# APPLICATION OF THE UTAUT METHOD TO CUSTOMER PURCHASE INTENTION TOWARD ONLINE FOOD DELIVERY SERVICES: CASE STUDY OF GOFOOD

A THESIS

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

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**A BACHELOR DEGREE THESIS**

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

Yogyakarta, January 18, 2024

Daffa Winan Winarno

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Daffa Winan Winarno

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# APPLICATION OF THE UTAUT METHOD TO CUSTOMER PURCHASE INTENTION TOWARD ONLINE FOOD DELIVERY SERVICES: CASE STUDY OF GOFOOD

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## ABSTRACT

This study investigates the factors influencing customer purchase intentions in the context of online food delivery services, specifically focusing on the popular platform GoFood. The UTAUT model integrates four essential constructs: Performance Expectancy, Effort Expectancy, Social Influence, and Attitude toward Go-Food and Trust, which are relevant to online food delivery. The research data was collected through a Google Form questionnaire with 207 respondents. The research seeks to provide valuable insights into various factors influencing customer decisions when engaging with online food delivery services and how these factors may differ or align with the UTAUT Model.

Additionally, the research may inform strategic decisions for GoFood and similar platforms, helping them enhance user experiences, build trust, and ultimately increase customer satisfaction and purchase intentions. Based on the results of data analysis, it is found that Social Influence, Effort Expectancy, Performance Expectancy, and Trust did not have positive and significant effect on Online Purchase Intention. Attitude Toward GoFood had positive and significant effect on Online Purchase Intention. Trust had positive and significant effect on Performance Expectancy and Effort Expectancy. Social Influence had positive and significant effect on Attitude toward GoFood. Effort Expectancy and Performance Expectancy did not have positive and significant effect on Attitude toward GoFood.

**Keywords:** *UTAUT, Trust, Online Food Delivery Services, Purchase Intention.*

# PENERAPAN METODE UTAUT TERHADAP NIAT PEMBELIAN PELANGGAN TERHADAP JASA PENGIRIMAN MAKANAN ONLINE: STUDI KASUS GOFOOD

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## ABSTRAK

Penelitian ini menyelidiki faktor-faktor yang mempengaruhi niat pembelian pelanggan dalam konteks layanan pengantaran makanan online, dengan fokus khusus pada platform populer GoFood. Model UTAUT mengintegrasikan empat konstruk penting: Social Influence, Effort Expectancy, Performance Expectancy bersama dengan Attitude toward GoFood dan Trust yang sangat relevan dalam pengiriman makanan online. Data penelitan dikumpulkan melalui kuisioner Google Form dengan 207 responden. Penelitian ini bertujuan memberikan wawasan tentang interaksi faktor yang mempengaruhi keputusan pelanggan saat berinteraksi dengan layanan pengiriman makanan online, dan bagaimana faktor-faktor ini dapat berbeda atau sejalan dengan model UTAUT.

Selain itu, penelitian ini dapat memberikan informasi untuk keputusan strategis GoFood dan platform serupa, membantu meningkatkan pengalaman pengguna, membangun kepercayaan, dan pada akhirnya meningkatkan kepuasan dan niat pembelian pelanggan. Berdasarkan hasil analisis data, ditemukan bahwa Social Influence, Effort Expectancy, Performance Expectancy, dan Trust tidak memiliki pengaruh positif dan signifikan pada Online Purchase Intention. Attitude toward GoFood memiliki pengaruh positif dan signifikan Online Purchase Intention. Trust memiliki pengaruh positif dan signifikan pada Effort Expectancy dan Performance Expectancy. Social Influence memiliki pengaruh positif dan signifikan pada Attitude toward GoFood. Effort Expectancy dan Performance Expectancy tidak memiliki pengaruh positif dan signifikan pada Attitude toward GoFood .

**Kata Kunci:** *UTAUT , Trust, Online Food Delivery Services, Purchase Intention.*

# CHAPTER I
# INTRODUCTION

## 1.1 Background

Customer purchase intention toward online food delivery services is a dynamic and multifaceted subject that has gained considerable attention recently. As the food delivery industry evolves, understanding what drives individuals to choose and use these services is crucial. One of the primary drivers of customer purchase intention is the convenience offered by online food delivery services. Customers can browse menus, place orders, and have food delivered to their doorstep, eliminating the need for cooking or dining out.

Online food delivery platforms typically offer various food options from restaurants and cuisines. The abundance of choices appeals to customers with diverse tastes and preferences. The fast-paced nature of modern life has made time a precious commodity. Online food delivery services save customers the time and effort required for meal preparation or dining out. Integrating technology into food delivery services, including user-friendly mobile apps and websites, enhances the user experience, making it easier and more appealing for customers. Many online food delivery platforms provide competitive pricing and special offers, making it an economical choice for customers.

Customer purchase intention is often influenced by loyalty programs and discounts these platforms offer, which reward frequent users with incentives. Customer reviews and restaurant ratings play a significant role in purchase intention. Positive reviews build trust and confidence in the quality of the food and service. Word-of-mouth recommendations and social media have a substantial impact on customer purchase intention. People often order from the same places their friends or family recommend. Reliability regarding timely deliveries and trust in food quality are critical factors. Customers are more likely to place orders when they believe their expectations will be met.

Customer purchase intention varies among different demographic groups. Age, gender, and income level can influence preferences and choices in online food delivery. Younger generations, like Millennials and Generation Z, are more likely to embrace online food delivery services, while older generations may have different habits and preferences. Gender can also impact purchase intention. For example, research suggests that men are more inclined to order from fast-food establishments, while women prefer healthier options. Income levels can influence the frequency and type of orders. Higher-income individuals may be more willing to order pricier cuisine, while those on a tighter budget may opt for value options. Regional variations play a significant role in purchase intention. Certain regions have specific food delivery preferences, and the availability of services can differ. Urban areas tend to have a higher demand for online food delivery services due to busy lifestyles and a diverse range of restaurants.

Previous experiences with online food delivery services can significantly impact purchase intention. Positive experiences foster loyalty, while negative ones can deter customers. The perceived quality of the food and the service can encourage or discourage customers from placing orders. Quality assurance is critical for some customers and health-consciousness is a crucial consideration. They may choose online food delivery services that offer healthier menu options or dietary choices. Food allergies and dietary restrictions can also affect purchase intention. Customers may opt for services that accommodate their specific nutritional needs.

Cultural and culinary preferences are important drivers. Customers often prefer online food delivery services catering to their culinary tastes. Effective marketing strategies and promotions can stimulate purchase intention. Special deals, advertising, and promotions can influence customer choices. The user significantly impacts purchase intention experience, including the ease of ordering, payment options, and the clarity of menu descriptions. The increased use of mobile apps for ordering food has made app features and usability key determinants of purchase intention. Trust in the online food delivery platform is crucial. When using these services, Customers need to feel secure about their personal and financial information.

Numerous competing platforms in the online food delivery industry

influence customer purchase intention. Customers may choose services with a strong market presence. Technological advancements, such integrating artificial intelligence and contactless delivery options drive purchase intention and shape customer preferences. External events like the COVID-19 pandemic have profoundly impacted on customer purchase intention. Lockdowns and restrictions cased a surge in online food delivery orders.

Sustainability and environmental considerations are becoming increasingly important. Some customers may choose services that promote eco-friendly practices. Customer purchase intention toward online food delivery services is influenced by many factors, including convenience, choice, technology, and social influences. Demographics, previous experiences, quality, and evolving trends play a significant role. Understanding these factors is essential for the success of online food delivery platforms and their ability to meet the diverse needs of their customers.

The food delivery industry has experienced a remarkable transformation over the past decade, driven by technological advancements and changing consumer preferences. Online food delivery services have revolutionized how people access their favorite meals, making it more convenient. This research used the Unified Theory of Acceptance and Use of Technology (UTAUT) model to investigate customer purchase intention in online food delivery services, specifically focusing on GoFood—a leading platform in Southeast Asia.

The concept of food delivery dates back to the mid-20th century, but the emergence of the internet and mobile technology truly revolutionized the industry. Online food delivery platforms, such as GoFood, have become integral parts of people's lives, offering diverse culinary options at their fingertips. Customers can now order food from various array of restaurants, enjoying the convenience of doorstep delivery.

GoFood is an online food delivery service operated by Gojek, an Indonesian technology company that has significantly impacted the Southeast Asian market. Established in 2015, GoFood has become one of the leading platforms for ordering food from a wide array of restaurants, offering an extensive menu and efficient delivery services. GoFood's emergence has transformed the online food delivery landscape, offering a convenient solution to satisfy the diverse

culinary preferences of Southeast Asian consumers.

GoFood's influence on customer purchase intentions toward online food delivery services is substantial. Its extensive restaurant network, convenience, technological integration, competitive pricing, and customer loyalty programs contribute to its impact. By catering to diverse tastes, maintaining trust, and adapting to market dynamics, GoFood continues to shape how customers engage with online food delivery services in the Southeast Asian market. Understanding these dynamics is essential for both GoFood and the broader food delivery industry as they strive to meet the ever-evolving needs of their customers.

The Unified Theory of Acceptance and Use of Technology (UTAUT) is a comprehensive theoretical framework developed by Venkatesh et al. in 2003. It was designed to understand and predict user intentions and behavior in the context of technology adoption. UTAUT is an evolution of several previous models and theories, including the Technology Acceptance Model (TAM), the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB), and the Motivational Model. It integrates the strengths of these models while addressing their limitations.

UTAUT focuses on four core constructs: Performance Expectancy (PE) refers to the extent users believe using a technology will help them achieve increased job performance. In simpler terms, it is the perceived usefulness of the technology; Effort Expectancy (EE) relates to how easy or difficult users perceive technology. It is essentially the perceived ease of use; Social Influence (SI) represents the influence of social factors on technology adoption. It includes subjective norms and social factors like peer and supervisor influence; Facilitating Conditions (FC) encompasses the perceived availability of resources and support needed for using technology effectively. It considers technical support, training, and infrastructure. In this research, only three main variables—Social Influence, Performance Expectancy, and Effort Expectancy—are employed within the UTAUT framework, augmented by the inclusion of the Trust variable to identify the factors impacting customers' inclination towards GoFood.

In addition to the core constructs, UTAUT introduces moderating variables that can impact the relationship between these constructs and user behavior.

These moderating variables include gender, age, experience, and voluntariness of use. Gender can moderate the effect of PE and SI on behavioral intention. Studies have shown that the impact of these constructs may differ between male and female users. Age can also influence the relationship between constructs. Younger and older users may have varying perceptions of PE, EE, and SI. User experience plays a vital role. Experienced users may have different perceptions of technology than novices, impacting their behavioral intentions; whether users are forced to use a technology or voluntarily can affect the relationships between UTAUT constructs and behavior. Voluntary usage often leads to more positive attitudes. The moderating variable in this research is Attitude toward online food delivery service (AT) and information regarding gender, age, experience, and voluntariness of use is employed for the analysis of respondent characteristics who participated in this research. UTAUT offers a robust and adaptable model for understanding user technology acceptance and use. Researchers and practitioners can better predict and influence technology adoption and usage by considering core constructs, moderating variables, and the context of use. It remains a valuable tool for studying user behavior in the ever-evolving landscape of technology.

This study will focus on quantifying and analyzing UTAUT factors in the context of GoFood, as well as identifying how these factors influence

customers' interest in using the service. The outcomes of this research are anticipated to serve as a valuable reference for GoFood and similar companies in their endeavors to enhance customer experiences and optimize their marketing strategies. Additionally, this study can offer deeper insights into consumer trends in utilizing of online food delivery services, benefiting researchers, practitioners, and other stakeholders within the industry.

**1.2 Problems Identification**

Based on the above explanation, the research questions are as follows:

1. Does Social Influence impact Online Purchase Intention?
2. Does Effort Expectancy influence Online Purchase Intention?
3. Does Performance Expectancy affect Online Purchase Intention?
4. Does Trust play a role in Online Purchase Intention?
5. Does Attitude towards online food delivery services impact Online Purchase Intention?
6. Does Trust influence Performance Expectancy?
7. Does Trust impact Effort Expectancy?
8. Does Social Influence affect Attitude toward online food delivery services?
9. Does Effort Expectancy impact Attitude toward online food delivery services?
10. Does Performance Expectancy influence Attitude toward online food delivery services?

**1.3 Problem Limitations**

This research has specific limitations, which include the following:

1. Focusing solely on the GoFood application within Online Food Delivery Services.

**1.4 Research Objectives**

Based on the research problems, the objectives of this study are:

1. To establish that Social Influence has an impact on Online Purchase Intention.

2. To demonstrate that Effort Expectancy plays a significant role in influencing Online Purchase Intention.

3. To verify that Performance Expectancy is a key factor affecting Online Purchase Intention.

4. To confirm that Trust is a significant driver of Online Purchase Intention.

5. To substantiate that Attitude towards online food delivery services substantially impacts Online Purchase Intention.

6. To demonstrate that Trust has an impact on Performance Expectancy.

7. To confirm that Trust has an impact on Effort Expectancy.

8. To establish that Social Influence influences Attitude toward online food delivery services.

9. To demonstrate that Effort Expectancy influences Attitude toward online food delivery services.

10. To verify that Performance Expectancy affects Attitude towards online food delivery services.

## 1.5 Research Contribution

### 1.5.1 Theoretical Benefit

This research will contribute to comprehending the factors influencing Online Purchase Intention within the context of Online Food Delivery Services. It will provide additional literature to support future research and offer insights into consumer trends in online food delivery services, benefiting researchers, practitioners, and other industry stakeholders.

### 1.5.2 Practical Benefit

The findings of this research can assist GoFood and similar companies in enhancing the quality of their services to improve the user experience and optimize their marketing strategies.

**1.6 Systematics of Writing**

This thesis is structured into five chapters, with the following organization:

**Chapter I: INTRODUCTION**

This chapter introduces the research background, research problems, limitations of the study, research objectives, and research contribution in theoretical and practical benefits. It also outlines the structure of the research.

**Chapter II: LITERATURE REVIEW**

This chapter provides the theoretical foundation for each variable used in the study, including social influence, effort expectancy, performance expectancy, trust, Online Purchase Intention, and attitude toward OFDS. It also outlines the hypotheses generated from each variable and presents the research framework.

**Chapter III: RESEARCH METHODOLOGY**

This chapter explains the research methods employed, offering details on the population, sample, sampling techniques, study variables, and the use of Confirmatory Factor Analysis in this research.

**Chapter IV: DATA ANALYSIS AND DISCUSSION**

This chapter presents data analysis and discusses the results based on statistical computations and theoretical concepts. It also provides interpretations of the research based on existing theories.

**Chapter V: CONCLUSION, MANAGERIAL IMPLICATION, RESEARCH LIMITATION, AND RECOMMENDATION**

In this chapter, the research concludes and provides recommendations based on the analysis. It also discusses the limitations and offers insights for future research, which can be valuable for future endeavors in the field.

**CHAPTER II**

**LITERATURE REVIEW**

**2.1  Theoretical Review**

The first paper was written by Hong et al. (2023) with the title "*Determinants of customer purchase intention toward online food delivery services: The moderating role of usage frequency*". The paper examined customer purchase intentions towards online food delivery services using various determinants (i.e., social influence, effort expectancy, performance expectancy, trust, and food safety risk perception). The researcher found that social influence and effort expectancy positively influence customer purchase intention while performance expectancy was the strongest determinant toward customer purchase intentions. Indicating that customers' needs to perceive online food delivery system as a useful service that benefit their lives. Furthermore, the paper entitled "*Determinants of customer's intention to use online food delivery application through smartphone in Malaysia*" by Pitchay et al. (2021) found that social influence, information quality, price-saving orientation and time-saving orientation result significantly affects attitude toward online food delivery services and intention to use the applications. The outcome of performance expectancy and effort expectancy showed it does not support customer to use online food delivery systems. On the other hand, age as a moderator was found not to influence the relationship between attitude and intention.

The next paper is research written by Hooi et al. (2021) with the title "*Intention to Use Online Food Delivery Service in Malaysia among University Students*". The hypothesis testing showed several independent variables such as Time Saving (TS), Price Saving (PS), Perceived Usefulness (PU), and Prior Online Purchase Experience (PE) toward Behavioral Intentions (BI). Researchers found that among the four independent variables toward Behavioral intentions (BI), only PE and TS supported, whilst PS and PU were not supported. This implies that, with the apps, users still have to wait longer for their food to arrive at their doorsteps. At times, the information of food and beverage delivered to consumers is different from what they expected. Thus, this has disappointed the users which lead them to find the apps useless.

Therefore, stakeholders are suggested to reconsider these two factors in order to improve the brand image of OFD service apps and information quality control.

Another previous research is research written by Puriwat et al. (2021) with the title "*Understanding Food Delivery Mobile Application Technology Adoption: A UTAUT Model Integrating Perceived Fear of COVID-19*". The researchers conducted empirical research using 223 food delivery mobile applications users in Thailand with Structural Equation Modelling which was used to validate the model and analyze the hypotheses. The variance explained by the modified UTAUT model for intention to adopt food delivery mobile application technology was found to be 59.4%. This research makes a significant contribution to the literature in terms of validating a theory-driven framework that emphasizes the factors which impact the adoption of food delivery mobile application technology in the context of the COVID-19 pandemic.

Lastly, research conducted in Malaysia titled "Factors Affecting Consumers' Intent to Keep Using Food Delivery Apps: A Case Study in Kuang, Selangor, Malaysia" by Lahap et al. (2023) utilized quantitative methods. Researchers found that there is a positive relationship between performance expectancy and consumers continuance usage intention of food delivery applications. Furthermore, there is a positive relationship between effort expectancy and consumers' continuance usage intention of food delivery applications, and the last, there is a positive relationship between social influence and consumers' continuance usage intention of food delivery application

The research involved a sample survey of 456 respondents from Kuang who had experience with food delivery apps. A total of 404 responses, representing 88.59 percent, were successfully collected. After conducting reliability and validity analyses, 378 responses were deemed suitable for further analysis, while 26 responses were excluded during data cleaning. The findings indicate that performance expectancy was the most influential factor with a positive effect on consumers' intent to continue using food delivery apps, followed by social influence.

## 2.2 Variables Definition

In this research, there were 6 variables investigated, such as social influence, performance expectancy, effort expectancy, attitude toward OFDS, which were included in the UTAUT model, trust, and online purchase intention. These variables are defined in the following explanation.

### 2.2.1 UTAUT (Unified Theory of Acceptance and Use of Technology)

Unified Theory of Acceptance and Use of Technology (UTAUT) is a unified model developed by Venkatesh et al. (2003), based on social cognitive theory with 8 combined methods from previous research about information technology acceptance by Taiwo and Downe (2013). UTAUT model has proven to "describe" 8 technology acceptance theory by 70% user variants (Mahande et al.,2019).

The original purpose of the theory was to investigate how individuals accept and use of technology in organizational settings. However, it has been validated successfully in numerous studies, especially within the context of customer behavior. Morosan and Jeong (2008) argued that relying solely on the original factors of the UTAUT might yield misleading results in different contexts. Furthermore, studies have demonstrated that enhancing the UTAUT with additional

constructs from established theories can improve its predictive capability (Ciftci et al., 2021; King & He, 2006). As a result, researchers have widely expanded and adapted the UTAUT in various fields by incorporating numerous context-specific factors (Roh & Park, 2019).

For example, Okumus et al. (2018) integrated personal innovativeness into the UTAUT to identify the factors influencing the intention to use smartphone diet applications (apps) for food ordering. They found that performance expectancy, effort expectancy, social influence, and personal innovativeness significantly impacted usage intention. In the context of Online Food Delivery Services (OFDS), Zhao and Bacao (2020) extended the UTAUT by combining it with the expectancy confirmation model and the task-technology fit model. They added trust, perceived task-technology fit, and satisfaction to the original UTAUT, and their study demonstrated that performance expectancy, social influence, trust, and task-technology fit were significant predictors of the continued intention to use OFDS (Hong et al., e2023).

## 2.2.2  Social Influence

Social influence refers to the extent to which an individual regards the opinions of others as essential in shaping their decision to adopt a new system (Venkatesh et al., 2003). Venkatesh et al. (2012) suggested that social influence can also be seen as the belief that utilizing modern technology can enhance one's personal identity and social standing as a human being. Furthermore, it reflects the idea that peers' perspectives can influence an individual's perception of a particular program or technology. If peers highly value the use of emerging technologies, systems, or services, individuals are more likely to embrace them (Lee et al., 2017). According to prior research, social influence has a positive impact on consumers' intentions to adopt new technologies, products,

and services (Venkatesh et al., 2012). People tend to align their behavior with that of others, particularly when it is well-regarded and commonly practiced (Chen et al., 2018). In a different context, Chen et al. (2018) also discovered a significant correlation where social influence positively affected attitudes (Pitchay et al.,2021).

### 2.2.3  Performance Expectancy

Performance expectancy is a crucial factor in the adoption of any service or product because it hinges on the belief of customers that a particular service or product will enhance their quality of life or productivity in work (Lee et al., 2019). This is especially evident in technology-related service scenarios, where the decision to make a purchase is often influenced by the service's utility in facilitating specific tasks (Morosan & DeFranco, 2016). In the context of online food delivery services (OFDS), multiple studies have consistently shown a connection between performance expectancy and the intention to make a purchase (Hong et al., 2021; Jun et al., 2021; Lee et al., 2019; Zhao & Bacao, 2020). For instance, Hong et al. (2021) demonstrated that performance expectancy stands out as the most potent factor influencing the intention to use OFDS. Similarly, Zhao and Bacao (2020) found that OFDS customers are inclined to continue using the service primarily because of its user-friendly attributes (Hong et al., d2023).

