

**THE EFFECT OF ONLINE FOOD DELIVERY SERVICES ON
CONSUMER BEHAVIORAL INTENTIONS**

A THESIS



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**INTERNATIONAL UNDERGRADUATE PROGRAM IN MANAGEMENT
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA**

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



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DECLARATION OF AUTHENTICITY

Herein, I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas, or expressions without acknowledgment. All quotations are cited and listed in the bibliography of the thesis. If this statement is proven to be false in the future, I am willing to accept any sanctions complying with the determined regulation or its consequences.

Yogyakarta, 14 October 2024

A handwritten signature in black ink, appearing to read 'Ahmad', with a long horizontal stroke extending to the right.

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Ahmad Farhans

ABSTRACT

The research explored the Special Region of Yogyakarta towards online food delivery services, which had become a prominent trend within the food and beverage industry. Consumers were increasingly opting for the convenience of ordering food online rather than traditional dining out or takeout. This study aimed to develop an integrated model to examine the relationship between several antecedents (perceived ease of use, time-saving orientation, convenience motivation, privacy and security, and behavioral intention) and repurchase intention towards OFD services. Data were collected through a questionnaire survey of 200 respondents in Special Region of Yogyakarta and analyze using the SmartPLS v.3.2.9 tool with the SEM (Structural Equation Model) analysis. The findings revealed that time-saving orientation, convenience motivation, and privacy and security positively influenced behavioral and repurchase intentions. These results offered valuable insights for OFD service providers and researchers, shedding light on the key factors driving urbanites to adopt and continue using these services.

Keywords: *Online Food Delivery Services, Perceived Ease of Use, Time-Saving Orientation, Convenience Motivation, Behavioral Intention, Repurchase Intentions*

ABSTRAK

Penelitian ini mengeksplorasi Daerah Istimewa Yogyakarta terhadap layanan pengiriman makanan online yang telah menjadi tren yang menonjol dalam industri makanan dan minuman. Konsumen semakin memilih kenyamanan memesan makanan secara online daripada makan di luar atau dibawa pulang secara tradisional. Studi ini bertujuan untuk mengembangkan model terintegrasi untuk memeriksa hubungan antara beberapa anteseden (persepsi kemudahan penggunaan, orientasi penghematan waktu, motivasi kenyamanan, privasi dan keamanan, dan niat berperilaku) dan niat pembelian ulang terhadap layanan OFD. Data dikumpulkan melalui survei kuesioner kepada 200 responden di Daerah Istimewa Yogyakarta dan dianalisis menggunakan alat SmartPLS v.3.2.9 dengan analisis SEM (Structural Equation Modeling). Penelitian ini mengungkapkan bahwa orientasi penghematan waktu, motivasi kenyamanan, dan privasi serta keamanan secara positif mempengaruhi niat berperilaku dan niat pembelian ulang. Hasil-hasil ini menawarkan wawasan berharga bagi penyedia layanan OFD dan peneliti, menyoroti faktor-faktor kunci yang mendorong masyarakat perkotaan untuk mengadopsi dan terus menggunakan layanan ini.

Kata Kunci: *Layanan Pengiriman Makanan Online, Persepsi Kemudahan Penggunaan, Orientasi Penghematan Waktu, Motivasi Kenyamanan, Niat Perilaku, Niat Beli Ulang*

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Within the dynamic digital landscape, food delivery apps have emerged as a powerful force shaping consumer behavior in the culinary world (Liu, 2023). Supported by technological advancements and readily available online platforms, consumers can indulge in various dishes without leaving home (Li et al., 2020). This trend signifies a significant transformation in how people acquire and consume food.

Furthermore, online food delivery applications' affordability and ease of use make them highly appealing to consumers. These platforms offer instant access to menu options from popular restaurants and local vendors (Shafiee & Wahab, 2021). Users can enjoy high-quality meals from the comfort of their own homes, eliminating the need for cooking or venturing out (Tajvidi & Tajvidi, 2021). This convenience factor significantly contributes to the popularity of online food delivery services.

As the technological tide rises, online food delivery services have become a game-changer in the culinary world, dramatically altering how consumers interact with food (Vitsentzatou et al., 2022). The ubiquity of technological advancements and the convenience offered by online platforms have redefined how individual access and enjoy a diverse array of dishes without leaving the comfort of their homes (Buhalis et al., 2019). This shift in consumer habits signifies a pivotal

moment in the food and beverage industry, with affordability and user-friendly interfaces providing instant access to an extensive range of menu options from favored restaurants and local stalls.

The surge in online food delivery services presents exciting opportunities for local restaurants and food vendors (Li et al., 2020). These platforms enable both merchants and consumers to thrive in the digital landscape. Restaurants gain wider market reach and compete more effectively, while consumers benefit from access to diverse culinary options beyond geographical limitations (Sgroi & Marino, 2022; Dasaklis & Malamas, 2023). Platforms with review and rating features empower consumers to make informed choices, fostering transparency and trust in their gastronomic experiences (Tian et al., 2021). This transparency, facilitated by user reviews, allows consumers to make more informed decisions about where to order food, ultimately leading to more satisfying culinary experiences.

The importance of online food delivery services has increasingly shaped the modern culinary landscape, facilitated changes in consumer behavior, and significantly impacted the food and beverage industry (Ahuja et al., 2021). These developments continue to play an essential role in defining how we enjoy food, creating convenience, and defining future culinary trends.

In facing the dynamic development of online food delivery services in the digital era, understanding its impact on consumer behavioral intentions is crucial (Muangmee et al., 2021). Consumer behavioral intentions in the context of online food delivery services include the decisions and actions consumers take regarding purchasing and consuming food via online platforms (Inthong et al., 2022). Several

factors significantly influence consumer behavioral intentions: perceived ease of use, time-saving orientation, convenience motivation, and privacy and security.

Modern life's hectic pace has led many to dislike the time commitment of finding food and waiting at restaurants (Yeo et al., 2017). The appeal of online food delivery lies in its convenience – minimal effort is required, with food delivered directly to their doorstep as quickly as possible. This aligns with research by Sultan and Uddin (2011), who found that time-saving features positively influence the intention to use online shopping platforms. Online food delivery services cater to this desire for efficiency, offering a solution that minimizes time investment and maximizes convenience.

The topic of Perceived ease of use (PEOU) on behavioral intention is the first variable that refers to a user's perception of how effortless and intuitive it is to learn and experiment with a new technology (Consult, 2002). Research suggests that PEOU is critical in shaping user attitudes and influencing their willingness to adopt new technologies (Cho & Sagynov, 2015). In simpler terms, if people find a technology easy to use, they are more likely to embrace it. Studies have shown that developing user-friendly systems with high PEOU can encourage continued use, as demonstrated in the context of web-based learning by Chiu & Wang (2008). Jahangir & Begum (2008) also emphasized the importance of user-friendliness in promoting technology adoption.

The topic of time-saving orientation on behavioral intention is the second variable. The fast-paced nature of modern life fuels a dislike for the time commitment involved in finding food and waiting at restaurants (Yeo et al., 2017).

This resonates with the concept of time-saving orientation, where consumers prioritize solutions that minimize wasted time (Settle & Alreck, 1991). Online food delivery thrives on convenience; it requires minimal effort and delivers food swiftly to customers' doorsteps.

Furthermore, the rapid pace of urbanization has created a significant challenge for many city dwellers: a need for more time for meal preparation or even dining out during weekdays (Botchway et al., 2015). This often leads to unhealthy choices like relying heavily on fast food or skipping meals. Online food delivery services offer a convenient alternative, allowing busy city dwellers to enjoy a wider variety of healthier options without sacrificing precious time.

The topic of convenience motivation on behavioral intention is the third variable. Fortunately, advancements in technology offer a solution. As Kimes (2011) points out, users are increasingly comfortable utilizing safe and user-friendly online platforms. Online food delivery services provide a multitude of benefits, including avoiding the potential for poor customer service at restaurants (Chen & Hung, 2015) and eliminating the hassle of crowded establishments (Katawetawaraks & Wang, 2011). Collier and Kimes (2013) highlighted that the convenience of saving time and effort is a crucial factor influencing consumer adoption of online food delivery services. With minimal time investment and the ability to avoid common frustrations, these services offer an attractive solution for busy urban residents struggling to maintain a healthy balance amidst their hectic lifestyles.

The topic of privacy and security on behavioral intention is the fourth variable. The security of personal information has become a significant concern for online shoppers, supported by frequent news of data breaches at large companies (Flavian & Guinaliu, 2006). Research by Zulkarnain et al. (2015) confirmed this anxiety, highlighting that privacy and security are top priorities for online shoppers, directly impacting their decision to purchase online.

In addition, building trust is paramount for online food delivery services. Research consistently shows a link between strong privacy and security practices and customers' openness to online shopping (Bashir et al., 2015; Sultan & Uddin, 2011). When online platforms prioritize data protection and user security, it builds trust and confidence, ultimately leading to more positive experiences with online food delivery (Miyazaki & Fernandez, 2000).

The topic of behavioral intention on online food delivery services is the fifth comparison. In the context of customer actions, behavioral intention refers to a conscious decision to perform or avoid a specific behavior in the future (Warshaw & Davis, 1985). However, intention can be multifaceted. Leong et al. (2013) suggested that it also encompasses the motivation and effort; thus, someone is willing to invest in a particular behavior. While interest might signal a person's initial curiosity, it does not necessarily translate into a long-term commitment, and they might even regret the behavior later.

The topic of repurchase intention on online food delivery services is the last comparison conducted by Hellier et al. (2003), who found that customer satisfaction and brand preference influence customers' likelihood of making repeat purchases.

Repurchase intention reflects a company's ability to fulfill customer expectations and can be measured by a customer's decision to return to a specific food or service provider. The difference between the current study and the object under study is the cinema website and Online Food delivery services. The hypothesis research was tested using LISREL.

By understanding the complexity of these factors, service providers can design more effective strategies for improving Perceived ease of use, time-saving orientation, convenience motivation, and privacy and security. Overall, a deep understanding of the factors that influence consumer behavioral intentions is critical to optimizing operations and increasing the competitiveness of online food delivery services in an ever-growing market.

The main variables that are the focus of this research are online food delivery services as the independent variables and consumer behavioral intentions as the dependent variable. Additionally, perceived usefulness is a mediating variable that may influence the relationship between online food delivery services and consumer behavioral intentions. This research seeks to develop a unified model that explores how specific factors like perceived ease of use, time-saving orientation, convenience motivation, and privacy and security concerns influence urban residents' willingness to utilize online food delivery services in Yogyakarta, Indonesia.

1.2 Problem Statements

While technological advancements have made online food delivery services increasingly user-friendly, challenges remain. Some older consumers may struggle to adapt to new technologies. Additionally, the strategy of offering expedited delivery options at a premium can sometimes undermine the perceived time-saving benefits. Furthermore, issues such as delivery delays, inaccurate addresses, and poor customer service from delivery personnel can negatively impact consumer satisfaction and repurchase intentions. This research aims to develop a comprehensive model that investigates the influence of factors such as perceived ease of use, time-saving orientation, convenience motivation, and privacy and security concerns on urban residents' adoption and continued use of online food delivery services in Yogyakarta, Indonesia.

