms on Behavioral Intentions

Subjective norms positively influence behavioral intentions to use online food-ordering applications. A relationship between "subjective norms", "attitudes", and "behavioral intentions" has been discovered in numerous early studies. Ajzen (1985) investigated "behavioral", "normative", and "control beliefs" as antecedent variables of "attitudes", "subjective norms", and "perceived behavioral control" in the theory of planned behavior.

The idea is that the establishment of behavioral intention is an immediate antecedent of behavior and reflects three different types of cognitions: "attitude", "subjective norm", and "perceived behavioral control", with the weight of each predictor based on an individual's perception of its importance toward the behavior

(Ajzen,2002). Additionally, Troise et al. (2020) discovered that subjective norms had a bigger influence on behavioral intentions than individuals' attitudes, moreover reliability and perceptions of COVID-19 attacks have varying effects.

According to Scalco et al. (2017), purchase attitudes are established through social networks or mobile apps which are based on social norms. Burhanuddin (2015) also found that attitude, subjective norms, and perceived behavior control all contributed to intention. In addition, El-Gayar et al. (2011), discovered that when social influence was involved, it was a significant indicator of an individual's behavioral intention.

Several studies in mobile food delivery applications indicated that subjective norms positively affected behavioral intention and actual behavior (Lin, 2007; Okumus et al., 2018). Consumers' food choices are becoming more likely to be influenced by the recommendations and suggestions of considerable others to protect them from COVID-19 (Al Amin, 2021).

H1. Subjective Norms have a positive impact on behavioral intentions to use mobile food delivery applications.

2.3.2 Perceived Food Safety on Behavioral Intentions

Perception of food safety positively affects behavioral intention to use online food-ordering apps. Concerns regarding food safety have grown in significance since people put a higher priority on the quality of life and well-being (Fleming, K. 2006). Individuals had regarded food safety issues to be of fundamental relevance, particularly in the context of the COVID-19 pandemic, as it influences the desire to consume products via food delivery applications (Hong, 2021).

During the COVID-19 outbreak, Al Amin et al. (2021) found that perceptions of food safety issues increased behavioral intention toward consumption. Consumers have been increasingly worried about food safety, focusing on the production process, food manufacturing quality, and food additives (Hsu, 2016).

Therefore, mobile food delivery application service providers support businesses by guaranteeing consumers that adequate safety and hygiene assessments are followed during food preparation, handling, and delivery (Kayes, 2020). Because customers are concerned about food safety concern, mobile food delivery application services focus on providing ongoing assistance to its restaurant partners in maintaining safety procedures in food preparation and packaging (Duda-Chodak et al., 2020). Mobile food delivery applications convince consumers to be concerned

about safety and hygiene. Moreover, it always follows secure food preparation procedures.

Customers prefer foods that are both healthy as well as of top standard (Seo & Yun, 2015). According to research, food safety concerns affect the purchase intention positively (Hsu et al., 2016). Consumers are more likely to purchase food when they perceive mobile food delivery application services to be fully secure.

H2. Perception of food safety has a positive impact on behavioral intention to use mobile food delivery applications.

2.3.3 Behavioral Intentions on Continuance Behavior

Behavioral intention to use represents one of the predictors which can indicate a customer's continuance usage patterns (Bhattacherjee et al., 2008). Behavioral intention positively influence continued behavior toward online food-ordering applications Zhao et al. (2019) said that "the most important factor was satisfaction, followed by perceived task–technology fit, trust, performance expectancy, social influence, and confirmation, all of which had direct or indirect positive effects on users' continued use of food-ordering applications during the Covid-19 global epidemic timespan".

Furthermore, Al Amin et al. (2021), showed that behavioral intention strongly affected continuous intention to utilize food delivery apps. A prior study by, Rodrguez-Ardura and Meseguer-Artola (2016) discovered that customers' behavioral intention to use encourages people to continue using mobile food delivery applications. Consumers are more likely to continue use online food-ordering apps during the Covid-19 period due to fewer options for purchasing restaurant foods.

H3. Behavioral intention has a positive impact on continued behavior toward mobile food delivery applications.

2.3.4 Perception of Food Safety on Continuance Behavior

Perception of food safety positively affects continuance behavior to use online food-ordering applications. Shim et al. (2015), discovered that Once customers perceive a food safety concern, people frequently used risk-mitigation purchasing methods, such as discontinuing or reducing transactions of the offending good or service. Furthermore, a study by Al Amin et al. (2021), discovered a link between both food safety and continued behavior. Which, consumers have become more likely to order meals from food delivery applications if they thought the service was safer.

People preferred foods that are healthy as well as of excellent quality (Seo & Yun, 2015). According to research, food safety concerns influence continued behavior positively (Hsu et al., 2016). People are more likely to purchase items when they believe online food-ordering app services are secure (Al Amin, 2021).

H4. Perception of food safety has a positive impact on continuance behavior to use mobile food delivery applications.

2.3.5 Subjective Norms on Continuance Behavior

Subjective norms positively influence continuance behavior to use online food-ordering apps. A Study by Okumus (2014), found that subjective norms have a positive impact on continued behavior. In addition, Lee et al. (2019) discovered that the highest contribution to continuing use intention for food delivery applications was made by performance expectations, followed by social influence.

H5. Subjective norms have a positive impact on continuance behavior to use mobile food delivery applications.

2.4 Conceptual Framework of the Study

The conceptual framework provides a foundation for the research study. The framework has two independent variables, which are subjective norms and perception of food safety. Then, there is a mediating variable, which is a behavioral intention to use that is influenced by two independent variables. Finally, continuance behavior as a dependent variable that is influenced by one mediating variable and two independent variables which is subjective norms and perception of food safety.

Figure 2.4 Research Framework
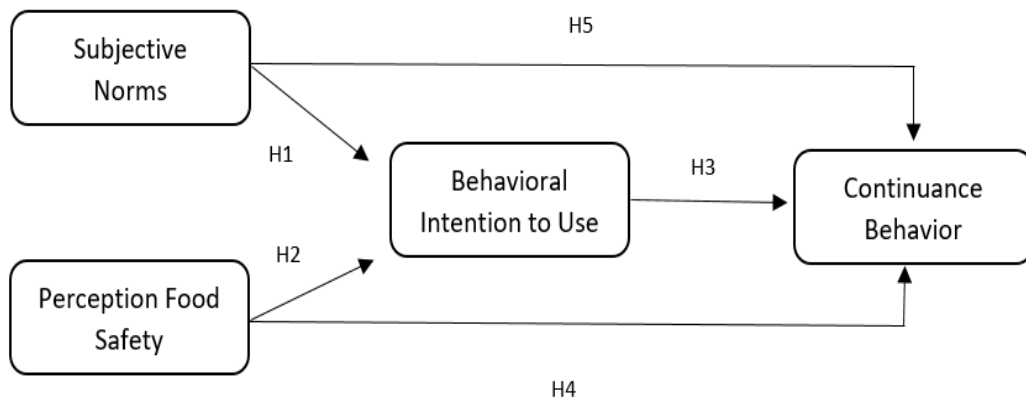
CHAPTER III

3.0 RESEARCH METHODOLOGY

3.1 Procedure

This research is conducted by an online survey in order to collect data considering the relatively low cost and quicker speed. Moreover, during the pandemic Covid-19 situation, this method of data collection was relevant for preventing crowds and avoiding virus spread. The questionnaire was sent to potential participants using online tools such as Google Forms. This study was conducted in Indonesia. The target participants for this research were individuals aged 17 and higher who purchased food using mobile delivery applications on a regular basis, such as Go Food, Grab Food, Shopee Food, and others. Additionally, a pilot test with a limited sample of around 50 respondents had also been conducted prior to the main research study. Pilot testing has commonly been helpful in gaining a greater understanding of the reasons why particular questions may not work as expected, as it aids in the discovery of problematic questions. Advisors were asked to evaluate the questionnaire's applicability, logic, and usability, which led to modifications to the language and item sequence.

3.2 Research Location

The location of this research was conducted by the author in Indonesia. The object of this survey was to assess the use of mobile food delivery during the pandemic Covid-19. Source of data used in this study using primary data. The data collection method used in this study used an online survey method by distributing questionnaires using the Google forms feature.

3.3 Population and Sample Research

3.3.1 Population

According to the definition of the population by Shukla (2016), a population is a collective or grouping of all the parts to whom the research findings will be decided to apply. To put it in another way, a population is a grouping of all the units that have variable characteristics which are being studied and for which research findings could be generalized (Satishprakash, 2020). The population in this research is people who have experienced ordering food using online delivery applications during the Covid-19 pandemic in Indonesia.

3.3.2 Sample

Sample is an apprehensive part of a population of research. Therefore, it is any subset of the population that represents all of the population's types of elements. Moreover, a sample is a small amount of something that contains information about the thing from which it was taken (Shukla, 2016). A sample is a completely representative subset of a population. It means that the units selected as a sample from the population must reflect all of the criteria of the different sorts of units of the population (Satishprakash, 2020).

The sampling method used in this study is to use the non-probability sampling method. According to Zikmund (2003), this method is unlimited where the number and characteristics of the respondents are not known with certainty, and the selection depends on the judgment of the author. The advantage of this sampling method is that it is more reliable (Sekaran & Bougie, 2016).

This research used a sample of 300 respondents. Referring to the provisions argue that the number of representative samples is around 100-200 according to Ghozali (2017). Accordingly, the sample size used in this study met the assumptions required by the SEM test.

3.4 Types and Data Collection Techniques

The data that was used in this research are primary data. Primary data is data obtained directly from the object of research by using a measurement or data retrieval tool directly on the subject as the source of the information sought. In this research, the data were collected by using primary quantitative data collection to test the hypothesis. Moreover, it will be distributed to 300 respondents. Whereas, the secondary data is collected from the supported journal to assist this research. Further, the secondary data used in this research were collected from previous literature reviews and relevant journals.

The questionnaire was measured by using the Likert scale. This research uses a Six-point Likert scale, where (1) indicates Strongly Disagree and (6) indicates Strongly Agree. The underlying reason the researcher chose the Six-point Likert scale is to avoid a neutral answer. The options consist of:

● Strongly Disagree (SD)

● Disagree (D)

● Rather Disagree (RD)

● Rather Agree (RA)

● Agree (A)

● Strongly Agree (SA)

3.5 Instrumentation

The method used to get primary data was collected by distributing questionnaires. The questionnaire used 6 (six) variables and 13 (thirteen) question items. Those indicator items were in correlation with subjective norms, perception of food safety, behavioral intention to use online food-ordering apps, and continuance behavior. All indicator items were measured within a six-Likert scale ranging from strongly disagree (1) to strongly agree (6).

3.6 Operational Definition of Variables and Measurement Research

This study consists of two independent variables which are subjective norms and perception of food safety. Then, there is a behavioral intention to use as the mediating variable. The mediating variable influences one dependent variable which is continuance behavior. Moreover, the Six-Point Likert scale is used to measure those variables, where 1 shows Strongly Disagree and 6 indicates Strongly Agree.

3.6.1 Subjective Norms

According to Bagheri (2019), a subjective norm is a perception of social expectation to do or not do a thing. Moreover, Claycomb et al. (2009) defined subjective norms as an individual's perception that most people who are substantial to him or her think he or she should or should not imitate the

behavior in inquiry. In recent years, it was defined as relating to the support (or not) provided by social groups such as family and friends (Ajzen, 1985).

The description of the subjective norm component items was adopted from the study of Liang & Lim (2011); Adam et al. (2020) in the table below as follows:

Table 3.6.1 Component Items of Subjective Norms

Code	Items
SN1	During the COVID-19 pandemic, I suppose my friends and relatives are acceptable with my ordering food through the food delivery apps.
SN2	During the COVID-19 pandemic, my friends and family encourage my decision to get food through the food delivery apps.
SN3	During the physical distancing caused by COVID-19 pandemic, I suppose my friends and relatives order food via food delivery apps.

3.6.2 Perception of Food Safety

Consumer's perceived food safety is directly linked to the degree of concern about packaged food safety, food safety protocols, and food hygiene (Al Amin,2021). Food safety perception also shows how customers perceive the risk associated with consuming food (Adinolfi et al. 2016).