### 2.2.4  Effort Expectancy

Venkatesh et al. (2003) define effort expectancy as the measure of how user-friendly a system is during its utilization. In the UTAUT model, several elements are encompassed within the performance expectancy concept, including intricacy, the perceived level of ease, and the actual ease of using a system (Venkatesh et al., 2003). A prior investigation conducted by Okumus et al. (2018) observed that, in the

context of mobile applications, the intention to use is influenced by the perceived ease of use, which is a component of effort expectancy. Simultaneously, Khechine et al. (2014) identified that customers might initially perceive obstacles related to technology use during the early stages of adopting new behaviors. However, as they become more accustomed to the technology, the perceived ease of use becomes increasingly significant (Pitchay et al., 2021).

### 2.2.5 Trust

Customer trust, as defined by Kim et al. (2008, p. 545), is the personal conviction held by a consumer that the party or entity conducting the transaction will carry out their obligations in a manner consistent with the consumer's understanding. When this concept is applied within the context of Online Food Delivery Services (OFDS), customer trust can be interpreted as the confidence customers have that OFDS will effectively manage their order-related responsibilities in a dependable way. Numerous studies have underscored the pivotal role of trust in shaping technology-related usage behaviors in online or mobile services (Gefen, Karahanna, & Straub, 2003; Lai et al., 2013; Nguyen et al., 2019; Vatanasombut et al., 2008). Several studies have highlighted the substantial influence of trust in online or mobile service providers on both performance expectancy and effort expectancy across various fields. Nevertheless, as far as our knowledge extends, none of the existing research on OFDS has explored these relationships. Given the similarity between OFDS and online or mobile service providers, where transactions occur in a digital environment, this research aligns with the converging findings of prior research on customers' behaviors in using online or mobile services and anticipates that if customers believe that OFDS provides a dependable service and fulfills its responsibilities, they are more likely to perceive the service as beneficial (Hong et al.,2023).

### 2.2.6 Attitude Toward OFDS

Attitude towards online food delivery service are shaped by many factors and can vary from one person to another. Some of the factors are hedonic motivations, prior online purchase experience, time saving orientation, price saving orientation, convenience motivation and post usage usefulness. Overall, attitudes toward online food delivery services can range from highly positive to negative, and they are often shaped by a combination of these factors. Service providers in this industry strive to address these factors to create positive and loyal customers (Yeo et al.,2017).

### 2.2.7 Online Purchase Intention

Online purchase intentions refer to an individual's predisposition or willingness to buy products or services through online channels, typically e-commerce websites or apps. It represents the consumer's mental state or decision-making process regarding whether or not they plan to make an online purchase. Purchase intentions are an essential aspect of consumer behavior research and are influenced by various factors, such as product preferences, trust in the online retailer, the perceived value of the product or service, pricing, convenience, and other situational or psychological fact (Nasir et al., 2015).

## 2.3 Hypothesis Formulation

### 2.3.1 Social Influence and Online Purchase Intention

The relationship between Social Influence and Online Purchase Intention is explained by the Social Influence variable, which can influence the increase or decrease of Online Purchase Intention. This relationship has been studied by Hong et al. (2023), and it was concluded that Social Influence positively affects Online Purchase

Intention, indicating that external opinions (from the community, friends, and acquaintances) can indeed influence online purchase intentions, as evidenced in previous research by Al Amin et al. (2021).

H$_1$: Social Influence positively affects Online Purchase Intention.

### 2.3.2 Effort Expectancy and Online Purchase Intention

The relationship between Effort Expectancy and Online Purchase Intention is that Effort Expectancy serves as a variable that can influence Online Purchase Intention (Hong et al., 2023). The degree of ease is associated with the use of the system which is perceived by a user utilizing a system or a technology. This concept believes that the use of the system will be easy and effortless (Doan., 2020). Both relationship concept concluded that Effort Influence positively affects Online Purchase Intention, meaning that the impact of the effort made in using OFDS will affect the purchasing interest in the GoFood application.

H$_2$: Effort Expectancy positively affects Online Purchase Intention.

### 2.3.3 Performance Expectancy and Online Purchase Intention

Performance expectancy is defined as the degree to which the user expects that using the system will help him or her to attain gains in job performance which drives the online purchase intentions (Doan, 2020). According to the research by Hong et al., (2023), it was found that Performance Expectancy is a variable that can positively influence Online Purchase Intention. This performance expectancy variable is related to an essential factor within a service or product that is associated with customers' expectations of a service or product to enhance their quality of life and work productivity.

H$_3$: Performance Expectancy positively affects Online Purchase Intention.

### 2.3.4  Trust and Online Purchase Intention

In research conducted by Tsao et al. (2012), it was discovered that potential customers, when they visit a website with the intention of making a purchase, are likely to abandon the transaction if the website has a poorly designed interface. This suggested that e-commerce companies have the ability to enhance consumers' confidence and increase their willingness to shop online by reinforcing their faith in the transaction process. Additionally, trust, a factor recognized for its positive impact on electronic Word of Mouth (eWOM) within the context of social networking services (SNS), can serve as a motivating factor for individuals to follow or act upon advice, information, or knowledge from others. Trust also plays a significant role in encouraging people to share their opinions, information, or perspectives about a product or brand. Based on these findings, the following hypotheses have been formulated: eWOM has a positive influence on customers' intention to make a purchase, and customer trust can effectively boost their purchase intention, as indicated by Rahman et al. (2020).

Trust variable is used to influence the Online Purchase Intention variable. The trust referred to in OFDS is the extent of the trust that customers have in an OFDS, particularly GoFood, which can affect Online Purchase Intention. This relationship has been studied by Hong et al. (2023), and it was concluded that Trust positively affects Online Purchase Intention.

H$_4$: Trust positively affects Online Purchase Intention.

### 2.3.5  Attitude toward OFDS and Online Purchase Intention

Attitude toward OFDS becomes a variable that influences Online

Purchase Intention. This variable is associated with the overall attitude toward the use of OFDS. That is why this variable can either increase or decrease Online Purchase Intention. However, the evidence regarding this relationship in the context of this research is limited. An article by Chen et al., (2020) stated that consumers attitude has a positive effect toward online purchase intentions. This statement is supported by Pitchay et al. (2021) in an article "*Determinants of customers' intention to use online food delivery application through smartphone in Malaysia*" which stated that attitude toward OFDS has a positive effect on online purchase intentions.

$H_5$: Attitude towards OFDS positively affects Online Purchase Intention.

## 2.3.6 Trust and Performance Expectancy

Trust variable and the Performance Expectancy variable have a reciprocal relationship between the two variables. When Trust in an OFDS increases, customer expectations of the technology's performance in an OFDS also increase. Conversely, when Trust in an OFDS decreases, customer expectations of the technology's performance in an OFDS also decrease. Therefore, there must be efforts to ensure that technological performance increases under any circumstances. An article by Mensaf (2020) stated that trust has a positive impact on performance expectancy. This statement is supported by Hong et al., (2022). He found that trust affects positively toward performance expectancy.

*$H_6$: Trust positively affects Performance Expectancy.*

## 2.3.7 Trust and Effort Expectancy

Trust variable and the Effort Expectancy variable have a reciprocal relationship between the two variables. When Trust in an OFDS

increases, customer expectations of the effort in an OFDS also increase (ease of using OFDS). Conversely, when Trust in an OFDS decreases, customer expectations of the effort in an OFDS also decrease (difficult to use OFDS. In an article "*Impact of Performance Expectancy, Effort Expectancy, and Citizen Trust on the Adoption of Electronic Voting System in Ghana*" by Mensah (2020) stated that citizen trust has a positive impact on effort expectancy. While Hong et al. (2022) also stated that Trust positively affects effort expectancy.

$H_7$: Trust positively affects Effort Expectancy.

### 2.3.8 Social Influence and Attitude toward OFDS

The variable Social Influence is related to the opinions, suggestions, and criticisms from the surrounding people, friends, and family regarding an OFDS. An individual will be more inclined to favor and choose to use such a service if an OFDS receives positive and exceptional reviews from other customers. That is why Social Influence can positively influence Attitude toward OFDS. In an article written by Pitchay et al. (2021) stated that social influence has a positive effect on attitude toward OFDS. This statement is supported by an article written by Lahap et al (2023) which stated that social influence has positive effect on customers attitude towards OFDS

$H_8$: Social Influence positively affects Attitude toward OFDS.

### 2.3.9 Effort Expectancy and Attitude toward OFDS

The variable Effort Expectancy is related to customer expectations regarding the ease of using an OFDS. An individual will prefer an OFDS that offers ease of use in its system. Therefore, Effort Expectancy can positively influence Attitude toward OFDS. An article written by Lahap et al. (2023) founds that there is a positive

relationship between effort expectancy and consumers attitude toward OFDS. This Statement was supported by Pitchay et al., (2021) which stated that effort expectancy positively affected customers attitude toward OFDS.

H9: Effort Expectancy positively affects Attitude toward OFDS.

### 2.3.10 Performance Expectancy and Attitude toward OFDS

Performance Expectancy variable relates to users' expectations about how a specific technology will enhance their job performance (Venkatesh et al., 2003). As a result, individuals are more likely to embrace new technologies when they perceive potential benefits for their work. Performance Expectancy also a key driver of customer acceptance, directly influencing both customer attitude and intention to use, especially in the context of mobile banking technology Oliveira et al. (2014). This finding is consistent with earlier research by Shaikh et al. (2018), which found that the perceived performance expectancy of mobile banking significantly impacts attitudes and intention to use. Nonetheless, the available evidence concerning this relationship within the scope of this research study is limited (Pitchay et al., 2021).

*H10: Performance Expectancy positively affects Attitude toward OFDS.*

## 2.4 Conceptual Research Model

The conceptual framework of this research was modified from *Hong et al.* (2023) and this research established a conceptual research model that consisted of six variables, social influence, performance expectancy, trust, effort expectancy, attitude toward online food delivery services, and online purchase intention. In more detail, the figure 2.1. Is displaying the conceptual research models.
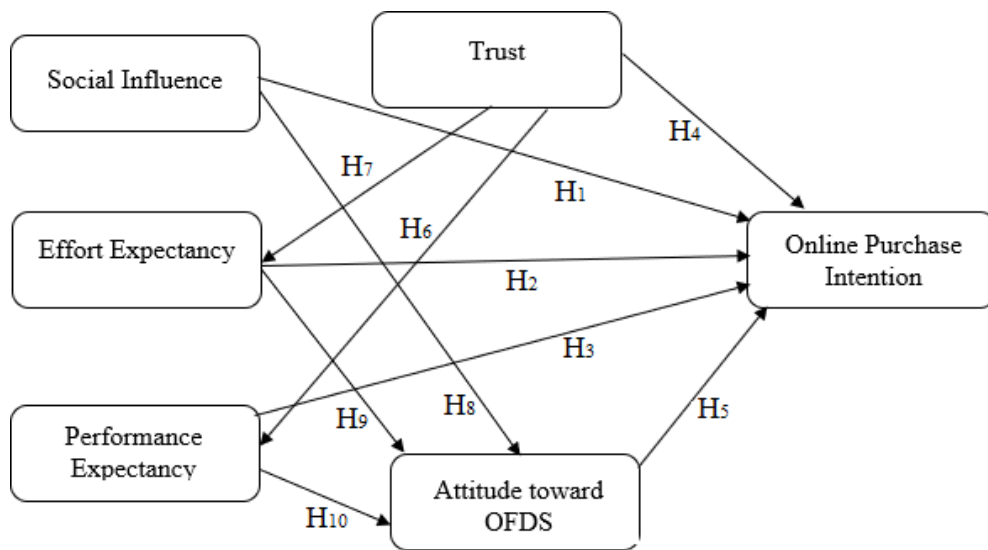


**Figure 2.1.** *Research Framework. Hong et al.* **(2023)**

# CHAPTER III
# RESEARCH METHODOLOGY

## 3.1    Type of Study

This study is a quantitative research approach aimed at investigating the relationship between endogenous and exogenous construct variables. According to Sheard (2018), a quantitative approach involves statistical analysis of numerical data collected. The purpose of this research is to explore the relationship between Social Influences, Performance Expectancy, Effort Expectancy, Trust, and Online Purchase Intention, with Attitude toward OFDS as a moderating variable. The research subjects in this study were individuals who have used the GoFood food delivery application. The research was conducted across the entire population of Indonesia. The results of this study were expected to demonstrate the strength of the relationships between the variables used and to enhance customer interest in using OFDS, particularly the GoFood application.

The data used in this research were primary data collected through a Google Forms questionnaire. The questionnaire was distributed through various social media platforms, including Instagram, Facebook, TikTok, Line, and WhatsApp. To distribute the questionnaire via Instagram and TikTok, the direct message feature, as well as posts and stories, were utilized. For distribution via Line and WhatsApp, the questionnaire was shared through private messages to individuals and group chats. The questionnaire employed a Six-Point Likert Scale for response scaling, with 207 respondents exhibiting characteristics relevant to this research.

## 3.2    Population and Sample

According to Barreiro (2001), a population refers to all individuals living in the same environment, while the research population consists of all individuals to be used in a study with specific characteristics relevant to the research. The research population in this study comprised individuals who have used the food delivery service in the GoFood application. GoFood is a food delivery service available throughout Indonesia. Consequently, it is not feasible to include the entire population in this research. Sampling is necessary for this research, where a sample represents a portion of the population. According to Stratton (2020), a sample is used to collect data that represents the desired population. In this research, the sample consisted of individuals who have used the food delivery service in the GoFood application. The number of samples used in this research was 5-10 respondents for each indicator within the variable (Roscoe, 1975). Therefore, the minimum sample size was 5 times the total number of indicators, which equals 5 times 22, or 110 samples, and the maximum sample size was 10 times the total number of indicators, which equals 10 times 22, or 220 samples. However, according to Kline (2015), for Structural Equation Modeling (SEM), a minimum recommended sample size is 207 respondents. Based on this calculation, the sample size used in this research was 230 respondents.

## 3.3    Data Collection Method

This research employed primary data, which was data obtained through self-conducted data collection. The research used a questionnaire method, which will be distributed to 207 respondents, with 47 pilot test data respondents and 160 valid data respondents for the main analysis. The questionnaire w a s distributed online through Google forms and employs purposive data collection method because the research requires data from respondents who have used the food delivery service through the GoFood application.

The questionnaire consisted of two parts: the introduction section

and the variable section. In the introduction section, it included personal information, the purpose and objectives of the research. This section also contained a notice that the data collected will be used exclusively for research purposes. To proceed to the variable section, respondents was filtered based on whether they have used the food delivery service in GoFood.

The next section was the variable question section, which included four independent variables: Social Influences, Effort Expectancy, Performance Expectancy, and Trust, one dependent variable: Online Purchase Intention, and one moderating variable: Attitude toward Online Food Delivery Services. To measure these variables, the study utilizes a Six-Point Likert Scale, ranging from (1) strongly disagree to (6) strongly agree. Further details are presented in the Table 3.1 below

**Table 3.1 Six-Point Likert Scale**

| Scale | Description |
|-------|-------------|
| 1 | Strongly disagree |
| 2 | Disagree |
| 3 | Slightly Disagree |
| 4 | Slightly Agree |
| 5 | Agree |
| 6 | Strongly Agree |

## 3.4 Operational Definition and Variables Measurement

There were three types of variables used in this research: independent or exogenous variables, including Social Influences, Effort Expectancy, Performance Expectancy, and Trust; dependent or endogenous variables, which wewre Online Purchase Intention; and moderating variables, which was Attitude toward OFDS. Here is an explanation of each Operational Definition and Variables Measurement.

### 3.4.1 Social Influences

Social influence refers to the degree to which an individual considers the opinions of others as crucial in shaping their decision to accept a new system, social influence can also be interpreted as the belief that the use of modern technology can enhance an individual's personal identity and social status Venkatesh et al. (2003) and (2012). Previous research indicated that social influence positively affects consumers' intentions to embrace new technologies, products, and services (Venkatesh et al., 2012). People often conform their behavior to that of others, especially when it is well-regarded and commonly practiced (Chen et al., 2018). In a different context, Chen et al. (2018) also found a significant association where social influence positively influenced attitudes (Pitchay et al., 2021). Operationally, Social Influences were defined as the extent of influence from acquaintances, family, friends, and peers on human behavior regarding online purchase interest and the use of online food delivery services. This variable is measured with several indicators, inspired by Hong et al. (2023) and Pitchay et al. (2021), and is presented in Table 3.2.

**Table 3.2 Social Influence Items**

| Code | Items | Reference |
|------|-------|-----------|
| SI1 | My friend thinks that I will use OFDS | Hong et al. (2022) |
| SI2 | People I know think that using OFDS is a good idea | Xie et al. (2017) |
| SI3 | People who influence my behavior think that I should use OFDS | Xie et al. (2017) |
| SI4 | In general, my environment is very supportive of me using this OFDS. | Hong et al. (2022) |

### 3.4.2 Performance Expectancy

According to Son Yu (2012), Performance Expectancy originates from the Perceived Usefulness variable in the TAM (Technology Acceptance Model) framework. Performance Expectancy is related to the customers' expectations of a particular OFDS (Online Food Delivery Service) that offers a technology to enhance services, making life and work easier for others (Lee et al., 2019). In the context of online food delivery services (OFDS), various research works have consistently highlighted the correlation between performance expectations and the intention to make a purchase (Lee et al., 2019; Zhao & Bacao, 2020, Jun et al., 2021;). For example, Zhao and Bacao (2020) discovered that OFDS users are more likely to continue using the service due to its user-friendly features. Operationally, Performance Expectancy are defined as the extent of influence from acquaintances, family, friends, and peers on human behavior regarding online purchase interest and the use of online food delivery services. This variable is measured using several

indicators inspired by Hong et al. (2023) and Pitchay et al. (2021) and is presented in Table 3.3.

**Table 3.3 Performance Expectancy Items**

| Code | Items | Reference |
|------|-------|-----------|
| PE1 | Using the OFDS is efficient way to order food. | Pitchay et al. (2021) |
| PE2 | Using the OFDS makes my life easier. | Pitchay et al. (2021) |
| PE3 | Using the OFDS is an effective way to choose a wide variety of foods. | Yeo et al. (2017) |
| PE4 | Overall, using the OFDS is a useful way to order food. | Hong et al. (2022) |

### 3.4.3    Effort Expectancy

According to Son Yu (2012), Effort Expectancy originates from the Perceived ease-of-use variable in the TAM (Technology Acceptance Model) framework and easy-of-use in the IDT (Innovation Diffusion Theory) framework. Effort expectancy is the evaluation of how user-friendly a system is during its operation (Venkatesh et al., 2003). Nevertheless, as they become more familiar with the technology, the effort expectancy gains greater importance (Pitchay et al., 2021). This variable is measured by several indicators, inspired by Hong et al. (2023) and Pitchay et al. (2021), and presented in Table 3.4.

**Table 3.4 Effort Expectancy Items**

| Code | Items | Reference |
|------|-------|-----------|
| EE1 | My relationship with the OFDS is good and easy to understand. | Castaneda et al. (2007) |
| EE2 | It is very easy to become skilled in navigating through the OFDS. | Xie et al. (2017) |
| EE3 | Overall, the OFDS is convenient for me to use. | Hong et al. (2022) |
| EE4 | Learning to operate the OFDS is easy for me. | Hong et al. (2022) |

### 3.4.4 Trust

Customer trust refers to a consumer's personal belief that the party or entity involved in the transaction will fulfil their obligations in a manner consistent with the consumer's expectations (Kim et al.,2008). In Online Food Delivery Services (OFDS), customer trust can be understood as the assurance customers have that OFDS will efficiently manage their order-related duties reliably. Numerous studies have emphasized the critical role of trust in shaping usage behaviors related to technology in online or mobile services (Lai et al., 2013; Nguyen et al., 2019). Various research works have highlighted the significant impact of trust in online or mobile service providers on both performance expectancy and effort expectancy in diverse fields. However, to the best of our knowledge, none of the existing research on OFDS has examined these connections. This variable is measured by several indicators, inspired by Hong et al. (2023) presented in Table 3.5.

**Table 3.5 Trust Items**

| Code | Items | Reference |
|------|-------|-----------|
| T1 | I believe that the OFDS is reliable. | Hung et al. (2006) |
| T2 | I trust the OFDS to deliver food correctly. | Hong et al. (2022) |
| T3 | I trust the OFDS to deliver food on time. | Pitchay et al. (2021) |
| T4 | I trust the OFDS to have an effective and efficient system. | Hong et al. (2022) |

### 3.4.5    Attitude toward OFDS

Various factors contribute to the formation of attitudes toward online food delivery services, and these factors can differ from one individual to another. According to Yeo et al., (2017), some of these factors include hedonic motivations, past experiences with online purchases, orientation towards time-saving, orientation towards cost-saving, motivation for convenience, and the perceived usefulness after using the service. In general, attitudes towards online food delivery services can span from highly favorable to unfavorable, often influenced by a combination of these factors. Companies within this industry endeavor to tackle these factors in order to cultivate a positive relationship with their customers and encourage loyalty. This variable is measured by several indicators, inspired by Pitchay et al. (2021), presented in Table 3.6.

**Table 3.6 Attitude toward OFDS Items**

| Code | Items | Reference |
|------|-------|-----------|
| AT1 | The idea of buying from OFDS is a good idea. | Van der Heijden et al. (2003) in Al-Debei et al. (2018) |
| AT2 | Buying from OFDS is better than buying from a real restaurant. | Al-Debei et al. (2018) |
| AT3 | Buying from this OFDS is a pleasant thing to do. | Al-Debei et al. (2018) |

### 3.4.6 Online Purchase Intention

Online purchase intentions indicate an individual's inclination or readiness to purchase goods or services via online platforms, usually e-commerce websites or applications. It reflects the consumer's mindset or decision-making mechanism regarding whether they intend to proceed with an online purchase. According to Nasir et al., (2015), purchase intentions constitute a crucial element of consumer behavior studies and are impacted by a range of factors, including product preferences, trust in the online seller, perceived product or service value, pricing, convenience, as well as other situational or psychological factors. This variable is measured by several indicators, inspired by Hong et al. (2023) and Pitchay et al. (2021), and presented in Table 3.7.