1.3 Research Questions

The following are the problem formulations in this research:

- 1) Does perceived ease of use significantly influence the behavioral intention of online food delivery services?
- 2) Does time-saving orientation significantly influence the behavioral intention of online food delivery services?
- 3) Does convenience motivation significantly influence the behavioral intention of online food delivery services?
- 4) Does privacy and security significantly influence behavioral intentions of online food delivery services?

- 5) Does behavioral intention significantly influence the repurchase intention of online food delivery services?

1.4 Research Objectives

The objectives of this research are as follows:

- 1) To analyze the influence of perceived ease of use on the behavioral intention of online food delivery services.
- 2) To analyze the influence of time-saving orientation toward the behavioral intention of online food delivery services.
- 3) To analyze the influence of convenience motivation toward the behavioral intention of online food delivery services.
- 4) To analyze the influence of privacy and security on the behavioral intention of online food delivery services.
- 5) To analyze the influence of behavioral intention toward repurchase intention of online food delivery services

1.5 Benefits of Research

This research will provide significant contributions both theoretically and practically:

1.5.1 Theoretical Contribution

This research can significantly contribute to developing consumer behavior theory in the context of online food delivery services by identifying the variables that influence consumer behavioral intentions. Additionally, this

contribution can enrich the literature by providing a deeper understanding of the influence of service quality, delivery speed, and food menu variety on consumer decisions. Thus, determining the mediating role of perceived usefulness can expand understanding of how interactions between consumers and online food delivery platforms can moderate their influence on consumers' behavioral intentions.

1.5.2 Practical Contribution

The results of this research can provide valuable insights for online food delivery service providers, helping to understand consumer needs and preferences to improve service quality. Furthermore, recommendations from this research can serve as a practical guide for the industry to improve certain aspects of online food delivery services, such as increasing delivery speed or menu diversification. Lastly, the mediating role of perceived usefulness can help stakeholders design better user experiences, reduce technical barriers, and increase consumer satisfaction.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Consumer Behavior Theory

Consumer Behavior Theory is a conceptual framework that explains how individuals make purchasing decisions and consumption behaviors (Dangi et al., 2020). These theories try to analyze the factors that influence consumer intentions and actions.

1) Motivation Theory

Motivation theory attempts to explain how individual needs, desires, and drives influence consumer behavior (Trudel, 2019). This theory assumes that individuals have specific internal motivations that encourage them to act or behave in specific ways. Several theories have been proposed to explain the motivations behind online food ordering, each offering a distinct perspective on the factors that drive individuals to use these services to fulfill their needs.

Abraham Maslow's Hierarchy of Needs Theory is one of the most well-known motivation theories (Mustofa, 2022). According to Maslow, human needs can be ranked into five levels: physiological, safety, social, esteem, and self-actualization. Individuals tend to satisfy needs at lower levels before moving to higher levels.

Victor Vroom's Expectancy Theory is another approach that highlights the role of individuals' expectations of specific outcomes and their desire to

achieve those outcomes (Lokman et al., 2022). This theory involves three main elements: expectancy (the hope of achieving a goal), instrumentality (the relationship between performance and the expected outcome), and valence (the value of the outcome to the individual).

David McClelland's Needs Theory emphasizes three basic human needs: the need for achievement, the need for power, and the need for affiliation (Acquah et al., 2021). This theory states that an individual's level of motivation depends on their dominant needs, which can differ among individuals.

Through these motivation theories, researchers can analyze and understand how these factors motivate consumers to purchase, use certain services, or achieve other consumer goals. By better understanding consumer motivations, companies can design marketing strategies and product or service development that are more targeted and meet consumer needs and desires.

2) Technology Acceptance Model (TAM)

This theory concerns how individuals adopt and accept new technology (Dube et al., 2020). The main focus of this theory is on two key dimensions, which are usability and ease of use. Usefulness encompasses the extent to which an individual believes technology will improve performance or productivity. In contrast, ease of use assesses the extent to which the technology is perceived as uncomplicated and easy to access. Using intention as a predictor of behavior is central to understanding technology adoption. In this context, external factors, such as social norms and organizational support,

also play an essential role in influencing individuals' perceptions of technology. This theory has been widely applied in various contexts from consumer acceptance of technology products to adopting information systems in the work environment. The application of TAM provides valuable insight into the factors that motivate or inhibit technology adoption, helping design more appropriate technologies and increase user acceptance (Malatji et al., 2020).

2.1.2 Theory of Planned Behavior

This theory links attitudes, subjective norms, and behavioral control to behavioral intentions (La Barbera & Ajzen, 2021). Attitude Theory, or Theory of Planned Behavior (TPB), is a conceptual framework in social psychology that links individual attitudes, subjective norms, and behavioral control with behavioral intentions. La Barbera & Ajzen (2021) developed this theory from the previous Theory of Planned Behavior. In the context of the TPB, attitude refers to an individual's evaluation of specific behavior. Subjective norms include the individual's perception of social norms and the expectations of the people around him. In contrast, behavioral control refers to the extent to which the individual feels they have control or power to carry out that behavior (Ajzen, 2020).

2.1.3 Previous Research

In the study conducted within the Klang Valley, Malaysia, Teck and David (2019) investigated how factors like perceived ease of use, time-saving

orientation, convenience motivation, and privacy and security influence the intention to use online food delivery services within the Malaysian food and beverage industry. Interestingly, their findings suggest that perceived ease of use (PEOU) did not significantly impact this intention. This could be due to online users' high internet usage and browsing experience, making them likely comfortable navigating online platforms without significant difficulty.

Sultan and Uddin (2011) highlighted that online food delivery saves time compared to traditional methods, eliminating the need to search for restaurants and wait for physical service. This was aligned with Yeo et al. (2017), who emphasized the convenience of searching for food options, comparing prices, and ordering anytime and anywhere through online platforms. Therefore, the time-saving aspect is a crucial motivator for customers to choose online food delivery services.

The research also revealed a positive and significant impact of convenience motivation on the intention to use online food delivery services. Teck and David (2019) suggested that users are drawn to the inherent convenience offered by these services. Online food delivery platforms that provide clear instructions and a smooth process for ordering and delivery can further encourage customers to adopt them due to the perceived convenience they offer. When the convenience provided by online food delivery services meets customer expectations, they are more likely to be motivated to use them consistently.

2.2 Variable Definition

2.2.1 Perceived Ease of Use

Perceived ease of use (PEOU) is a concept used to describe how easy people believe a new technology is to learn and use. Several researchers have explored this idea. Rogers (1962), Zeithaml et al. (2002), and Davis (1989, 1989 et al.) emphasized that PEOU captures the effort users think they will need to invest in understanding and operating the technology. Consult (2002) even suggested that PEOU encompasses the ease of exploring and comprehending the benefits of an innovation. Overall, PEOU reflects how user-friendly people perceive a new technology to be.

In the context of online food delivery, as noted by Ray et al. (2019), PEU refers to the perceived ease of placing orders, browsing restaurants and food options, and tracking deliveries. Research has consistently shown that perceived ease of use is crucial not only in shaping user attitudes but also as a key motivator for people's willingness to adopt new technologies (Davis, 1989; Dishaw & Strong, 1999; Gefen & Keil, 1998; Taylor & Todd, 1995; Venkatesh & Davis, 2000).

Studies by Agarwal and Karahanna (2000) and Hong et al. (2001) suggested that social influences and external factors like the accuracy of information presented in media can impact how people perceive the usefulness and ease of using a technology. In other words, what people see and hear from others, along with their trust in the information they receive, can influence how valuable and user-friendly they find a particular technology.

2.2.2 Time-Saving Orientation

A primary reason people choose to use technology-based self-service options is to save time (Meuter et al., 2003). Busy schedules, filled with work and leisure activities, can make people look for ways to be more efficient with their time (Bashir et al., 2015; Settle & Alreck, 1991). In the case of food, this translates to a preference for convenient and fast delivery services that bring food directly to the customer (Yeo et al., 2017).

In addition, studies by Sultan and Uddin (2011) showed that the convenience of saving time is a significant reason why people prefer to shop online. This aligned with research by Alreck & Settle (2002), who point out that online shopping eliminates the time spent dealing with traffic, parking, and lines, making it a more time-efficient option.

2.2.3 Convenience Motivation

Regarding Online Food Delivery services, convenience is all about how easy and efficient the system is. This includes how much time it takes, how good a value it offers, and how little effort is required to order food. Studies have shown that inconvenience can be a lasting obstacle that discourages people from using OFD services in the future (Seiders et al., 2005).

People are more likely to adopt new technologies if they find them convenient (Jiang et al., 2011). This means they see value in the technology and believe it is easy to use (Kimes, 2011). Convenience is a significant advantage of online food ordering. Unlike traditional stores, OFD services

allow you to order food anytime, anywhere, from the comfort of your home (Chen & Hung, 2015). Added benefits like avoiding problems like bad customer service or crowded stores (Chen & Hung, 2015; Katawetawaraks & Wang, 2011). Studies by Collier and Kimes (2013) highlighted that saving time and effort are crucial factors for people to choose OFD services. With online ordering, your location does not matter; you can browse restaurants, compare options, and place your order whenever you want (Chen & Hung, 2015).

2.2.4 Privacy and Security

According to Belanger et al. (2002), privacy refers to controlling your personal information, including your name, address, and financial details. With frequent high-profile data breaches making headlines (Flavian & Guinaliu, 2006), consumers are understandably growing more concerned about how their personal information is used and protected during online transactions.

Online transactions can be vulnerable to security threats, like issues with payment processing or data storage (Kalakota & Winston, 1997). This can lead to concerns about privacy, non-delivery, fraud, and poor after-sales service, ultimately discouraging customers from online shopping (Zulkarnain et al., 2015). Understanding the importance of trust, many websites have implemented privacy policies that allow customers to verify and confirm the security measures taken to protect their information during online transactions (Ranganathan & Ganapathy, 2002). By prioritizing security and transparency,

businesses can build trust and encourage customers to embrace the convenience of online shopping.

According to Kalakota and Winston (1997), security concerns are a significant barrier to online shopping. These concerns include threats to the security of financial transactions and personal information. Many customers hesitate to shop online due to worries about privacy violations, non-delivery of goods, credit card fraud, and poor after-sales service.

Furthermore, a positive experience with online food delivery services can significantly increase customer willingness to adopt them (Katawetawaraks & Wang, 2011; Collier & Kimes, 2013). For instance, customers who prefer to minimize face-to-face interactions might find the online takeaway system particularly appealing. This is especially true for those with negative experiences with frontline staff or sales personnel.

2.2.5 Behavioral Intention

Kotler and Keller (2016) defined consumer behavior as the study of how people make decisions about acquiring, using, and disposing of goods, services, ideas, or experiences to satisfy their needs. In essence, behavior is a person's response to a particular stimulus. Therefore, behavioral intention toward OFD services refers to consumers' intention to use online food delivery services.

In addition, Blackwell, Miniard, and Engel (2006) defined actual buying behavior as a customer's current actions related to purchasing, which involve

intention, willingness to buy, and ultimately acquiring a product for consumption. Mollen and Wilson (2010) further explained that current purchasing behavior encompasses factors like the timing and effort involved in a purchase, as well as the value and type of product or service acquired.