The description of the subjective norm component items was adopted from the study of Wang & Tsai (2019); Al Amin et al. (2021) in the table below as follows:

Table 3.6.2 Component Items of Perception Food Safety

Code	Items
PFS1	In the COVID-19 pandemic, I feel safe when ordering foods via food delivery apps
PFS2	In the COVID-19 pandemic, I feel sanitary (i.e., no viral infections) when ordering foods via food delivery apps
PFS3	In the COVID-19 pandemic, I feel hygienic

3.6.3 Behavioral Intention to Use

Behavioral intention was originally described by Fishbein, (1980) as a person's perceived likelihood of doing a specific behavior. Leong, et al. (2013) defined this intention as the extent to which when performing a behavior, an individual is motivated to attempt and exert effort.

The description of the subjective norm component items was adopted from the study of Venkatesh et al. (2012); Tran (2021) in the table below as follows:

Table 3.6.3 Component Items of Behavioral Intention

Code	Items
BIU1	I intend to recommend for my friends and relatives using the food delivery apps in the future
BIU2	I intend to make every effort to use the food delivery apps in my daily life.
BIU3	I intend to utilize the food delivery apps on special events (birthday parties as an example).

3.6.4 Continued Behavior

A study by Lin et al. (2020) defined continued behavior as a customer's intention to use or stop using a system that is based on a previously approved result. Customers' intentions to continue using technological goods or services were equivalent to repeat buying decisions (Bhattacherjee & Lin, 2015).

The description of the subjective norm component items was adopted from the study of Alalwan (2020); Al Amin et al. (2021) in the table below as follows:

Table 3.6.4 Component Items of Continuance Behavior

Code	Items
CB1	If I had the chance, I will order food online
CB2	I expect to continue using the meal delivery apps to place my orders.
CB3	In the future, I will use the food delivery apps
CB4	I maintain the food delivery apps on a regular basis.

3.7 Validity and Reliability Research Instruments

In order to gather valid and reliable results, it is necessary to do a pilot test first. The pilot test is used to test the validity and reliability of the research instruments used. This is done by giving or distributing the questionnaire to 50 respondents and processed using the SPSS application.

3.7.1 Validity

The extent to which an instrument measures what it claims to be a way of measuring is commonly described as validity (Blumberg et al., 2005). According to Robson (2011), the validity of a research instrument is an assessment of how well the instrument measures what it was supposed to measure. It is the degree to which the outcomes are accurate. As a result, a research instrument such as a questionnaire, is required to accurately analyze the concepts under study (Pallant, 2011). It includes the entire exploratory idea and determines whether the results obtained fulfill all of the academic research method's requirements. In quantitative research like this study, validity can be defined as the degree to which a particular measuring instrument measures what it was designed to measure (Thatcher, 2010). Validity test indicates the extent to which a measure (indicator) can measure what you want to be measured (variable) (Zikmund, et al., 2006). An indicator is said to be valid if it has a value corrected item-total correlation ≥ 0.30.

Table 3.7.1 Validity Test Result

Variable/Indicators	Cut off value	Score	Description
Subjective Norms			
SN1	0.3	.894	Valid
SN2	0.3	.780	Valid
SN3	0.3	.900	Valid
Perception of Food Safety			
PFS1	0.3	.722	Valid
PFS2	0.3	.777	Valid
PFS3	0.3	.882	Valid
Behavioral Intention to Use			
BIU1	0.3	.737	Valid
BIU2	0.3	.683	Valid
BIU3	0.3	.348	Valid
Continued Behavior			
CB1	0.3	.743	Valid
CB2	0.3	.822	Valid

CB3	0.3	.859	Valid
CB4	0.3	.860	Valid

According to the results in the table above, the results of the validity test conducted on 50 respondents show that the results of all research indicators produce a value greater than or equal to the cut-off value, which is greater than or equal to 0.3. As a result, all of the indicators in this study can be declared valid.

3.7.2 Reliability

A measurement that produces consistent results with equal values is referred to as reliable (Blumberg et al., 2005). According to Chakrabartty (2013), reliability assesses a research's consistency, precision, repeatability, and credibility. It demonstrates the degree to which it is free of bias or error, allowing for constant measurement throughout time and among the numerous items within instruments. In quantitative research, reliability is defined as the consistency, stability, and repeatability of results; that is, a researcher's findings are deemed reliable if consistent outcomes are obtained in the same situations but under diverse circumstances (Thatcher, 2010). The reliability of the instrument was ensured through acceptable values of Cronbach's alpha with a minimum score of 0.60 (Hair et al., 2014). Therefore, the

questionnaires will be tested for validity and reliability using a pilot test

that contains 50 (fifty) respondents. These are the following variables:

1. Subjective Norms have three indicators.

2. Perception of Food Safety has three indicators.

3. Behavioral Intention to Use has three indicators.

4. Continued Behavior has four indicators.

Table 3.7.2 Reliability Test Result

Variable/Indicators	Cut off value	Score	Description
Subjective Norms	0.6	.930	Reliable
Perception of Food Safety	0.6	.893	Reliable
Behavioral Intention to Use	0.6	.741	Reliable
Continued Behavior	0.6	.922	Reliable

Based on the results of the reliability test conducted on 50
respondents, the results of the subjective norms, perception of food
safety, behavioral intention to use, and continuance behavior components
produce values greater than or equal to the Cronbach alpha standard,
namely greater than or equal to 0.6. Thus, all variables in this study are
considered reliable. So that the questionnaire can be used for further
research.

3.8 Analysis Technique

3.8.1 Descriptive Analysis

Descriptive analysis is a collection of brief descriptive coefficients that describe a specific set of data, which could be a representation of the entire population or a sample. According to Setyosari (2010), descriptive analysis is a type of study that attempts to describe or define a situation, event, or object by using both numbers and words to explain or describe the situation, event, or object.

In this study, the authors used descriptive analysis which aims to explain the characteristics of a total of 300 respondents, such as gender, age, last education, and current job. The formula used to calculate the frequency distribution is implemented in percentage form as follows (Durianto et al., 2001):

$$\% = f/n \times 100\%$$

Description:

%= The percentage score of each respondent's characteristics

f= the number of frequencies

n= the number of data

Additionally, the authors also conducted a descriptive analysis of the respondents on all component indicators including subjective norms variables which included 3 items, perception of food safety which included 3 items, behavioral intention to use which included 3 items, and

continuance behavior which included 4 items. Moreover, the authors used the Microsoft Excel application program to make it easier to calculate the average value (mean) and standard deviation to provide a description of the respondents, then determine the variable research criteria. In determining the assessment criteria, it is based on the Likert scale of 6 indicator points used in this study, the highest value is 6 and the lowest value is 1. Thus, each assessment interval can be calculated as follows:

Interval = highest value - lowest value / number of classes = 6 - 1 / 6 = 0.8

Table 3.8.1 Variable Assessment Criteria

Interval	Criteria
1,00 - 1,80	Strongly Disagree
1,81 - 2,60	Disagree
2,61 - 3,40	Rather Disagree
3,41 - 4,20	Rather Agree
4,21 - 5,00	Agree
5,01 - 6,00	Strongly Agree

3.8.2 Analysis Statistic Inferential

3.8.2.1 Sem Amos

SEM (Structural Equation Modeling) is a statistical technique that is able to analyze patterns of relationships between latent constructs and their indicators, latent constructs with each other, as well as direct measurement errors. SEM allows analysis among several dependent and independent variables directly (Hair et al, 2006).

According to Santoso (2011), Structural Equation Modeling (SEM) data analysis techniques were used to comprehensively describe the connection between the research variables. SEM is utilized to analyze and clarify a model rather than to design a theory. As a result, the primary requirement for using SEM is to construct a hypothesized model based on the conceptual justification that includes a structural model and a measurement model in the form of a path diagram. Moreover, SEM is a group of statistical techniques that enables simultaneous testing of multiple relationships. Therefore, a relationship is formed between one or more independent variables.

Byrne (2010) said that SEM is a powerful analysis technique since it takes into consideration interaction modeling, nonlinearities, correlated independent variables, measurement errors, correlated error terms, and multiple latent independent variables. Each is assessed utilizing various measures, and one or two latent dependent variables are also measured using various indicators. Consequently, according to this definition, SEM

can be utilized as a more efficient alternative to multiple regression, path analysis, factor analysis, time series analysis, and covariance analysis. Furthermore, Yamin (2009) suggested that in SEM researchers can perform three tasks simultaneously: testing the instrument's validity and reliability (equivalent to confirmatory factor analysis), checking the relationship model between latent variables (equivalent to path analysis), and gaining a helpful prediction model (equivalent to structural model or regression analysis).

This study used the Structural Equation Modeling (SEM) technique using AMOS software. According to Sugiyono (2013), SEM is defined as a type of analysis that manages to combine factor analysis, structural models, and path analysis. Methods Analysis is applied to describe and make conclusions from the information that has been gathered. To examine and interpret the data, researchers used SPSS and SEM (Structural Equation Model) software from the AMOS statistical package. It is because, SEM software can identify not only the causality relationship (direct and indirect) to the observed variables or constructs, as well as the magnitude of the components that contribute to the formation of the construct itself. Therefore, the relationship between variables or constructs becomes more informative, comprehensive, and accurate.

The data analysis technique uses the stages of modeling and analysis of structural equations divided into 7 steps according to Hair, et.al. (1998), as follows:

a. Step 1: Model Development Based on Theory

Structural equation models are based on causality, where changes in one variable are assumed to result in changes in other variables. The strength of the causality relationship between the two variables assumed by the researcher does not lie in the analytical method chosen but lies in the theoretical justification to support the analysis. So the relationship between variables in the model is a deduction from theory.

b. Steps 2 & 3: Develop Path Diagrams and Structural Equations

The next step is to construct causality relationships with path diagrams and construct structural equations. Two things need to be done, namely developing a structural model by connecting latent constructs, both endogenous and exogenous, and developing a measurement model, namely linking endogenous or exogenous latent constructs with an indicator or manifest variables.

c. Step 4: Selecting the Type of Input Matrix and Proposed Model Estimation

Structural equation models differ from other multivariate analysis techniques. SEM only uses input data in the form of a variance or covariance matrix or a correlation matrix. Data for observation can be included in AMOS, but the AMOS program will first convert the raw data into a covariance matrix or correlation matrix. Analysis of the outline data must be carried out before the covariance or correlation matrix is calculated. The estimation technique is carried out in two stages, namely, Measurement Model Estimation is used to test the unidimensionality of exogenous and endogenous constructs using the Confirmatory Factor Analysis technique and the Structural Equation Model Estimation stage is carried out through the full model to see the suitability of the model and the causality relationship built in this model.

d. Step 5: Assessing Structural Model Identification

During the estimation process with a computer program, estimation results are often obtained that are illogical or meaningless. This is related to the problem of structural model identification. The identification problem is the inability of the proposed model to produce a unique estimate. The way to see

whether there is an identification problem is to look at the estimation results which include:

1) For one or more coefficients, the standard error value is large.

2) The program's inability to invert the information matrix.

3) A negative error variance is unlikely for the estimated value.

4) The estimated coefficients have a high correlation value (> 0.90).

If it is known that there is an identification problem, there are three things to look at:

a) The number of estimated coefficients is proportional to the number of covariances.

b) or correlation, which is denoted by a low level of freedom.

c) The application of reciprocal or reciprocal influences between constructs (there is no recursive model) or

d) Failure to specify a fixed value (fix) on the built scale.

e. Step 6: Assessing Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) aims to determine whether the indicators comprising the latent variable are significant and valid. The measurement is based on the reliability of the loading factor and the validity of the questionnaire indicators. The

validity test is used to measure whether or not the variable can reflect the latent variable. The loading factor for the validity test value that meets the criteria must be greater than 0.50. On the other hand, the reliability test is employed to assess the consistency of the measurement. Cronbach's Alpha is utilized in order to determine its acceptability. The data is considered reliable if the Cronbach Alpha is greater than 0.6.

f. Step 6: Assessing the Goodness-of-Fit Criteria

In this step, an evaluation of the suitability of the model is carried out through a review of the suitability of the model through a review of various Goodness-of-Fit criteria, the order is:

1) Data normality

2) Outliers

3) Multicollinearity and singularity

Several suitability indices and cut-offs to test whether a model can be accepted or rejected are:

1. Chi-square

Chi-Square is the most basic measurement tool for measuring overall fit. It is extremely sensitive to the sample size used. If the amount of samples used is large enough, assuming more than 200, the chi-square must be associated with additional testing equipment. If the chi-square value is low, the tested model is

classified as good or satisfactory. The smaller the chi-square (CMIN) value, the better the model is and is accepted based on probability (p) with a cut-off value of p>0.05. A sample that is too small (less than 50) or a sample that is too large will greatly affect the chi-square.