**Table 3.7 Online Purchase Intention Items**

| Code | Items | Reference |
|------|-------|-----------|
| OPI1 | I plan to use the OFDS in the future. | Yeo et al. (2017) |
| OPI2 | If possible, I will try to use the OFDS. | Hong et al. (2022) |
| OPI3 | I intend to order food using the OFDS. | Hong et al. (2022) |

## 3.5 Validity and Reliability Test of the Instrument

The process of testing for validity and reliability is undertaken to assess the set of questions or questionnaire intended for respondents. Validity and reliability test are to prove that the list of questions in the questionnaire, which is filled out by respondents, is considered valid and reliable. Validity testing and reliability testing can be analyzed using IBM SPSS 25. Validity testing is used to determine the suitability of items in a list of questions/questionnaire in defining a variable. Data is considered valid when the corrected item-to-total correlation value exceeds 0.5 ($\geq 0.50$). In contrast, a reliability test is conducted to ascertain the consistency of the measurement tools used in this research, which is ensured by acceptable Cronbach's Alpha values. Reliable data is indicated when Cronbach's Alpha surpasses 0.6 ($\geq 0.6$). The researcher initially assessed the validity and reliability of the variables and indicators through a pilot test involving 40 respondents. The data obtained from these respondents were subsequently evaluated for validity and reliability, taking into account the limitations described above. The number of statements in the questionnaire was assessed in the following manner.

1) Social Influences has four indicators.
2) Effort Expectancy has four indicators.
3) Performance Expectancy has four indicators.

4) Trust has four indicators.

5) Attitude toward OFDS has three indicators.

6) Online purchase intention has three indicators.

**3.5.1    Pilot Test**

In this research, the pilot test aims to examine the validity and reliability of the indicators in the questionnaire. This pilot test was conducted using IBM SPSS 25 software with 30 respondents who matched the characteristics relevant to the research. The results of the validity and reliability test are presented in Table 3.8.

**Table 3.8 Pilot Test Result**

| Constructs Variables/ Indicator | Corrected Item-Total Correlation | Cronbach Alpha | Minimal Score | Status |
|---|---|---|---|---|
| **Social Influences** | | 0.765 | 0.6 | Reliable |
| My friend thinks that I will use OFDS. | 0.634 | | 0.5 | Valid |
| People I know think that using OFDS is a good idea. | 0.774 | | 0.5 | Valid |
| People who influence my behavior think that I should use OFDS. | 0.702 | | 0.5 | Valid |
| In general, my environment is very supportive of me using this OFDS. | 0.393 | | 0.5 | Not Valid |
| **Effort Expectancy** | | 0.726 | 0.6 | Reliable |
| My relationship with the OFDS is good and easy to understand. | 0.464 | | 0.5 | Not Valid |
| It is very easy to become skilled in navigating through the OFDS. | 0.496 | | 0.5 | Not Valid |
| Overall, the OFDS is convenient for me to use. | 0.538 | | 0.5 | Valid |

| | | | | |
|---|---|---|---|---|
| Learning to operate the OFDS is easy for me. | 0.339 | | | Not Valid |
| **Performance Expectancy** | | 0.605 | 0.6 | Reliable |
| Using the OFDS is efficient way to order food. | 0.531 | | 0.5 | Valid |
| Using the OFDS makes my life easier. | 0.329 | | 0.5 | Not Valid |
| Using the OFDS is an effective way to choose a wide variety of foods. | 0.365 | | 0.5 | Not Valid |
| Overall, using the OFDS is a useful way to order food. | 0.253 | | 0.5 | Not Valid |
| **Trust** | | 0.740 | 0.6 | Reliable |
| I believe that the OFDS is reliable. | 0.398 | | 0.5 | Not Valid |
| I trust the OFDS to deliver food correctly. | 0.496 | | 0.5 | Not Valid |
| I trust the OFDS to deliver food on time. | 0.635 | | 0.5 | Valid |
| I trust the OFDS to have an effective and efficient system. | 0.521 | | 0.5 | Valid |
| **Attitude toward OFDS** | | 0.821 | 0.6 | Reliable |
| For me, using the OFDS is a good idea. | 0.662 | | 0.5 | Valid |
| The OFDS makes my work easier and more satisfying. | 0.573 | | 0.5 | Valid |
| I often use the OFDS. | 0.555 | | 0.5 | Valid |
| **Online Purchase Intention** | | 0.765 | 0.6 | Reliable |
| I plan to use the OFDS in the future. | 0.507 | | 0.5 | Valid |
| If possible, I will try to use the OFDS. | 0.593 | | 0.5 | Valid |
| I intend to order food using the OFDS. | 0.429 | | 0.5 | Not Valid |

Source: Primary Data Process, 2023

## 3.6        Analysis Technique

## 3.5.2      Confirmatory Factor Analysis (CFA)

**r**

The information from this research was examined through the Confirmatory Factor Analysis technique, employing the AMOS 22 software. CFA in conjunction with Structural Equation Modelling (Rios & Wells, 2014), serves as a method for validating that variables are structured within a suitable and consistent measurement model. CFA is a method where the model is formed beforehand, the number of latent variables is predetermined, and the identification of parameters is required. There are five crucial elements in CFA, namely latent variables, indicator variables ($\xi$), loading factors ($\lambda$) in each indicator, construct relationships ($\rho$), and errors ($\delta$) that cannot be explained by the indicator variables. Typically, this hypothetical measurement model involves several latent variables and observed or measured variables serving as indicators. Through CFA, data is confirmed to align with the pre-designed theoretical model, ensuring that the construct is appropriately defined and supporting simplicity. Fulfilling certain assumptions and criteria is necessary when conducting CFA, including a normal distribution of data (Bollen in DiStefano & Hess, 2005), accurate parameter estimation using Maximum Likelihood Estimation (MLE), which mandates that data adhere to a normal distribution (Brown, 2006). When employing CFA to confirm that item groupings match a prior pattern (Rios & Wells, 2014) and that the items possess satisfactory validity, specific criteria for goodness of fit must be met.

### 3.5.3 Normality Test with Kolmogorov-Smirnov

CFA analysis has a multivariate normal assumption that must be met in multivariate analysis. The purpose of normality testing is to ascertain whether the dependent or endogenous variables, independent or exogenous variables, or both, in a regression model, adhere to a normal distribution. An ideal regression model demonstrates data distribution that is normal or nearly normal. The non-parametric Kolmogorov-Smirnov (K-S) statistical test is employed for detection. Data is deemed to be normally distributed if the significance value in the K-S test is greater than 0.05 (Teegavarapu, 2019).

### 3.5.4 Goodness of Fit

The main purpose of SEM analysis is to test the fit of a model, namely the congruence of the theoretical model with empirical data. The criteria for goodness of fit in this research are as follows:

### 3.5.4.1 Chi-square Statistic and Probability

The primary measure for assessing overall suitability is the likelihood ratio chi-square statistic. The model is considered good if it has a Chi-Square value of 0, indicating no difference. The suggested threshold for acceptance is probability $\geq 0.05$, indicating that there is no statistical difference between the actual input matrix and the predicted input matrix.

### 3.5.4.2    Goodness of Fit Index (GFI)

This is employed to compute the relative number of variances in the sample covariance matrix accounted for by the estimated population covariance matrix. The GFI index mirrors the extent of overall model fitness derived from the contrast between the predicted model's squared residuals and the actual data. An optimal GFI value is achieved when it is $\geq 0.90$.

### 3.5.4.3    Adjusted Goodness of Fit Index (AGFI)

AGFI is an enhanced version of GFI that is adapted according to the available degrees of freedom for testing the model's acceptance. Meeting the recommended acceptance level entails an AGFI value of $\geq 0.90$.

### 3.5.4.4    Comparative Fit Index (CFI)

CFI is a fit index that measures the increment and compares the models being tested. It meets the recommended acceptance level if the CFI value is $\geq 0.95$.

# CHAPTER IV
# DATA ANALYSIS AND DISCUSSIONS

## 4.1  Respondence Descriptive Statistics

This section explains the data analysis procedures used in this research. The research employed a questionnaire based on Google Forms, which was distributed through social media, and received a total of 207 responses. However, only 160 responses were considered for analysis. Therefore, the research relied on the data derived from these 160 usable responses.

The research findings were elucidated through various analytical approaches, including descriptive analysis of respondent characteristics, examination of response patterns, assessment of normality, identification of outliers, model fitness measurement, and hypothesis testing for the model. The analytical tool utilized in this research was Structural Equation Modeling (SEM), specifically employing the AMOS software version 22.0 for scrutinizing the collected data. The research targetedr individuals who have used the GoFood application at least once. The sampling method employed in this research was probability sampling, with the sampling technique being simple random sampling.

In the descriptive analysis of respondent characteristics, the researcher elaborated Gender, Age, Occupation, Highest Education Attainment, and Average Monthly Expenditure, depicted in bar charts, tables, and the following explanation. The respondents gathered their data through r.

**4.1.1 Respondence Descriptive Statistics of Gender**
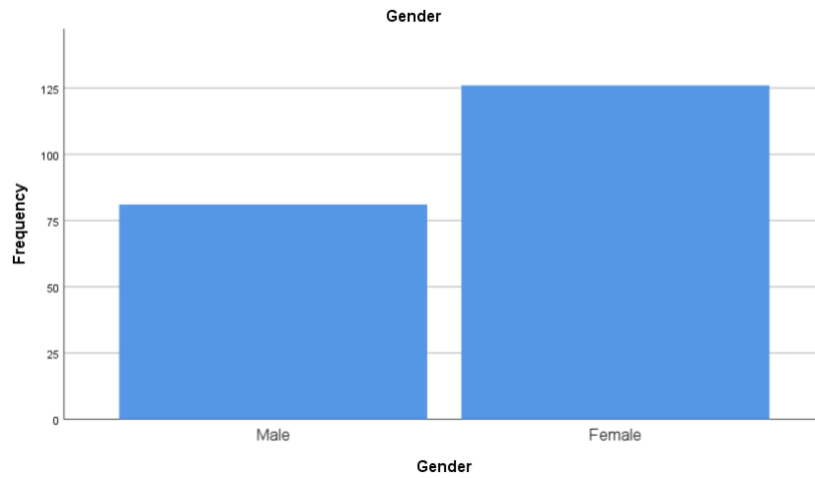


Source: Primary data processed, 2023

**Figure 4.1 Gender Sections**

Based on the above bar chart, the respondents in this research wewre predominantly female. For further clarification, it is presented in the following figure:

**Gender**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Male | 81 | 39.1 | 39.1 | 39.1 |
| | Female | 126 | 60.9 | 60.9 | 100.0 |
| | Total | 207 | 100.0 | 100.0 | |

Source: Primary Data Processed, 2023

**Figure 4.2 Gender Sections**

Female respondents amount to 126, or 60.9% of the total respondents, while male respondents total 81, or 39.1% of the total respondents.

**4.1.2 Respondence Descriptive Statistics of Ages**

Next, the overview of respondents' ages is presented in the following bar chart:
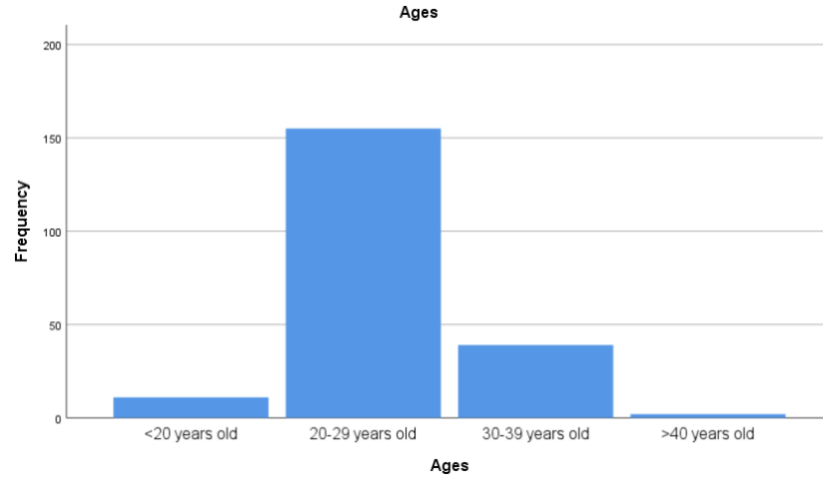


Source: Primary Data Processed, 2023

**Figure 4.3 Ages Sections**

Based on the above bar chart, this research wads dominated by respondents aged 20-29 years. For the second-highest rank, the majority of respondents fall within the age range of 30-39 years, followed by those aged less than 20 years. Lastly, respondents aged over 40 years constituted the smallest group. For further clarity, it is presented in the following figure:

**Ages**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | <20 years old | 11 | 5.3 | 5.3 | 5.3 |
|  | 20-29 years old | 155 | 74.9 | 74.9 | 80.2 |
|  | 30-39 years old | 39 | 18.8 | 18.8 | 99.0 |
|  | >40 years old | 2 | 1.0 | 1.0 | 100.0 |
|  | Total | 207 | 100.0 | 100.0 |  |

Source: Primary Data Processed, 2023

**Figure 4.4 Ages Sections**

Respondents aged less than 20 years amount to 11 respondents or 5.3% of the total respondents, respondents aged 20-29 years amounted 155 respondents or 74.9% of the total respondents, respondents aged 30-39 years

mounteda 39 respondents or 18.8% of the total respondents, and respondents aged over 40 years mounted 2 respondents or 1.0% of the total respondents.

### 4.1.3 Respondence Descriptive Statistics of Occupations

Next, the overview of respondents' occupations is presented in the following bar chart:
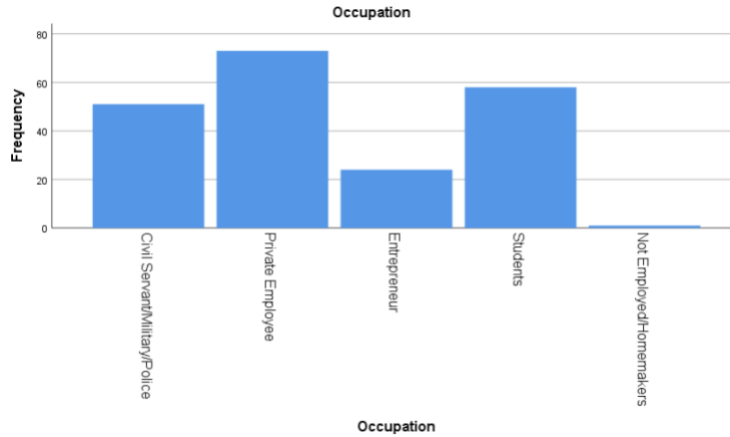


Source: Primary Data Processed, 2023

**Figure 4.5 Occupation Sections**

Based on the above bar chart, this research was predominantly represented by respondents from the Private Employee, followed by Students, Civil Servants/Military/Police, Entrepreneurs, and lastly, those who were Unemployed/Housewife. For further clarity, it is presented in the following figure:

**Occupation**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Civil Servant/Military/Police | 51 | 24.6 | 24.6 | 24.6 |
| | Private Employee | 73 | 35.3 | 35.3 | 59.9 |
| | Entrepreneur | 24 | 11.6 | 11.6 | 71.5 |
| | Students | 58 | 28.0 | 28.0 | 99.5 |
| | Not Employed/Homemakers | 1 | .5 | .5 | 100.0 |
| | Total | 207 | 100.0 | 100.0 | |

Source: Primary Data Processed, 2023

**Figure 4.6 Occupation Sections**

Respondents from the Civil Servant/Military/Police amounted to 51 respondents or 24.6% of the total respondents, while respondents from the Private Employee amounted 73 respondents or 35.3% of the total respondents. For respondents in the Entrepreneur, there were 24 respondents or 11.6% of the total respondents.

Next, the Students comprised 58 respondents or 28.0% of the total respondents, and lastly, the Unemployed/Housewife consisted of 1 respondent or 0.5% of the total respondents.

### 4.1.4 Respondence Descriptive Statistics of Education Levels

Next, the overview of respondents' education levels is presented in the following bar chart:
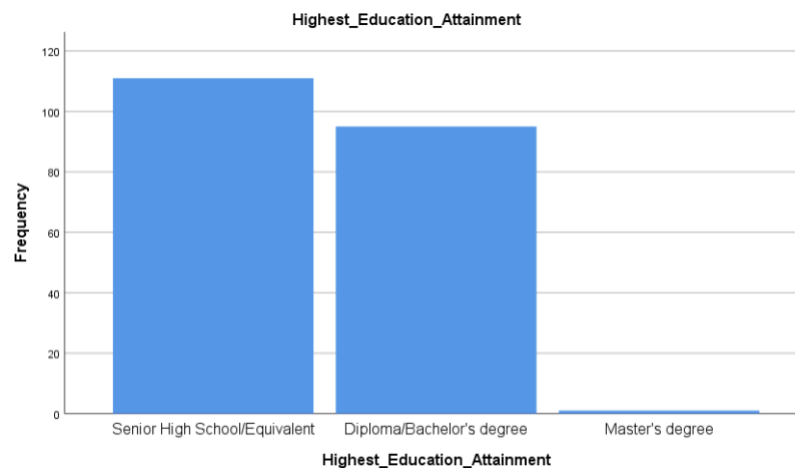


Source: Primary Data Processed, 2023

**Figure 4.7 Education Levels Sections**

Based on the above bar chart, this research was predominantly represented by respondents with Senior High School/Equivalent education levels, followed by Diploma/Bachelor's degree levels, and lastly, Master's degree levels.

For further clarity, it is presented in the following figure:

**Highest_Education_Attainment**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Senior High School/Equivalent | 111 | 53.6 | 53.6 | 53.6 |
| | Diploma/Bachelor's degree | 95 | 45.9 | 45.9 | 99.5 |
| | Master's degree | 1 | .5 | .5 | 100.0 |
| | Total | 207 | 100.0 | 100.0 | |

Source: Primary Data Processed, 2023

**Figure 4.8 Education Levels Sections**

Respondents from the Senior High School/Equivalent education level amounted 111 respondents or 53.6% of the total respondents, the Diploma/Bachelor's degree consisted of 95 respondents or 45.9% of the total respondents, and lastly, the Master's degree comprised 1 respondent or 0.5% of the total respondents.

### 4.1.5 Respondence Descriptive Statistics of Average Monthly Expenditures

Next, the overview of respondents' average monthly expenditures is presented in the following bar chart:
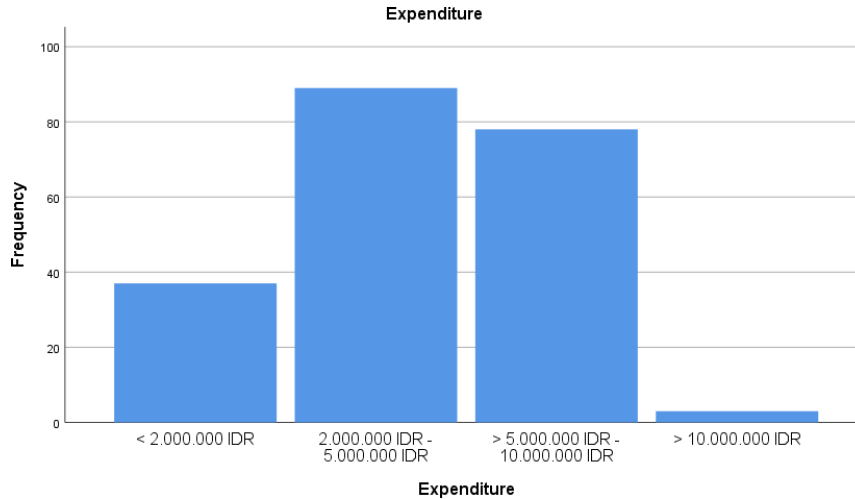


Source: Primary Data Processed, 2023

**Figure 4.9 Monthly Expenditures Sections**

Based on the above bar chart, this research was predominantly represented by respondents with average monthly expenditures ranging from 2,000,000 IDR to 5,000,000 IDR, followed by the group with

expenditures ranging from 5,000,000 IDR to 10,000,000 IDR and less than Rp 2,000,000 IDR, and lastly, the group with average expenditures exceeding 10,000,000 IDR. For further clarity, it is presented in the following figure:

**Expenditure**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | < 2.000.000 IDR | 37 | 17.9 | 17.9 | 17.9 |
| | 2.000.000 IDR - 5.000.000 IDR | 89 | 43.0 | 43.0 | 60.9 |
| | > 5.000.000 IDR - 10.000.000 IDR | 78 | 37.7 | 37.7 | 98.6 |
| | > 10.000.000 IDR | 3 | 1.4 | 1.4 | 100.0 |
| | Total | 207 | 100.0 | 100.0 | |

Source: Primary Data Processed, 2023

**Figure 4.10 Monthly Expenditures Sections**

Respondents from the group with average expenditures less than 2,000,000 IDR amounted 37 respondents or 17.9% of the total respondents, the group with expenditures ranging from 2,000,000 IDR to 5,000,000 IDR consisted of 89 respondents or 43.0% of the total respondents. For the group with expenditures ranging from 5,000,000 IDR to 10,000,000 IDR, there were 78 respondents or 37.7% of the total respondents, and the group with expenditures exceeding 10,000,000 IDR comprises 3 respondents or 1.4% of the total respondents.