2.2.6 Repurchase Intention

Repurchase intention reflects a customer's decision regarding future purchases from the same company. This decision considers their current situation and potential future circumstances (Hocutt, 1998; Storbacka et al., 1994). Research has focused on two key areas: identifying the underlying factors that influence repurchase intention and assessing how well it predicts actual repurchase behavior (Bemmaor, 1995; Mittal & Kamakura, 2001).

Furthermore, many studies have used Blackwell et al.'s (2006) purchase variables (purchase frequency, category, and amount) to analyze actual and repeat buying behavior. Kwon and Schumann (2010) highlighted that product's quality, benefits, and perceived value influence consumer repurchase decisions.

2.3 Hypothesis

2.3.1 Perceived Ease of Use (PEOU)

Research consistently shows that how easily people perceive a system (perceived ease of use or PEOU) significantly impacts their willingness to use it online (Cho & Sagynov, 2015; Chen & Barnes, 2007). This applies to both

initial adoption (purchase intentions) and continued use (continuance intentions), as seen in web-based learning (Chiu & Wang, 2008). The takeaway for businesses is clear: developing user-friendly online systems is crucial to attract and retain customers (Jahangir & Begum, 2008). By prioritizing ease of use, companies can encourage more people to embrace their online offerings.

Research by Ramayah and Ignatius (2005) highlighted how slow-loading websites and poor design can act as barriers to online shopping by hindering PEOU. This aligns with Venkatesh & Davis (2000) who found that a customer's perception of a technology's ease of use directly influences their willingness to use it. In the context of online shopping, a frustrating user experience can discourage potential customers and ultimately hurt sales.

H1. Perceived ease of use significantly influences behavioral intention of online food delivery services

2.3.2 Time-Saving Orientation

Studies by Alreck & Settle (2002) and Alreck et al. (2009) consistently highlighted the time-saving advantages of online shopping compared to traditional methods. Online shopping eliminates the need to travel, deal with traffic jams, find parking, and wait in lines, freeing up valuable time for consumers (Alreck & Settle, 2002). This aligns with the desire of many consumers to be more time-efficient and handle pressing matters quickly (Alreck et al., 2009). By offering a convenient and time-saving alternative, online shopping caters perfectly to the needs of busy consumers.

Mirosa and Bremer (2020) highlighted that the speed at which a technology becomes widely adopted influences people's willingness and intention to use it. This is particularly relevant in the mobile industry, which has experienced rapid growth and widespread integration of mobile apps into various business operations. Research by Sultan and Uddin (2011) suggested that many people perceive online shopping as a time-saving option compared to traditional in-person shopping. This is likely due to eliminating travel time associated with visiting physical stores.

H2. Time-saving orientation significantly influences the behavioral intention of online food delivery services.

2.3.3 Convenience Motivation

For many customers, saving time and effort are major motivators for using online food ordering services (Collier & Kimes, 2013). For convenience-oriented shoppers, minimizing time and effort is paramount (Zhou et al., 2007). The ability to shop from home, avoid crowded marketplaces, and initiate transactions at any time and place perfectly aligns with their priorities. Online shopping platforms cater to this desire for convenience, making location irrelevant during the purchasing process (Chen & Hung, 2015). However, as highlighted by Belanger et al. (2002), ensuring robust privacy and security measures remains crucial for building trust and encouraging widespread adoption of online shopping among all consumer segments.

H3. Convenience motivation significantly influences the behavioral intention of online food delivery services.

2.3.4 Privacy and Security

Concerns about how companies handle personal information and security are a major barrier to online shopping in the European Union (Flavián & Guinalíu, 2016). Research by Belanger et al. (2002) found that a significant portion (over 70%) of EU consumers avoid online purchases due to these worries. The good news is that implementing verification systems on websites can help alleviate these concerns and make consumers feel more secure when shopping online (Belanger et al., 2002). By prioritizing data protection and security measures, businesses can build trust and encourage more EU consumers to embrace online shopping.

Rashid et al. (2017) emphasized the importance of safety when considering new technologies, highlighting how food delivery services prioritize user safety by promoting contactless deliveries and adhering to social distancing measures. This demonstrates the crucial role technology can play in safeguarding individuals while adopting new practices.

Belanger et al. (2002) identified a significant barrier to online activity: privacy concerns. They found that over 70% of consumers hesitated to share personal information or make online purchases due to worries about their data needing to be adequately protected.

H4. Privacy and Security significantly influence the behavioral intention of online food delivery services.

2.3.5 Behavioral Intention

In the context of online shopping, behavioral intention refers to a customer's likelihood of engaging in a specific behavior, as defined by Fishbein and Ajzen (1975). Previous research (Mosavi et al., 2012) has highlighted that a consumer's intention to shop online is a key factor influencing their online shopping behavior. This study specifically focuses on two forms of this intention: word-of-mouth (WOM) intention and repurchase intention.

Furthermore, according Boston Consulting Group (2021) and Mosavi et al. (2012), a trend towards increased online repurchase intentions among customers. This suggests a possible link between repurchase intention and a rise in overall online shopping activity.

H5. Behavioral intention significantly influences the repurchase intention of online food delivery services.

2.4 Conceptual Framework of the Study

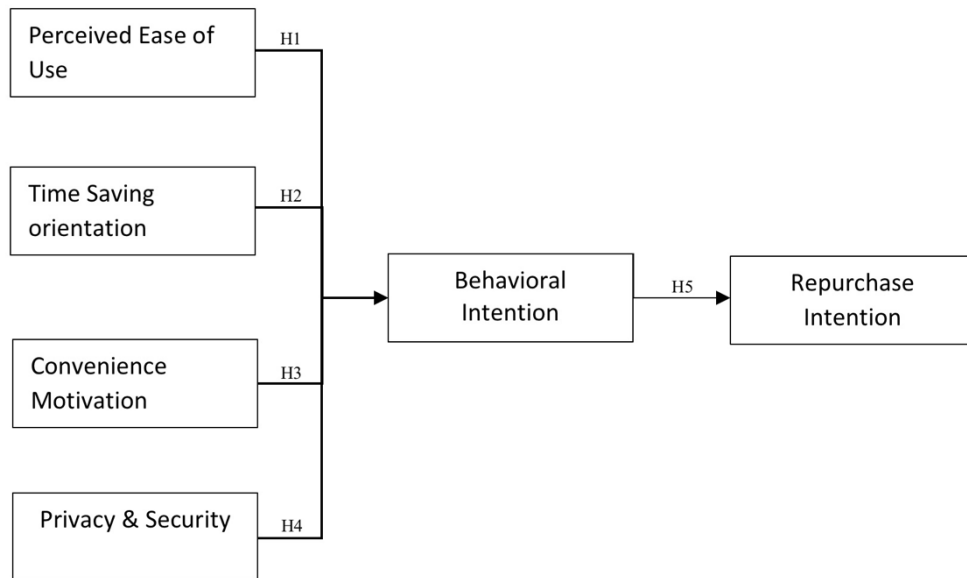


Figure 2.1 Theoretical Framework

Source: Modified from Lau Teck Chai and David Ng Ching Yat (2019)

CHAPTER III

RESEARCH METHOD

3.1 Procedure

This research used quantitative approach, utilizing a cross-sectional survey to gather data from online food delivery service users in the Special Region of Yogyakarta. A structured questionnaire, distributed online, collected data from a representative sample of respondents. The research used multiple linear regression analysis, a statistical technique, to examine the relationships between the factors influencing online food delivery usage (independent variables) and the outcome of interest (dependent variable). Additionally, descriptive statistics will likely used to summarize the characteristics of the respondents and the variables involved.

3.2 Research Location

This research gathered data reflecting a diverse range of users; the research recruited participants from the Special Region of Yogyakarta. An online survey platform was used allowing respondents to access the survey conveniently through a link distributed on social media, email, and other online channels. This online approach facilitated efficient data collection and ensured the participation of individuals with varied backgrounds and preferences.

3.3 Population and Sample Research

3.3.1 Population

According to Shukla's definition of the population (2016), a population is a collective or grouping of all the parts to whom the research findings will be applied. Put another way, a population is a grouping of all the units with variable characteristics being studied and for which research findings could be generalized (Satishprakash, 2020). The population in this research was people who have experienced ordering food using online delivery applications.

3.3.2 Sample

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

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

A convenience sampling approach was used to select respondents who had experience with online food delivery services. This research used a sample of 200 respondents. Referring to the provisions, it is argued that the number of representative samples is around 100-200, according to Ghazali (2017). Accordingly, the sample size used in this research met the assumptions required by the SEM test.

3.4 Instruments and Data Collection Techniques

This research employed primary data collected directly from the research participants themselves by distributing questionnaires. This quantitative data (numerical data) was obtained from 200 respondents to test the research hypothesis. Additionally, the research incorporates secondary data from existing scholarly sources, such as previous literature reviews and relevant journals, to supplement the primary data collection.

A six-point Likert scale was used within the questionnaire to gather participants' opinions and perceptions. This scale ranges from 1 (Strongly Disagree) to 6 (Strongly Agree), avoiding a neutral midpoint to encourage respondents to express their level of agreement or disagreement with each statement.

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

6. Strongly Agree (SA)

3.5 Operational Definitions of Variables and Measurement Research

This research had four independent variables: perceived ease of use, time-saving orientation, convenience motivation, and privacy and security. Then, there was a behavioral intention as the mediating variable. The mediating variables influence the dependent variable, which was repurchase intention. Moreover, the six-point Likert scale measures those variables, where one shows Strongly Disagree and six indicated Strongly Agree.

3.5.1 Perceived Ease of Use

Imagine encountering a new technology. Perceived Ease of Use (PEOU) captures how effortless and intuitive you believe it will be to learn and explore its features (Consult, 2002). Research consistently shows that PEOU is a major factor influencing user adoption. If a technology feels easy to use, people are more likely to accept and integrate it into their lives (Cho & Sagynov, 2015). Studies across various fields, like web-based learning (Chiu & Wang, 2008), support this notion. User-friendly systems with high PEOU encourage continued use, highlighting the importance of designing technology that prioritizes ease of use (Jahangir & Begum, 2008).

Table 3.1 Perceived Ease of Use Variables

Code	Items
PEOU1	Learning to use online food delivery apps is easy for me.
PEOU2	It would be easy for me to become skillful at using OFD apps.
PEOU3	My interactions with the OFD apps are clear and understandable.
PEOU4	Online food delivery apps do not require a lot of effort.

3.5.2 Time Saving Orientation

The fast pace of modern life often leaves people with limited time for errands like dining out. The hassle of going to restaurants and waiting for service can be a significant barrier (Euromonitor, 2015). This is where online food delivery (OFD) services shine. They offer a convenient solution that is fast and precise when fulfilling orders (Verma et al., 2009). Similar to the benefits of online shopping (Chiu et al., 2014), OFD services appeal to customers by saving them time and effort. They provide extended hours for placing orders and eliminate the need for physical checkouts, making the entire process efficient. For busy individuals with limited time but ample disposable income, online food delivery presents an attractive solution that caters to their time-constrained lifestyles (Punj, 2012).