2. RMSEA

The Root Mean Square Error of Approximation (RMSEA) demonstrates the goodness of fit that could be predicted once the model is projected in the population. (Hair et.al., 1995). This index can be utilized to assess chi-square statistical competence in large sample sizes. The RMSEA value shows the goodness of fit that might be predicted if the model is projected in the population. An RMSEA value less than or equal to 0.08 indicates that the model is acceptable.

3. GFI

Jöreskog and Sorbom developed the Goodness-of-Fit statistic (GFI) as an alternative to the Chi-Square test. It calculates the proportion of variance accounted for by the estimated population covariance. This suitability index is a non-statistical measure that has a range of values from 0 (poor fit) to 1.0 (perfect fit). High values in this index indicate a better fit. The expected GFI is a value above 0.95.

4. AGFI

Adjusted Goodness of Fit Index (AGFI) is a GFI development that is modified to the ratio of the proposed model's degree of freedom to the degree of freedom for the null model. As a result, simpler models are preferred, while complicated models are penalized. The recommended value is the same or > 0.90.

5. CMIN / DF

CMIN/DF is The Minimum Sample Discrepancy Function which is divided by the Degree of Freedom chi-square value divided by the degree of freedom. Moreover, CMIN indicates if the sample data and hypothetical model are an acceptable fit in the analysis. Byrne (2001) proposed that this ratio value < 2 is a measure of fit.

6. TLI

TLI measures a relative reduction in misfit per degree of freedom. This index was originally proposed by Tucker and Lewis (1973) in the context of exploratory factor analysis and later generalized to the covariance structure analysis context and labeled as the non-normed fit index by Bentler and Bonett (1980). The expected value as a reference for accepting a model is > 0.95 and a value close to 0.1 indicates a very good fit.

7. CFI

Comparative Fit Index (CFI) index size is not affected by sample size because it is very good for measuring the level of acceptance of the model. The index is highly recommended, as well as the TLI, because this index is relatively insensitive to sample size and is less affected by the complexity of the CFI value model which ranges from 0-1. Values close to 1 indicate a better level of conformity.

After assessing the model's overall fit, the following step is to evaluate each construct to determine its unidimensionality and reliability. The assumption that underpins reliability calculations is unidimensionality, which would be demonstrated when an indicator of a construct has an acceptable fit of a single factor (one-dimensional) model.

The Cronbach Alpha test does not guarantee unidimensionality, however, it does assume it. Before analyzing the reliability of multiple construct indicators, researchers must conduct dimensionality tests on all of the multiple construct indicators. To evaluate the measurement model, calculate the composite reliability and variance extracted for each construct. The internal consistency of a construct indicator is measured by reliability. A greater level of internal reliability ensures that all individual indicators are consistent with their measurements. For

exploratory research, a reliability level of 0.70 is acceptable. Validity is not guaranteed by reliability.

The degree to which an indicator precisely measures what it is supposed to measure is referred to as its validity. Another measure of reliability is the variance extracted as a complement to the variance extracted > 0.50.

g. Step 7: Interpretation and Modification Model

In the next step, the model is interpreted and modified. After the model is estimated, the residual covariance must be small or close to zero and the distribution of the residual covariance must be symmetrical. The safety limit for the residual amount generated by the model is 1%. A residual value greater than or equal to 2.58 is interpreted as statically significant at the 1% level and this significant residual indicates a substantial prediction error for installing the indicator.

SEM model modification according to Hair et al. (2006) is divided into three types of modeling methods:

1) Confirmatory Modeling Strategy, namely confirming a model that has been made (proposed model or hypothesized model).

2) Competing Modeling Strategy, namely comparing existing models with a number of alternative models, to see which model is the fittest with the existing data.

Included in this method is adding a variable to the existing model.

3) Model Development Strategy, namely making modifications to a model so that some test equipment can produce better results, such as reducing Chi-Square numbers, increasing GFI numbers, and so on. Various modifications can be made to an SEM model that has been made and tested. The goal of the modification is to determine whether the adjustments introduced could perhaps reduce Chi-Square; as is well known, the lower the Chi-Square number, the better the model fits the existing data.. The process of modifying a model is basically the same as repeating the process of testing and estimating the model. In this process, there is an additional process to identify which variables will be processed further.
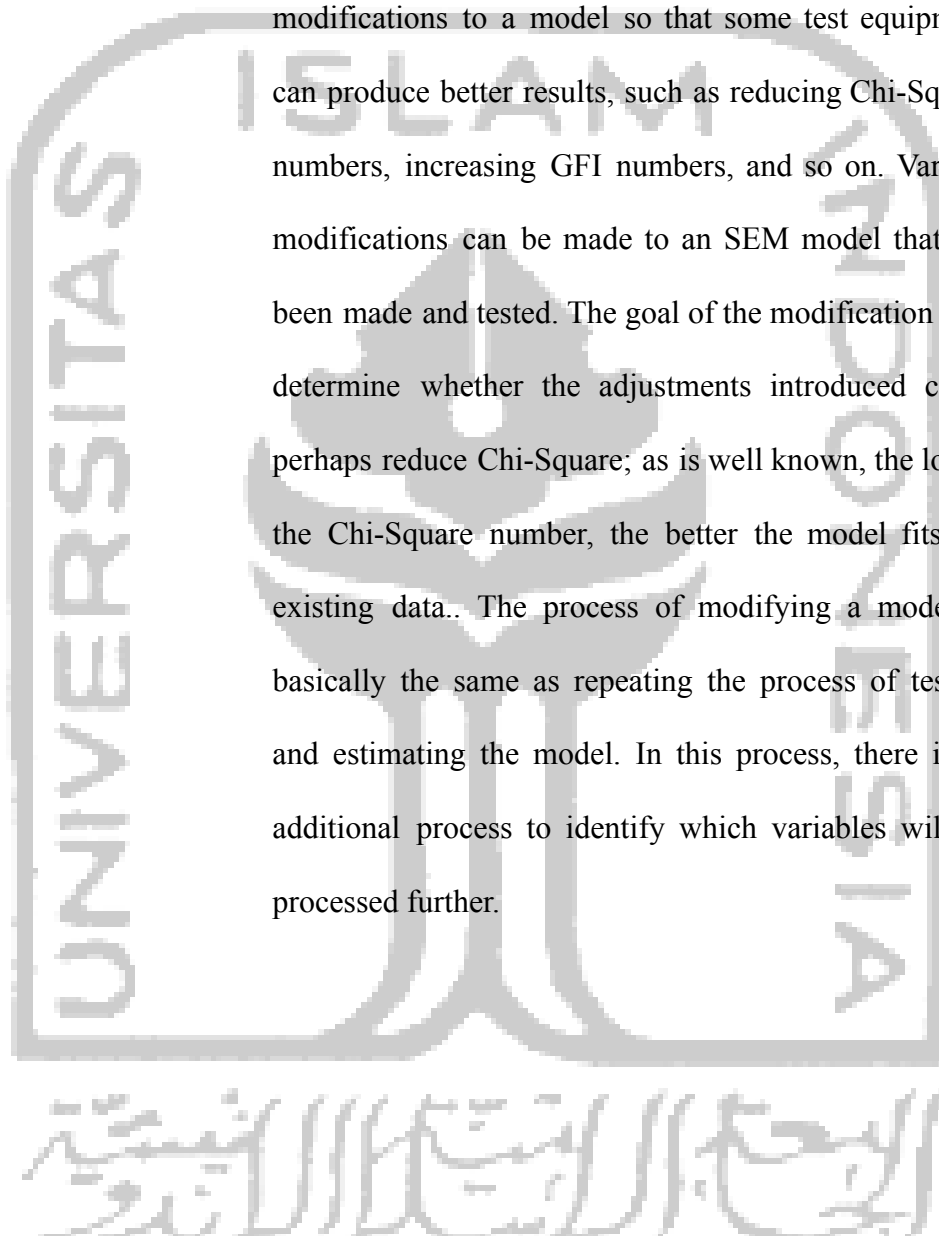
CHAPTER IV

4.0 RESEARCH FINDING AND DISCUSSIONS

4.1 Validity and Reliability Test Result

4.1.1 Validity Test Result

Validity testing in this study used the CFA (Confirmatory Factor Analysis) tool which is part of AMOS. The indicator of the variable is valid if the estimated value is > 0.50, but if the result is <0.50 then the result is invalid (Ghozali, 2017).

The following are the results of validity testing using AMOS which are presented in the following table:

Table 4.1.1 Validity Test Result

Variable	Indicator	Factor Loading	Threshold	Description
Subjective Norms	SN1	0.813	>0.5	Valid
	SN2	0.795		Valid
	SN3	0.845		Valid
Perception Food Safety	PFS1	0.850	>0.5	Valid
	PFS2	0.842		Valid
	PFS3	0.881		Valid

Behavioral Intention to Use	BIU1	0.863	>0.5	Valid
	BIU2	0.919		Valid
	BIU3	0.867		Valid
Continuance Behavior	CB1	0.866	>0.5	Valid
	CB2	0.940		Valid
	CB3	0.928		Valid
	CB4	0.929		Valid

From the table above, it can be shown the factor loading values obtained from each statement item from the variables which include Subjective Norms, Perception Food Safety, Behavioral Intention to Use and Continuance Behavior, these variables have a factor loading value of > 0.5. Thus, it can be said that all statements used in this study are valid.

4.1.2 Reliability Test Result

The reliability test shows the reliability of a measuring instrument. Reliability testing in this study uses CR (Construct Reliability), which has criteria if the CR value > 0.7 then the variable can be said

to be reliable (Ghozali, 2017). To test the reliability, namely using the following formula:

$$\text{Construct Reliability} = \frac{\left(\sum Factor\,Loading\right)^2}{\left(\sum Factor\,Loading\right)^2 + \sum Measurement\,Error}$$

Table 4.1.2 Reliability Test Result

Variable	CR	Threshold	Description
Subjective Norms	0.858	>0.7	Reliable
Perception Food Safety	0.893	>0.7	Reliable
Behavioral Intention to Use	0.914	>0.7	Reliable
Continuance Behavior	0.954	>0.7	Reliable

Ghozali (2017) stated that the test results are said to be reliable if they have a construct reliability value > 0.7. The results of this test indicate that the C.R. value of the 4 research variables has a value for

each variable greater than 0.7. Based on these results, it can be concluded that all the research instruments are reliable. Thus, it can be used in this study.

4.1.3 Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) is used to investigate a theoretical construct's multidimensionality. It also has the potential to determine the validity of a theoretical construct. The latent variables used in the study were created using theoretical concepts and a variety of indicators or manifests. The purpose of CFA is to determine whether these indicators are reliable as indicators of latent constructs (Ghozali, 2017).

Table 4.1.3 Confirmatory Factor Analysis

Variable	Indicator	Description	*Factor Loading*	*CR*
Subjective Norms	SN1	Valid	0.813	0.858
	SN2	Valid	0.795	
	SN3	Valid	0.845	

Perception Food Safety	PFS1	Valid	0.850	0.893
	PFS2	Valid	0.842	
	PFS3	Valid	0.881	
Behavioral Intention to Use	BIU1	Valid	0.863	0.914
	BIU2	Valid	0.919	
	BIU3	Valid	0.867	
Continuance Behavior	CB1	Valid	0.866	0.954
	CB2	Valid	0.940	
	CB3	Valid	0.928	
	CB4	Valid	0.929	

Based on table 4.1.3 it is found that the results of the CFA validity test show the factor loading value on all variable items > 0.5, and the construct reliability value of each variable > 0.7. It means, all items

are declared valid and the variables are declared reliable. Therefore, the results of this analysis can be used.