## 4.2 Descriptive Variable

This subchapter delineates the detailed outcomes of individual variables. There were six variables pertaining to descriptive results, social influences, performance expectancy, effort expectancy, trust, attitude towards GoFood, and purchase intention. The lowest perception score is designated as 1, while the highest perception score is set at 6. To scrutinize these descriptive outcomes, it is necessary to refer to the scale presented in Table 4.1, which illustrates the interval scores for the variables and their corresponding categories based on the Six-Poin Likert Scale.

**Table 4.1 Descriptive Variable Category**

| Interval Score | Category |
|---|---|
| 1.00-2.00 | Strongly Disagree |
| 2.01-3.00 | Disagree |
| 3.01-4.00 | Fair |
| 4.01-5.00 | Agree |
| 5.01-6.00 | Strongly Agree |

Source: Primary Data Processed, 2023

The result of descriptive analysis of social influences can be seen in the Table 4.2 as follows:

**Table 4.2 Descriptive Variable Social Influences**

| Code | Items | Mean | Category |
|---|---|---|---|
| SI1 | My friend thinks that I will use OFDS | 4.8502 | Agree |
| SI2 | People I know think that using OFDS is a good idea | 4.8647 | Agree |
| SI3 | People who influence my behavior think that I should use OFDS | 4.7391 | Agree |
| SI4 | In general, my environment is very supportive of me using this OFDS. | 4.8357 | Agree |
| | Total | 4.822425 | Agree |

Source: Primary Data Processed, 2023

From Table 4.2, it is shown that the average assessment of 207 respondents of social influences variable was 4.822425 and considered as good. The highest mean of this indicator, People I know think that using OFDS is a good idea, had the mean of 4.8647. Meanwhile, the third indicator, People who influence my behavior think that I should use OFDS, has the lowest mean with the value of 4.7391 and considered as wgood. Hence, it can be concluded that the respondents' perception toward social influences is good. The result of descriptive analysis of performance expectancy can be seen in the Table 4.3 as follows:

**Table 4.3 Descriptive Variable Performance Expectancy**

| Code | Items | Mean | Category |
|------|-------|------|----------|
| PE1 | Using the OFDS is efficient way to order food. | 4.9758 | Agree |
| PE2 | Using the OFDS makes my life easier. | 4.9324 | Agree |
| PE3 | Using the OFDS is an effective way to choose a wide variety of foods. | 5.0193 | Strongly Agree |
| PE4 | Overall, using the OFDS is a useful way to order food. | 4.9903 | Agree |
| | Total | 4.97945 | Agree |

Source: Primary Data Processed, 2023

From the Table 4.3, it is shown that the average assessment of 207 respondents of performance expectancy variable was 4.97945 and considered as good. The highest mean of this indicator, Using the OFDS is an effective way to choose a wide variety of foods, had the mean of 5.0193. Meanwhile, the second indicator, Using the OFDS makes my life easier, had the lowest mean with the value of 4.9324 and considered as good. Hence, it can be concluded that the respondents' perception toward performance expectancy was good.

The result of descriptive analysis of effort expectancy can be seen in the Table 4.4 as follows:

**Table 4.4 Descriptive Variable Effort Expectancy**

| Code | Items | Mean | Category |
|------|-------|------|----------|
| EE1 | My relationship with the OFDS is good and easy to understand. | 4.9662 | Agree |
| EE2 | It is very easy to become skilled in navigating through the OFDS. | 5.0048 | Strongly Agree |
| EE3 | Overall, the OFDS is convenient for me to use. | 4.9469 | Agree |
| EE4 | Learning to operate the OFDS is easy for me. | 5.0386 | Strongly Agree |
| Total | | 4.989125 | Agree |

Source: Primary Data Processed, 2023

From the Table 4.4, it is shown that the average assessment of 207 respondents of performance expectancy variable was 4.989125 and considered as good. The highest mean of this indicator, Learning to operate the OFDS is easy for me, had the mean of 5.0386. Meanwhile, the third indicator, Overall, the OFDS is convenient for me to use, had the lowest mean with the value of 4.9469 and considered as good. Hence, it can be concluded that the respondents' perception toward performance expectancy was good.

The result of descriptive analysis of trust can be seen in the Table 4.5 as follows:

**Table 4.5 Descriptive Variable Trust**

| Code | Items | Mean | Category |
|------|-------|------|----------|
| T1 | I believe that the OFDS is reliable. | 4.9275 | Agree |
| T2 | I trust the OFDS to deliver food correctly. | 4.9420 | Agree |
| T3 | I trust the OFDS to deliver food on time. | 4.8889 | Agree |
| T4 | I trust the OFDS to have an effective and efficient system. | 4.9227 | Agree |
| | Total | | Agree |

Source: Primary Data Processed, 2023

From Table 4.5, it is shown that the average assessment of 207 respondents of trust variable was 4.920265 and considered as good. The highest mean of this indicator, I trust the OFDS to deliver food correctly, had the mean of 4.9420. Meanwhile, the third indicator, I trust the OFDS to deliver food on time, had the lowest mean with the value of 4.8889 and considered as good. Hence, it can be concluded that the respondents' perception toward trust was good.

The result of descriptive analysis of attitude toward GoFood can be seen in the Table 4.6 as follows:

**Table 4.6 Descriptive Variable Attitude toward Gofood**

| Code | Items | Mean | Category |
|------|-------|------|----------|
| AT1 | For me, using the OFDS is a good idea. | 4.9565 | Agree |
| AT2 | The OFDS makes my work easier and more satisfying. | 4.6908 | Agree |
| AT3 | I often use the OFDS | 4.8986 | Agree |
| | Total | 4.84863 | Agree |

Source: Primary Data Processed, 2023

From Table 4.6, it is shown that the average assessment of 207 respondents of attitude toward Go-Food variable was 4.84863 and considered as good. The highest mean of this indicator, For me, using the OFDS was a good idea, had the mean of 4.9565. Meanwhile, the second indicator, The OFDS makes my work easier and more satisfying, had the lowest mean with the value of 4.6908 and considered as good. Hence, it can be concluded that the respondents' perception toward attitude toward Go-Food was good.

The result of descriptive analysis of purchase intention can be seen in Table 4.7 as follows:

**Table 4.7 Descriptive Variable Purchase Intention**

| Code | Items | Mean | Category |
|------|-------|------|----------|
| OPI1 | I plan to use the OFDS in the future. | 5.0580 | Strongly Agree |
| OPI2 | If possible, I will try to use the OFDS. | 4.5894 | Agree |
| OPI3 | I intend to order food using the OFDS. | 4.9903 | Agree |
| | Total | 4.87923 | Agree |

Source: Primary Data Processed, 2023

From Table 4.7, it is shown that the average assessment of 207 respondents of purchase intention variable was 4.87923 and considered as good. The highest mean of this indicator, I plan to use the OFDS in the future, had the mean of 5.0580. Meanwhile, the second indicator, If possible, I will try to use the OFDS, had the lowest mean with the value of 4.5894 and considered as good. Hence, it can be concluded that the respondents' perception toward purchase intention was good.

### 4.3  *Structural Equation Modelling* (SEM) Analysis

#### 4.3.1  Constructing Path Diagrams and Structural Equations

First step is to establish causal relationships through path diagrams and formulate structural equations. There are two essential tasks: constructing a structural model by connecting latent constructs, both endogenous and exogenous, and determining the model by linking endogenous and exogenous latent constructs with indicator or manifest variables, as illustrated in Figure 4.11:
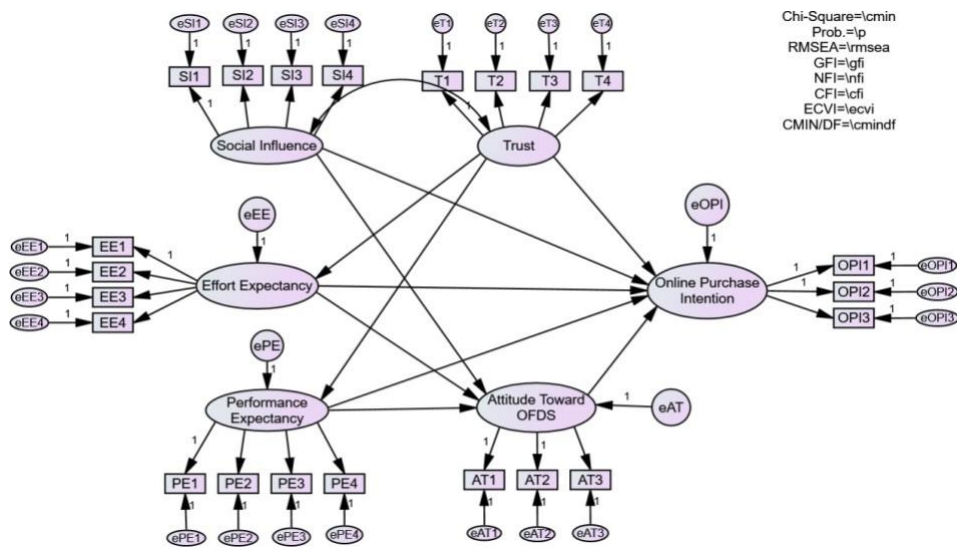


Source: Primary Data Processed, 2023

**Figure 4.11 Path Diagram before being Managed**

**4.3.2    Data Normality Testing**

In the AMOS output, the normality test was conducted by comparing the critical ratio (C.R) values in the assessment of normality with a critical value of ± 2.58 at the 0.01 level.

The results of the data analysis are presented in tabular form as follows:

**Table 4.8 Normality Testing Result**

| Variable | min | Max | skew | c.r. | kurtosis | c.r. |
|----------|-----|-----|------|------|----------|------|
| OPI3 | 1.000 | 6.000 | -1.443 | -8.476 | 1.605 | 4.713 |
| OPI2 | 1.000 | 6.000 | -1.614 | -9.478 | 1.522 | 4.469 |
| OPI1 | 1.000 | 6.000 | -1.472 | -8.648 | 1.051 | 3.087 |
| AT1 | 1.000 | 6.000 | -1.585 | -9.309 | 1.611 | 4.730 |
| AT2 | 1.000 | 6.000 | -1.345 | -7.900 | 0.807 | 2.369 |
| AT3 | 1.000 | 6.000 | -1.300 | -7.636 | 1.221 | 3.585 |
| T4 | 1.000 | 6.000 | -1.551 | -9.112 | 2.188 | 6.426 |
| T3 | 1.000 | 6.000 | -1.538 | -9.031 | 1.679 | 4.930 |
| T2 | 1.000 | 6.000 | -1.632 | -9.586 | 2.050 | 6.021 |
| T1 | 1.000 | 6.000 | -1.751 | -10.286 | 2.378 | 6.982 |
| PE1 | 1.000 | 6.000 | -1.698 | -9.975 | 2.128 | 6.250 |
| PE2 | 1.000 | 6.000 | -1.698 | -9.972 | 2.147 | 6.305 |
| PE3 | 1.000 | 6.000 | -1.766 | -10.375 | 2.362 | 6.937 |
| PE4 | 1.000 | 6.000 | -1.671 | -9.814 | 2.107 | 6.188 |
| EE1 | 1.000 | 6.000 | -1.696 | -9.959 | 2.061 | 6.052 |
| EE2 | 1.000 | 6.000 | -1.666 | -9.785 | 2.112 | 6.202 |
| EE3 | 1.000 | 6.000 | -1.809 | -10.623 | 2.937 | 8.625 |
| EE4 | 1.000 | 6.000 | -1.659 | -9.742 | 1.967 | 5.776 |
| SI4 | 1.000 | 6.000 | -1.535 | -9.018 | 1.831 | 5.376 |

| Variable | min | Max | skew | c.r. | kurtosis | c.r. |
|---|---|---|---|---|---|---|
| SI3 | 1.000 | 6.000 | -1.168 | -6.858 | 0.185 | 0.542 |
| SI2 | 1.000 | 6.000 | -1.499 | -8.804 | 1.497 | 4.396 |
| SI1 | 1.000 | 6.000 | -1.437 | -8.441 | 1.168 | 3.431 |
| Multivariate | | | | | 153.154 | 33.904 |

Source: Primary Data Processed, 2023

Based on the table above, it proved that the univariate normality test indicated the majority of items were not normally distributed, as the critical ratio values did not fall within the range of ± 2.58 (Ghozali, 2014). Meanwhile, the multivariate data did not meet the normality assumption, obtained multivariate value of 33.904.

This occurrence may be attributed to the fact that the data used in this research was primary data, allowing for diverse responses from each research respondent. Therefore, the researcher attempted to address this issue by employing the Bootstrap technique. Bootstrap was utilized in situations where non-normality data was observed in research. In this step, additional samples were generated because Bootstrap assumed that the original sample produced multiple additional samples. Thus, Bootstrap is a resampling procedure where the sample is assumed to be the population, and a portion is randomly selected to become the sample. If, after employing the Bootstrap technique, the results do not significantly differ from the original data, it can be considered that the data is reliable (Collier, 2020).

**Table 4.9 Bootstrap Testing Result**

Bollen-Stine Bootstrap (Default models)

The model fit better in 0 bootstrap samples.

It fit about equally well in 0 bootstrap samples.

It fit worse or failed to fit in 15 bootstrap samples.

Testing the null hypothesis that the model is correct, Bollen-Stine bootstrap p = 1,000

Source: Primary Data Processed, 2023

The output results using the bootstrapping technique with a sample size of 15 indicated a Bollen-Stine Bootstrap value of p = 1.000. A Bollen-Stine Bootstrap result greater than 0.050 indicated no significant difference between the original data and the bootstrapped data, allowing the conclusion that the data waws normally distributed and further testing can be conducted (Collier, 2020).

### 4.3.3 Outlier Tests

Evaluation of multivariate outliers was wobserved through the AMOS Mahalanobis Distance output. The criterion used was at the p <0.001 level. This distance wars evaluated using X2 with degrees of freedom equal to the number of measured variables used in the research (Haryono, 2016). In this case, the number of indicators was 22, resulting in a CHISQ.INV.RT value of 48.2679.
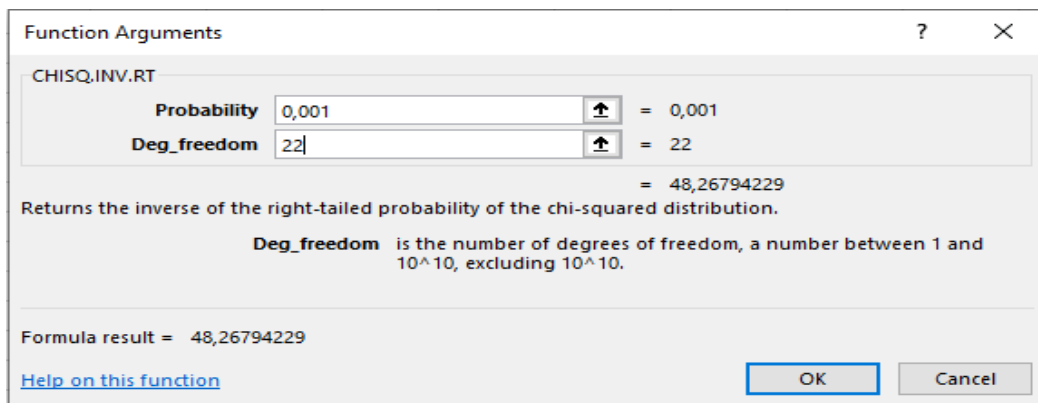


Source: Primary Data Processed, 2023

**Figure 4.12 CHISQ.INV.RT Analysis Result**

It means that all data/cases larger than 48.2679 were considered multivariate outliers. The Mahalanobis Distance output from the data in this research can be presented as follows:

**Table 4.10 Outlier Test Result**

| Observation number | Mahalanobis d-squared | p1 | p2 |
|---|---|---|---|
| 5 | 89.034 | 000 | 000 |
| 66 | 79.530 | 000 | 000 |
| 18 | 73.416 | 000 | 000 |
| 25 | 72.865 | 000 | 000 |
| 16 | 71.557 | 000 | 000 |
| 20 | 70.496 | 000 | 000 |
| 11 | 62.486 | 000 | 000 |
| 3 | 53.408 | 000 | 000 |
| 23 | 53.187 | 000 | 000 |
| 196 | 50.422 | 001 | 000 |
| 14 | 47.371 | 001 | 000 |
| 21 | 43.654 | 004 | 000 |
| 64 | 43.104 | 005 | 000 |
| 207 | 42.344 | 006 | 000 |
| 205 | 40.792 | 009 | 000 |

Source: Primary Data Processed, 2023

The table above represents the observations farthest from the centroid (Mahalanobis distance). However, the researcher did not distribute the entire table and only included the top 15 rows out of a total of 100 rows. The results of the Mahalanobis Distance test on the processed data detected values greater than the threshold of 48.2679, indicating the presence of outliers. However, this issue had been addressed by the earlier bootstrapping procedure.

### 4.3.4 Measurement Model Analysis

At this stage, the feasibility of variables is assessed based on various criteria, including the Goodness of Fit evaluation and the Cut-off value for the variables used.

**Table 4.11 Goodness of Fit Result**

| Variable | Chi-Square | Prob. | CMIN/DF | RMSEA | GFI | NFI | CFI |
|---|---|---|---|---|---|---|---|
| Social Influence | 0.076 | 0.782 | 0.076 | 0.000 | 1.000 | 1.000 | 1.000 |
| Performance Expectancy | 1.976 | 0.372 | 0.988 | 0.000 | 0.995 | 0.997 | 1.000 |
| Effort Expectancy | 3.282 | 0.194 | 1.641 | 0.056 | 0.992 | 0.995 | 0.998 |
| Trust | 1.796 | 0.180 | 1.796 | 0.062 | 0.996 | 0.997 | 0.999 |
| Attitude Toward OFDS | 2.729 | 0.099 | 2.729 | 0.092 | 0.991 | 0.994 | 0.996 |
| Online Purchase Intention | 0.019 | 0.890 | 0.019 | 0.000 | 1.000 | 1.000 | 1.000 |

Source: Primary Data Processed, 2023

#### Social Influence

Goodness of Fit analysis for the Social Influence variable indicated a well-fitting model with a Chi-Square value of 0.076 (good fit), Prob. 0.782 (good fit), CMIN/DF of 0.076 (good fit), RMSEA of 0.000 (good fit), GFI of 1.000 (good fit), NFI of 1.000 (good fit), and CFI of 1.000 (good fit).

#### Performance Expectancy

The Goodness of Fit analysis for the Performance Expectancy variable showede a good-fitting model with a Chi-Square value of 1.976 (good

fit), Prob. 0.372 (good fit), CMIN/DF of 0.988 (marginal fit), RMSEA of 0.000 (marginal fit), GFI of 0.995 (good fit), NFI of 0.997 (good fit), and CFI of 1.000 (good fit).

### Effort Expectancy

The Goodness of Fit analysis for the Effort Expectancy variable revealed a well-fitting model with a Chi-Square value of 3.282 (good fit), Prob. 0.194 (good fit), CMIN/DF of 1.641 (good fit), RMSEA of 0.056 (good fit), GFI of 0.992 (good fit), NFI of 0.995 (good fit), and CFI of 0.998 (good fit).

### Trust

The Goodness of Fit analysis for the Trust variable demonstrated a well-fitting model with a Chi-Square value of 1.796 (good fit), Prob. 0.180 (good fit), CMIN/DF of 1.796 (good fit), RMSEA of 0.062 (good fit), GFI of 0.996 (good fit), NFI of 0.997 (good fit), and CFI of 0.999 (good fit).

### Attitude Toward OFDS

The Goodness of Fit analysis for the Attitude toward OFDS variable indicated a well-fitting model with a Chi-Square value of 2.729 (good fit), Prob. 0.099 (good fit), CMIN/DF of 2.729 (marginal fit), RMSEA of 0.092 (marginal fit), GFI of 0.991 (good fit), NFI of 0.994 (good fit), and CFI of 0.996 (good fit).

### Online Purchase Intention

The Goodness of Fit analysis for the Online Purchase Intention variable showed a well-fitting model with a Chi-Square value of 0.019 (good fit), Prob. 0.890 (good fit), CMIN/DF of 0.019 (marginal fit), RMSEA of 0.000 (marginal fit), GFI of 1.000 (good fit), NFI of 1.000 (good fit), and CFI of 1.000 (good fit).

In the measurement model analysis, validity and reliability tests were conducted. Validity tests were performed to assess the level of the research instrument's ability to uncover the issues it aims to address.