Table 3.2 Time Saving Orientation Variables

Code	Items
TSO1	I believe that using OFD apps is very useful in the purchasing process.
TSO2	OFD apps allow me to initiate transactions from the comfort of my home.
TSO3	I value the ability to initiate the transaction from the comfort of my home.
TSO4	I like the ability to order food without leaving home.

3.5.3 Convenience Motivation

Research consistently emphasizes convenience as a major advantage of online shopping (Darian, 1987; Bhatnagar & Ghose, 2004; Robinson et al., 2007; Webcheck, 1999). Online shoppers enjoy a multitude of benefits, including saved time, greater flexibility, minimal physical effort, and the ability to shop anytime with products delivered directly to their doorstep.

Table 3.3 Convenience Motivation Variables

Code	Items
CM1	Online ordering allows me to initiate a transaction whenever I choose.
CM2	Online ordering allows me to initiate a transaction at a convenient time.
CM3	I value the ability to initiate the transaction from the comfort of my home.

Code	Items
CM4	I like the ability to order food without leaving home.

3.5.4 Privacy & Security

Security remains a concern for some online shoppers, as highlighted by Bhatnagar and Ghose (2004). They found that a significant portion of internet users are hesitant to make online purchases due to worries about the security of their personal information. Fortunately, implementing verification systems on websites can address these concerns and enhance consumer confidence (Belanger et al., 2002).

Table 3.4 Privacy & Security Variables

Code	Items
PS1	I feel safe and secure while shopping online.
PS2	Online shopping protects my security.
PS3	I like to shop online from a trustworthy website.
PS4	I am concerned that the online trading systems will use my personal information for other purposes without my authorization.

3.5.5 Behavioral Intentions

The concept of behavioral intention was first introduced by Fishbein (1980) as a person's likelihood of engaging in a particular behavior. Leong et al. (2013) built upon this definition, emphasizing the motivational aspect. They described behavioral intention as the degree to which someone is both motivated and willing to exert effort to perform a specific behavior.

Table 3.5 Behavioral Intention Variables

Code	Items
BI1	I plan to use OFD value-added services in the future.
BI2	If possible, I will use OFD value-added services.
BI3	It would be easy for me to become skillful at using OFD apps.
BI4	My interactions with online trading systems are clear and understandable.

3.5.6 Repurchase Intention

Repurchase intention reflects a customer's decision regarding future purchases from the same company. This decision considers their current situation and potential future circumstances (Hocutt, 1998; Storbacka et al., 1994). Research has focused on two key areas: identifying the underlying factors that influence repurchase intention and assessing how well it predicts actual repurchase behavior (Bemmaor, 1995; Mittal & Kamakura, 2001).

Table 3.6 Repurchase Intention Variables

Code	Items
R1	I think, I made the correct decision to use OFD services.
R2	I will repurchase other products/services at OFD services.
R3	I would like to buy new service products at OFD services.
R4	I would like to use OFD services again in the future.

3.6 Data Analysis Technique

3.6.1 Measurement Test (Validity and Reliability Research Instruments)

The research employed a two-pronged approach to evaluate the measurement model's efficacy. The first assessment focused on construct validity, ensuring the questionnaire items accurately capture the intended theoretical constructs. This verification guarantees that the measurements appropriately reflect the research questions and that the instrument can yield reliable predictions pertinent to the research's objectives. The second assessment addressed reliability, which pertains to the consistency of the questionnaire. In this context, reliability signifies that respondents consistently interpret the questions as intended by the researcher. Cronbach's Alpha, a well-established statistical measure, was employed to assess this internal consistency. According to Saunders et al. (2009), a Cronbach's Alpha value of 0.7 or higher indicates satisfactory internal consistency and all variables within this research surpassed this threshold.

Furthermore, discriminant validity, which ensures the measured constructs are distinct from one another, was evaluated using two complementary methods. The Fornell-Larcker criterion was employed, which compares the square root of the Average Variance Extracted (AVE) for each construct (represented by the diagonal elements in a correlation matrix) with the correlations between constructs (represented by the off-diagonal elements). If the diagonal values are consistently higher than the off-diagonal values, discriminant validity is established. Additionally, the analysis examined cross-loadings, which reflect the strength of an item's relationship with its intended construct compared to other constructs. An item exhibiting a higher loading on its intended construct compared to all other constructs provides further evidence of discriminant validity. The results obtained through both methods supported the presence of discriminant validity.

3.6.2 Structural Model Test

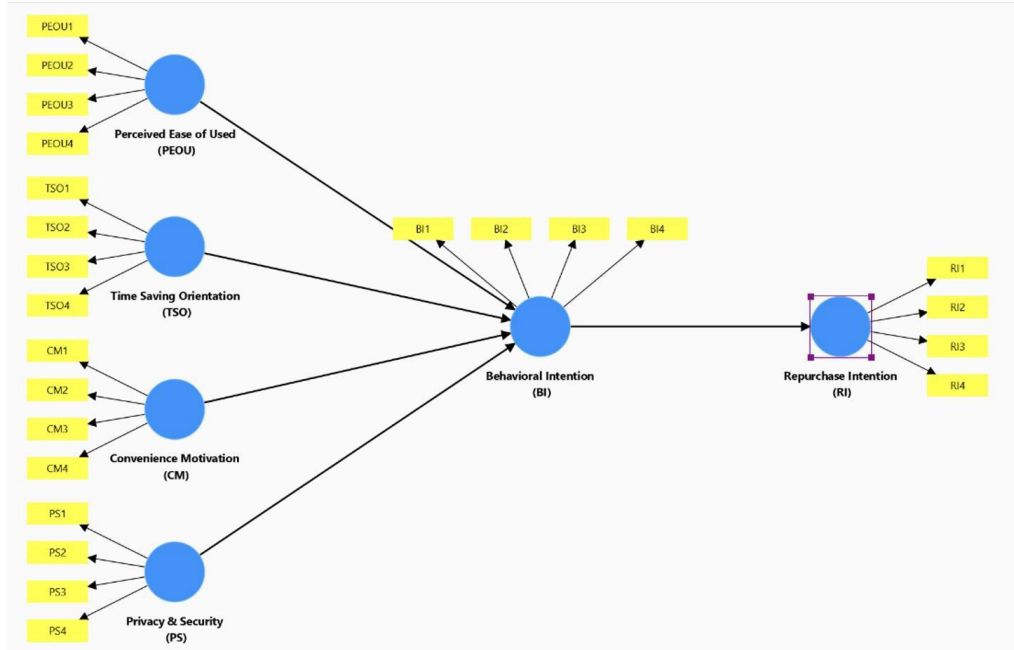


Figure 3.1 Research Structure
Source: SmartPLS Output (v.3.2.9)

Partial Least Squares (PLS) constitute a distinct variant within the broader domain of structural equation modeling (SEM) techniques (Wold, 1974). Unlike traditional SEM approaches, PLS falls under the classification of variance-based SEM (VB-SEM). This method prioritizes maximizing the explained variance in the endogenous constructs, representing the key variables whose behavior is predicted within the model (Fornell & Bookstein, 1982). In simpler terms, PLS shares similarities with regression analysis in its reliance on both empirical data and a theoretical framework to construct the model.

The unique characteristics of PLS render it particularly advantageous for research endeavors that encounter non-normal data distributions, possess relatively limited sample sizes, or involve the use of formatively measured

constructs (Hair et al., 2014). By virtue of its inherent flexibility, PLS has garnered widespread adoption across diverse academic disciplines, including supply chain management (Hazen et al., 2015), tourism research (Valle & Assaker, 2015), and the field of consumer behavior (Zhang, 2009).

In order to rigorously assess the measurement instrument within the PLS framework, the researcher employed a reflective measurement model. This model is characterized by high inter-correlations between the indicator variables, with arrows depicting the causal influence flowing from the latent constructs to the indicators (Hair et al., 2014). To evaluate the validity of the indicators, the researcher utilized concurrent validity. This approach deems an indicator valid if it significantly associates with an existing well-established indicator (Carmines & Zeller, 1988). Finally, internal consistency was chosen as the measure of reliability. This selection reflects the need for the questionnaire to yield consistent results across administrations (Nunally & Bernstein, 1994).

3.7 Pilot Test

3.7.1 Descriptive statistics

In this section, the demographic characteristics of the respondents were elucidated. This encompassed factors such as age, gender, educational level, and current occupation. It is further noteworthy that all participants were domiciled in Yogyakarta and possessed experience in placing food orders through online food delivery services.

Table 3.7 Demographic Profile of Respondents

Demographic Characteristic	Frequency	%
Gender		
Male	16	53.3%
Female	14	46.7%
Age		
18-24	27	90%
25-31	2	6.7%
32-38	-	-
39-45	-	-
>45	1	3.3%
Educational Level		
Senior High School	19	63.3%
Associate's Degree	-	-
Bachelor Degree	11	36.7%
Master Degree	-	-
Doctoral Degree	-	-
Occupation		
Students	24	80%
Teacher/ Lecturer	-	-
Civil servant	1	3.3%
Employee	1	3.3%
Entrepreneur	3	10%
Other	1	3.3%

Source: Primary Data Processed, 2024-2025

Based on the analyses provided in the table, the age of respondents was between 18 to 45 years old. The 18 to 24 age group dominated with 27 respondents (90%). Then, the age group of 25 to 31 had 2 respondents (6.7%). The lowest age group was >45 with only 1 respondent (3.3%). From the gender perspective, the male respondents held the highest number of 16 respondents (53.3%) compared to females with 14 respondents (46.7%).

Based on their educational level, the largest percentage of respondents' education level was senior high school, with 19 respondents (63.3%). The smallest percentage was bachelor's degree, with 11 respondents (36.7%). For the other education level, it has 0 respondents.

Based on their occupation, they were students with 24 respondents (80%) of the total respondents. Followed by entrepreneurs, with 3 respondents (10%) of the total respondents. Then, followed by civil servants, employees, and others, with each having 1 respondent or 3.3% of the total 30 respondents.

3.8 The Result of the Pilot Test

3.8.1 Outer Model Evaluation

Before diving into more complex analyses, the researcher needed to ensure the survey accurately and captured the concepts that interested the researcher. This initial step involved assessing convergent validity. In simpler terms, convergent validity checked if the questions designed to measure a specific idea (construct) were well-aligned and showed positive correlations.

The results of this convergent validity assessment were presented in the following section.

Table 3.8 Convergent Validity

Variable	Item	Loading Factor	AVE	Description
Perceived Ease of Use	PE1	0.875	0.761	Valid
	PE2	0.902		Valid
	PE3	0.869		Valid
	PE4	0.842		Valid
Time Saving Orientation	TS1	0.789	0.721	Valid
	TS2	0.858		Valid
	TS3	0.833		Valid
	TS4	0.913		Valid
Convenience Motivation	CM ₁	0.857	0.828	Valid
	CM ₂	0.934		Valid
	CM ₃	0.903		Valid
	CM ₄	0.945		Valid
Privacy & Security	PS1	0.794	0.715	Valid
	PS2	0.883		Valid
	PS3	0.879		Valid
	PS4	0.825		Valid
Behavioral Intention	BI1	0.802	0.674	Valid
	BI2	0.815		Valid
	BI3	0.825		Valid
	BI4	0.841		Valid
Repurchase Intention	RI1	0.872	0.794	Valid
	RI2	0.891		Valid
	RI3	0.921		Valid
	RI4	0.879		Valid

Source: SmartPLS (v.3.2.9)

The table above presents good news for our analysis! It showed that all the indicator constructs scored above the recommended threshold of 0.708 or 0.70 for outer loadings. This metric was important to ensure the survey questions that were well-aligned with the concepts they aim to measure. Hair et al. (2011) suggested removing indicators with very low outer loadings (below 0.40). Since none of our indicators fell below this mark, the researcher could proceed with the analysis without eliminating any questions at this stage. In the next section, the researcher explored the convergent reliability and outer loadings for Model 2.