4.2 Descriptive Analysis Characteristics of Respondent

The demographic characteristics of the respondents will be explained in this section of the research. Age, gender, latest recent education, and occupation. In addition, specific respondent's characteristics were domiciled in Indonesia and having experience ordering food using online food-ordering apps during the Covid-19 pandemic, as follows:

Table 4.2 Descriptive Analysis Characteristics of Respondent

Demographic Characteristic	Frequency	%
Gender		
Male	186	62
Female	115	38
Age		
Under 20	34	11.3
20-29	217	72.3

30-39	39	13
40-49	10	3.3
50 and above	0	0

Educational Level		
Primary School	0	0.0
Junior High School	0	0
Senior High School	84	28
Associate's Degree	25	8.3
Bachelor Degree	173	57.7
Post Graduate	17	5.7
Master Degree	1	0.3

Occupation		
Student	103	34.3
Teacher/Lecturer	7	2.3
Civil servant	12	4
Employee	63	21

58

Other	91	30.3

4.2.1 Characteristics of Respondents Based on Age

The first characteristics of respondents are based on age. Which, this section has five categories which are, 20 or under 20 years old, 20-29 years old, 30-39 years old, 40-49 years old, and 50 or over 50 years old. The result of the questionnaire based on 300 respondents are as follows:

Table 4.2.1 Characteristics of Respondents Based on Age

Description	Amount	Percentage (%)
<20	34	11.3%
20-29	217	72.3%
30-39	39	13.0%
40-49	10	3.3%
50>	0	0%
Total	300	100%

Based on table 4.2.1, it can be concluded that the respondents of this research are mostly between 20-29 years old, with a total number of 217 or 72.3% of the total respondents. Followed by the respondents with an age between 30-39 years old, with a total number of 39 or 13% of the total respondents. Further, the number of respondents with an age 20 or under 20 years old are 34 or 11.3% of the total respondents. Additionally, the least respondents are from the age of 40-49, with a total number of 10 or 3.3% of 300 respondents. For the respondents with aged 50 or over 50 years old is 0.

4.2.2 Characteristics of Respondents Based on Gender

The second characteristic of respondents is based on gender. Which, this section has two categories which are, male and female. The result of the questionnaire based on 300 respondents are as follows:

Table 4.2.2 Characteristics of Respondents Based on Gender

Description	Amount	Percentage
Man	214	70.6%
Women	89	29.4%
Total	300	100%

Table 4.2.2 shows that the respondents in this study are mostly male. With a total of 214 man respondents or 70.6% of the

total respondents. On the other hand, there are 89 female respondents, or 29.4% of the total 300 respondents.

4.2.3 Characteristics of Respondents Based on Educational Level

The third characteristics of respondents are based on educational level. Which, this section has seven categories which are, primary school, junior high school, senior high school, associate degree, bachelor degree, post graduate, and master degree. The result of the questionnaire based on 300 respondents are as follows:

Table 4.2.3 Characteristics of Respondents Based on Educational Level

Description	Amount	Percentage
Primary School	0	0.0
Junior High School	0	0
Senior High School	84	28
Associate's Degree	25	8.3
Bachelor Degree	173	57.7
Post Graduate	17	5.7
Master Degree	1	0.3
Total	300	100%

Table 4.2.3, it shows the large percentage of the latest education of correspondence were Undergraduate with the number of 173 respondents or 57.7%. Followed by respondents with the level of education in senior high school with the number of 83 or 28% of the total respondents. After that, there is an associate degree with 25 respondents, or 8.3% of the total respondents. Moreover, postgraduates become the second lowest with the number of 17 respondents or 5.7% of the total respondents. While the smallest percentage belonged to a Master's Degree which was 1 respondent or 0.3% of the total 300 respondents. For primary school and junior high school, it has 0 respondents.

4.2.4 Characteristics of Respondents Based on Occupation

The fourth characteristic of respondents is based on occupation. Which, this section has five categories which are, student, teacher/lecturer, civil servant, employee, and other. The result of the questionnaire based on 300 respondents are as follows:

Table 4.2.4 Characteristics of Respondents Based on Occupation

Description	Amount	Percentage
Student	103	34.3
Teacher/Lecturer	7	2.3
Civil servant	12	4
Employee	63	21
Other	91	30.3
Total	300	100%

From table 4.2.4, it can be shown that the majority of the respondents' occupations are students with a number of 103 respondents or 34.3% of the total respondents. Followed by other types of occupations with a number of 91 respondents or 30.3% of the total respondents. Then, followed by employees with the number of 63 or 21% of the total respondents. In addition, civil servants have 12 respondents, or 4% of the total respondents. Whereas, the smallest percentage belongs to teacher/lecturers, which are 7 respondents or 2.3% of the total 300 respondents.

4.3 Descriptive Analysis Variable of Research

The purpose of the descriptive analysis of the research variables is to determine the score of each indicator's answer to the research variable. From the average value obtained, it is then categorized into several groups of frequency distribution criteria. Descriptive analysis was performed on 300 respondents to all research variables. the first, subjective norms, perception of food safety, behavioral intention to use, and continuance behavior.

Table 4.3 Descriptive Analysis Variable of Research

Construct	Items	Measures	Supporting References
Subjective Norms	SN1	During the COVID-19 pandemic, I suppose my friends and relatives are acceptable with my ordering food through the food delivery apps.	Liang and Lim
	SN2	During the COVID-19 pandemic, my friends and family encourage my decision to get food through the food delivery apps.	
	SN3	During the physical	Adam

		distancing causing by COVID-19 pandemic, I suppose my friends and relatives order food via food delivery apps.	
Perception Food Safety	PFS1	In the COVID-19 pandemic, I feel safe when ordering foods via food delivery apps.	Wang and Tsai
	PFS2	In the COVID-19 pandemic, I feel sanitary (i.e., no viral infections) when ordering foods via food delivery apps.	
	PFS3	In the COVID-19 pandemic, I feel hygienic	AI Amin et al.
Behavior Intention to Use	BIU1	I intend to recommend for my friends and relatives using the food delivery apps in the future.	Venkatesh et al.
	BIU2	I intend to make every effort to use the food delivery apps in my daily life.	
	BIU3	I intend to utilize the food delivery apps on a special events (birthday party as an example).	Tran
Continuance	CB1	If I had the chance, I will	Alalwan et al.

Behavior		order food online.			
	CB2	I expect to continue using the meal delivery apps to place my orders.			
	CB3	In the future, I will use the food delivery apps			Al Amin
	CB4	I maintain to utilize the food delivery apps on a regular basis.			

4.3.1 Descriptive Analysis Variable Subjective Norms

The result of the subjective norms variable can be seen in the table below:

Table 4.3.1 Descriptive Analysis Variable Subjective Norms

Code	N	Min	Max	Mean	Std. Deviation	Criteria
SN1	300	2	6	5.08	0.806	Strongly Agree
SN2	300	3	6	5.02	0.782	Strongly Agree
SN3	300	2	6	5.12	0.860	Strongly Agree
Average				5.07		Strongly Agree

Based on the table 4.3.1, it shows that the average from 300 respondents on variable Subjective Norms is 5.07. It indicates that the variable subjective norms have included strongly agreed criteria for all the indicators. The indicators consist of; first, "During the COVID-19 pandemic, I suppose my friends and relatives are acceptable with my ordering food through the food delivery apps." with an average of 5.08 and categorized as strongly agree. Second, "During the COVID-19 pandemic, my friends and family encouraged my decision to get food through the food delivery apps." it has an average of 5.02 and is categorized as strongly agree. Third, "During the physical distancing caused by the COVID-19 pandemic, I suppose my friends and relatives order food via food delivery apps." These indicators have an average of 5.12 and categorized as strongly agree. This can be concluded that the majority of respondents have a higher perception level of subjective norms on utilizing mobile food delivery services in the Covid-19 pandemic situation.

4.2.2 Descriptive Analysis Variable Perception Food Safety

The result of the perception of food safety variable can be seen in the table below:

Table 4.2.2 Descriptive Analysis Variable Perception Food Safety

Code	N	Min	Max	Mean	Std. Deviation	Criteria
PFS1	300	2	6	5.00	0.875	Strongly Agree
PFS2	300	2	6	4.78	0.913	Agree
PFS3	300	3	6	4.97	0.863	Agree
Average				4.92		Agree

Table 4.3.2 shows that the average from 300 respondents on variable Perception Food Safety is 4.92. It indicates that the variable perception of food safety has been categorized as Agree on the criteria.

The indicators consist of; first, "In the COVID-19 pandemic, I feel safe when ordering foods via food delivery apps." with an average of 5.00 and categorized as strongly agree. Second, "In the COVID-19 pandemic, I feel sanitary (i.e., no viral infections) when ordering foods via food delivery apps." it has an average of 4.78 and is categorized as agree. Third, "In the COVID-19 pandemic, I feel hygienic" These indicators have an average of 4.97 and are categorized as agree. This can be concluded that the majority of respondents have a higher perception level of perception of food

safety on utilizing mobile food delivery services in the Covid-19 pandemic situation.

4.3.3 Descriptive Analysis Behavioral Intention to Use

The result of behavioral intention to use variable can be shown in the table below:

Table 4.3.3 Descriptive Analysis Behavioral Intention to Use

Code	N	Min	Max	Mean	Std. Deviation	Criteria
BIU1	300	2	6	4.77	1.058	Agree
BIU2	300	2	6	4.57	0.987	Agree
BIU3	300	2	6	5.62	0.955	Strongly Agree
Average				4.66		Agree

From Table 4.3.3, it can be shown that the average from 300 respondents on variable Behavioral Intention to Use is 4.66. It indicates that the variable behavioral intention to use has been categorized as Agree on the criteria.

The indicators consist of; first, "I intend to recommend for my friends and relatives using the food delivery apps in the future." with

an average of 4.77 and categorized as agree. Second, "I intend to make every effort to use the food delivery apps in my daily life." it has an average of 4.57 and is categorized as agree. Third, "I intend to utilize the food delivery apps on a special event (birthday party as an example)." These indicators have an average of 5.62 and are categorized as strongly agree. This can be concluded that the majority of respondents have a higher perception level of behavioral intention to use on utilizing mobile food delivery services in the Covid-19 pandemic situation.

4.3.4 Descriptive Analysis Variable Continuance Behavior

The result of the continuance behavior variable can be seen in the table below:

Table 4.3.4 Descriptive Analysis Variable Continuance Behavior

Code	N	Min	Max	Mean	Std. Deviation	Criteria
CB1	300	2	6	4.84	0.974	Agree
CB2	300	2	6	4.78	1.025	Agree
CB3	300	2	6	4.76	1.027	Agree
CB4	300	2	6	4.71	1.018	Agree

Average	4.77	Agree

From table 4.3.4, it can be shown that the average from 300 respondents on variable Continuance Behavior is 4.77. It indicates that the variable continuance has included agreed criteria for all the indicators.

The indicators consist of; first, "If I had the chance, I will order food online." with an average of 4.84 and categorized as agree. Second, "I expect to continue using the meal delivery apps to place my orders.". It has an average of 4.78 and is categorized as agree. Third, "In the future, I will use food delivery apps". These indicators have an average of 4.76 and are categorized as agreed. Fourth, "I maintain to utilize the food delivery apps on a regular basis." The average of this indicator was 4.71 and it can be categorized as agree. This can be concluded that the majority of respondents have a higher perception level of continuance behavior on utilizing mobile food delivery services in the Covid-19 pandemic situation.

4.4 Analysis Statistic Inferential

4.4.1 Measurement Model Test

The measurement model test is to test the relationship between indicators and latent variables. The combination of structural and measurement model testing allows researchers to test

measurement error as an integral part of SEM and perform factor

analysis together with hypothesis testing (Bollen, 1989).