Reliability tests were indices indicating the extent to which a measurement tool can be trusted or relied upon, and the extent to which measurement results remained consistent when the same issue was measured two or more times. The results of the validity and reliability tests for each variable are presented in the following table:

**Table 4.12 Validity Testing Results**

| Variable | Indicator | Loading Factor | Cut Off | Summary |
|---|---|---|---|---|
| Social Influence | SI1 | 0.881 | 0.5 | Valid |
| | SI2 | 0.916 | 0.5 | Valid |
| | SI3 | 0.846 | 0.5 | Valid |
| | SI4 | 0.870 | 0.5 | Valid |
| Performance Expectancy | PE1 | 0.885 | 0.5 | Valid |
| | PE2 | 0.891 | 0.5 | Valid |
| | PE3 | 0.885 | 0.5 | Valid |
| | PE4 | 0.658 | 0.5 | Valid |
| Effort Expectancy | EE1 | 0.914 | 0.5 | Valid |
| | EE2 | 0.871 | 0.5 | Valid |
| | EE3 | 0.885 | 0.5 | Valid |
| | EE4 | 0.875 | 0.5 | Valid |
| Trust | T1 | 0.889 | 0.5 | Valid |
| | T2 | 0.893 | 0.5 | Valid |
| | T3 | 0.883 | 0.5 | Valid |
| | T4 | 0.876 | 0.5 | Valid |
| Attitude Toward OFDS | AT1 | 0.891 | 0.5 | Valid |
| | AT2 | 0.861 | 0.5 | Valid |
| | AT3 | 0.843 | 0.5 | Valid |
| Online Purchase Intention | OPI1 | 0.901 | 0.5 | Valid |
| | OPI2 | 0.908 | 0.5 | Valid |
| | OPI3 | 0.849 | 0.5 | Valid |

Source: Primary Data Processed, 2023

**Table 4.13 Reliability Testing Results**

| Variable | Indicator | Loading Factor | CR | Summary |
|---|---|---|---|---|
| Social Influence | SI1 | 0.881 | 0.931174536 | Reliabel |
| | SI2 | 0.916 | | |
| | SI3 | 0.846 | | |
| | SI4 | 0.870 | | |
| Performance Expectancy | PE1 | 0.885 | 0.90127156 | Reliabel |
| | PE2 | 0.891 | | |
| | PE3 | 0.885 | | |
| | PE4 | 0.658 | | |
| Effort Expectancy | EE1 | 0.914 | 0.936151357 | Reliabel |
| | EE2 | 0.871 | | |
| | EE3 | 0.885 | | |
| | EE4 | 0.875 | | |
| Trust | T1 | 0.889 | 0.935453973 | Reliabel |
| | T2 | 0.893 | | |
| | T3 | 0.883 | | |
| | T4 | 0.876 | | |
| Attitude Toward OFDS | AT1 | 0.891 | 0.899287997 | Reliabel |
| | AT2 | 0.861 | | |
| | AT3 | 0.843 | | |
| Online Purchase Intention | OPI1 | 0.901 | 0.916587635 | Reliabel |
| | OPI2 | 0.908 | | |
| | OPI3 | 0.849 | | |

Source: Primary Data Processed, 2023

Based on the above data, the Confirmatory Factor Analysis (CFA) validity test resulted show factor loading values for all variable items >0.5, and construct reliability values for each variable >0.7 (Ghozali and Latan, 2015). Therefore, they are considered valid and reliable, allowing the results of this analysis to be used for subsequent testing.

### 4.3.5   Model Modification and Full Model GOF Test

In the next stage, a model fitness test is conducted to determine the criteria for a good model (Goodness of Fit). The main goal in Structural Equation Modeling (SEM) was to assess the goodness of fit to understand how well the hypothesized model fits or corresponds to the sample data. The results of the goodness of fit are presented in the following data:

**Table 4.14** *Goodness of Fit Index* **Testing Results**

| Goodness of fit index | Cut-off value | Research Model | Model |
|---|---|---|---|
| Chi-Square | Little value | 139.596 | Good Fit |
| Prob. | ≥ 0.05 | 0.518 | Good Fit |
| RMSEA | ≤ 0.08 | 0.000 | Good Fit |
| GFI | ≥ 0.90 | 0.943 | Good Fit |
| NFI | ≥ 0.90 | 0.979 | Good Fit |
| CFI | ≥ 0.90 | 1.000 | Good Fit |
| ECVI | < ECVI Saturated | 1.765 | Good Fit |
| CMIN/DF | < 2 | 0.990 | Good Fit |

Source: Primary Data Processed, 2023

The results of the above test indicated that the Chi-Square value was as expected by the researcher, which was 139.596, with a Chi-Square Prob. value of $0.518 > 0.05$. The author also needs to consider other criteria in Goodness of Fit, including RMSEA, GFI, NFI, CFI, ECVI, and CMIN/DF. RMSEA is an index used to compensate for the chi-square value. The expected RMSEA

value is ≤ 0.08, with a test result of 0.000 indicating that the model fits well with the research results.

Goodness of Fit indices indicates the overall fit between models. The GFI value in this model is 0.943. The value is close to the recommended level of ≥0.90, indicating a well-fitted research model. NFI is a measure of the comparison between the proposed model and the null model tested against a baseline. The expected NFI value is close to the recommended level of ≥ 0.90, with a research test result of 0.979. This indicates that the research model is well-fitted.

CFI is a relatively insensitive index to sample size and model complexity. The CFI value in this study is 1.000, with the recommended value being ≥ 0.90, indicating that the research model is well-fitted. ECVI is a measure of model fit when the estimated model is retested with a different sample but of the same size. The research results show that the default ECVI value is 1.765, with the recommended value being < 2.456 ECVI saturated, indicating that the research model is well-fitted.

CMIN/DF is used to measure the goodness of fit with the expected number of estimated coefficients to achieve fit. The CMIN/DF result in this study is 0.990, indicating that the research model is well-fitted. Based on the Goodness of Fit Index measurements above, it can be seen that the Chi-Square, RMSEA, GFI, CFI, and CMIN/DF indices have met the requirements of Goodness of Fit. Therefore, it can be concluded that this research model has achieved good standards.
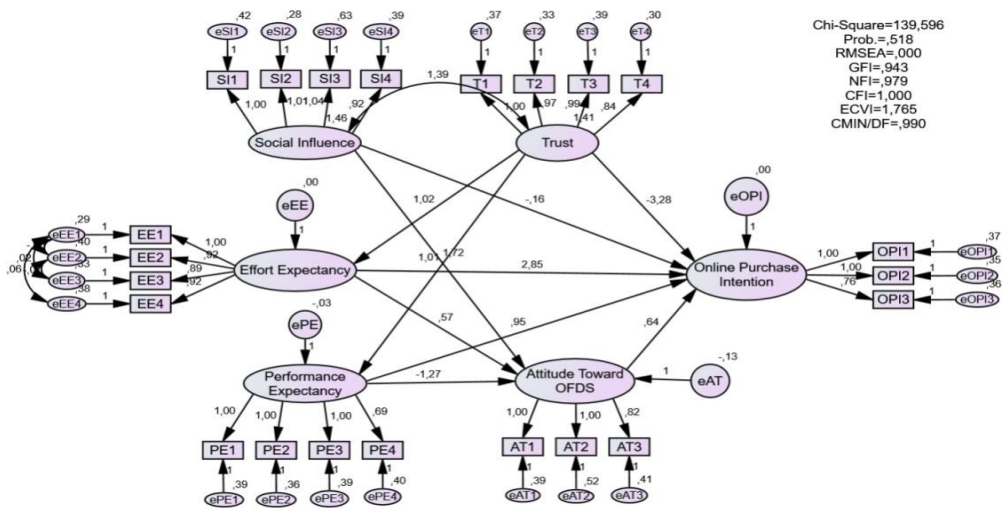
Source: Primary Data Processed, 2023

**Figure 4.13 Research Model**

**4.3.6 Direct and Indirect Effects**

Here are the results of the analysis of the six variables used to determine the magnitude of the total, direct, and indirect effects, as indicated below:

**Table 4.15 Standardized Direct Effect**

| Standardized Direct Effects (Group number 1 - Default model) | | | | | | |
|---|---|---|---|---|---|---|
| | T | SI | PE | EE | AT | OPI |
| PE | 1.01 | 0 | 0 | 0 | 0 | 0 |
| EE | 1.002 | 0 | 0 | 0 | 0 | 0 |
| AT | 0 | 1.698 | -1.228 | 0.568 | 0 | 0 |
| OPI | -3.061 | -0.148 | 0.882 | 2.715 | 0.617 | 0 |

Source: Primary Data Processed, 2023

**Table 4.16 *Standardized Indirect* Effect**

| Standardized Indirect Effects (Group number 1 - Default model) | | | | | | |
|---|---|---|---|---|---|---|
| | T | SI | PE | EE | AT | OPI |
| PE | 0 | 0 | 0 | 0 | 0 | 0 |
| EE | 0 | 0 | 0 | 0 | 0 | 0 |
| AT | -0.671 | 0 | 0 | 0 | 0 | 0 |
| OPI | 3.196 | 1.047 | -0.757 | 0.35 | 0 | 0 |
| **Standardized Total Effects (Group number 1 - Default model)** | | | | | | |
| | T | SI | PE | EE | AT | OPI |
| PE | 1.01 | 0 | 0 | 0 | 0 | 0 |
| EE | 1.002 | 0 | 0 | 0 | 0 | 0 |
| AT | -0.671 | 1.698 | -1.228 | 0.568 | 0 | 0 |

| | | | | | | |
|---|---|---|---|---|---|---|
| OPI | 0.135 | 0.899 | 0.125 | 3.065 | 0.617 | 0 |

Source: Primary Data Processed, 2023

Based on Table 4.15, it is known that the largest direct influence in this study is the direct influence of Effort Expectancy (EE) on Online Purchase Intention (OPI), which is 2.715. Furthermore, the largest indirect influence in this study is the influence of Trust (T) on Online Purchase Intention (OPI), which is 3.196. The largest total influence in this study is the influence of Effort Expectancy (EE) on Online Purchase Intention (OPI), which is 3.065.

### 4.3.7  Hypothesis Testing

Based on statistical analysis using the AMOS 24 program, the results of the hypothesis test show a positive relationship between variables if the C.R (Critical Ratio) indicates a value above 1.96 and below 0.05 for the p-value (Ghozali, 2014). The study results will be presented in the following tabl

**Table 4.17 Research Hypothesis Testing Result**

| Hypothesis | Variable Relationship | | | Estimate | S.E. | C.R. | P-value | Summary |
|---|---|---|---|---|---|---|---|---|
| H1 | Online Purchase Intention | <--- | Social Influences | -0.155 | 0.354 | -0.438 | 0.661 | Not Supported |
| H2 | Online Purchase Intention | <--- | Effort Expectancy | 2.85 | 11.081 | 0.257 | 0.797 | Not Supported |
| H3 | Online Purchase Intention | <--- | Performance Expectancy | 0.949 | 0.768 | 1.235 | 0.217 | Not Supported |
| H4 | Online Purchase Intention | <--- | Trust | -3.284 | 11.514 | -0.285 | 0.775 | Not Supported |
| H5 | Online Purchase Intention | <--- | Attitude toward Go Food | 0.641 | 0.202 | 3.17 | 0.002 | Supported |
| H6 | Performance Expectancy | <--- | Trust | 1.007 | 0.051 | 19.821 | *** | Supported |
| H7 | Effort Expectancy | <--- | Trust | 1.024 | 0.049 | 20.764 | *** | Supported |
| H8 | Attitude toward GoFood | <--- | Social Influences | 1.717 | 0.378 | 4.544 | *** | Not Supported |
| H9 | Attitude toward GoFood | <--- | Effort Expectancy | 0.573 | 0.751 | 0.763 | 0.445 | Not Supported |
| H10 | Attitude toward GoFood | <--- | Performance Expectancy | -1.271 | 0.778 | -1.634 | 0.102 | Not Supported |

tSource: Primary Data Processed, 2023

Based on the data in Table 4.17, the conclusions drawn from the testing of each hypothesis are as follows:

**First Hypothesis**

Based on the results of the statistical test, the standard regression coefficient obtained was -0.155, indicating that the influence of Social Influence on Online Purchase Intention was negative. This means that a higher Social Influence will decrease Online Purchase Intention. The test of the two variables showed a probability value of 0.661 (p>0.05). Therefore, the hypothesis stating that Social Influence has a positive and significant effect on Online Purchase Intention was **not supported**. It can be stated that there is a negative and non-significant influence between Social Influence and Online Purchase Intention.

**Second Hypothesis**

Based on the results of the statistical test, the standard regression coefficient obtained waws 2.85, indicating that the influence of Effort Expectancy on Online Purchase Intention was positive. This means that a higher Effort Expectancy will increase Online Purchase Intention. The test of the two variables showed a probability value of 0.797 (p>0.05). Therefore, the hypothesis stating that Effort Expectancy had a positive and significant effect on Online Purchase Intention was **not supported**. It can be stated that there was no positive and significant influence between Effort Expectancy and Online Purchase Intention.

**Third Hypothesis**

Based on the results of the statistical test, the standard regression coefficient obtained was 0.949, indicating that the influence of Performance Expectancy on Online Purchase Intention was positive. This means that a higher Performance Expectancy will increase Online Purchase Intention. The test of the two variables shows a probability value of 0.217 (p>0.05). Therefore, the hypothesis stating that Performance Expectancy has a positive and significant effect on Online Purchase Intention was **not supported**. It can be stated that there is no positive and significant influence between Performance Expectancy and Online Purchase Intention.

**Fourth Hypothesis**

Based on the results of the statistical test, the standard regression coefficient obtained was -3.284, indicating that the influence of Trust on Online Purchase Intention was negative. This means that a higher Trust will decrease Online Purchase Intention. The test of the two variables shows a probability value of 0.775 (p>0.05). Therefore, the hypothesis stating that

Trust had a positive and significant effect on Online Purchase Intention was **not supported**. It can be stated that there waws no positive and significant influence between Trust and Online Purchase Intention.

**Fifth Hypothesis**

Based on the results of the statistical test, the standard regression coefficient obtained was 0.641, indicating that Attitude Toward OFDS on Online Purchase Intention was positive. This means that a higher Attitude Toward OFDS will increase Online Purchase Intention. The test of the two variables showed a probability value of 0.002 ($p<0.05$). Therefore, the hypothesis stating that Attitude Toward OFDS had a positive and significant effect on Online Purchase Intention was **supported**. It can be stated that there was a positive and significant influence between Attitude toward OFDS and Online Purchase Intention.

**Sixth Hypothesis**

Based on the results of the statistical test, the standard regression coefficient obtained was 1.007, indicating that Trust on Performance Expectancy was positive. This means that a higher Trust will increase Performance Expectancy. The test of the two variables showed a probability value of 0.000 ($p<0.05$). Therefore, the hypothesis stating that Trust hadw a positive and significant effect on Performance Expectancy was **supported**. It can be stated that there is a positive and significant influence between Trust and Performance Expectancy.

**Seventh Hypothesis**

Based on the results of the statistical test, the standard regression coefficient obtained was 1.024, indicating that Trust on Effort Expectancy was positive. This means that a higher Trust will increase Effort Expectancy. The test of the two variables showed a probability value of 0.000 ($p<0.05$). Therefore, the hypothesis stating that Trust had a positive and significant

effect on Effort Expectancy was **supported**. It can be stated that there was a positive and significant influence between Trust and Effort Expectancy.

**Eighth Hypothesis**

Based on the results of the statistical test, the standard regression coefficient obtained was 1.717, indicating that Social Influence on Attitude toward OFDS was positive. This means that a higher Social Influence will increase Attitude Toward OFDS. The test of the two variables showed a probability value of 0.000 (p<0.05). Therefore, the hypothesis stating that Social Influence had a positive and significant effect on Attitude Toward OFDS was **supported**. It can be stated that there was a positive and significant influence between Social Influence and Attitude Toward OFDS.

**Ninth Hypothesis**

Based on the results of the statistical test, the standard regression coefficient obtained was 0.573, indicating that Effort Expectancy on Attitude toward OFDS was positive. This means that a higher Effort Expectancy will decrease Attitude Toward OFDS. The test of the two variables showed a probability value of 0.445 (p>0.05). Therefore, the hypothesis stating that Effort Expectancy had a positive and significant effect on Attitude Toward OFDS was **not supported**. It can be stated that there is no positive and significant influence between Effort Expectancy and Attitude oward OFDS.

**Tenth Hypothesis**

Based on the results of the statistical test, the standard regression coefficient obtained was -1.271, indicating that Performance Expectancy on Attitude Toward OFDS was negative. This means that a higher Performance Expectancy will decrease Attitude Toward OFDS. The test of the two variables showed a probability value of 0.102 (p>0.05). Therefore, the hypothesis stating that Performance Expectancy had a positive and

significant effect on Attitude Toward OFDS was **not supported**. It can be stated that there was no positive and significant influence between Performance Expectancy and Attitude Toward OFDS.

## 4.4 Result Discussion

### 4.4.1 The Influence of Social Influence on Online Purchase Intention

The results of this research prove that social influence has a negative and insignificant influence on online purchasing intentions. The research results show that the greater the social influence, the lower the customer's online purchase intention. In addition, the lower the social influence, the greater the customer's online purchase intention. This research shows that other people's opinions regarding interest in purchasing delivery services do not have a significant effect on interest in purchasing delivery services. This means that the features on GoFood need to be improved, because so far customers only consider purchases through the price and type of food features, so the consideration indicators are few. Therefore, it is best to develop other features, namely adding a review feature for each food and restaurant, so that GoFood customers can consider it more deeply when intending to buy food at GoFood. So variables such as Social Influence will be significant or positive towards the Online Purchase Intention variable. This finding is different from the results of previous research conducted by Hong et al., (2023) which concluded that Social Influence has a positive effect on Online Purchase Intentions, this shows that external opinions (from the community, friends and acquaintances) can indeed influence purchase intentions online, as proven in previous research by Al Amin et al., (2021). This finding occurred due to differences in the types of respondents and types of online food delivery service features studied. Therefore, this research implies that social influence does not have a significant impact on assessing the

quality of delivery services on the GoFood application.

**4.4.2 The Influence of Effort Expectancy on Online Purchase Intention**

The results of this study prove that effort expectations have a negative and insignificant influence between effort expectations and online purchase intentions. The research results show that the higher the effort expectation, the lower the customer's online purchase intention. Additionally, the lower the effort expectation, the greater the customer's online purchase intention. This research shows that the level of perceived ease of interest in purchasing delivery services does not have a significant effect on interest in purchasing delivery services. Effort expectancy relates to the level of ease or difficulty a person perceives when using a particular system, technology, or product. In the field of user experience and technology adoption, effort expectations are one of the factors that influence the perceived usefulness of a system. It measures consumers' anticipation of how easy or complicated it will be to use a particular technology or application.

A high level of effort expectation implies that users anticipate the system to be complicated or burdensome to operate, whereas a low level of effort expectation indicates an expectation of simplicity and ease in using the system. This concept is often taken into account in usability studies and user-friendly interface design to improve the overall user experience. This means that Indonesian customers do not consider Effort Expectancy to have an influence on Online Purchase Intentions even though the GoFood application features can be said to be user friendly and easy to operate. The reality of the variable of possible use of GoFood that influences Online Purchase Intention is the Discount Promotion Program to trigger customer influence on Online Purchase

Intention.

This finding is different from the results of previous research conducted by Hong et al., (2023) which concluded that the degree of ease associated with using the system is felt by users who utilize a system or technology. This concept believes that using the system will be easy and effortless (Doan., 2020). These two relationship concepts conclude that Effort Influence has a positive effect on Online Buy Intention, meaning that the impact of the efforts made in using OFDS will influence buying interest in the GoFood application. This finding occurred because of differences in the types of respondents and types of online food delivery service features studied. Therefore, this research implies that effort expectations do not have a significant impact on assessing the quality of delivery services in the GoFood application.

### 4.4.3 The Influence of Performance Expectancy on Online Purchase Intention

The results of this research prove that performance expectations have a negative and insignificant influence between performance expectations and online purchasing intentions. The research results show that the higher the performance expectations, the lower the customer's online purchasing intentions. In addition, the lower the performance expectations, the greater the customer's online purchase intentions. This research shows that individual perceptions of the benefits and results expected by other people regarding interest in purchasing delivery services do not have a significant effect on interest in purchasing delivery services. Performance expectations involve how a person views the anticipated benefits and outcomes that will arise from the use of a particular technology, system, or product. When it comes to implementing technology and improving the user experience, performance

expectations greatly influence a user's choice to use or stay with a particular technology.

Users evaluate the usefulness and effectiveness of a technology based on their expectations of its performance. When users believe that using a particular technology will increase efficiency, simplify tasks, or provide positive results, they are more likely to have higher performance expectations. This means that Indonesian customers do not consider Performance Expectancy to have an influence on Online Purchase Intentions even though GoFood can be said to be useful for some people because it is considered to make work easier. Due to differences in views with previous research, this can give rise to the variable reality of the possibility of using GoFood which influences Online Purchase Intentions.

This finding is different from the results of previous research conducted by Hong et al. (2023), it was found that Performance Expectancy is a variable that can positively influence Online Buy Intention. This performance expectations variable is related to important factors in a service or product which are related to customer expectations for a service or product to improve quality of life and work productivity. This finding occurred due to differences in the types of respondents and types of online food delivery service features studied. Therefore, this research implies that performance expectations do not have a significant impact on assessing the quality of delivery services on the GoFood application.

### 4.4.4 The Influence of Trust on Online Purchase Intention

The results of this study prove that trust has a negative and insignificant influence between social influence and online purchasing intentions. The

research results show that the higher the trust, the lower the customer's online purchasing intention. In addition, the lower the trust, the greater the customer's intention to purchase online. This research shows that customer trust and reliability regarding interest in purchasing delivery services does not have a significant effect on interest in purchasing delivery services. Trust in online food delivery services relates to the assurance and reliance that customers place on the platforms, companies, and processes that facilitate the delivery of food orders through online platforms or applications. This includes a variety of factors that contribute to customers' confidence that services will meet their expectations and offer a positive experience. Building and maintaining trust in online food delivery services is critical to growing customer loyalty and driving sustainable business. Companies in this industry must actively seek to build and maintain trust by consistently providing positive and reliable experiences to their customers. This means that Indonesian customers do not consider Trust to have an influence on Online Purchase Intentions even though GoFood can provide confidence in safe and comfortable transaction security. Because basically the majority of respondents are Millennial Generation and Generation Z, this can give rise to the reality of other possible variables in using the GoFood application which influence Online Purchase Intentions.

This finding is different from the results of previous research conducted by Tsao et al. (2012), identified that potential customers, when visiting a website with the intention of making a purchase, are likely to abandon the transaction if the website displays a poorly designed interface. This implies that e-commerce companies can increase consumer trust and increase their willingness to shop online by strengthening their trust in the transaction process. Additionally, trust, which is recognized to have a positive impact on Electronic Word of Mouth

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(eWOM) in the field of social networking services (SNS), can act as a motivating factor for individuals to follow or act based on advice, information, or knowledge from others. Based on these findings, the following hypothesis has been formulated: eWOM positively influences customers' intention to purchase, and customer trust can effectively strengthen their purchase intention, as shown by Rahman et al. (2020). In the context of Online Food Delivery Services (OFDS), the trust referred to is the level of customer trust in OFDS, especially GoFood, which can have an impact on Online Purchase Intentions. This relationship has been explored by Hong et al. (2023), and determined that trust has a positive effect on Online Purchase Intention. This finding occurred due to differences in the types of respondents and types of online food delivery service features studied. Therefore, this research implies that Trust does not have a significant impact on assessing the quality of delivery services in the GoFood application.