3.8.2 Discriminant Validity

Within the realm of construct validity, discriminant validity assesses the distinctiveness of a model's constructs. It ensured each construct captured a unique concept and exhibited minimal correlation with other constructs within the model. Two primary criteria evaluated discriminant validity: cross-loadings and the Fornell-Lacker criterion. Cross-loadings measured the correlation between indicators and their corresponding constructs; for good discriminant validity, an indicator's cross-loading with its own construct should be demonstrably higher than its cross-loadings with other constructs. The Fornell-Lacker criterion compared each construct's average variance extracted (AVE) with the highest correlation (0.7) between this construct and other. The square root of the AVE (SQRT(AVE)) should have exceeded this highest correlation.

Fulfilling these criteria, it suggested that the model's constructs were distinct, strengthening the model's overall validity.

Table 3.9 Fornell-Larcker Citerion

Variable	Behaviora l Intention	Convenienc e Motivation	Perceive d Ease of Use	Privacy & Securit y	Repurchas e Intention	Time Saving Orientatio n
Behavioral Intention	0.821					
Convenience Motivation	0.612	0.910				
Perceived Ease of Use	0.721	0.740	0.872			
Privacy & Security	0.442	0.492	0.411	0.846		
Repurchase Intention	0.747	0.822	0.830	0.503	0.891	
Time Saving Orientation	0.464	0.618	0.474	0.363	0.517	0.849

source: SmartPLS (v.3.2.9)

Table 3.10 Cross Loading Value

Item	Behavioral Intention	Convenience Motivation	Perceived Ease of Use	Privacy & Security	Repurchase Intention	Time Saving Orientation
BI1	0.802	0.532	0.519	0.466	0.581	0.440
BI2	0.815	0.542	0.435	0.370	0.599	0.515
BI3	0.825	0.485	0.600	0.298	0.645	0.264
BI4	0.841	0.463	0.777	0.329	0.626	0.327
CM1	0.364	0.857	0.592	0.584	0.741	0.550
CM2	0.598	0.934	0.709	0.519	0.741	0.504
CM3	0.597	0.903	0.624	0.303	0.714	0.654
CM4	0.606	0.945	0.750	0.448	0.807	0.550

Source: SmartPLS (v.3.2.9)

Item	Behavioral Intention	Convenience Motivation	Perceived Ease of Use	Privacy & Security	Repurchase Intention	Time Saving Orientation
PE1	0.702	0.541	0.875	0.229	0.664	0.365
PE2	0.702	0.822	0.902	0.529	0.910	0.531
PE3	0.520	0.707	0.869	0.343	0.669	0.347
PE4	0.551	0.501	0.842	0.326	0.621	0.392
PS1	0.335	0.495	0.416	0.794	0.488	0.329
PS2	0.421	0.246	0.243	0.883	0.349	0.290
PS3	0.427	0.488	0.337	0.879	0.447	0.306
PS4	0.280	0.479	0.449	0.825	0.445	0.314
RI1	0.642	0.663	0.769	0.463	0.872	0.520
RI2	0.563	0.617	0.650	0.419	0.891	0.296
RI3	0.646	0.786	0.742	0.401	0.921	0.573
RI4	0.775	0.826	0.776	0.495	0.879	0.436
TS1	0.429	0.612	0.372	0.193	0.411	0.789
TS2	0.340	0.484	0.365	0.205	0.431	0.858
TS3	0.409	0.452	0.400	0.355	0.434	0.833
TS4	0.379	0.532	0.467	0.474	0.476	0.913

Source: SmartPLS (v.3.2.9)

According to Table 3.9 and Table 3.10, the cross-loading values for all items exceeded the recommended threshold of 0.70, indicating a strong relationship between each item and its corresponding latent variable. Additionally, each item exhibited its highest cross-loading value with its associated latent variable, demonstrating a clear distinction between constructs. These findings collectively supported the discriminant validity of the

measurement instrument, confirming that the constructs were distinct and adequately captured the underlying latent variables.

3.8.3 Reliability

Reliability in Partial Least Squares (PLS) was evaluated using Cronbach's Alpha and Composite reliability. A construct was deemed reliable when its Composite reliability value surpasses 0.7 and Cronbach's alpha value of 0.7 or higher was generally suggested. Table 3.11 summarizes the Cronbach's Alpha and Composite reliability values for the constructs employed in this research.

Table 3.11 Reliability

Variabel	Cronbach's Alpha	Composite Reliability
Behavioral Intention	0.839	0.892
Convenience Motivation	0.932	0.951
Perceived Ease of Use	0.896	0.927
Privacy & Security	0.868	0.909
Repurchase Intention	0.914	0.939
Time Saving Orientation	0.870	0.912

Source: SmartPLS(v.3.2.9)

Table 3.11 reveals that the composite reliability values for all research variables surpass 0.7 and Cronbach's alpha values also exceeded 0.7. These outcomes demonstrated that each variable satisfied the benchmarks for both composite reliability and Cronbach's Alpha, implying that the overall reliability of the variables is substantial. Therefore, it was justifiable to proceed with subsequent analysis by assessing the model's goodness of fit through an evaluation of the inner model.

CHAPTER IV

DATA ANALYSIS

4.1 Respondent Characteristics

4.1.1 Genders

According to the result, it could be categorized based on gender; the results of the questionnaire were as follows:

Table 4.1 Respondent Genders

Description	Amount	Percentage
Male	109	54.5
Female	91	45.5
Total	200	100

Source: Primary Data Processed, 2024

Based on the analyses provided in the table with a total of 200 respondents, the largest percentage of respondents were male with 109 respondents (54.5%). There were 91 female respondents (45.5%).

4.1.2 Age

According to the result, it could be categorized based on age; the results of the questionnaire were as follows:

Table 4.2 Respondent Ages

Description	Amount	Percentage
>45	7	3.5

Description	Amount	Percentage
18 - 24	179	89.5
25 - 31	14	7.0
Total	200	100

Source: Primary Data Processed, 2024

Based on the analyses provided in the table with the total of 200 respondents, it shows the largest percentage of respondents were aged 18-24 with 179 respondents (89.5%).

4.1.3 Educational Level

The results could be categorized based on educational level; the results of the questionnaire were as follows:

Table 4.3 Respondents Education Level

Description	Amount	Percentage
Bachelor Degree	74	37.0
Senior High School	126	63.0
Total	200	100

Source: Primary Data Processed, 2024

Based on the analyses provided in the table with the total of 200 respondents, it shows that the largest percentage of respondents were senior high school students with 126 respondents (63%). There were 74 bachelor degree respondents (37%).

4.1.4 Occupation

According to the result, it could be categorized based on occupation; the results of the questionnaire were as follows:

Table 4.4 Respondents Occupation

Description	Amount	Percentage
Civil Servant	6	3.0
Employee	7	3.5
Students	159	79.5
Entrepreneur	21	10.5
Businessman	7	3.5
Civil Servant	6	3.0
Employee	7	3.5
Total	200	100.0

Source: Primary Data Processed, 2024

Based on the analyses provided in the table with a total of 200 respondents, it shows that the largest percentage of respondents were students with 159 respondents (79.5%).

4.2 Model Evaluation

4.2.1 Outer Model Evaluation

The measurement model was evaluated using several indicators, including convergent validity, discriminant validity, and reliability. The measurement model was calculated using the PLS Algorithm.

1) Convergent Validity

An indicator was considered valid if its loading factor was positive and greater than 0.7 and its Average Variance Extracted (AVE) was greater than 0.5. The loading factor indicated the weight of each indicator/item as a measure of each variable. An indicator with a high loading factor showed that the indicator is the strongest (dominant) measure of the variable. The loading factor values could be seen in Table 4.5 below.

Table 4.5 Convergent Validity Test

Variabel	Item	Loading Factor	AVE	Description
Perceived Ease of Use	PE1	0.862	0.775	Valid
	PE2	0.857		Valid
	PE3	0.893		Valid
	PE4	0.909		Valid
Time Saving Orientation	TS1	0.914	0.788	Valid
	TS2	0.871		Valid
	TS3	0.881		Valid
	TS4	0.885		Valid
Convenience Motivation	CM1	0.884	0.751	Valid
	CM2	0.858		Valid
	CM3	0.852		Valid
	CM4	0.871		Valid

Variabel	Item	Loading Factor	AVE	Description
Privacy & Security	PS1	0.897	0.816	Valid
	PS2	0.906		Valid
	PS3	0.898		Valid
	PS4	0.911		Valid
Behavioral Intention	BI1	0.858	0.805	Valid
	BI2	0.919		Valid
	BI3	0.897		Valid
	BI4	0.915		Valid
Repurchase Intention	RI1	0.886	0.765	Valid
	RI2	0.875		Valid
	RI3	0.857		Valid
	RI4	0.880		Valid

Source: Primary Data Processed, 2024

Based on Table 4.5 above, it was known that the loading factor values of each indicator were more than 0.7 and the AVE values were more than 0.5. Thus, these indicators were declared valid as measures of their latent variables.

2) Discriminant Validity

Discriminant validity was used to test the validity of a model. Discriminant validity was assessed through cross-loading values and the Fornell-Larcker criterion, which indicated the magnitude of the correlation between a construct and its indicators, as well as with indicators of other constructs. The standard value used for cross-loading and the Fornell-Larcker criterion should be greater than 0.7 or by comparing each construct's square root of the average variance extracted (AVE) with the correlation between the constructs in the model. If the square root of the AVE of each construct was

greater than the correlation between the constructs in the model, it was said to have good discriminant validity.