Figure 4.4.1 Measurement Model Test
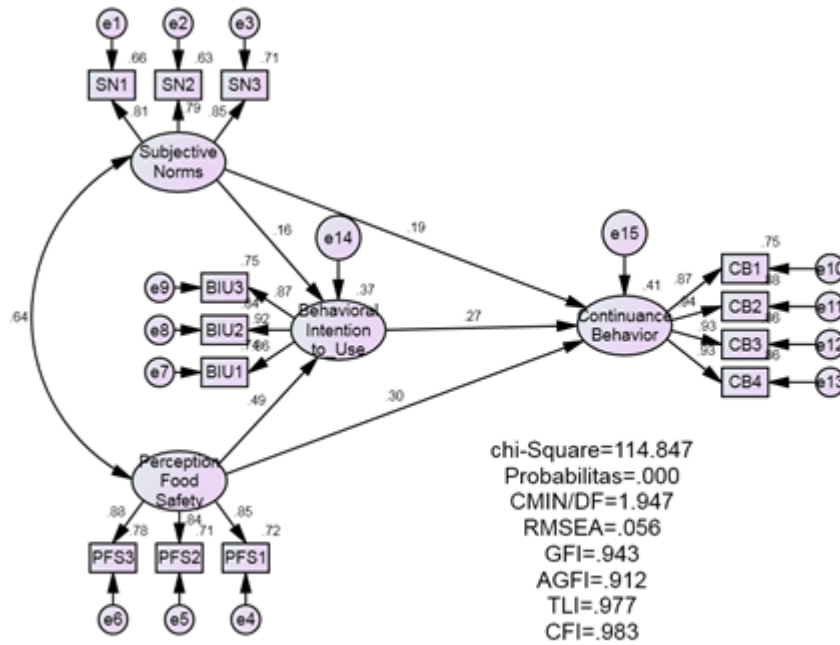
In the measurement model test, the Chi-square result is 114,847. Testing the model hypothesis shows that this model fits the data or fits the data used in this study.

4.4.2 Path Diagram

Following the development of the theory-based model, the framework is compiled in the form of a flowchart, which makes it easier to understand the causality relationships to be checked.

The relationship between constructs would be represented in a flowchart by arrows. The straight arrows indicate the constructs' direct causal relationship to the other constructs. A structural model is the measurement of the relationship between variables in SEM.

Figure 4.4.2 Path Diagram

chi-Square=\cmin
Probabilitas=\p
CMIN/DF=\cmindf
RMSEA=\rmsea
GFI=\gfi
AGFI=\agfi
TLI=\tli
CFI=\cfi
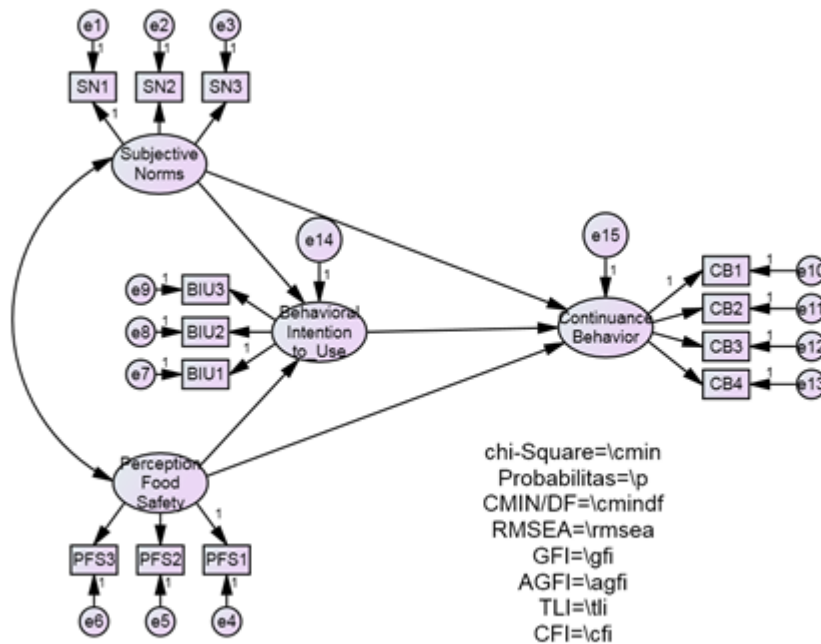
4.4.3 Converting Flowcharts into Structural Equations

The structural model is the relationship between independent and dependent latent variables (variables that cannot be measured

directly and require several indicators to measure them) (Bollen, 1989).

Figure 4.4.3 Converting Flowcharts into Structural Equations
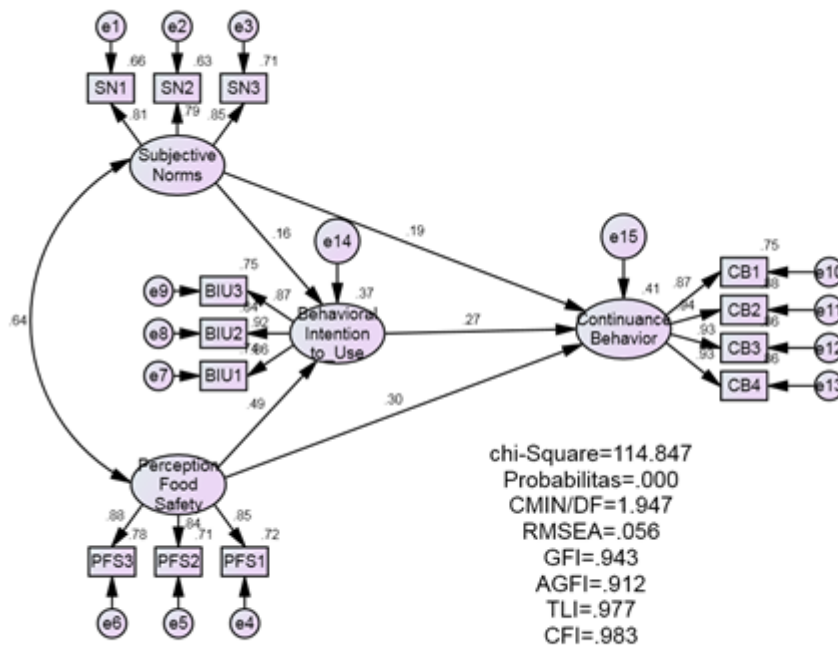
The following is a simplification of the structural model which explains the results of chi-square = 114.847, Probability = 0.000, RMSEA = 0.056, GFI = 0.943, AGFI = 0.912, CMIN/DF = 1.947, TLI = 0.977, CFI = 0.983. From the figure above, it is clear that the relationship between variables has a strong influence so it is depicted with a firm line.

4.4.4 Input Matrix and Model Estimation

Covariance and correlation are the input matrices used. The maximum likelihood (ML) estimate was used to calculate the model. The ML estimation has been fulfilled with the following assumptions:

1)Sample size

This study used a sample of 300 respondents. Referring to the provisions which argue that the number of representative samples is around 100-200 according to Ghozali (2017). Thus, the sample size used in this study met the assumptions required by the SEM test.

2)Data Normality Test

The Normality test is carried out using the z value (critical ratio or C.R. at the AMOS output). The critical value is ± 2.58 at a significant level of 0.01 according to Ghozali (2017). Data Normality Test Results can be performed in Table 4.4.4.2 below:

Table 4.4.4.2 Data Normality Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
CB4	2.000	6.000	-.674	-4.766	.121	.430
CB3	2.000	6.000	-.670	-4.739	.035	.122
CB2	2.000	6.000	-.757	-5.353	.300	1.062
CB1	2.000	6.000	-.771	-5.449	.206	.730
BIU3	2.000	6.000	-.205	-1.447	-.684	- 2.418
BIU2	2.000	6.000	-.340	-2.406	-.431	- 1.525
BIU1	2.000	6.000	-.693	-4.903	-.170	-.602
PFS3	3.000	6.000	-.443	-3.130	-.559	- 1.977

PFS2	2.000	6.000	-.027	-.191	-.949	- 3.357
PFS1	2.000	6.000	-.713	-5.044	.084	.297
SN3	2.000	6.000	-.669	-4.729	-.184	-.651
SN2	3.000	6.000	-.503	-3.557	-.118	-.418
SN1	2.000	6.000	-.837	-5.922	.746	2.638
Multivariate					5.790	2.539

Based on table 4.4.4.2, it shows that the multivariate normality test
data fulfills the normal assumption because the value of 2.539 is
within the range of ± 2.58.

3)Outliers Identification

Outlier evaluation is utilized to examine data observation
conditions that seem to have unique characteristics which look
distinct from other observations and appear in extreme forms,
both for a single variable and for a combination of variables
(Ghozali, 2005). Outlier detection is applied to identify
univariate and multivariate outliers. The value of the

Mahalanobis distance is utilized to identify multivariate outliers. The mahalanobis distance is evaluated by comparing it to the chi-square value. There is a multivariate outlier problem if there is a mahalanobis distance value (Ferdinand, 2000).

The output of AMOS Mahalanobis Distance can be utilized to evaluate multivariate outliers. The criteria were applied at the p 0.001 level. This distance is calculated using X2 with the number of degrees of freedom equal to the number of measured variables included in the study. In this case, the indicator is 13, then through the excel program on the Insert – Function – CHIINV sub-menu enter the probability and the number of measured variables. The result is 34.53. This means that all data or cases that are greater than 34.53 are multivariate outliers.

Table 4.4.4.3 Outliers Test Result

Observation number	Mahalanobis d-squared	p1	p2
40	28.576	.008	.896
220	28.291	.008	.708
103	27.240	.012	.673

224	27.132	.012	.481
174	26.947	.013	.331
267	26.685	.014	.233
202	26.051	.017	.240
276	25.602	.019	.223
223	24.907	.024	.286
7	24.748	.025	.218
9	24.745	.025	.133
237	24.576	.026	.100
249	24.178	.030	.111
167	23.643	.035	.161
119	23.641	.035	.101
135	23.533	.036	.074
122	23.112	.040	.103
194	22.395	.050	.235
35	22.166	.053	.241

283	22.152	.053	.176
5	22.148	.053	.122
157	21.777	.059	.173
199	21.600	.062	.171
149	21.543	.063	.136
256	21.463	.064	.112
284	21.420	.065	.084
185	21.388	.066	.061
108	21.363	.066	.042
97	21.230	.068	.040
193	21.025	.072	.047
126	20.960	.074	.037
207	20.938	.074	.025
186	20.863	.076	.020
182	20.302	.088	.077
189	19.889	.098	.161

281	19.555	.107	.256
57	19.471	.109	.241
106	19.408	.111	.217
187	19.407	.111	.169
70	19.353	.113	.148
67	19.133	.119	.195
127	19.059	.121	.182
143	19.035	.122	.150
266	18.990	.123	.129
191	18.879	.127	.133
184	18.819	.129	.120
15	18.758	.131	.109
51	18.444	.141	.198
30	18.377	.144	.186
162	18.356	.144	.156
289	18.276	.147	.152

78	18.158	.152	.166
236	18.084	.154	.161
272	17.963	.159	.178
242	17.916	.161	.161
247	17.775	.166	.191
234	17.715	.169	.180
286	17.619	.173	.189
164	17.618	.173	.152
141	17.418	.181	.214
257	17.316	.185	.230
285	17.258	.188	.220
226	17.141	.193	.247
287	17.086	.195	.237
19	16.959	.201	.272
269	16.615	.218	.481
291	16.607	.218	.432

32	16.479	.224	.482
98	16.467	.225	.437
123	16.422	.227	.420
260	16.309	.233	.460
125	16.282	.234	.429
20	16.266	.235	.390
38	16.201	.238	.391
278	16.184	.239	.354
300	16.148	.241	.333
296	16.036	.247	.373
2	16.001	.249	.352
118	15.936	.253	.355
56	15.931	.253	.312
206	15.690	.266	.464
265	15.599	.271	.493
93	15.593	.272	.447

72	15.573	.273	.413
86	15.516	.276	.413
160	15.436	.281	.434
21	15.335	.287	.475
246	15.313	.288	.444
104	15.246	.292	.455
154	15.204	.295	.444
261	15.189	.296	.408
263	15.136	.299	.406
274	15.077	.303	.411
250	15.069	.303	.370
200	15.041	.305	.348
205	14.998	.307	.339
105	14.972	.309	.316
42	14.891	.314	.341
241	14.850	.317	.332

166	14.843	.317	.294

Table 4.4.4.3 above shows the value of the Mahalanobis Distance, from the processed data it is not detected that there is a value greater than 34.53. As a result, it is possible to conclude that there were no multivariate outlier issues in this research. The lack of multivariate outliers indicates that the data is usable.