### 4.4.5 The Influence of Attitude toward GoFood on Online Purchase Intention

The result of this study proved that the attitude toward GoFood has a positive and significant influence between attitude toward GoFood and online purchase intention. It signifies a positive relationship between individuals' attitudes toward GoFood and their inclination to engage in online purchases. In essence, as the level of positive attitude toward GoFood increases, a corresponding rise in Online Purchase Intention is anticipated. The result showed that the more the attitude toward GoFood, the more the online purchase intention by customers. Moreover, that the lower the attitude toward GoFood, the lower the online purchase intention by customers.

The initial hypothesis posited a positive and significant impact of Attitude Toward GoFood on Online Purchase Intention. The statistical results validate this

hypothesis, as evidenced by the p-value falling below the commonly adopted significance level of 0.05. This alignment between the hypothesis and the statistical outcomes reinforces the assertion that a positive attitude toward GoFood does indeed exert a significant influence on the intention to make online purchases.

In summation, the comprehensive analysis reveals a positive and statistically significant influence between individuals' attitudes toward GoFood and their Online Purchase Intention. This implies that a favorable perception of GoFood is not merely associated with an increased intention to make online purchases but is statistically robust, providing valuable insights into consumer behavior in the context of online food platforms. This variable is associated with the overall attitude towards the use of OFDS. That is why this variable can either increase or decrease Online Purchase Intention. However, the evidence regarding this relationship in the context of this study is limited. An article by Chen et al., (2020) stated that consumers attitude has a positive effect towards online purchase intentions. This statement is supported by Pitchay et al., (2021) in an article "*Determinants of customers' intention to use online food delivery application through smartphone in Malaysia*" which stated that attitude towards OFDS has a positive effect on online purchase intentions.

### 4.4.6 The Influence of Trust on Performance Expectancy

The result of this study proved that the trust has a positive and significant influence between trust and performance expectancy. Trust and performance expectancy have a reciprocal relationship between the two variables. When trust in GoFood increases, customer expectations of the technology's performance in GoFood also increase. Conversely, when Trust in GoFood decreases, customer

expectations of the technology's performance in GoFood also decrease. From this study, it indicated that the confidence and reliability of customers regarding purchasing interest in delivery services do significantly influence the performance expectancy. In conclusion, the comprehensive analysis affirms a substantial positive and statistically significant influence between Trust and Performance Expectancy. This indicates that Trust plays a pivotal role in shaping individuals' expectations regarding performance, highlighting its significance in the context under consideration.

Therefore, there must be efforts to ensure that technological performance increases under any circumstances. An article by Mensaf (2020) stated that trust has a positive impact on performance expectancy. This statement is supported by Hong et al., (2022) founds that trust affects positively towards performance expectancy.H6: Trust positively affects Performance Expectancy.

### 4.4.7 The Influence of Trust on Effort Expectancy

The result of this study proved that the trust has a positive and significant influence between trust and effort expectancy. Trust and effort expectancy have a reciprocal relationship between the two variables. When trust in GoFood increases, customer expectations of the effort in GoFood also increase. Conversely, when Trust in GoFood decreases, customer expectations of the effort in GoFood also decreases. From this study, it indicated that the confidence and reliability of customers regarding purchasing interest in delivery services do significantly influence the effort expectancy.

In conclusion, the comprehensive analysis confirms a substantial positive and statistically significant influence between Trust and Effort Expectancy. This suggests that Trust plays a crucial role in shaping individuals' expectations

regarding the effort required, underscoring its importance in the context under consideration. In an article "Impact of Performance Expectancy, Effort Expectancy, and Citizen Trust on the Adoption of Electronic Voting System in Ghana "written by Mensah (2020) stated that citizen trust has a positive impact on effort expectancy. While Hong et al., (2022) also stated that Trust positively affects effort expectancy.

**4.4.8 The Influence of Social Influence on Attitude toward GoFood**
The result of this research proved that trust had a positive and significant influence between social influence and attitude toward GoFood. Social Influence and Attitude toward GoFood had a reciprocal relationship between the two variables. When Social Influence increases, attitude toward GoFood also increase. Conversely, when Social Influence decreases, attitude toward GoFood also decreases. From this research, it indicated that the opinion of customers regarding purchasing interest in delivery services significantly influenced the attitude toward GoFood.

In culminating contemplation, the multifaceted analysis crystallized into a profound revelation: a robust positive and statistically significant influence between Social Influence and Attitude toward GoFood. Beyond the numerical metrics, this signifies a tapestry of intricate sociocultural threads intertwining to influence attitudes toward a culinary entity. The complex dynamics at play transcend numerical values, shedding light on the intricate fabric of human behavior and preferences influenced by the collective sway of societal forces.

The variable Social Influence is related to the opinions, suggestions, and criticisms from the surrounding people, friends, and family regarding an GoFood. An individual will be more inclined to favor and choose to use such a

service if an GoFood receives positive and exceptional reviews from other customers. That is why Social Influence can positively influence attitude toward GoFood. In an article written by Pitchay et al. (2021) stated that social influence has a positive effect on attitude toward OFDS. This statement is supported by an article written by Lahap et al. (2023) which stated that social influence has positive effect on customers attitude towards OFDS.

### 4.4.9 The Influence of Effort Expectancy on Attitude toward GoFood

The result of this research proved that the effort expectancy had a negative and non-significant influence between effort expectancy and attitude toward GoFood. Effort expectancy and attitude toward GoFood had a negative relationship between the two variables. When customer expectations of the effort in GoFood increases, attitude toward GoFood decreases. Conversely, when customer expectations of the effort in GoFood decreases, attitude toward GoFood increases. From this research, it indicated that the customer expectations of the effort in GoFood did not significantly influence the attitude toward GoFood.

Consequently, the hypothesis stands unsubstantiated, and it can be confidently asserted that no positive and significant influence was apparent between effort expectancy and attitude toward GoFood based on the empirical findings. This nuanced conclusion enrichedw our understanding of the multifaceted dynamics inherent in this particular facet of the study, inviting further exploration and refinement of hypotheses in the intricate landscape of behavioral analysis. The variable effort expectancy was related to customer expectations regarding the ease of using GoFood. An individual will prefer GoFood that offers ease of use in its system. Therefore, Effort Expectancy can positively influence attitude toward GoFood. An article written by Lahap et al.,

(2023) found that there is a positive relationship between effort expectancy and consumers attitude toward OFDS. This Statement supported Pitchay et al. (2021) which stated that effort expectancy positively affects customers attitude towards OFDS. This finding occurred due to differences in the types of respondents and types of online food delivery service features studied. Therefore, this research implies that Effort Expectancy does not have a significant impact on Attitudes towards delivery services in the GoFood application.

**4.4.10 The Influence of Performance Expectancy on Attitude toward GoFood**

The result of this research proved that the performance expectancy had a negative and non-significant influence between performance expectancy and attitude toward GoFood. Performance expectancy and attitude toward GoFood had a negative relationship between the two variables. When customer expectations of the technology's performance in GoFood increases, attitude toward GoFood decreases. Conversely, when customer expectations of the technology's performance in GoFood decreases, attitude toward GoFood increases. From this research, it indicated that the customer expectations of the technology's performance in GoFood did not significantly influence the attitude toward GoFood.

Hence, the hypothesis encounters non-confirmation, leading to the assertion that no positive and significant influence exists between Performance Expectancy and Attitude toward GoFood based on the empirical evidence. This nuanced conclusion adds layers to our understanding, prompting further investigation and refinement of hypotheses within the intricate landscape of behavioral analysis.

Performance Expectancy variable relates to users' expectations about

how a specific technology will enhance their job performance (Venkatesh et al., 2003). As a result, individuals are more likely to embrace new technologies when they perceive potential benefits for their work. Performance Expectancy is also a key driver of customer acceptance, directly influencing both customer attitude and intention to use, especially in the context of mobile banking technology (Oliveira et al., 2014). This finding is consistent with earlier research by Shaikh et al. (2018), which found that the perceived performance expectancy of mobile banking significantly impacts attitudes and intention to use. Nonetheless, the available evidence concerning this relationship within the scope of this research was limited (Pitchay et al., 2021). This finding occurred due to differences in the types of respondents and types of online food delivery service features studied. Therefore, this research implies that Performance Expectancy does not have a significant impact on Attitudes towards delivery services in the GoFood application.

**CHAPTER V**

**CONCLUSION, MANAGERIAL IMPLICATION, RESEARCH LIMITATION, AND RECOMMENDATION**

**5.1 Conclusion**

This research aimed to enhance understanding regarding the determinants impacting Online Purchase Intention within the realm of Online Food Delivery Services. It will furnish supplementary literature, fostering prospects for future research and delivering valuable perspectives on consumer behaviors in the realm of online food delivery services. The outcomes of this investigation hold potential benefits for researchers, professionals, and other stakeholders in the industry. The insights garnered can be leveraged by companies such as GoFood, aiding them in refining service quality, elevating user experiences, and optimizing marketing strategies.

In this research, several hypotheses were tested to understand the relationships between different factors and online purchase intention.

Based on the result and discussion, it can be concluded that:

1. Social Influence had a positive and significant effect on Online Purchase Intention. The statistical test yielded a negative standard regression coefficient of -0.155, indicating that higher Social Influence decreases Online Purchase Intention. The hypothesis was not supported, suggesting a negative and non-significant influence.

2. Effort Expectancy had a positive and significant effect on Online Purchase Intention. The standard regression coefficient was 2.85, indicating a positive influence. However, the hypothesis was not supported as the probability value was 0.797 (>0.05), suggesting no positive and significant influence.

3. Performance Expectancy had a positive and significant effect on Online Purchase Intention. The standard regression coefficient was 0.949, indicating a positive influence. However, the hypothesis was not supported as the probability value was 0.217 (>0.05), suggesting no positive and significant influence.

4. Trust had a positive and significant effect on Online Purchase Intention. The

standard regression coefficient was -3.284, indicating a negative influence. The hypothesis was not supported, suggesting no positive and significant influence.

5. Attitude toward GoFood had a positive and significant effect on Online Purchase Intention. The standard regression coefficient was 0.641, indicating a positive influence. The hypothesis was supported with a probability value of 0.002 (<0.05), suggesting a positive and significant influence.

6. Trust had a positive and significant effect on Performance Expectancy. The hypothesis was supported with a standard regression coefficient of 1.007 and a probability value of 0.000 (<0.05), indicating a positive and significant influence.

7. Trust had a positive and significant effect on Effort Expectancy. The hypothesis was supported with a standard regression coefficient of 1.024 and a probability value of 0.000 (<0.05), indicating a positive and significant influence.

8. Social Influence had a positive and significant effect on Attitude toward GoFood. The hypothesis was supported with a standard regression coefficient of 1.717 and a probability value of 0.000 (<0.05), indicating a positive and significant influence.

9. Effort Expectancy had a positive and significant effect on Attitude toward GoFood. The hypothesis was not supported with a probability value of 0.445 (>0.05), suggesting no positive and significant influence.

10. Performance Expectancy had a positive and significant effect on Attitude toward GoFood. The hypothesis was not supported with a probability value of 0.102 (>0.05), suggesting no positive and significant influence.

## 5.2 Managerial Implication

The results of this research are useful for researchers in deepening and applying marketing materials, especially the factors that influence GoFood customers to have the intention to purchase at GoFood. Therefore, the results of this research are useful for Go Food as online food delivery services to:

1. First, enriching and developing empirical research related to purchase intentions at GoFood. The management may consider to measure about some factors including social influence, effort expectation, performance

expectations, and trust for online food delivery application in Indonesia.

2. Second, as one of OFDS, GoFood should keep maintain and improve factors that influence attitudes toward purchase intention. So the consumer will keep trust and have high performance expectations to GoFood.

3. Third, the OFDS may evaluate the implementation of variable effort expectancy and performance expectancy to the effect on consumers' attitude.

## 5.3 Research Limitation

This study is not without flaws. Regarding its limitations, there are several points to consider:

1. The sample of this research still might not represent all of customer GoFood application.

2. Based on statistically, this study does not guarantee similar findings when the model is tested in a different location because the restricted diversity in samples and variations in research locations compared to prior studies.

3. In practical terms, the study has been unable to establish a positive impact on purchase intention due to the limited prevalence of online food providers in Indonesia.

4. When Indonesian consumers use online food delivery services, they predominantly consider the variety and features provided by the online food delivery services applications. Additionally, consumers prioritize the prices of each online food delivery services, showing minimal concern for other factors.

## 5.4 Recommendation

For further empirical studies, firstly, it is suggested that each dimension of social influence, performance expectancy, effort expectancy, attitude toward online food delivery services, and trust could be more explored. These dimensions provide details on what elements in purchase intention especially in Go Food. Secondly, future research could also go for different research framework. The research framework can be modified in order to find other possible better models that explain social influence, performance expectancy, effort expectancy, attitude toward online food delivery services, which are included in the UTAUT model, and trust contributions to the online purchase intention. Lastly, the researcher suggests to the future study to examine different target respondents such as in online food delivery

sector. In terms of managerial implication, the results can help companies such as Go Food to make more effective strategies and policies in elevating user experiences and optimizing marketing strategies. Furthermore, to mitigate issues associated with measurement items commonly encountered in quantitative research, it is suggested that future studies delve into the qualitative exploration of factors affecting online purchase intention. Qualitative research has the potential to enhance and add depth to the insights obtained in this area.

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**APPENDIX 1**

**Pilot Test**

**Validity**

## Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| SI1 | 103.9750 | 107.717 | .634 | .891 |
| SI2 | 104.0250 | 110.281 | .774 | .888 |
| SI3 | 104.5500 | 100.767 | .702 | .889 |
| SI4 | 103.9500 | 115.792 | .393 | .897 |
| PE1 | 103.5000 | 114.205 | .464 | .895 |
| PE2 | 103.5000 | 113.949 | .496 | .895 |
| PE3 | 103.4000 | 114.759 | .538 | .894 |
| PE4 | 103.4250 | 117.943 | .339 | .898 |
| EE1 | 103.4500 | 115.074 | .531 | .894 |
| EE2 | 103.5500 | 117.433 | .329 | .898 |
| EE3 | 103.4750 | 118.769 | .365 | .897 |
| EE4 | 103.3250 | 119.610 | .253 | .900 |
| T1 | 103.5500 | 117.946 | .398 | .897 |
| T2 | 103.6250 | 113.933 | .496 | .895 |
| T3 | 103.8750 | 112.676 | .635 | .892 |
| T4 | 103.5750 | 115.533 | .521 | .894 |
| AT1 | 103.7500 | 110.808 | .662 | .891 |
| AT2 | 104.2250 | 107.974 | .573 | .893 |
| AT3 | 103.9250 | 111.866 | .555 | .893 |
| OPI1 | 103.8000 | 113.651 | .507 | .894 |
| OPI2 | 104.0000 | 109.846 | .593 | .892 |
| OPI3 | 103.7250 | 116.461 | .429 | .896 |

**Reliability**

**Social Influences**

## Reliability Statistics

| Cronbach's Alpha | N of Items |
|---|---|
| .765 | 4 |

**Performance Expectancy**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .605 | 4 |

**Effort Expectancy**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .726 | 4 |

**Trust**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .740 | 4 |

**Attitude towards OFDS**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .821 | 3 |

**Online Purchase Intention**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .765 | 3 |

**APPENDIX 2**

**Descriptive Variable**

a) **Social Influences**

**Descriptive Statistics**

|  | N | Mean |
|---|---|---|
| SI1 | 207 | 4.8502 |
| SI2 | 207 | 4.8647 |
| SI3 | 207 | 4.7391 |
| SI4 | 207 | 4.8357 |
| Valid N (listwise) | 207 | |

b) **Performance Expectancy**

**Descriptive Statistics**

|  | N | Mean |
|---|---|---|
| PE1 | 207 | 4.9758 |
| PE2 | 207 | 4.9324 |
| PE3 | 207 | 5.0193 |
| PE4 | 207 | 4.9903 |
| Valid N (listwise) | 207 | |

c) **Effort Expectancy**

**Descriptive Statistics**

|  | N | Mean |
|---|---|---|
| EE1 | 207 | 4.9662 |
| EE2 | 207 | 5.0048 |
| EE3 | 207 | 4.9469 |
| EE4 | 207 | 5.0386 |
| Valid N (listwise) | 207 | |

### d) Trust

**Descriptive Statistics**

|  | N | Mean |
|---|---|---|
| T1 | 207 | 4.9275 |
| T2 | 207 | 4.9420 |
| T3 | 207 | 4.8889 |
| T4 | 207 | 4.9227 |
| Valid N (listwise) | 207 | |

### e) Attitude toward OFDS

**Descriptive Statistics**

|  | N | Mean |
|---|---|---|
| AT1 | 207 | 4.9565 |
| AT2 | 207 | 4.6908 |
| AT3 | 207 | 4.8986 |
| Valid N (listwise) | 207 | |

### f) Purchase Intention

**Descriptive Statistics**

|  | N | Mean |
|---|---|---|
| OPI1 | 207 | 5.0580 |
| OPI2 | 207 | 4.5894 |
| OPI3 | 207 | 4.9903 |
| Valid N (listwise) | 207 | |

**APPENDIX 3**

SEM Testing

a) **Normality Testing**

| Variable | Min | max | skew | c.r. | kurtosis | c.r. |
|----------|-----|-----|------|------|----------|------|
| OPI3 | 1,000 | 6,000 | -1,443 | -8,476 | 1,605 | 4,713 |
| OPI2 | 1,000 | 6,000 | -1,614 | -9,478 | 1,522 | 4,469 |
| OPI1 | 1,000 | 6,000 | -1,472 | -8,648 | 1,051 | 3,087 |
| AT1 | 1,000 | 6,000 | -1,585 | -9,309 | 1,611 | 4,730 |
| AT2 | 1,000 | 6,000 | -1,345 | -7,900 | ,807 | 2,369 |
| AT3 | 1,000 | 6,000 | -1,300 | -7,636 | 1,221 | 3,585 |
| T4 | 1,000 | 6,000 | -1,551 | -9,112 | 2,188 | 6,426 |
| T3 | 1,000 | 6,000 | -1,538 | -9,031 | 1,679 | 4,930 |
| T2 | 1,000 | 6,000 | -1,632 | -9,586 | 2,050 | 6,021 |
| T1 | 1,000 | 6,000 | -1,751 | -10,286 | 2,378 | 6,982 |
| PE1 | 1,000 | 6,000 | -1,698 | -9,975 | 2,128 | 6,250 |
| PE2 | 1,000 | 6,000 | -1,698 | -9,972 | 2,147 | 6,305 |
| PE3 | 1,000 | 6,000 | -1,766 | -10,375 | 2,362 | 6,937 |
| PE4 | 1,000 | 6,000 | -1,671 | -9,814 | 2,107 | 6,188 |
| EE1 | 1,000 | 6,000 | -1,696 | -9,959 | 2,061 | 6,052 |
| EE2 | 1,000 | 6,000 | -1,666 | -9,785 | 2,112 | 6,202 |
| EE3 | 1,000 | 6,000 | -1,809 | -10,623 | 2,937 | 8,625 |
| EE4 | 1,000 | 6,000 | -1,659 | -9,742 | 1,967 | 5,776 |
| SI4 | 1,000 | 6,000 | -1,535 | -9,018 | 1,831 | 5,376 |
| SI3 | 1,000 | 6,000 | -1,168 | -6,858 | ,185 | ,542 |
| SI2 | 1,000 | 6,000 | -1,499 | -8,804 | 1,497 | 4,396 |

| Variable | Min | max | skew | c.r. | kurtosis | c.r. |
|---|---|---|---|---|---|---|
| SI1 | 1,000 | 6,000 | -1,437 | -8,441 | 1,168 | 3,431 |
| Multivariate | | | | | 153,154 | 33,904 |

## b) **Bootstrap Distribution**

ML discrepancy (implied vs sample) (Default model)

```
                          |------------
             269,210      |*
             278,840      |
             288,469      |
             298,098      |*
             307,728      |**
             317,357      |***
             326,987      |
N = 15       336,616      |
Mean = 343,759  346,246   |*
S. e. = 10,721  355,875   |*
             365,504      |**
             375,134      |
             384,763      |*
             394,393      |**
             404,022      |*
                          |------------
```

## c) Bollen-Stine Bootstrap

| 4.3.7.1.1 Bollen-Stine Bootstrap (Default model) |
| --- |
| The model fit better in 0 bootstrap samples.<br><br>It fit about equally well in 0 bootstrap samples.<br><br>It fit worse or failed to fit in 15 bootstrap samples.<br><br>Testing the null hypothesis that the model is correct, Bollen-Stine bootstrap p = 1,000 |