Table 4.6 Fornell-Larcker Criterion Value

Variabel	Behavioral Intention	Convenience Motivation	Perceived Ease of Use	Privacy & Security	Repurchase Intention	Time Saving Orientation
Behavioral Intention	0.897					
Convenience Motivation	0.726	0.866				
Perceived Ease of Use	0.620	0.605	0.880			
Privacy & Security	0.683	0.708	0.596	0.903		
Repurchase Intention	0.611	0.690	0.796	0.609	0.875	
Time Saving Orientation	0.646	0.662	0.605	0.647	0.708	0.888

Source: Primary Data Processed, 2024

Table 4.7 Cross-Loading Value

Item	Behavioral Intention	Convenience Motivation	Perceived Ease of Use	Privacy & Security	Repurchase Intention	Time Saving Orientation
BI1	0.858	0.599	0.514	0.566	0.458	0.512
BI2	0.919	0.640	0.565	0.615	0.577	0.555
BI3	0.897	0.660	0.516	0.616	0.533	0.595
BI4	0.915	0.701	0.621	0.649	0.610	0.646
CM1	0.652	0.884	0.476	0.619	0.585	0.620
CM2	0.600	0.858	0.520	0.629	0.549	0.479
CM3	0.617	0.852	0.527	0.605	0.606	0.606
CM4	0.647	0.871	0.575	0.602	0.647	0.586

Item	Behavioral Intention	Convenience Motivation	Perceived Ease of Use	Privacy & Security	Repurchase Intention	Time Saving Orientation
PE1	0.537	0.521	0.862	0.497	0.668	0.480
PE2	0.501	0.535	0.857	0.526	0.677	0.527
PE3	0.587	0.552	0.893	0.562	0.725	0.566
PE4	0.552	0.523	0.909	0.514	0.731	0.555
PS1	0.589	0.591	0.531	0.897	0.527	0.554
PS2	0.562	0.579	0.471	0.906	0.475	0.531
PS3	0.648	0.680	0.588	0.898	0.598	0.608
PS4	0.657	0.694	0.554	0.911	0.587	0.632
RI1	0.562	0.628	0.700	0.531	0.886	0.648
RI2	0.538	0.600	0.690	0.538	0.875	0.603
RI3	0.500	0.606	0.680	0.525	0.857	0.597
RI4	0.533	0.578	0.714	0.537	0.880	0.627
TS1	0.623	0.620	0.620	0.618	0.687	0.914
TS2	0.560	0.575	0.475	0.538	0.583	0.871
TS3	0.563	0.572	0.495	0.595	0.587	0.881
TS4	0.541	0.583	0.553	0.541	0.653	0.885

Source: Primary Data Processed, 2024

Based on Tables 4.6 and 4.7, the cross-loading values of each item were greater than 0.70 and each item had the highest value when linked to its latent variable compared to other latent variables. This indicated that each variable in this study had accurately explained its latent variable, proving that the discriminant validity of all items was valid.

3) Reliability

Reliability in PLS was measured using Cronbach's Alpha and Composite reliability. It was considered reliable if the Composite reliability value was above 0.7 and the Cronbach's alpha value was preferably above 0.7. The following table (Table 4.13) shows the Cronbach's Alpha and Composite reliability values:

Table 4.8 Reliability Result

Variabel	Cronbach's Alpha	Composite Reliability
Behavioral Intention	0.919	0.943
Convenience Motivation	0.889	0.923
Perceived Ease of Use	0.903	0.932
Privacy & Security	0.925	0.946
Repurchase Intention	0.898	0.929
Time Saving Orientation	0.910	0.937

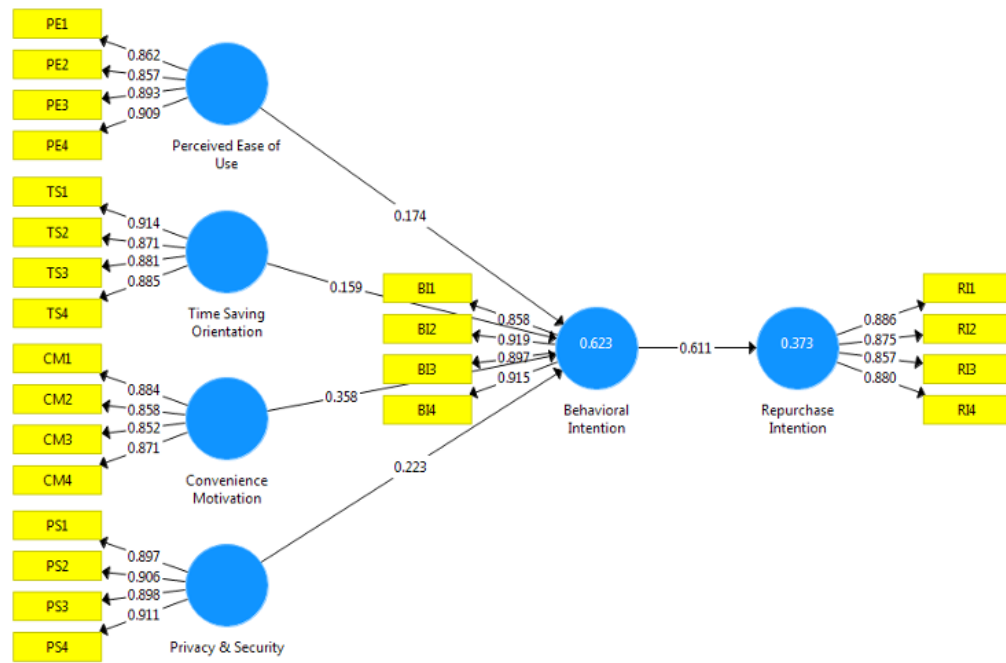
Source: Primary Data Processed, 2024

Based on Table 4.8 above, it could be seen that the composite reliability values of all research variables were > 0.7 and Cronbach's Alpha was > 0.7 . These results indicated that each variable had met the composite reliability and Cronbach's alpha criteria; thus, it could be concluded that all variables had a high level of reliability. Therefore, further analysis could be done by examining the model's goodness of fit by evaluating the inner model.

4.2.2 Inner Model Evaluation

After conducting the outer model test, the next step was to conduct the inner model test. The inner model or structural model test was done to examine

the relationship between constructs, significance values, and R-square of the research model.



Source: Primary Data Processed, 2024

Figure 4.1 Structural Model

Evaluation of the PLS structural model began by looking at the R-square for each dependent latent variable. Table 4.9 presents the estimated R-square values using PLS.

1) R Square

Table 4.9 R Square Result

Variabel	R-Square	R-Square Adjusted
Behavioral Intention	0.623	0.615
Repurchase Intention	0.373	0.370

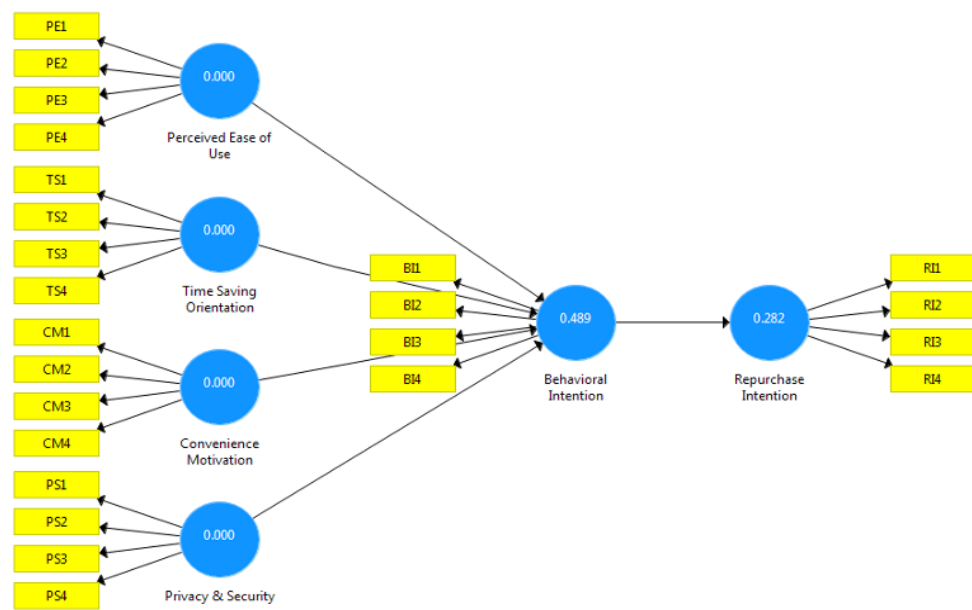
Source: Primary Data Processed, 2024

Table 4.9 above showed that the R-square value of the Behavioral Intention variable was 0.623. This value means that the Behavioral Intention variable can be explained by the independent variables by 62.3% and the remaining 37.7% could be explained by other variables not included in this research.

Meanwhile, the R-square value of the Repurchase Intention variable was 0.373. This value means that the Repurchase Intention variable could be explained by the independent variables by 37.3% and the remaining 62.7% can be explained by other variables not included in this research.

2) Predictive Relevance (Q Square)

Predictive relevance was a test conducted to show how well the observed values were produced using the blindfolding procedure by looking at the Q-square value. If the Q-square value was > 0 , then it could be said to have good observed values, while if the Q-square value was < 0 , then it could be stated that the observed values were not good. Q-Square predictive relevance for the structural model measures how well the observed values were produced by the model and its parameter estimated.



Source: Primary Data Processed, 2024

Figure 4.2 Predictive Relevance

Based on the figure above, it could be concluded that the following table summarized:

Table 4.10 Predictive Relevance

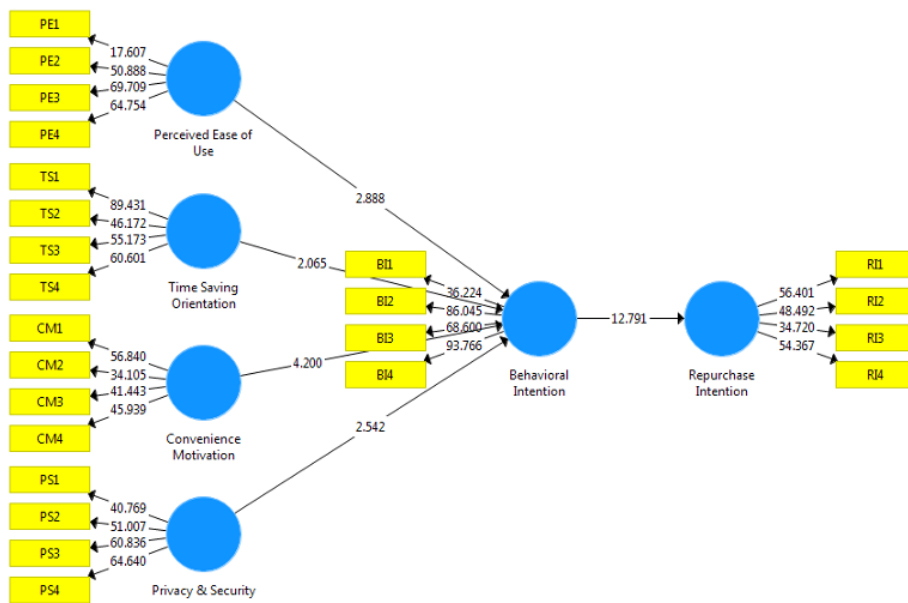
Variabel	Q ² (=1-SSE/SSO)	Description
Behavioral Intention	0.489	Has predictive relevance value
Repurchase Intention	0.282	Has predictive relevance value

Source: Primary Data Processed, 2024

Based on the data presented in the table above, it could be seen that the Q-square value for the dependent variable was > 0 . Considering this value, it could be concluded that this research had good observed values because the Q-square value was > 0 (zero).