4.4.5 Identification Structural Model

Looking at the estimation results is one way to see if there is an identification problem. SEM analysis can only be performed if the model identification results indicate that the model is in the over-identified category. This identification is accomplished by examining the model's df value.

Table 4.4.5 Identification Structural Model

Number of distinct sample moments:	91
Number of distinct parameters to be estimated:	32
Degrees of freedom (91 – 32):	59

The AMOS output results show a model df value of 59. It indicates that the model is included in the over-identified category. Because it has a positive df value, data analysis can be continued to the next stage.

4.4.6 Assessing the Goodness of Fit Criteria

Testing with the SEM model is performed in stages. If the correct model (fit) cannot be found, the model originally proposed must be revised. The problems discovered during the analysis necessitate the revision of the SEM model. The potential source of error is the inability of the developed model to generate unique estimates. If these problems happen in the SEM analysis, it suggests that the research does not support the formed structural model. As a result, the model must be revised by expanding on current theories to create a new model.

The primary goal of SEM is to determine how well the hypothesized model "fits" or matches the sample data. The goodness of fit results are shown in the following data:

Table 4.4.6 Assessing the Goodness of Fit Criteria

Goodness of fit index	Cut-off value	Research model	Model
Chi-square	$\leq 77{,}931$	114,847	Tidak Fit
Significant probability	≥ 0.05	0,000	Tidak Fit
RMSEA	≤ 0.08	0,056	Fit
GFI	≥ 0.90	0,943	Fit
AGFI	≥ 0.90	0,912	Fit
CMIN/DF	≤ 2.0	1,947	Fit
TLI	≥ 0.90	0,977	Fit
CFI	≥ 0.90	0,983	Fit

Based on the goodness of fit test, Chi-Square and Probability are not fit models. Next, the Model Modification model is carried out using Modification Indices.

4.4.7 Interpretation and Modification Model

If the model does not fit the data, the following actions can be taken:

1. Modify the model by adding dashes

2. Add variables if data is available

3. Reducing variables

The model modification used in this research is based on Arbuckle's theory, which explains how to modify the model by looking at the Modification Indices produced by AMOS.

After doing the Modification Indices, the Goodness of Fit Index is produced as follows:

Figure 4.4.7 Figure of Capital Structure after Modification Indices

chi-Square=73.199
Probabilitas=.051
CMIN/DF=1.331
RMSEA=.033
GFI=.964
AGFI=.941
TLI=.992
CFI=.994
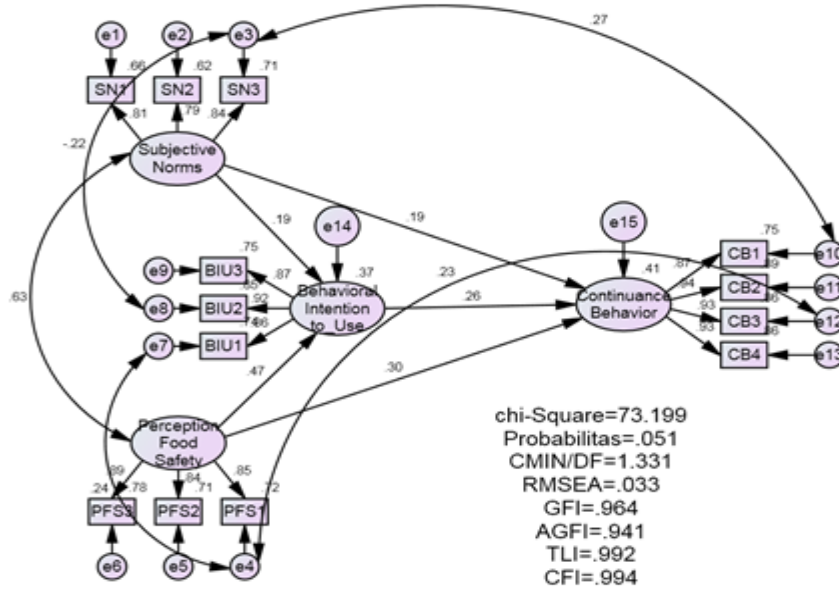
Tabel 4.4.7 Assessing the Goodness of Fit Criteria after Modification Indices

Goodness of fit index	Cut-off value	Research model	Model
Chi-square	≤ 77,931	73,199	Fit
Significant probability	≥ 0.05	0,051	Fit

RMSEA	≤ 0.08	0,033	Fit
GFI	≥ 0.90	0,964	Fit
AGFI	≥ 0.90	0,941	Fit
CMIN/DF	≤ 2.0	1,331	Fit
TLI	≥ 0.90	0,992	Fit
CFI	≥ 0.90	0,994	Fit

Based on the results in Table 4.12, it can be shown that the research model approaches a good fit model.

a) RMSEA

This RMSEA analysis is useful for improving Chi-Square which cannot accept large sample sizes. According to Ghozali (2017), the RMSEA value is said to be good if it has a result <0.08. The RMSEA value of this study can be seen in the table:

Table 4.4.7.1 RMSEA Test Result

Model	RMSEA
Default model	.033
Independence model	.374

From the table, it can be seen that the RMSEA result is 0.033. This result shows a fit result because the value is less than 0.08.

b) GFI

The Goodness of Fit Index (GFI) shows the level of fit of the overall model which is calculated from the squared residual of the predicted model compared to the actual data. This GFI analysis measures non-statistics whose values range from 0-1.0. A value of 1 is declared a poor fit and if the value gets closer to 1.0 it can be declared a perfect fit. This shows that the higher the GFI value, the better the fit. According to Ghozali (2017), the GFI value tested has a good suitability of > 0.90. The GFI value in this study can be seen from the following table:

Table 4.4.7.2 GFI Result

Model	GFI
Default model	.964
Saturated model	1.000
Independence model	.242

From the table, it can be seen that the GFI result is 0.964. This shows a fit result because the value is more than 0.9

c) AGFI

AGFI is the GFI adjusted for the ratio between the proposed degrees of freedom and the degrees of freedom of the null model. According to Ghozali (2017), it recommends a value > 0.90. The greater the AGFI value, the better the suitability of the model can be said. The AGFI value can be seen from the following table:

Table 4.4.7.3 AGFI Test Result

Model	AGFI
Default model	.941
Saturated model	
Independence model	.116

From table 4.20, it can be seen that the AGFI result is 0.941. It shows a fit result because the value is more than 0.9.

d) CMIN/DF

CMIN/DF analysis is a measure of parsimonious fit to measure the goodness of fit. This measurement is expected to have a value which does not exceed 2, so that the results can be declared fit. CMIN/DF values can be seen in the following table:

Table 4.4.7.4 CMIN/DF Test Result

Model	CMIN/DF
Default model	1.331
Saturated model	
Independence model	42.778

From the table, it can be shown that the CMIN/DF results are 1.331. It indicates that it is fit because the value is less than 2.

e) TLI

TLI analysis is the first measure proposed to evaluate factor analysis. According to Ghozali (2017), TLI is used to overcome problems due to model complexity. The recommended value for TLI is >0.90. TLI results can be seen in the following table:

Table 4.4.7.5 TLI Test Result

Model	TLI rho2
Default model	.992
Saturated model	
Independence model	.000

From the table above, it can be seen that the TLI result is 0.992. This result shows a fit result because the value is more than 0.90.

f) CFIs

CFI analysis is a measurement of incremental suitability. According to Ghozali (2017), the value range is between 0-1, a value close to 1 identifies a model that has a good level of suitability. Recommended values for CFI >0.90. CFI results can be seen in the following table:

Table 4.4.7.6 CFI Test Result

Model	CFI
Default model	.994
Saturated model	1.000
Independence model	.000

From the table, it can be seen that the CFI result is 0.994. This result indicates a fit result because the value is more than 0.9.

Based on the goodness of fit test, all criteria are fit models. Based on the goodness of fit measurement results, it shows that the proposed model is acceptable.

4.5 Hypothesis testing

The hypothesis testing was carried out to answer the questions in this study or to analyze the structural model relationships. Hypothetical data analysis can be seen from the value of the standardized regression weight which shows the coefficient of influence between variables in the following table:

Table 4.5 Hypothesis Testing Result

Hypothesis	Estimate	S.E.	C.R.	P	Result
H1: Subjective Norms have a positive impact on behavioral intentions to use mobile food delivery applications.	0.269	0.105	2.549	0.011	Supported
H2: Perception of food safety has a positive impact on behavioral intention to use mobile food delivery applications.	0.575	0.095	6.042	*** (0.0000)	Supported
H3: Behavioral intention has a positive impact on	0.246	0.061	4.034	*** (0.0000)	Supported

Hypothesis	Estimate	S.E.	C.R.	P	Result
continued behavior towards mobile food delivery applications.					
H4: Perception of food safety has a positive impact on continuance behavior to use mobile food delivery applications.	0.346	0.089	3.897	*** (0.0000)	Supported
H5: Subjective norms have a positive impact on continuance behavior to use mobile food delivery applications.	0.245	0.094	2.589	0.010	Supported

According to the table data processing, it states if, the CR value has an influence by showing a value above 1.94. Then, even for p-values below 0.05, there is an effect (Ghozali, 2017).

4.5.1 Subjective Norms have a positive impact on behavioral intentions to use mobile food delivery applications.

The standardized regression weight coefficient's estimated parameter value was 0.269, and the CR value was 2.549. It suggests that there is a positive relationship between Subjective Norms and Behavioral Intention to Use. There is a correlation in items between subjective norms and behavioral intention, in which during physical distancing, the intention of using mobile food delivery applications is increased. This means that the higher the Subjective Norms, the higher the Behavioral Intention to Use. When the two variables are tested for their relationship, the probability value is 0.011 (p 0.05), indicating that the relationship is significant.

This result is supported by the research conducted by Troise et al. (2020), which discovered that subjective norms had a bigger influence on behavioral intention. Moreover, several studies in online food-ordering apps indicated that subjective norms positively affected behavioral intention (Lin, 2007; Okumus et al., 2018). Ultimately, Al Amin (2021), also found that subjective norms positively affected behavioral intention on using mobile food delivery applications during the Covid-19 outbreak.

In conclusion, hypothesis one which states "Subjective Norms have a positive and significant effect on Behavioral Intention to Use" is accepted.

4.5.2 Perception of food safety has a positive impact on behavioral intention to use mobile food delivery applications.

The standardized regression weight coefficient estimated parameter value was 0.575, and the CR value was 6.042. This finding indicates that there is a positive relationship between the Perception of Food Safety and Behavioral Intention to Use. A correlation between items between the perception of food safety and behavioral intention is found, when the customers are feeling safe using mobile food ordering apps, the intention of using the apps was increased. It means that a higher Perception of Food Safety will lead to a higher Behavioral Intention to Use. When the two variables are tested for their relationship, the probability value is 0.000 (p 0.05), indicating that the relationship is significant.

The result of this study is supported by the research conducted by Fleming (2006), which found that the perception of food safety has a positive effect on the behavioral intention of customers. Furthermore, Hong (2021) also discovered that the perception of food safety has become fundamental relevance, which affects the behavior intention of consumers during the Covid-19 pandemic. Finally, based on the research by Al Amin et al. (2021), during the Covid-19 outbreak, the perception of food safety positively influenced the behavioral intention to use mobile food delivery applications.

In conclusion, hypothesis two which states "Perception of Food Safety has a positive and significant effect on Behavioral Intention to Use" is accepted.

4.5.3 Behavioral intention has a positive impact on continued behavior toward mobile food delivery applications.

The coefficient of standardized regression weight estimated parameter value is 0.246, and the CR value is 4.034. It suggests that there is a positive relationship between Behavioral Intention to Use and Continuance Behavior. There is a correlation between items in behavioral intention on continued behavior, when customers intend to make every effort to use the food delivery apps, they expect to continue using it. This means that the higher the Behavioral Intention to Use, the higher the Continuance Behavior. When the two variables are tested for their relationship, the probability value is 0.000 (p 0.05), indicating that the relationship is significant.