## d) *Outliers Testing*

| Observation number | Mahalanobis d-squared | p1 | p2 |
| --- | --- | --- | --- |
| 5 | 89,034 | ,000 | ,000 |
| 66 | 79,530 | ,000 | ,000 |
| 18 | 73,416 | ,000 | ,000 |
| 25 | 72,865 | ,000 | ,000 |
| 16 | 71,557 | ,000 | ,000 |
| 20 | 70,496 | ,000 | ,000 |
| 11 | 62,486 | ,000 | ,000 |
| 3 | 53,408 | ,000 | ,000 |
| 23 | 53,187 | ,000 | ,000 |
| 196 | 50,422 | ,001 | ,000 |
| 14 | 47,371 | ,001 | ,000 |
| 21 | 43,654 | ,004 | ,000 |
| 64 | 43,104 | ,005 | ,000 |
| 207 | 42,344 | ,006 | ,000 |
| 205 | 40,792 | ,009 | ,000 |
| 206 | 39,790 | ,011 | ,000 |

| Observation number | Mahalanobis d-squared | p1 | p2 |
|---|---|---|---|
| 30 | 38,941 | ,014 | ,000 |
| 44 | 37,645 | ,020 | ,000 |
| 204 | 37,384 | ,021 | ,000 |
| 193 | 37,206 | ,022 | ,000 |
| 191 | 37,108 | ,023 | ,000 |
| 185 | 37,003 | ,024 | ,000 |
| 65 | 36,818 | ,025 | ,000 |
| 203 | 36,332 | ,028 | ,000 |
| 22 | 35,811 | ,032 | ,000 |
| 2 | 35,671 | ,033 | ,000 |
| 192 | 35,222 | ,037 | ,000 |
| 72 | 34,938 | ,039 | ,000 |
| 15 | 34,569 | ,043 | ,000 |
| 69 | 34,379 | ,045 | ,000 |
| 190 | 34,230 | ,047 | ,000 |
| 74 | 33,531 | ,055 | ,000 |
| 6 | 33,420 | ,056 | ,000 |
| 187 | 33,396 | ,057 | ,000 |
| 143 | 33,202 | ,059 | ,000 |
| 201 | 33,091 | ,061 | ,000 |
| 12 | 32,887 | ,063 | ,000 |
| 188 | 32,844 | ,064 | ,000 |
| 17 | 32,464 | ,070 | ,000 |
| 40 | 32,461 | ,070 | ,000 |
| 31 | 32,322 | ,072 | ,000 |
| 28 | 32,111 | ,076 | ,000 |

| Observation number | Mahalanobis d-squared | p1 | p2 |
|---|---|---|---|
| 9 | 32,109 | ,076 | ,000 |
| 76 | 31,701 | ,083 | ,000 |
| 52 | 31,266 | ,091 | ,000 |
| 8 | 31,248 | ,091 | ,000 |
| 1 | 29,986 | ,119 | ,000 |
| 29 | 29,931 | ,120 | ,000 |
| 63 | 29,797 | ,123 | ,000 |
| 197 | 29,780 | ,124 | ,000 |
| 198 | 29,096 | ,142 | ,000 |
| 75 | 28,544 | ,158 | ,000 |
| 32 | 28,343 | ,165 | ,001 |
| 183 | 28,253 | ,167 | ,000 |
| 195 | 28,249 | ,168 | ,000 |
| 194 | 27,751 | ,184 | ,001 |
| 70 | 26,525 | ,230 | ,072 |
| 71 | 26,520 | ,230 | ,054 |
| 68 | 25,439 | ,277 | ,419 |
| 186 | 25,272 | ,284 | ,455 |
| 199 | 25,236 | ,286 | ,416 |
| 144 | 25,029 | ,296 | ,478 |
| 67 | 24,704 | ,311 | ,613 |
| 189 | 24,505 | ,321 | ,670 |
| 113 | 24,071 | ,344 | ,833 |
| 27 | 22,776 | ,414 | ,998 |
| 73 | 22,655 | ,421 | ,998 |
| 166 | 22,570 | ,426 | ,998 |

| Observation number | Mahalanobis d-squared | p1 | p2 |
|---|---|---|---|
| 200 | 22,516 | ,429 | ,998 |
| 175 | 21,405 | ,496 | 1,000 |
| 82 | 21,397 | ,496 | 1,000 |
| 157 | 21,117 | ,514 | 1,000 |
| 160 | 20,892 | ,527 | 1,000 |
| 184 | 20,573 | ,547 | 1,000 |
| 96 | 20,001 | ,583 | 1,000 |
| 129 | 19,767 | ,598 | 1,000 |
| 152 | 19,483 | ,615 | 1,000 |
| 45 | 19,368 | ,623 | 1,000 |
| 202 | 19,337 | ,624 | 1,000 |
| 19 | 19,333 | ,625 | 1,000 |
| 167 | 18,791 | ,658 | 1,000 |
| 99 | 18,630 | ,668 | 1,000 |
| 151 | 18,614 | ,669 | 1,000 |
| 112 | 18,531 | ,674 | 1,000 |
| 102 | 18,438 | ,680 | 1,000 |
| 79 | 18,432 | ,680 | 1,000 |
| 164 | 18,216 | ,693 | 1,000 |
| 108 | 18,166 | ,696 | 1,000 |
| 109 | 18,000 | ,706 | 1,000 |
| 171 | 17,856 | ,715 | 1,000 |
| 93 | 17,811 | ,717 | 1,000 |
| 13 | 17,697 | ,724 | 1,000 |
| 177 | 17,389 | ,742 | 1,000 |
| 169 | 17,352 | ,744 | 1,000 |

| Observation number | Mahalanobis d-squared | p1 | p2 |
|---|---|---|---|
| 77 | 17,235 | ,750 | 1,000 |
| 181 | 17,108 | ,757 | 1,000 |
| 150 | 17,022 | ,762 | 1,000 |
| 36 | 17,004 | ,763 | 1,000 |
| 33 | 16,982 | ,764 | 1,000 |
| 134 | 16,978 | ,765 | 1,000 |

# APPENDIX 4

## VARIABLE VALIDITY

**a)** *Social Influence*



Chi-Square=8,201
Prob.=,017
RMSEA=,123
GFI=,982
NFI=,989
CFI=,991
ECVI=,117
CMIN/DF=4,100
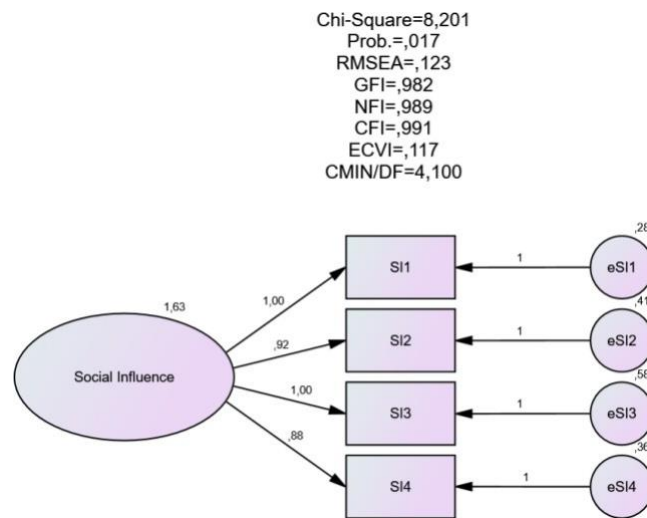
4.3.7.1.2   Standardized Regression Weights: (Group number 1 - Default model)

|  | Estimate |
|---|---|
| SI1  <---  SI | ,924 |
| SI2  <---  SI | ,879 |
| SI3  <---  SI | ,859 |
| SI4  <---  SI | ,883 |

**b)** *Modified Social Influence*



Chi-Square=,076
Prob.=,782
RMSEA=,000
GFI=1,000
NFI=1,000
CFI=1,000
ECVI=,088
CMIN/DF=,076
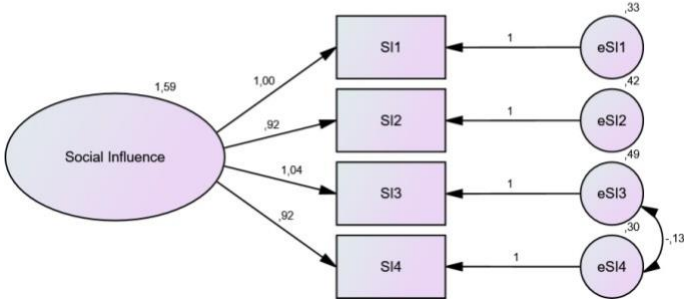
4.3.7.1.3   Standardized Regression Weights: (Group number 1 - Default model)

|  | Estimate |
|---|---|
| SI1  <---  SI | ,911 |
| SI2  <---  SI | ,873 |
| SI3  <---  SI | ,882 |
| SI4  <---  SI | ,904 |

**c)** *Performance Expectancy*



Chi-Square=1,976
Prob.=,372
RMSEA=,000
GFI=,995
NFI=,997
CFI=1,000
ECVI=,087
CMIN/DF=,988
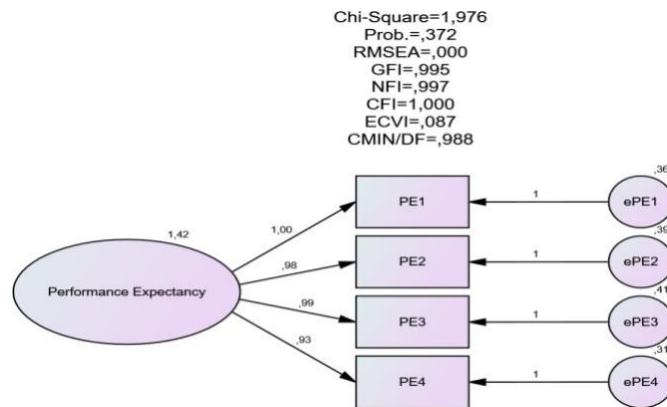
4.3.7.1.4   Standardized Regression Weights: (Group number 1 -
Default model)

|  | Estimate |
|---|---|
| PE1 <--- PE | ,893 |
| PE2 <--- PE | ,883 |
| PE3 <--- PE | ,879 |
| PE4 <--- PE | ,896 |

**d)  *Effort Expectancy***
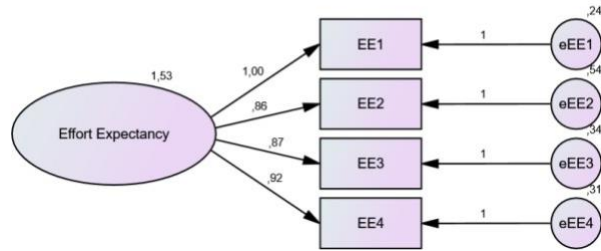


4.3.7.1.5    Standardized Regression Weights: (Group number 1 - Default model)

|  | Estimate |
|---|---|
| EE1  <---  EE | ,931 |
| EE2  <---  EE | ,821 |
| EE3  <---  EE | ,880 |
| EE4  <---  EE | ,899 |

**e)** *Trust*



Chi-Square=4,077
Prob.=,130
RMSEA=,071
GFI=,991
NFI=,994
CFI=,997
ECVI=,097
CMIN/DF=2,038
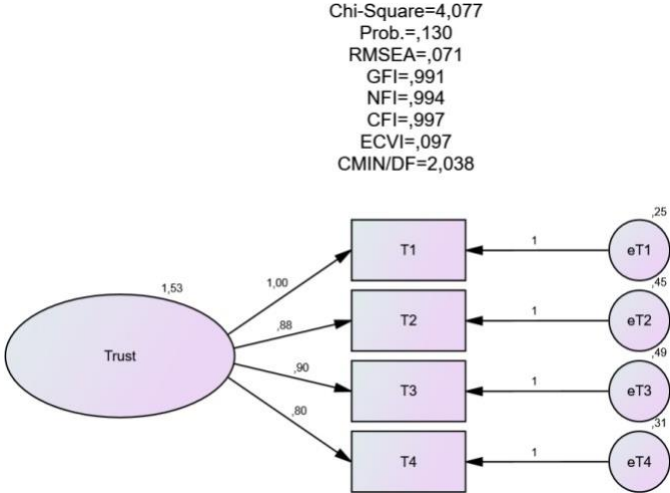
Standardized Regression Weights: (Group number 1 - Default model)

|  |  |  | Estimate |
|---|---|---|---|
| T1 | <--- | T | ,928 |
| T2 | <--- | T | ,852 |
| T3 | <--- | T | ,845 |
| T4 | <--- | T | ,871 |

**f) Modified *Trust***



```
Chi-Square=1,796
Prob.=,180
RMSEA=,062
GFI=,996
NFI=,997
CFI=,999
ECVI=,096
CMIN/DF=1,796
```
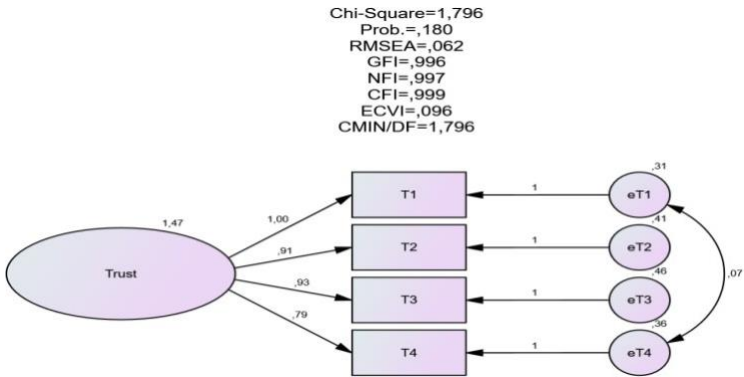
4.3.7.1.6   Standardized Regression Weights: (Group number 1 - Default model)

|        |       | Estimate |
|--------|-------|----------|
| T1 <--- T | | ,909 |
| T2 <--- T | | ,865 |
| T3 <--- T | | ,857 |
| T4 <--- T | | ,848 |

*a.* *Attitude Toward OFDS*



Chi-Square=2,729
Prob.=,099
RMSEA=,092
GFI=,991
NFI=,994
CFI=,996
ECVI=,062
CMIN/DF=2,729
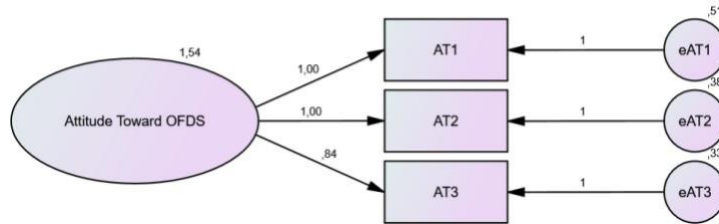
Standardized Regression Weights: (Group number 1 - Default model)

|  | Estimate |
|---|---|
| AT1  <---  AT | ,867 |
| AT2  <---  AT | ,896 |
| AT3  <---  AT | ,876 |

**g) *Online Purchase Intention***



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

|  | Estimate |
|---|---|
| OPI1 &lt;--- OPI | ,935 |
| OPI2 &lt;--- OPI | ,868 |
| OPI3 &lt;--- OPI | ,889 |

## APPENDIX 5

Validity model testing

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

|  |  |  | Estimate |
|---|---|---|---|
| PE | <--- | T | 1,010 |
| EE | <--- | T | 1,002 |
| AT | <--- | SI | 1,698 |
| AT | <--- | EE | ,568 |
| AT | <--- | PE | -1,228 |
| OPI | <--- | SI | -,148 |
| OPI | <--- | EE | 2,715 |
| OPI | <--- | PE | ,882 |
| OPI | <--- | T | -3,061 |
| OPI | <--- | AT | ,617 |
| SI1 | <--- | SI | ,881 |
| SI2 | <--- | SI | ,916 |
| SI3 | <--- | SI | ,846 |
| SI4 | <--- | SI | ,870 |
| EE4 | <--- | EE | ,875 |
| EE3 | <--- | EE | ,885 |
| EE2 | <--- | EE | ,871 |
| EE1 | <--- | EE | ,914 |
| PE4 | <--- | PE | ,658 |
| PE3 | <--- | PE | ,885 |
| PE2 | <--- | PE | ,891 |
| PE1 | <--- | PE | ,885 |
| T1 | <--- | T | ,889 |

|  |  |  | Estimate |
|---|---|---|---|
| T2 | <--- | T | ,893 |
| T3 | <--- | T | ,883 |
| T4 | <--- | T | ,876 |
| AT3 | <--- | AT | ,843 |
| AT2 | <--- | AT | ,861 |
| AT1 | <--- | AT | ,891 |
| OPI1 | <--- | OPI | ,901 |
| OPI2 | <--- | OPI | ,908 |
| OPI3 | <--- | OPI | ,849 |

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

| Parameter | | | SE | SE-SE | Mean | Bias | SE-Bias |
|---|---|---|---|---|---|---|---|
| PE | <--- | T | ,006 | ,001 | 1,011 | ,001 | ,001 |
| EE | <--- | T | ,009 | ,002 | 1,003 | ,001 | ,002 |
| AT | <--- | SI | 1,288 | ,235 | 2,286 | ,588 | ,332 |
| AT | <--- | EE | ,849 | ,155 | ,098 | -,469 | ,219 |
| AT | <--- | PE | 1,130 | ,206 | -1,344 | -,117 | ,292 |
| OPI | <--- | SI | 1,180 | ,215 | -,486 | -,338 | ,305 |
| OPI | <--- | EE | 1,862 | ,340 | 1,408 | -1,307 | ,481 |
| OPI | <--- | PE | 1,686 | ,308 | 1,430 | ,548 | ,435 |
| OPI | <--- | T | 1,502 | ,274 | -2,053 | 1,008 | ,388 |
| OPI | <--- | AT | ,350 | ,064 | ,697 | ,081 | ,090 |
| SI1 | <--- | SI | ,017 | ,003 | ,885 | ,004 | ,004 |
| SI2 | <--- | SI | ,012 | ,002 | ,919 | ,002 | ,003 |
| SI3 | <--- | SI | ,019 | ,003 | ,856 | ,010 | ,005 |
| SI4 | <--- | SI | ,022 | ,004 | ,876 | ,006 | ,006 |

| Parameter | | | SE | SE-SE | Mean | Bias | SE-Bias |
|---|---|---|---|---|---|---|---|
| EE4 | <--- | EE | ,025 | ,004 | ,884 | ,009 | ,006 |
| EE3 | <--- | EE | ,016 | ,003 | ,888 | ,003 | ,004 |
| EE2 | <--- | EE | ,019 | ,004 | ,883 | ,012 | ,005 |
| EE1 | <--- | EE | ,018 | ,003 | ,917 | ,003 | ,005 |
| PE4 | <--- | PE | ,486 | ,089 | ,827 | ,168 | ,125 |
| PE3 | <--- | PE | ,017 | ,003 | ,892 | ,007 | ,004 |
| PE2 | <--- | PE | ,013 | ,002 | ,895 | ,004 | ,003 |
| PE1 | <--- | PE | ,016 | ,003 | ,882 | -,003 | ,004 |
| T1 | <--- | T | ,018 | ,003 | ,893 | ,004 | ,005 |
| T2 | <--- | T | ,023 | ,004 | ,899 | ,006 | ,006 |
| T3 | <--- | T | ,014 | ,002 | ,897 | ,014 | ,004 |
| T4 | <--- | T | ,021 | ,004 | ,880 | ,004 | ,006 |
| AT3 | <--- | AT | ,025 | ,005 | ,851 | ,007 | ,007 |
| AT2 | <--- | AT | ,023 | ,004 | ,862 | ,001 | ,006 |
| AT1 | <--- | AT | ,023 | ,004 | ,889 | -,002 | ,006 |
| OPI1 | <--- | OPI | ,020 | ,004 | ,906 | ,005 | ,005 |
| OPI2 | <--- | OPI | ,020 | ,004 | ,914 | ,006 | ,005 |
| OPI3 | <--- | OPI | ,024 | ,004 | ,855 | ,006 | ,006 |

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

| Parameter | | | Estimate | Lower | Upper | P |
|---|---|---|---|---|---|---|
| PE | <--- | T | 1,010 | ... | ... | ,182 |
| EE | <--- | T | 1,002 | ... | 1,008 | ,799 |

| Parameter | | | Estimate | Lower | Upper | P |
|---|---|---|---|---|---|---|
| AT | <--- | SI | 1,698 | ... | 2,667 | ,799 |
| AT | <--- | EE | ,568 | -,493 | ... | ,148 |
| AT | <--- | PE | -1,228 | ... | ... | ,095 |
| OPI | <--- | SI | -,148 | ... | ... | ,992 |
| OPI | <--- | EE | 2,715 | ,677 | ... | ,007 |
| OPI | <--- | PE | ,882 | -,229 | ... | ,070 |
| OPI | <--- | T | -3,061 | ... | -1,149 | ,001 |
| OPI | <--- | AT | ,617 | ... | 1,120 | ,522 |
| SI1 | <--- | SI | ,881 | ... | ,905 | ,522 |
| SI2 | <--- | SI | ,916 | ... | ,936 | ,320 |
| SI3 | <--- | SI | ,846 | ... | ,867 | ... |
| SI4 | <--- | SI | ,870 | ... | ,892 | ,799 |
| EE4 | <--- | EE | ,875 | ... | ,891 | ... |
| EE3 | <--- | EE | ,885 | ... | ,894 | ... |
| EE2 | <--- | EE | ,871 | ... | ,903 | ,799 |
| EE1 | <--- | EE | ,914 | ... | ,954 | ,320 |
| PE4 | <--- | PE | ,658 | ... | 1,988 | ,320 |
| PE3 | <--- | PE | ,885 | ... | ,912 | ,522 |
| PE2 | <--- | PE | ,891 | ... | ,914 | ,522 |
| PE1 | <--- | PE | ,885 | ,849 | ... | ,045 |
| T1 | <--- | T | ,889 | ... | ,918 | ,320 |
| T2 | <--- | T | ,893 | ... | ,915 | ,799 |
| T3 | <--- | T | ,883 | ... | ,896 | ... |
| T4 | <--- | T | ,876 | ... | ,883 | ... |
| AT3 | <--- | AT | ,843 | ... | ,875 | ,522 |

| Parameter | Estimate | Lower | Upper | P |
|---|---|---|---|---|
| AT2 <--- AT | ,861 | ... | ,893 | ,320 |
| AT1 <--- AT | ,891 | ... | ... | ,182 |
| OPI1 <--- OPI | ,901 | ... | ... | ,182 |
| OPI2 <--- OPI | ,908 | ... | ,954 | ,320 |
| OPI3 <--- OPI | ,849 | ... | ,879 | ,522 |