4.2.3 Hypothesis Testing

Structural equation modeling explains the relationships between variables in a research. The structural model was tested using PLS software. The basis for directly testing hypotheses was the output image and the values in the path coefficient output. The basis for directly testing hypotheses was that if the $p\text{-value} < 0.05$ (significance level = 5%) and the $t\text{-statistic} > 1.960$, there was a significant influence of the exogenous variable on the endogenous variable. The following was a complete explanation of hypothesis testing:



Source: Primary Data Processed, 2024

Figure 4.3 Hypothesis Testing

Based on the figure above, it could be concluded that the following table summarized:

Table 4.11 Hypothesis Testing

Variable	Original sample (O)	T Statistic (O/STDEV)	P Values	Descriptions
Behavioral Intention -> Repurchase Intention	0.611	12.791	0.000	Influenced
Convenience Motivation -> Behavioral Intention	0.358	4.200	0.000	Influenced
Perceived Ease of Use -> Behavioral Intention	0.174	2.888	0.004	Influenced
Privacy & Security -> Behavioral Intention	0.223	2.542	0.011	Influenced
Time Saving Orientation -> Behavioral Intention	0.159	2.065	0.039	Influenced

Source: Primary Data Processed, 2024

In PLS, statistical testing of each hypothesized relationship was conducted using simulation. In this case, it was done using the bootstrapping method on the sample. The following were the results of the PLS bootstrapping analysis:

1) Perceived Ease of Use to Behavioral Intention

The results of the hypothesis test for the first hypothesis, namely the Influence of Perceived Ease of Use on Behavioral Intention, showed a coefficient value of 0.174, a p-value of $0.004 < 0.05$, and a t-statistic of 2.888 > 1.960 . These results indicated that Perceived Ease of Use had an influence on Behavioral Intention. Therefore, the hypothesis stating that "Perceived Ease of Use has a positive and significant influence on Behavioral Intention" was accepted.

2) Time Saving Orientation to Behavioral Intention

The results of the hypothesis test for the second hypothesis, namely the Influence of Time Saving Orientation on Behavioral Intention, showed a coefficient value of 0.159, a p-value of $0.039 < 0.05$, and a t-statistic of $2.065 > 1.960$. These results indicated that Time Saving Orientation had an influence on Behavioral Intention. Therefore, the hypothesis stating that "Time Saving Orientation has a positive and significant influence on Behavioral Intention" was accepted.

3) Convenience Motivation to Behavioral Intention

The results of the hypothesis test for the third hypothesis, namely the Influence of Convenience Motivation on Behavioral Intention, showed a coefficient value of 0.358, a p-value of $0.000 < 0.05$, and a t-statistic of $4.200 > 1.960$. These results indicated that Convenience Motivation had an influence on Behavioral Intention. Therefore, the hypothesis stating that "Convenience Motivation has a positive and significant influence on Behavioral Intention" was accepted.

4) Privacy & Security to Behavioral Intention

The results of the hypothesis test for the fourth hypothesis, namely the Influence of Privacy & Security on Behavioral Intention, showed a coefficient value of 0.223, a p-value of $0.011 < 0.05$, and a t-statistic of $2.542 > 1.960$.

These results indicated that Privacy & Security had an influence on Behavioral Intention. Therefore, the hypothesis stating that "Privacy & Security has a positive and significant influence on Behavioral Intention" was accepted.

5) Behavioral Intention to Repurchase Intention

The results of the hypothesis test for the fifth hypothesis, namely the Influence of Behavioral Intention on Repurchase Intention, showed a coefficient value of 0.611, a p-value of $0.000 < 0.05$, and a t-statistic of $12.791 > 1.960$. These results indicated that Behavioral Intention had an influence on Repurchase Intention. Therefore, the hypothesis stating that "Behavioral Intention has a positive and significant influence on Repurchase Intention" was accepted.

4.3 Discussion

4.3.1 Perceived Ease of Use

The research findings indicate that perceived ease of use has a significant positive impact on consumers' intention to utilize online food delivery services. In other words, when consumers perceive a service as user-friendly and easy to navigate, they are more likely to adopt and continue using it. The result of this research was supported by Venkatesh et al. (2003), who observed that perceived ease of use initially influenced the adoption of new applications but that this effect diminished over time.

In conclusion, hypothesis one which stated "Perceived ease of use significantly influences behavioral intention of online food delivery services" was accepted.

4.3.2 Time-Saving Orientation

The research findings indicate that time-saving orientation has a significant positive impact on consumers' intention to use online food delivery services. In essence, customers perceive these services as a more efficient way to save time by eliminating the need for travel, parking, and waiting in queues at restaurants. The result of this research was supported by Sultan and Uddin (2011), which emphasized the time-saving benefits of online food delivery services. Customers can avoid the hassle of finding a restaurant and waiting for their food, making these services a convenient option.

In conclusion, hypothesis one which stated "Time-saving orientation significantly influences behavioral intention of online food delivery services" was accepted.

4.3.3 Convenience Motivation

The research findings indicate that convenience motivation has a significant positive impact on consumers' intention to use online food delivery services. In other words, the convenience of online shopping, which allows customers to purchase products and have them delivered directly to their doorstep, significantly influences their decision to utilize these services. The

result of this research was supported by previous studies (Cho & Sagynov, 2015; Jiang et al., 2011) which have similarly found that convenience was a key factor influencing the adoption of online food delivery services. User-friendly websites that provide clear instructions can further motivate customers to use these services, as they could easily understand and navigate the platform. When customers perceive the OFD service as convenient and meets their expectations, they were more likely to continue using it.

In conclusion, hypothesis one which stated "convenience motivation significantly influences behavioral intention of online food delivery services" was accepted.

4.3.4 Privacy & Security

The research findings indicate that privacy and security have a significant positive impact on consumers' intention to use online food delivery services. In other words, ensuring the privacy and security of customer information fosters trust and encourages continued usage of these services. The result of this research was supported by Bashir et al. (2015), which highlighted the growing importance of privacy and security concerns in online shopping. Customers were more likely to adopt OFD services if they trusted the platform to protect their personal information. Zulkarnain et al. (2015) further emphasized the positive impact of trust on customers' online purchasing intentions.

In conclusion, hypothesis one which stated "Privacy & security significantly influences behavioral intention of online food delivery services" was accepted.

4.3.5 Behavioral Intentions

The research findings indicate that behavioral intention has a significant positive impact on consumers' repurchase intention for online food delivery services. In other words, a positive intention to use a particular service increases the likelihood of repeated usage. The result of this research was supported by Jackson (1985). Repurchase intention was the likelihood of a customer using a service again, which was defined as a consumer's inclination to continue or increase their use of a service from a particular provider. Surveys of current customers were often used to measure repurchase intention by assessing their likelihood of making repeat purchases.

In conclusion, hypothesis one which stated "Behavioral Intention significantly influences repurchase intention of online food delivery services" was accepted.

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

The purpose of this research was to examine and analyze the influence and relationship of several variables, namely perceived ease of use, time-saving orientation, convenience motivation, privacy and security, behavioral intention, and repurchase intention. The findings from the hypothesis tests conducted in the previous chapter were used to formulate the conclusions of this research.

1. Perceived ease of use significantly influenced customers' decisions to utilize online food delivery services. This suggested that when consumers perceive a food delivery platform as user-friendly, they were more likely to adopt and continue using the service.
2. The study found a positive relationship between customers' time-saving orientation and their intention to use online food delivery services. This suggested that the perception of saving time through these platforms significantly influenced customers' decisions to utilize them.
3. Convenience motivation significantly influenced customers' intention to use online food delivery services. The desire for ease and efficiency in ordering food positively impacted customers' decisions to utilize these platforms.
4. The research found a positive correlation between customers' perception of privacy and security and their intention to use online food delivery services.

This indicated that customers were more likely to use these services when they felt their personal information and data were protected.

5. A strong positive relationship was found between customers' behavioral intentions and their subsequent repurchase intentions for online food delivery services. This indicated that customers who expressed a higher intention to use these services were more likely to become repeat customers.

5.2 Limitations and Recommendations

Based on the research's overall findings, the research identified several limitations and recommendations for future research. The research could not include all possible factors that might affected the OFD service's behavioral intention. In addition, it also lacked diversity in terms of the sample used. The survey concentrated on the urban area (focusing only on the Special Region of Yogyakarta), and this does not represent the whole of Indonesia. Future researchers could include other urban areas where OFD services were available. Moreover, the study relied on structured interviews as the single survey administration procedure. Hence, future researchers could use other data collection strategies, such as focus group discussions or combining both quantitative and qualitative (personal interviews) to solicit richer responses.

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APPENDICES

Appendices 1

Research Questionnaire

"THE EFFECT OF ONLINE FOOD DELIVERY SERVICES ON CONSUMER BEHAVIORAL INTENTIONS"

Assalamualaikum Wr Wb.

Perkenalkan, Saya Ahmad Farhans mahasiswa S1 program studi Management International Program, Fakultas Bisnis dan Ekonomika, Universitas Islam Indonesia. Saat ini sedang melakukan penelitian dalam rangka menyelesaikan Tugas Akhir Skripsi berkaitan dengan Online Food Delivery Services (OFDS) atau Layanan Antar Makanan Online. Dengan segala hormat, saya memohon bantuan Saudara/i untuk mengisi form kuesioner ini.

Penelitian ini bertujuan untuk mengetahui faktor-faktor (Kemudahan penggunaan yang dirasakan, efisiensi waktu, motivasi kenyamanan, keamanan & privasi, niat perilaku, dan niat beli kembali) yang mempengaruhi pengguna Online Food Delivery Applications (ex: Go-food, GrabFood, ShopeeFood, dll). Adapun kriteria responden dalam penelitian ini adalah sebagai berikut:

1. Pernah menggunakan aplikasi pengiriman makanan (ex: Go-food, GrabFood, ShopeeFood, dll).

Saya memohon ketersediaan Saudara/i yang memenuhi kriteria tersebut untuk mengisi kuesioner ini. Pada pengisian jawaban kuesioner ini, tidak ada

jawaban salah ataupun benar. Saya berharap Anda dapat mengisi dengan sejujurnya. Semua informasi yang Saudara/i berikan akan kami jaga kerahasiaannya dan hanya akan digunakan sebagai data penelitian. Partisipasi saudara/i sangat berharga bagi kami. Atas waktu dan kesediaan Saudara/i berikan, Saya ucapkan terimakasih.

Apabila terdapat pertanyaan lebih lanjut mengenai kuesioner ini, Anda bisa menghubungi Saya melalui:

Email: 18311177@students.uui.ac.id

Wassalamualaikum Wr. Wb.

Hormat Saya,

Dosen Pembimbing,

Ahmad Farhans

Erlita Ridanasti, S.E., M.M.

Bagian A

1. Apa jenis kelamin anda?

- Laki-Laki
- Perempuan

2. Berapa usia anda?

- 18-24
- 25-31
- 32-38
- 39- 45
- >45

3. Apa jenjang pendidikan terakhir anda?

- SMA atau sederajat
- Diploma
- Sarjana (S1)
- Master atau Magister (S2)
- Doktoral (S3)

4. Apa pekerjaan anda saat ini?

- Pelajar atau Mahasiswa
- Dosen/ Guru/ Pengajar
- Pegawai Negeri Sipil/ BUMN
- Pegawai Swasta
- Wiraswasta
- Lainnya

Bagian B

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

1. Sangat Tidak Setuju (STS)
2. Tidak Setuju (TS)
3. Agak Tidak Setuju (ATS)
4. Agak Setuju (AS)
5. Setuju (S)
6. Sangat Setuju (SS)

A. Perceived Ease of Use

No.	Pernyataan	Tanggapan					
		STS	TS	AT S	AS	S	SS
1.	Saya tidak kesulitan untuk mempelajari dan menggunakan layanan pesan antar makanan online.						
2.	Saya terampil dalam menggunakan layanan pesan antar makanan online.						
3.	Saya paham dan jelas untuk berinteraksi menggunakan layanan pesan antar makanan online.						
4.	Saya tidak perlu menghabiskan banyak waktu untuk mempelajari cara menggunakan aplikasi layanan pesan antar makanan online.						

B. Time Saving Orientation

No.	Pernyataan	Tanggapan					
		STS	TS	AT S	AS	S	SS
1.	Proses pembelian makanan menjadi lebih mudah dan efisien dengan menggunakan aplikasi layanan pesan antar makanan online.						
2.	Aplikasi layanan pesan antar makanan online memberikan solusi transaksi pembelian makanan dari rumah.						
3.	Saya menghargai kenyamanan untuk memulai transaksi pembelian makanan tanpa harus keluar rumah yang diberikan layanan pesan antar makanan online.						
4.	Saya sangat menyukai kemudahan memesan makanan melalui aplikasi pesan antar makanan online, karena hal ini menghemat waktu dan tenaga saya.						

C. Convenience Motivation

No.	Pernyataan	Tanggapan					
		STS	TS	AT S	AS	S	SS
1.	Kapan pun saya mau, saya dapat memulai transaksi menggunakan layanan pesan antar makanan online.						
2.	Dengan menggunakan layanan pesan antar makanan online, saya dapat menghindari antrian dan keramaian saat membeli makanan di waktu yang tidak tepat.						
3.	Kemudahan dan kenyamanan memulai transaksi pembelian makanan dari rumah merupakan salah satu aspek yang paling saya sukai dari layanan pesan antar makanan online.						
4.	Layanan pesan antar makanan online telah mengubah cara saya menikmati makanan, karena saya dapat memesan makanan favorit saya dengan mudah dan nyaman tanpa harus keluar rumah.						

D. Privacy & Security

No.	Pernyataan	Tanggapan					
		STS	TS	AT S	AS	S	SS
1.	Proses berbelanja online memberikan rasa aman dan terjamin bagi saya karena adanya berbagai fitur keamanan yang diterapkan.						
2.	Saya merasa terlindungi saat berbelanja online karena platform yang saya gunakan memiliki tim keamanan yang profesional dan selalu memantau aktivitas transaksi.						
3.	Saya lebih memilih untuk berbelanja online dari situs web yang memiliki sistem keamanan yang terpercaya.						
4.	Penting bagi saya untuk mengetahui dengan pasti bagaimana informasi pribadi saya digunakan oleh sistem perdagangan online dan memiliki kontrol atas data tersebut.						

E. Behavioral Intention

No.	Pernyataan	Tanggapan					
		STS	TS	AT S	AS	S	SS
1.	Saya memiliki rencana untuk menggunakan berbagai fitur tambahan yang tersedia dalam aplikasi pesan antar makanan online.						
2.	Saya terbuka untuk menggunakan layanan fitur tambahan pesan antar makanan online jika dirasa bermanfaat dan sesuai dengan kebutuhan saya.						
3.	Desain antarmuka yang intuitif dan panduan pengguna yang jelas dalam aplikasi pesan antar makanan online akan memudahkan saya untuk menjadi terampil dalam penggunaannya.						
4.	Saya tidak mengalami kesulitan dalam menggunakan aplikasi pesan antar makanan online karena antarmuka yang dirancang dengan jelas dan informatif.						

F. Repurchase Intention

No.	Pernyataan	Tanggapan					
		STS	TS	AT S	AS	S	SS
1.	Saya merasa puas dengan keputusan saya untuk menggunakan layanan pesan antar makanan online.						
2.	Saya berencana untuk kembali menggunakan layanan pesan antar makanan online untuk membeli produk/layanan lain di masa depan.						
3.	Saya tertarik untuk mencoba produk/layanan baru yang ditawarkan oleh layanan pesan antar makanan online.						
4.	Saya berencana untuk kembali menggunakan layanan pesan antar makanan online untuk memesan makanan dan produk/layanan lain di masa depan.						

Appendices 2

Descriptive Appendix for each question

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PE1	200	1	6	4.59	.893
PE2	200	3	6	4.66	.894
PE3	200	2	6	4.60	.908
PE4	200	2	6	4.52	.961
TS1	200	2	6	4.44	.877
TS2	200	2	6	4.55	.861
TS3	200	2	6	4.42	.899
TS4	200	2	6	4.50	.857
CM1	200	3	6	4.41	.815
CM2	200	3	6	4.50	.845
CM3	200	2	6	4.52	.814
CM4	200	2	6	4.47	.862
PS1	200	2	6	4.36	.795
PS2	200	2	6	4.36	.814
PS3	200	2	6	4.44	.860
PS4	200	2	6	4.41	.880
BI1	200	2	6	4.30	.855
BI2	200	2	6	4.31	.979
BI3	200	2	6	4.34	1.004
BI4	200	2	6	4.29	.974
RI1	200	2	6	4.47	.789
RI2	200	2	6	4.58	.804
RI3	200	2	6	4.40	.838
RI4	200	3	6	4.49	.891
Valid N (listwise)	200				

Appendices 3

Validity and Realibility Type of Research Instrument

PE1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.5	.5	.5
	3	13	6.5	6.5	7.0
	4	89	44.5	44.5	51.5
	5	61	30.5	30.5	82.0
	6	36	18.0	18.0	100.0
	Total	200	100.0	100.0	

PE2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	9.0	9.0	9.0
	4	71	35.5	35.5	44.5
	5	72	36.0	36.0	80.5
	6	39	19.5	19.5	100.0
	Total	200	100.0	100.0	

PE3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5

3	21	10.5	10.5	11.0
4	70	35.0	35.0	46.0
5	74	37.0	37.0	83.0
6	34	17.0	17.0	100.0
Total	200	100.0	100.0	

PE4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	29	14.5	14.5	15.0
	4	71	35.5	35.5	50.5
	5	64	32.0	32.0	82.5
	6	35	17.5	17.5	100.0
	Total	200	100.0	100.0	

TS1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	19	9.5	9.5	10.0
	4	102	51.0	51.0	61.0
	5	48	24.0	24.0	85.0
	6	30	15.0	15.0	100.0
	Total	200	100.0	100.0	

		TS2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	14	7.0	7.0	7.5
	4	92	46.0	46.0	53.5
	5	61	30.5	30.5	84.0
	6	32	16.0	16.0	100.0
	Total	200	100.0	100.0	

		TS3			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	26	13.0	13.0	13.5
	4	88	44.0	44.0	57.5
	5	58	29.0	29.0	86.5
	6	27	13.5	13.5	100.0
	Total	200	100.0	100.0	

		TS4			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	17	8.5	8.5	9.0

4	92	46.0	46.0	55.0
5	62	31.0	31.0	86.0
6	28	14.0	14.0	100.0
Total	200	100.0	100.0	

CM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	9.5	9.5	9.5
	4	104	52.0	52.0	61.5
	5	54	27.0	27.0	88.5
	6	23	11.5	11.5	100.0
	Total	200	100.0	100.0	

CM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	9.5	9.5	9.5
	4	89	44.5	44.5	54.0
	5	65	32.5	32.5	86.5
	6	27	13.5	13.5	100.0
	Total	200	100.0	100.0	

CM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	11	5.5	5.5	6.0
	4	99	49.5	49.5	55.5
	5	62	31.0	31.0	86.5
	6	27	13.5	13.5	100.0
	Total	200	100.0	100.0	

CM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	17	8.5	8.5	9.0
	4	99	49.5	49.5	58.5
	5	54	27.0	27.0	85.5
	6	29	14.5	14.5	100.0
	Total	200	100.0	100.0	

PS1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	19	9.5	9.5	10.0
	4	106	53.0	53.0	63.0
	5	56	28.0	28.0	91.0

6	18	9.0	9.0	100.0
Total	200	100.0	100.0	

PS2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.0	1.0	1.0
	3	19	9.5	9.5	10.5
	4	103	51.5	51.5	62.0
	5	58	29.0	29.0	91.0
	6	18	9.0	9.0	100.0
	Total	200	100.0	100.0	

PS3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	18	9.0	9.0	9.5
	4	101	50.5	50.5	60.0
	5	52	26.0	26.0	86.0
	6	28	14.0	14.0	100.0
	Total	200	100.0	100.0	

PS4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.0	1.0	1.0
	3	19	9.5	9.5	10.5
	4	103	51.5	51.5	62.0
	5	48	24.0	24.0	86.0
	6	28	14.0	14.0	100.0
	Total	200	100.0	100.0	

BI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	2.0	2.0	2.0
	3	21	10.5	10.5	12.5
	4	106	53.0	53.0	65.5
	5	50	25.0	25.0	90.5
	6	19	9.5	9.5	100.0
	Total	200	100.0	100.0	

BI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	1.5	1.5	1.5
	3	35	17.5	17.5	19.0
	4	89	44.5	44.5	63.5
	5	43	21.5	21.5	85.0

6	30	15.0	15.0	100.0
Total	200	100.0	100.0	

BI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	1.5	1.5	1.5
	3	41	20.5	20.5	22.0
	4	70	35.0	35.0	57.0
	5	58	29.0	29.0	86.0
	6	28	14.0	14.0	100.0
	Total	200	100.0	100.0	

BI4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	1.5	1.5	1.5
	3	36	18.0	18.0	19.5
	4	91	45.5	45.5	65.0
	5	41	20.5	20.5	85.5
	6	29	14.5	14.5	100.0
	Total	200	100.0	100.0	

RI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	11	5.5	5.5	6.0
	4	105	52.5	52.5	58.5
	5	60	30.0	30.0	88.5
	6	23	11.5	11.5	100.0
	Total	200	100.0	100.0	

RI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	10	5.0	5.0	5.5
	4	88	44.0	44.0	49.5
	5	74	37.0	37.0	86.5
	6	27	13.5	13.5	100.0
	Total	200	100.0	100.0	

RI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	22	11.0	11.0	11.5
	4	95	47.5	47.5	59.0
	5	61	30.5	30.5	89.5

6	21	10.5	10.5	100.0
Total	200	100.0	100.0	

RI4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	24	12.0	12.0	12.0
	4	85	42.5	42.5	54.5
	5	61	30.5	30.5	85.0
	6	30	15.0	15.0	100.0
	Total	200	100.0	100.0	

Appendices 4

Respondent Frequency Calculation Data

Genders

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki - Laki	109	54.5	54.5	54.5

Perempuan	91	45.5	45.5	100.0
Total	200	100.0	100.0	

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>45	7	3.5	3.5	3.5
	18 - 24	179	89.5	89.5	93.0
	25 - 31	14	7.0	7.0	100.0
	Total	200	100.0	100.0	

		Educational Level			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sarjana (S1)	74	37.0	37.0	37.0
	SMA atau sederajat	126	63.0	63.0	100.0
	Total	200	100.0	100.0	

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai Negeri Sipil/ BUMN	6	3.0	3.0	3.0
	Pegawai Swasta	7	3.5	3.5	6.5
	Pelajar atau Mahasiswa	159	79.5	79.5	86.0
	Wiraswasta	21	10.5	10.5	96.5

Wirausaha	7	3.5	3.5	100.0
Total	200	100.0	100.0	