The result of this research was supported by Bhattacherjee et al. (2008), which show that behavioral intention is the predictor that can influence continuance behavior. Additionally, research by Rodrguez-Ardura and Meseguer-Artola (2016) discovered that customers' behavioral intention to use encourages people to continue using mobile food delivery applications. Eventually, the study by Al Amin et al. (2021), showed that behavioral intention strongly affected

continuous intention to utilize online food-delivery applications during the Covid-19 pandemic.

In conclusion, hypothesis three which states "Behavioral Intention to Use has a positive and significant effect on Continuance Behavior" is accepted.

4.5.4 Perception of food safety has a positive impact on continuance behavior to use mobile food delivery applications.

The standardized regression weight coefficient estimated parameter value was 0.346, and the CR value was 3.897. This finding indicates that there is a positive relationship between the Perception of Food Safety and Continuance Behavior. There is a correlation in items between the perception of food safety toward continuance behavior, when customers are feeling safe using mobile food ordering apps, they will use it again in the future. It means that the higher the Perception of Food Safety, the higher the Continuance Behavior. When the two variables are tested for their relationship, the probability value is 0.000 (p 0.05), indicating that the relationship is significant.

The result of this study is supported by Shim et al. (2015), who discovered that perception of food safety positively influences continuance behavior. Another study also found that the perception of food safety has positively affected continuance behavior (Hsu et al. 2016). Finally, Al Amin (2021), discovered that the perception of food

safety has a positive effect on continuance behavior to use mobile food delivery applications.

In conclusion, hypothesis four which states "Perception of Food Safety has a positive and significant effect on Continuance Behavior" is accepted.

4.5.5 Subjective norms have a positive impact on continuance behavior to use mobile food delivery applications.

The estimated parameter value for the standardized regression weight coefficient was 0.245 and the CR value was 2.589. This result indicates that the relationship between Subjective Norms and Continuance Behavior is positive. A correlation in items between subjective norms and continuance behavior is found, in which during the physical distancing, the customers will order food using mobile food delivery apps. It means that the better the Subjective Norms, the more Continuance Behavior will increase. Testing the relationship between the two variables shows a probability value of 0.010 (p <0.05) indicating that the relationship is significant.

The result of this research is supported by the study conducted by Lee et al. (2019), which found that subjective norms are positively contributing to influencing continued behavior in online food-ordering apps. Moreover, the study by Okumus (2014), also discovered that subjective norms have a positive effect on continued behavior.

In conclusion, hypothesis five which states "Subjective Norms have a positive and significant effect on Continuance Behavior" is accepted.

CHAPTER V

5.0 CONCLUSION AND RECOMMENDATIONS

Based on the research's findings and discussion, the conclusion and recommendations can be drawn as follows:

5.1 Conclusions

The purpose of this study is to examine and analyze the influence and relationship of several variables, namely subjective norms, perception of food safety, behavioral intention to use, and continuance behavior. Based on the results of the hypothesis testing that has been done in the previous chapter, it can be formulated as follows:

a. Subjective norms have positively influenced behavioral intentions to use mobile food delivery applications. It can be interpreted that during the Covid-19 pandemic, subjective norms have played a role in influencing customers' behavioral intentions to use on online food-ordering apps.

b. Perception of food safety has a positive effect on behavioral intention to use online food-ordering apps. It can be interpreted that the perception of food safety has become crucial in the mind of customers regarding behavioral intentions to use online food-delivery apps during the Covid-19 outbreak.

c. The behavioral intention has positively influenced continued behavior toward online food-ordering applications. It can be

interpreted that customers' behavioral intentions encourage people to continue using online food-ordering apps, especially during the pandemic Covid-19 period.

d. Perception of food safety has a positive effect on continuance behavior to use online food-ordering applications. It can be interpreted that the condition when customers perceive online food-ordering apps is safe, it will influence the continuance behavior on using mobile food delivery applications.

e. Subjective norms have positively influenced continuance behavior to use online food-ordering applications. It can be interpreted that during the Covid-19 outbreak, subjective norms have played a role in influencing customers' continuance behavior to use on online food-ordering applications.

5.2 Theoretical and Practical Implications

5.2.1 Theoretical Implications

The contribution of literature enrichment in this study is expected to enrich the literature which examines a conceptual model based on the expanded theory of planned behavior to evaluate the behavioral intention and continued usage of mobile food delivery applications in Indonesia during the Covid-19 pandemic. Moreover, this study is also expected to provide new

references and insight into the topic of the continuance behavior of Indonesian consumers during the Covid-19 outbreak.

5.2.2 Practical implications

In general, COVID-19 has opened up an enormous market space in Indonesia for mobile food delivery service providers. Further, this opportunity would then continue to expand as ordering food via apps has become the common practice. Mobile food delivery service providers who have a comprehensive understanding of consumer needs will benefit from the most massive development.

Mobile food delivery service providers have to take attention to advertising activities in order to convince consumers that online food-ordering applications take safety and hygiene precautions which leads to delivery food hygiene. Moreover, operators must maintain a greater degree of hygiene when managing and delivering products, as well as communicate safety tips to customers.

Additionally, if mobile food delivery app users suggest the platforms (Go Food, Grab Food, Shopee Food, etc.) to their families, friends, or relatives, it would increase the subjective norm. Therefore, it will lead to higher behavioral intentions to use food delivery apps. Buyers are more likely to suggest and

accept recommendations from family, friends, and relatives when it comes to using certain food delivery apps.

5.3 Limitations and Recommendations

While conducting this study, several limitations were encountered. Firstly, the data were collected in a specific location which is mostly in Yogyakarta city, which limited the generalization of the study findings when compared to a broader scope. As a result, future studies may recreate this study in different nations or provinces in order to generalize the results across a large geographical area. Second, respondents can conduct surveys hurriedly without careful consideration, leading to inaccurate answers. Lastly, this research used a quantitative method, which limited the scope of the findings. For future research, academics should focus on qualitative data collection to gain deeper insights.

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Attachment 1

Research Questionnaire

"THE INFLUENCE OF SUBJECTIVE NORMS AND PERCEPTION

FOOD SAFETY TOWARD BEHAVIORAL INTENTION TO USE AND

CONTINUANCE BEHAVIOR"

Assalamualaikum Wr Wb

Perkenalkan, Saya Faishal Hilmy Asyrafi mahasiswa S1 program studi Management International Program, Fakultas Bisnis dan Ekonomika, Universitas Islam Indonesia. Saat ini sedang melakukan penelitian dalam rangka menyelesaikan Tugas Akhir Skripsi berkaitan dengan Mobile Food Delivery Applications. Dengan segala hormat, saya memohon bantuan Saudara/i untuk mengisi form kuesioner ini.

Penelitian ini bertujuan untuk mengetahui faktor-faktor (norma subjektif, persepsi keamanan makanan, motif perilaku, dan perliaku lanjutan) yang mempengaruhi pengguna Mobile Food Delivery Applications (ex: Go-food, GrabFood, ShopeeFood, dll) selama masa pandemi Covid-19.

Adapun kriteria responden dalam penelitian ini adalah sebagai berikut:

1. Pernah menggunakan aplikasi pengiriman makanan (ex: Go-food, GrabFood, ShopeeFood, dll) selama masa pandemi Covid-19.

Saya memohon ketersedian Saudara/i yang memenuhi kriteria tersebut untuk mengisi kuesioner ini. Kami ingin menyampaikan bahwa dalam pengisian jawaban, tidak ada jawaban salah ataupun benar. Jadi Saya harapkan Anda dapat mengisi dengan sejujur-jujurnya. Semua informasi yang Saudara/i berikan akan kami jaga kerahasiaannya dan hanya akan digunakan sebagai data penelitian. Partisipasi saudara/i sangat berharga bagi kami. Atas waktu dan kesediaan Saudara/i berikan, Saya ucapkan terimakasih.

Apabila terdapat pertanyaan lebih lanjut mengenai kuesioner ini, Anda bisa menghubungi Saya melalui:
Email: 18311280@students.uii.ac.id

Wassalamualaikum Wr Wb

Hormat Saya,

Faishal Hilmy Asyrafi

Dosen Pembimbing,

Anas Hidayat, Drs., MBA., Ph.D.

BAGIAN A

1. **Apa jenis kelamin Anda?**

   - Pria
   - Wanita

2. **Berapa umur Anda?**

   - <20
   - 20-29
   - 30-39
   - 40-49
   - >50

3. **Apa jenjang pendidikan terakhir Anda?**

   - **SD**
   - **SMP**
   - **SMA**
   - **Diploma**
   - **S1**
   - **S2**
   - **S3**

4. **Apa pekerjaan Anda?**

   - Pelajar
   - Dosen/Guru/Pengajar
   - PNS
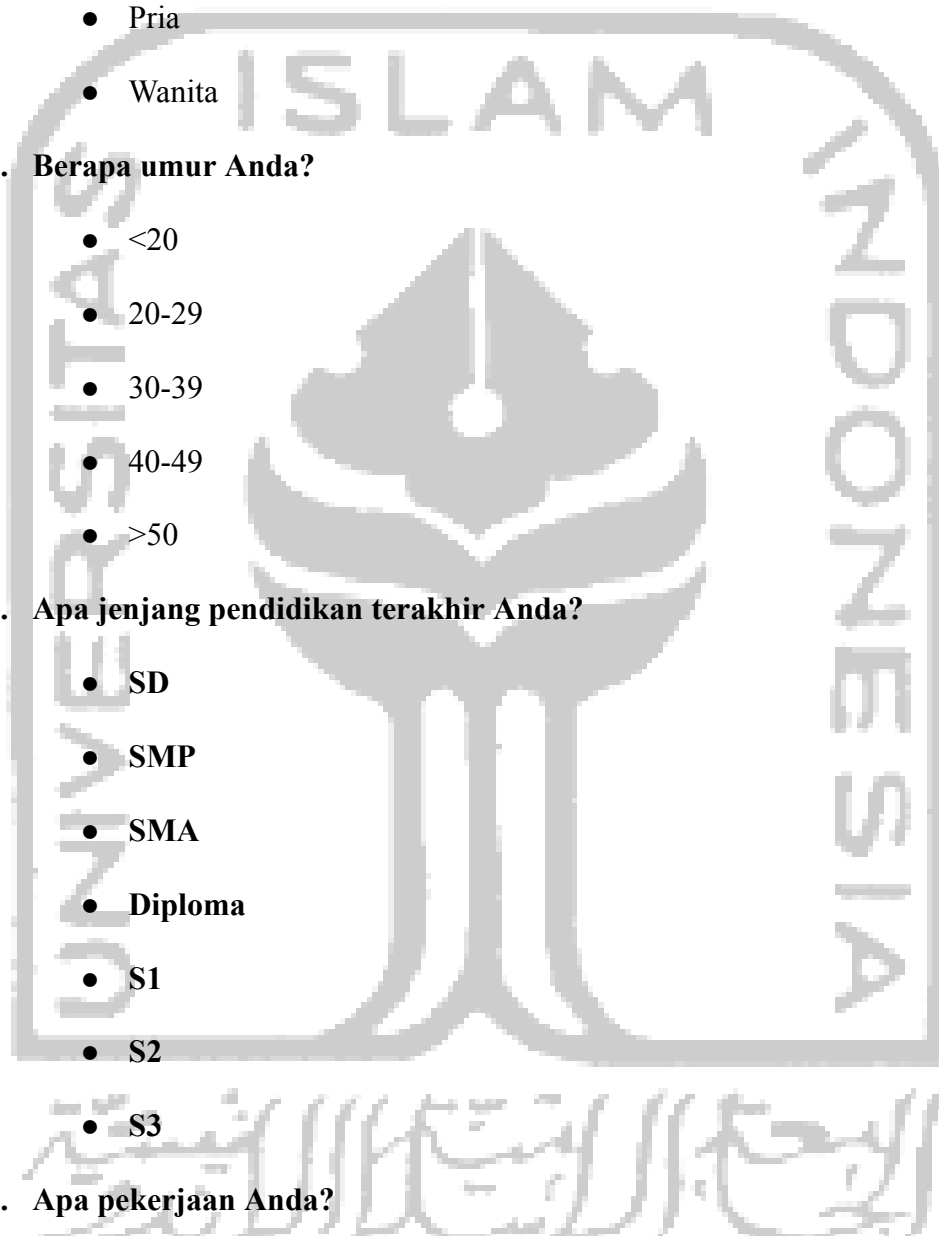
- Karyawan Swasta

- Wiraswasta

- Lain-lain

BAGIAN B

Petunjuk: Berilah penilaian Saudara/i berkenaan dengan penggunaan aplikasi pengiriman makanan dengan memilih SALAH SATU angka yang sesuai, sebagai berikut:

1. Sangat Tidak Setuju. (STS)   3. Agak Tidak Setuju. (ATS)   5. Setuju (S)

2. Tidak Setuju. (TS)   4. Agak Setuju. (AS)   6. Sangat Setuju (SS)

A. SUBJECTIVE NORMS

No	Pernyataan	Tanggapan					
		STS	TS	ATS	AS	S	SS
1	Selama pandemi COVID-19, saya rasa teman dan kerabat saya dapat menerima pesanan makanan saya melalui aplikasi pengiriman makanan.						

| 2 | Selama pandemi COVID-19, teman dan keluarga saya mendorong keputusan saya untuk memesan makanan melalui aplikasi pengiriman makanan. | | | | | | |
| 3 | Selama physical distancing yang disebabkan oleh pandemi COVID-19, saya rasa teman dan kerabat saya memesan makanan melalui aplikasi pengiriman makanan. | | | | | | |

B. PERCEPTION FOOD SAFETY

No	Pernyataan	Tanggapan					
		STS	TS	ATS	AS	S	SS
1	Di masa pandemi COVID-19, saya merasa aman saat memesan makanan melalui aplikasi						

No	Pernyataan	Tanggapan					
	pengiriman makanan.						
2	Di masa pandemi COVID-19, saya merasa bersih (yaitu, tidak ada infeksi virus) ketika memesan makanan melalui aplikasi pengiriman makanan.						
3	Di masa pandemi COVID-19, saya merasa higienis.						

C. BEHAVIORAL INTENTION TO USE

No	Pernyataan	Tanggapan					
		STS	TS	ATS	AS	S	SS
1	Saya berniat merekomendasikan teman dan kerabat saya untuk menggunakan aplikasi pengiriman makanan di masa depan.						
2	Saya berniat melakukan segala cara agar bisa mengunakan aplikasi						

No	Pernyataan	Tanggapan					
	pengiriman makanan dalam kehidupan sehari-hari saya.						
3	Saya berniat untuk menggunakan aplikasi pengiriman makanan pada acara-acara khusus (sebagai contoh acara pesta ulang tahun).						

D. CONTINUANCE BEHAVIOR

No	Pernyataan	Tanggapan					
		STS	TS	ATS	AS	S	SS
1	Jika saya memiliki kesempatan, saya akan memesan makanan secara online.						
2	Saya berharap bisa terus menggunakan aplikasi pengiriman makanan untuk melakukan pemesanan.						
3	Di masa yang akan datang, saya						

	akan menggunakan aplikasi pengiriman makanan.	
4	Saya tetap menggunakan aplikasi pengiriman makanan secara teratur.	

Attachment 2

Tabulation of Data

SN1	SN2	SN3	PFS1	PFS2	PFS3	BIU1	BIU2	BIU3	CB1	CB2	CB3	CB4
5	5	5	6	4	5	5	6	6	4	6	6	6
5	5	5	5	5	5	5	5	5	4	6	6	6
5	5	5	6	5	5	5	5	5	5	6	6	6
6	5	5	6	5	6	6	6	6	5	6	6	6
6	6	5	5	5	5	5	5	5	5	5	5	6
5	5	5	5	5	5	5	6	6	6	5	5	5
5	6	5	5	5	5	5	5	5	4	6	6	6
6	6	6	5	4	5	5	5	5	4	5	5	5
5	5	5	6	5	5	5	6	6	4	6	6	6

5	5	5	5	5	5	5	6	6	4	5	5	5
6	5	6	5	5	5	5	5	5	5	6	6	6
5	5	5	4	5	5	5	5	5	4	5	6	5
6	6	6	6	6	6	6	5	5	5	5	6	6
5	5	5	6	6	5	5	5	5	5	6	5	6
5	5	5	6	5	5	5	5	6	4	5	5	6
6	6	6	5	5	5	5	5	6	5	5	5	5
5	5	5	6	6	6	6	5	5	4	6	6	6
5	5	5	5	5	5	5	6	6	5	5	5	5
6	6	6	6	6	6	6	6	6	5	6	6	6
5	6	5	5	6	5	5	6	6	4	5	6	5
5	5	5	5	6	6	6	5	5	4	6	6	6
6	6	6	6	6	6	6	6	6	5	5	5	5
6	6	6	6	6	6	6	5	5	5	5	5	5
5	5	5	5	5	5	5	5	6	4	6	6	6
5	5	5	6	6	6	6	6	6	5	6	6	6
5	6	5	6	6	6	6	5	5	4	6	6	5
6	6	6	5	5	5	5	6	6	5	5	5	5
5	5	5	5	5	5	5	5	5	4	6	6	6
5	5	5	6	6	6	6	6	6	5	5	5	6
5	6	5	6	5	5	5	5	5	4	6	6	6
6	6	6	5	5	5	5	5	5	4	6	5	5
5	5	5	5	5	5	5	5	5	4	5	5	5
5	5	5	6	6	6	6	5	5	4	6	6	6
5	5	5	5	5	5	5	5	5	4	5	5	5

6	6	6	6	6	6	6	6	6	6	6	6	6
6	6	6	6	6	6	6	6	6	5	6	6	6
5	5	5	5	5	5	5	5	5	4	6	5	5
6	6	6	6	6	6	6	5	5	4	6	6	6
5	5	5	6	6	6	6	6	5	5	6	6	6
6	6	6	6	6	6	6	6	6	5	6	6	6
6	6	6	6	6	6	6	5	5	4	6	6	6
5	5	5	5	5	5	5	5	5	4	5	5	5
6	6	6	5	5	5	5	6	6	4	5	5	5
5	5	5	5	5	5	5	6	6	4	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6	6
6	6	6	6	6	6	6	5	5	5	6	6	6
6	6	6	6	6	6	6	5	5	5	6	6	6
6	6	6	6	6	6	6	5	5	5	6	6	6
6	6	6	6	6	6	6	6	6	5	6	6	6

Attachment 3

Validity and Reliability Test of Research Instrument

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate

Behavioral_Intention_to_Use	<--	Subjective_Norms	.163
Behavioral_Intention_to_Use	<--	Perception_Food_Safety	.489
Continuance_Behavior	<--	Behavioral_Intention_to_Use	.269
Continuance_Behavior	<--	Perception_Food_Safety	.296
Continuance_Behavior	<--	Subjective_Norms	.192
SN1	<--	Subjective_Norms	.813
SN2	<--	Subjective_Norms	.795
SN3	<--	Subjective_Norms	.845
PFS1	<--	Perception_Food_Safety	.850
PFS2	<--	Perception_Food_Safety	.842
PFS3	<--	Perception_Food_Safety	.881
BIU1	<--	Behavioral_Intention_to_Use	.863

BIU2	<--	Behavioral_Intention_to_Use	.919
BIU3	<--	Behavioral_Intention_to_Use	.867
CB1	<--	Continuance_Behavior	.866
CB2	<--	Continuance_Behavior	.940
CB3	<--	Continuance_Behavior	.928
CB4	<--	Continuance_Behavior	.929

Variabel	Indikator	Loading Faktor	Loading Faktor^2	Measurement Error	CR	VE
Subjective Norms	SN1	0.813	0.661	0.339	0.858	0.669
	SN2	0.795	0.632	0.368		
	SN3	0.845	0.714	0.286		

Perception Food Safety	PFS1	0.850	0.723	0.278	0.893	0.736
	PFS2	0.842	0.709	0.291		
	PFS3	0.881	0.776	0.224		
Behavioral Intention to Use	BIU1	0.863	0.745	0.255	0.914	0.780
	BIU2	0.919	0.845	0.155		
	BIU3	0.867	0.752	0.248		
Continuance Behavior	CB1	0.866	0.750	0.250	0.954	0.839
	CB2	0.940	0.884	0.116		
	CB3	0.928	0.861	0.139		
	CB4	0.929	0.863	0.137		

Attachment 4

Characteristic Respondents

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20	34	11.3	11.3	11.3
	20-29	217	72.3	72.3	83.7
	30-39	39	13.0	13.0	96.7
	40-49	10	3.3	3.3	100.0
	Total	300	100.0	100.0	

JenisKelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	186	62.0	62.0	62.0
	Wanita	114	38.0	38.0	100.0
	Total	300	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Dosen/Guru/Pengajar	7	2.3	2.3	2.3
	Karyawan Swasta	63	21.0	21.0	23.3
	Lain-lain	91	30.3	30.3	53.7
	Pelajar	103	34.3	34.3	88.0
	PNS	12	4.0	4.0	92.0
	Wiraswasta	24	8.0	8.0	100.0
	Total	300	100.0	100.0	
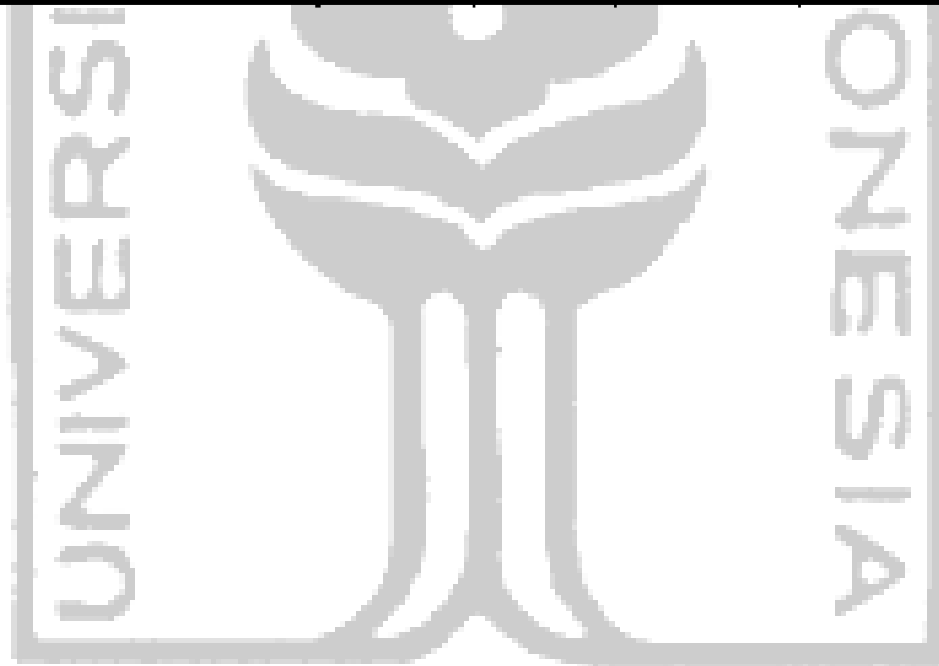
Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	25	8.3	8.3	8.3

S1	173	57.7	57.7	66.0
S2	17	5.7	5.7	71.7
S3	1	.3	.3	72.0
SMA	84	28.0	28.0	100.0
Total	300	100.0	100.0	

Attachment 5

Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SN1	300	2	6	5.08	.806
SN2	300	3	6	5.02	.782
SN3	300	2	6	5.12	.860
Valid N (listwise)	300				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PFS1	300	2	6	5.00	.875
PFS2	300	2	6	4.78	.913
PFS3	300	3	6	4.97	.863
Valid N (listwise)	300				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation

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	N	Minimum	Maximum	Mean	Std. Deviation
BIU1	300	2	6	4.77	1.058
BIU2	300	2	6	4.57	.987
BIU3	300	2	6	4.62	.955
Valid N (listwise)	300				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CB1	300	2	6	4.84	.974
CB2	300	2	6	4.78	1.025
CB3	300	2	6	4.76	1.027
CB4	300	2	6	4.71	1.018
Valid N (listwise)	300				