# APPENDIX 6

Research Model
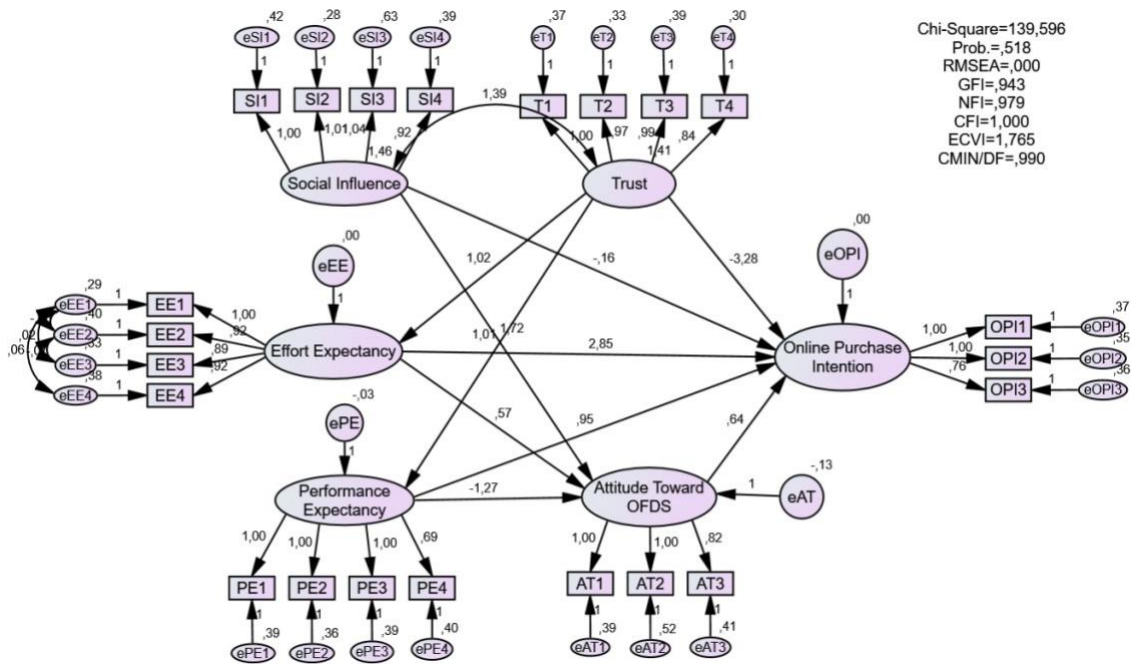
**APPENDIX 7**

Fit Model

<p style="text-align:center;">Model Fit Summary</p>

CMIN

| Model | NPAR | CMIN | DF | P | CMIN/DF |
|---|---|---|---|---|---|
| Default model | 112 | 139,596 | 141 | ,518 | ,990 |
| Saturated model | 253 | ,000 | 0 | | |
| Independence model | 22 | 6741,210 | 231 | ,000 | 29,183 |

RMR, GFI

| Model | RMR | GFI | AGFI | PGFI |
|---|---|---|---|---|
| Default model | ,039 | ,943 | ,898 | ,526 |
| Saturated model | ,000 | 1,000 | | |
| Independence model | 1,287 | ,073 | -,016 | ,066 |

Baseline Comparisons

| Model | NFI Delta1 | RFI rho1 | IFI Delta2 | TLI rho2 | CFI |
|---|---|---|---|---|---|
| Default model | ,979 | ,966 | 1,000 | 1,000 | 1,000 |
| Saturated model | 1,000 | | 1,000 | | 1,000 |
| Independence model | ,000 | ,000 | ,000 | ,000 | ,000 |

Parsimony-Adjusted Measures

| Model | PRATIO | PNFI | PCFI |
|---|---|---|---|
| Default model | ,610 | ,598 | ,610 |
| Saturated model | ,000 | ,000 | ,000 |
| Independence model | 1,000 | ,000 | ,000 |

NCP

| Model | NCP | LO 90 | HI 90 |
|---|---|---|---|
| Default model | ,000 | ,000 | 30,260 |

| Model | NCP | LO 90 | HI 90 |
|---|---|---|---|
| Saturated model | ,000 | ,000 | ,000 |
| Independence model | 6510,210 | 6245,619 | 6781,152 |

FMIN

| Model | FMIN | F0 | LO 90 | HI 90 |
|---|---|---|---|---|
| Default model | ,678 | ,000 | ,000 | ,147 |
| Saturated model | ,000 | ,000 | ,000 | ,000 |
| Independence model | 32,724 | 31,603 | 30,319 | 32,918 |

RMSEA

| Model | RMSEA | LO 90 | HI 90 | PCLOSE |
|---|---|---|---|---|
| Default model | ,000 | ,000 | ,032 | 1,000 |
| Independence model | ,370 | ,362 | ,377 | ,000 |

AIC

| Model | AIC | BCC | BIC | CAIC |
|---|---|---|---|---|
| Default model | 363,596 | 391,749 | 736,861 | 848,861 |
| Saturated model | 506,000 | 569,596 | 1349,178 | 1602,178 |
| Independence model | 6785,210 | 6790,740 | 6858,530 | 6880,530 |

ECVI

| Model | ECVI | LO 90 | HI 90 | MECVI |
|---|---|---|---|---|
| Default model | 1,765 | 1,772 | 1,919 | 1,902 |
| Saturated model | 2,456 | 2,456 | 2,456 | 2,765 |
| Independence model | 32,938 | 31,653 | 34,253 | 32,965 |

HOELTER

| Model | HOELTER .05 | HOELTER .01 |
|---|---|---|
| Default model | 251 | 271 |
| Independence model | 9 | 9 |

# APPENDIX 8

Hypothesis Testing

| | | | Estimate | S.E. | C.R. | P | Label |
|---|---|---|---|---|---|---|---|
| PE | <--- | T | 1,007 | ,051 | 19,821 | *** | par_20 |
| EE | <--- | T | 1,024 | ,049 | 20,764 | *** | par_21 |
| AT | <--- | SI | 1,717 | ,378 | 4,544 | *** | par_22 |
| AT | <--- | EE | ,573 | ,751 | ,763 | ,445 | par_23 |
| AT | <--- | PE | -1,271 | ,778 | -1,634 | ,102 | par_24 |
| OPI | <--- | SI | -,155 | ,354 | -,438 | ,661 | par_15 |
| OPI | <--- | EE | 2,850 | 11,081 | ,257 | ,797 | par_16 |
| OPI | <--- | PE | ,949 | ,768 | 1,235 | ,217 | par_17 |
| OPI | <--- | T | -3,284 | 11,514 | -,285 | ,775 | par_18 |
| OPI | <--- | AT | ,641 | ,202 | 3,170 | ,002 | par_19 |
| SI1 | <--- | SI | 1,000 | | | | |
| SI2 | <--- | SI | 1,009 | ,049 | 20,417 | *** | par_1 |
| SI3 | <--- | SI | 1,044 | ,052 | 20,093 | *** | par_2 |
| SI4 | <--- | SI | ,916 | ,044 | 20,704 | *** | par_3 |
| EE4 | <--- | EE | ,917 | ,041 | 22,215 | *** | par_4 |
| EE3 | <--- | EE | ,894 | ,042 | 21,157 | *** | par_5 |
| EE2 | <--- | EE | ,919 | ,050 | 18,360 | *** | par_6 |
| EE1 | <--- | EE | 1,000 | | | | |
| PE4 | <--- | PE | ,690 | ,450 | 1,534 | ,125 | par_7 |
| PE3 | <--- | PE | 1,002 | ,052 | 19,344 | *** | par_8 |
| PE2 | <--- | PE | 1,000 | ,051 | 19,693 | *** | par_9 |
| PE1 | <--- | PE | 1,000 | | | | |
| T1 | <--- | T | 1,000 | | | | |

|  | Estimate | S.E. | C.R. | P | Label |
|---|---|---|---|---|---|
| T2 <--- T | ,968 | ,049 | 19,583 | *** | par_10 |
| T3 <--- T | ,988 | ,050 | 19,669 | *** | par_11 |
| T4 <--- T | ,835 | ,041 | 20,581 | *** | par_12 |
| AT3 <--- AT | ,824 | ,037 | 21,975 | *** | par_13 |
| AT2 <--- AT | 1,000 |  |  |  |  |
| AT1 <--- AT | 1,000 |  |  |  |  |
| OPI1 <--- OPI | 1,000 |  |  |  |  |
| OPI2 <--- OPI | 1,000 |  |  |  |  |
| OPI3 <--- OPI | ,760 | ,033 | 23,022 | *** | par_14 |

| Parameter | SE | SE-SE | Mean | Bias | SE-Bias |
|---|---|---|---|---|---|
| PE <--- T | ,052 | ,009 | 1,008 | ,002 | ,013 |
| EE <--- T | ,062 | ,011 | 1,021 | -,003 | ,016 |
| AT <--- SI | 1,273 | ,233 | 2,305 | ,588 | ,329 |
| AT <--- EE | ,843 | ,154 | ,116 | -,457 | ,218 |
| AT <--- PE | 1,243 | ,227 | -1,407 | -,137 | ,321 |
| OPI <--- SI | 1,281 | ,234 | -,518 | -,362 | ,331 |
| OPI <--- EE | 1,919 | ,350 | 1,473 | -1,377 | ,496 |
| OPI <--- PE | 1,970 | ,360 | 1,592 | ,643 | ,509 |
| OPI <--- T | 1,644 | ,300 | -2,214 | 1,070 | ,425 |

| Parameter | | | SE | SE-SE | Mean | Bias | SE-Bias |
|---|---|---|---|---|---|---|---|
| OPI | <--- | AT | ,370 | ,068 | ,737 | ,096 | ,096 |
| SI1 | <--- | SI | ,000 | ,000 | 1,000 | ,000 | ,000 |
| SI2 | <--- | SI | ,072 | ,013 | 1,020 | ,011 | ,019 |
| SI3 | <--- | SI | ,062 | ,011 | 1,046 | ,002 | ,016 |
| SI4 | <--- | SI | ,064 | ,012 | ,931 | ,016 | ,017 |
| EE4 | <--- | EE | ,042 | ,008 | ,942 | ,024 | ,011 |
| EE3 | <--- | EE | ,047 | ,009 | ,899 | ,004 | ,012 |
| EE2 | <--- | EE | ,084 | ,015 | ,952 | ,032 | ,022 |
| EE1 | <--- | EE | ,000 | ,000 | 1,000 | ,000 | ,000 |
| PE4 | <--- | PE | ,512 | ,093 | ,865 | ,175 | ,132 |
| PE3 | <--- | PE | ,072 | ,013 | 1,021 | ,019 | ,019 |
| PE2 | <--- | PE | ,060 | ,011 | 1,005 | ,005 | ,015 |
| PE1 | <--- | PE | ,000 | ,000 | 1,000 | ,000 | ,000 |
| T1 | <--- | T | ,000 | ,000 | 1,000 | ,000 | ,000 |
| T2 | <--- | T | ,058 | ,011 | ,984 | ,016 | ,015 |
| T3 | <--- | T | ,047 | ,009 | 1,006 | ,018 | ,012 |
| T4 | <--- | T | ,054 | ,010 | ,831 | -,004 | ,014 |
| AT3 | <--- | AT | ,064 | ,012 | ,842 | ,018 | ,016 |

| Parameter | SE | SE-SE | Mean | Bias | SE-Bias |
|---|---|---|---|---|---|
| AT2 <--- AT | ,000 | ,000 | 1,000 | ,000 | ,000 |
| AT1 <--- AT | ,000 | ,000 | 1,000 | ,000 | ,000 |
| OPI1 <--- OPI | ,000 | ,000 | 1,000 | ,000 | ,000 |
| OPI2 <--- OPI | ,000 | ,000 | 1,000 | ,000 | ,000 |
| OPI3 <--- OPI | ,046 | ,008 | ,758 | -,001 | ,012 |

| Parameter | Estimate | Lower | Upper | P |
|---|---|---|---|---|
| PE <--- T | 1,007 | ... | ... | ,095 |
| EE <--- T | 1,024 | ,946 | ... | ,018 |
| AT <--- SI | 1,717 | ... | 4,400 | ,522 |
| AT <--- EE | ,573 | -,478 | ... | ,148 |
| AT <--- PE | -1,271 | ... | ... | ,095 |
| OPI <--- SI | -,155 | ... | ... | ,994 |
| OPI <--- EE | 2,850 | ,724 | ... | ,007 |
| OPI <--- PE | ,949 | ... | ... | ,141 |
| OPI <--- T | -3,284 | ... | -2,303 | ,000 |
| OPI <--- AT | ,641 | ... | 1,267 | ,522 |
| SI1 <--- SI | 1,000 | 1,000 | 1,000 | ... |

| Parameter | | | Estimate | Lower | Upper | P |
|---|---|---|---|---|---|---|
| SI2 | <--- | SI | 1,009 | ... | ... | ,095 |
| SI3 | <--- | SI | 1,044 | ... | 1,113 | ,320 |
| SI4 | <--- | SI | ,916 | ... | 1,031 | ,320 |
| EE4 | <--- | EE | ,917 | ... | ,975 | ,799 |
| EE3 | <--- | EE | ,894 | ,830 | ... | ,045 |
| EE2 | <--- | EE | ,919 | ... | 1,036 | ,522 |
| EE1 | <--- | EE | 1,000 | 1,000 | 1,000 | ... |
| PE4 | <--- | PE | ,690 | ... | 2,061 | ,320 |
| PE3 | <--- | PE | 1,002 | ... | 1,084 | ,522 |
| PE2 | <--- | PE | 1,000 | ... | ... | ,095 |
| PE1 | <--- | PE | 1,000 | 1,000 | 1,000 | ... |
| T1 | <--- | T | 1,000 | 1,000 | 1,000 | ... |
| T2 | <--- | T | ,968 | ... | ... | ,182 |
| T3 | <--- | T | ,988 | ... | 1,087 | ,320 |
| T4 | <--- | T | ,835 | ... | ... | ,182 |
| AT3 | <--- | AT | ,824 | ... | ... | ,095 |
| AT2 | <--- | AT | 1,000 | 1,000 | 1,000 | ... |
| AT1 | <--- | AT | 1,000 | 1,000 | 1,000 | ... |
| OPI1 | <--- | OPI | 1,000 | 1,000 | 1,000 | ... |

| Parameter | Estimate | Lower | Upper | P |
|---|---|---|---|---|
| OPI2  <---  OPI | 1,000 | 1,000 | 1,000 | ... |
| OPI3  <---  OPI | ,760 | ... | ... | ,095 |

# APPENDIX 9

Total Influence

|      | T      | SI    | PE     | EE    | AT    | OPI   |
|------|--------|-------|--------|-------|-------|-------|
| PE   | 1,010  | ,000  | ,000   | ,000  | ,000  | ,000  |
| EE   | 1,002  | ,000  | ,000   | ,000  | ,000  | ,000  |
| AT   | -,671  | 1,698 | -1,228 | ,568  | ,000  | ,000  |
| OPI  | ,135   | ,899  | ,125   | 3,065 | ,617  | ,000  |
| OPI3 | ,115   | ,763  | ,106   | 2,602 | ,523  | ,849  |
| OPI2 | ,123   | ,816  | ,113   | 2,783 | ,560  | ,908  |
| OPI1 | ,122   | ,810  | ,112   | 2,762 | ,556  | ,901  |
| AT1  | -,598  | 1,513 | -1,094 | ,506  | ,891  | ,000  |
| AT2  | -,578  | 1,462 | -1,057 | ,489  | ,861  | ,000  |
| AT3  | -,566  | 1,432 | -1,035 | ,479  | ,843  | ,000  |
| T4   | ,876   | ,000  | ,000   | ,000  | ,000  | ,000  |
| T3   | ,883   | ,000  | ,000   | ,000  | ,000  | ,000  |
| T2   | ,893   | ,000  | ,000   | ,000  | ,000  | ,000  |
| T1   | ,889   | ,000  | ,000   | ,000  | ,000  | ,000  |
| PE1  | ,894   | ,000  | ,885   | ,000  | ,000  | ,000  |
| PE2  | ,900   | ,000  | ,891   | ,000  | ,000  | ,000  |
| PE3  | ,893   | ,000  | ,885   | ,000  | ,000  | ,000  |
| PE4  | ,665   | ,000  | ,658   | ,000  | ,000  | ,000  |
| EE1  | ,915   | ,000  | ,000   | ,914  | ,000  | ,000  |
| EE2  | ,872   | ,000  | ,000   | ,871  | ,000  | ,000  |
| EE3  | ,886   | ,000  | ,000   | ,885  | ,000  | ,000  |

|     | T    | SI   | PE   | EE   | AT   | OPI  |
|-----|------|------|------|------|------|------|
| EE4 | ,877 | ,000 | ,000 | ,875 | ,000 | ,000 |
| SI4 | ,000 | ,870 | ,000 | ,000 | ,000 | ,000 |
| SI3 | ,000 | ,846 | ,000 | ,000 | ,000 | ,000 |
| SI2 | ,000 | ,916 | ,000 | ,000 | ,000 | ,000 |
| SI1 | ,000 | ,881 | ,000 | ,000 | ,000 | ,000 |

# APPENDIX 10

Direct Influence

| | T | SI | PE | EE | AT | OPI |
|---|---|---|---|---|---|---|
| PE | 1,010 | ,000 | ,000 | ,000 | ,000 | ,000 |
| EE | 1,002 | ,000 | ,000 | ,000 | ,000 | ,000 |
| AT | ,000 | 1,698 | -1,228 | ,568 | ,000 | ,000 |
| OPI | -3,061 | -,148 | ,882 | 2,715 | ,617 | ,000 |
| OPI3 | ,000 | ,000 | ,000 | ,000 | ,000 | ,849 |
| OPI2 | ,000 | ,000 | ,000 | ,000 | ,000 | ,908 |
| OPI1 | ,000 | ,000 | ,000 | ,000 | ,000 | ,901 |
| AT1 | ,000 | ,000 | ,000 | ,000 | ,891 | ,000 |
| AT2 | ,000 | ,000 | ,000 | ,000 | ,861 | ,000 |
| AT3 | ,000 | ,000 | ,000 | ,000 | ,843 | ,000 |
| T4 | ,876 | ,000 | ,000 | ,000 | ,000 | ,000 |
| T3 | ,883 | ,000 | ,000 | ,000 | ,000 | ,000 |
| T2 | ,893 | ,000 | ,000 | ,000 | ,000 | ,000 |
| T1 | ,889 | ,000 | ,000 | ,000 | ,000 | ,000 |
| PE1 | ,000 | ,000 | ,885 | ,000 | ,000 | ,000 |
| PE2 | ,000 | ,000 | ,891 | ,000 | ,000 | ,000 |

| | T | SI | PE | EE | AT | OPI |
|---|---|---|---|---|---|---|
| PE3 | ,000 | ,000 | ,885 | ,000 | ,000 | ,000 |
| PE4 | ,000 | ,000 | ,658 | ,000 | ,000 | ,000 |
| EE1 | ,000 | ,000 | ,000 | ,914 | ,000 | ,000 |
| EE2 | ,000 | ,000 | ,000 | ,871 | ,000 | ,000 |
| EE3 | ,000 | ,000 | ,000 | ,885 | ,000 | ,000 |
| EE4 | ,000 | ,000 | ,000 | ,875 | ,000 | ,000 |
| SI4 | ,000 | ,870 | ,000 | ,000 | ,000 | ,000 |

| | | | | | | |
|---|---|---|---|---|---|---|
| SI3 | ,000 | ,846 | ,000 | ,000 | ,000 | ,000 |
| SI2 | ,000 | ,916 | ,000 | ,000 | ,000 | ,000 |
| SI1 | ,000 | ,881 | ,000 | ,000 | ,000 | ,000 |

# APPENDIX 11

Indirect Influence

| | T | SI | PE | EE | AT | OPI |
|---|---|---|---|---|---|---|
| PE | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |
| EE | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |
| AT | -,671 | ,000 | ,000 | ,000 | ,000 | ,000 |
| OPI | 3,196 | 1,047 | -,757 | ,350 | ,000 | ,000 |
| OPI3 | ,115 | ,763 | ,106 | 2,602 | ,523 | ,000 |
| OPI2 | ,123 | ,816 | ,113 | 2,783 | ,560 | ,000 |
| OPI1 | ,122 | ,810 | ,112 | 2,762 | ,556 | ,000 |
| AT1 | -,598 | 1,513 | -1,094 | ,506 | ,000 | ,000 |
| AT2 | -,578 | 1,462 | -1,057 | ,489 | ,000 | ,000 |
| AT3 | -,566 | 1,432 | -1,035 | ,479 | ,000 | ,000 |
| T4 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |
| T3 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |
| T2 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |
| T1 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |
| PE1 | ,894 | ,000 | ,000 | ,000 | ,000 | ,000 |
| PE2 | ,900 | ,000 | ,000 | ,000 | ,000 | ,000 |
| PE3 | ,893 | ,000 | ,000 | ,000 | ,000 | ,000 |
| PE4 | ,665 | ,000 | ,000 | ,000 | ,000 | ,000 |
| EE1 | ,915 | ,000 | ,000 | ,000 | ,000 | ,000 |
| EE2 | ,872 | ,000 | ,000 | ,000 | ,000 | ,000 |
| EE3 | ,886 | ,000 | ,000 | ,000 | ,000 | ,000 |
| EE4 | ,877 | ,000 | ,000 | ,000 | ,000 | ,000 |
| SI4 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |
| SI3 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |

| | T | SI | PE | EE | AT | OPI |
|-----|------|------|------|------|------|------|
| SI2 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |
| SI1 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |