



Factors Affecting on Usage Decision of Online Food Delivery Services

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Abstract: Technological developments have helped everyone carry out their daily activities. One of the technological developments that has been widely used during the Covid-19 pandemic and even today is online food delivery services. Food delivery is thriving amid the Covid-19 pandemic due to restrictions on outdoor activities by the government, and food delivery makes it easy for consumers who like practicality in meeting their food needs. The purpose of this study was to analyze the effect of promotion, service quality, brand image, and lifestyle on the decision to use GoFood services. The data used in this study came from a questionnaire instrument which was distributed to respondents. The sampling method in this study used an accidental sampling technique, then a classic assumption test was carried out to determine the feasibility of the statements used in the questionnaire, and the data were analyzed using multiple linear regression. The results of the study show that partially promotion, service quality, and lifestyle influence the decision to use GoFood services, while brand image does not affect the decision to use GoFood services. GoFood's brand image has no influence on the decision to use online food delivery services because GoFood is well known by people in Indonesia for its excellent and trustworthy service. Simultaneously, promotion, service quality, brand image, and lifestyle affect the decision to use GoFood services.

Keywords: Brand Image, Lifestyle, Promotion, Service Quality, Usage Decision

1. Introduction

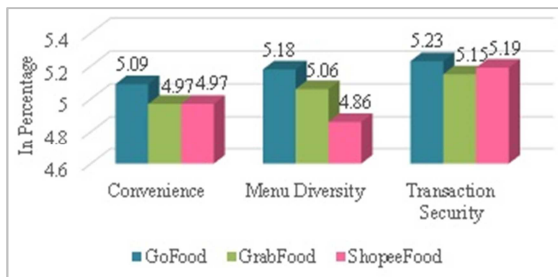
Technological developments in the era of the industrial revolution 4.0, which are so rapid, have an impact and influence on all aspects of life, including the advancement of innovative e-commerce business models which are not only developing for shopping platforms but are also developing in transportation services. Technology makes it easier for humans to carry out daily activities such as online transportation services. The emergence of the Covid-19 virus outbreak has impacted the online transportation business quite significantly, especially in food delivery services [1]. This is due to the implementation of social distancing to prevent the spread of Covid-19. To meet food needs, people do not have the option to leave their homes, so they are

looking for alternatives by using food delivery services.

Orders for food delivery services increased amid the Covid-19 pandemic as people began to adapt to shopping online, thereby increasing the consumer market share in this sector. The rapid growth of the restaurant industry joining the food delivery business shows that business competition in the food delivery sector is getting tougher, so companies are competing to maintain their existence [2]. GoFood is a food delivery service feature available in the Gojek application which can make it easy for users to order various kinds of food and drinks they want without going to a restaurant and waiting in line. Application users only need a smartphone and the internet [3]. Ordered food or drinks will be delivered directly by GoFood drivers.

The presence of promotions, quality of service, brand image, and lifestyle provided by GoFood to its users, it is hoped that consumers will feel satisfaction in using the GoFood

application if the services received are line with what consumers expect and are fulfilled properly, then consumers will reuse it and be willing to recommend it. According to the survey results from the Katadata Insight Center (KIC), in collaboration with Tenggara Strategik, Gojek's online food delivery service, namely Gofood, is considered the most superior by consumers in Indonesia. This survey asked respondents' opinions about the quality of food delivery services from three aspects, namely convenience, menu diversity, and transaction security, as shown in Figure 1.



Source: Databoks

Figure 1. Data of Online Food Delivery Services – 2022.

Based on the data in Figure 1, it can be seen that GoFood is considered superior by consumers in terms of convenience, menu diversity, and transaction security. Customer satisfaction is the main goal of every business; therefore, the value of the customer experience must be the concern of everyone in every industry. Customer satisfaction is achieved when a restaurant can meet customer expectations [4, 5]. Surveys are one of the most efficient ways to get feedback and increase customer happiness. One of the most important advantages of conducting customer surveys is gaining a deeper understanding of your clients. The study aims to determine the effect of promotion, service quality, brand image, and lifestyle on customer usage decisions for GoFood services.

2. Literature Review

Promotion is an activity that communicates the superiority of a product and persuades target customers to buy it [6]. Various promotions are carried out by online food delivery service companies, such as discounted prices or free shipping. Providing promotion and convenience are important attributes for customers to adopt online food delivery services [2]. Promotion is one of the consumers' concerns when choosing online food delivery services [7]. Attractive promotions carried out by companies through various media will be able to make consumers want to use online food delivery services offered by companies [8].

Service quality can be said to be a very good or superior form of delivery according to customer expectations. By providing the best service according to their needs and desires, customers will assess the results of the services obtained [9] [10]. Services are intangible goods for which there is no transfer of custody or ownership and which cannot be sold but come into existence when used or purchased [11]. Services cannot be saved or transferred. Digital services are a form of

service that can be provided through information infrastructure such as the internet in various forms, such as applications, web pages, social media, and so on. Good service quality is a consideration for consumers when deciding to use online food delivery services [12, 13].

Brand image plays an important role in brand improvement because a brand image that has a superior category will be a reference for consumers to choose a product or service offered. If consumers have a positive view of a brand, they will be more likely to make purchases and use the product. The brand image is like the design, logo, display, specifications, or anything related to the product to be championed by the company so that the brand becomes a well-known brand and has a positive image and benefits, although building a well-known brand image can take quite a long time.

Lifestyle is a person's life that is revealed through activities, interests, and arguments [6]. Lifestyle is like describing a person's self with regard to his environment. A lifestyle is a form of consumer personality that will influence purchasing decisions. A person's lifestyle will be different from other lifestyles, even from time to time the lifestyle of individuals or groups in a particular society moves dynamically. Businesses have adopted cellular services as the primary mode of communication with customers as a form of lifestyle change. To modernize, many businesses have started offering food delivery through websites or apps [14]. The process of ordering food from local restaurants through web pages or mobile application platforms is known as online food ordering [15].

Marketing research develops several types of processes when making decisions, including problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior [16]. This means that the process of deciding on buying a product in several ways is not fast because if consumers are too hasty in making decisions, it can result in being dissatisfied or not following consumer expectations. Previous studies have highlighted various aspects that influence consumers' decisions to use online food delivery services [17, 18] and demonstrated the variables that make consumers use online food delivery services. It has been found that each food ordering application has its own expertise [19, 20].

3. Research Method

The theory underlying this research is the theory of consumer behavior [4], which is influenced by cultural, social, personal, and psychological factors. The model used in this study refers to the Technology Acceptance Model (TAM). TAM explains that a person's behavior when using information technology begins with their perception of the benefits and ease of use of information technology.

This study used a survey method by distributing questionnaires using a Google form and then examining the effect of variable X (promotion, service quality, brand image, and lifestyle) on the usage decision of online food delivery services. The population in this study is comprised of consumers who have ordered food online. The sample in this

study consisted of 125 respondents obtained using an accidental sampling technique. The data used in this study are primary data obtained directly from the respondents' answers through a questionnaire. The Likert scale was used in this study to measure the perceptions, opinions, and attitudes of research respondents toward the phenomenon being studied [21].

4. Result and Discussion

By using 125 respondents, this study intends to analyze the factors of promotion, service quality, brand image, and lifestyle on customer usage decisions of GoFood services. A validity test was conducted to test the items used in the questionnaire. A validity test result in this study revealed a

significant value of <0.05 and greater than r table 0.197, indicating that all of the questionnaire's questions are valid and appropriate for use in research. A reliability test was performed to evaluate the degree of consistency of the study's questionnaire. The Cronbach alpha score was greater than 0.60, which suggests that the data included in the questionnaire can be believed, according to the reliability test results. The results of the normality test showed that the significance value was >0.05 , which means that the data in this study were normally distributed.

Regression analysis will be the next test to be carried out to determine the effect of the independent variable on the dependent variable. Table 1 shows the result of multiple linear regressions.

Table 1. Partial Test Results.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-5.258	1.555		-3.382	.001
Promotion (X1)	.344	.065	.319	5.284	.000
Service Quality (X2)	.301	.062	.286	4.853	.000
Brand Image (X3)	.026	.154	.015	.169	.866
Lifestyle (X4)	.867	.196	.424	4.432	.000

Dependent Variable: Customer Usage Decision (Y)

The partial test results in Table 1 show that the promotion variable influences the customer's decision to use GoFood services. The many promotions given by companies can attract consumers to buy food using GoFood services. Various promotions are carried out, such as giving discounts or free shipping, which are given by the company to be able to compete with competitors in the industry. The results of this study are in line with previous research, which states that promotion influences the decision to use online food delivery services [2, 7, 8].

The results of the study also show that service quality influences consumers decisions to use GoFood services by customers. Friendliness, accuracy, and speed of service provided by the company to consumers are among the consumer considerations in choosing to use GoFood services to meet food needs. The ease of communicating with the driver who will deliver food is important for consumers so that there are no mistakes in the food ordered or in the delivery from where the food is ordered to the consumer. The results of this study are in line with previous research, which stated that service quality influences decisions about using online food delivery services [12, 13].

Brand image is the only variable in this study that has no

effect on customers decisions to use GoFood services by customers. Several applications offer almost the same online food delivery services; therefore, companies need to pay more attention to other things that are the main attraction of the company so they can compete and attract more consumers compared to similar companies. Consumers think that brand image is not a major consideration in choosing to use online food delivery services, as long as they can get discounts and good service when using them.

The lifestyle in this study shows the results of affecting customers decisions to use GoFood services. Technological developments force people to be able to adapt quickly so as not to be left behind. The convenience offered through the use of technology with the availability of online food delivery services has been in great demand by consumers [13], where consumers do not need to go to places to eat to buy food. Currently, GoFood is in the top ranking and is most in demand by consumers who use online food delivery services.

Simultaneous test results show that the variables of promotion, service quality, brand image, and lifestyle affect customer usage decisions of GoFood services, as presented in Table 2.

Table 2. Simultaneous Test Results.

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1957.788	4	489.447	61.135	.000 ^b
Residual	960.724	120	8.006		
Total	2918.512	124			

a. Dependent Variable: Customer Usage Decision (Y)

b. Predictors: (Constant), Lifestyle (X4), Service Quality (X2), Promotion (X1), Brand Image (X3)

The coefficient of determination test result (R squared) shows that the independent variable (X) has a considerable effect on the dependent variable (Y). As shown in Table 3, the

coefficient of determination value is useful for estimating and determining the extent to which variable X simultaneously influences variable Y.

Table 3. Determinant Test Results.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.819 ^a	.671	.660	2.829

a. Predictors: (Constant), Lifestyle (X4), Service Quality (X2), Promotion (X1), Brand Image (X3)

b. Dependent Variable: Customer Usage Decision (Y)

The test results for the coefficient of determination show a value of 0.671, or 67.1%. This figure shows that the promotion, service quality, brand image, and lifestyle variables together contribute 67.1% to the decision to use GoFood services by customers, while the remaining 32.9% are influenced by other variables not examined in this study. The findings show that the decision to use GoFood services is starting to be in great demand by consumers to fulfill their daily food needs.

5. Conclusion

The results of the study show that partially promotion, service quality, and lifestyle influence the customer's decision to use GoFood services, while brand image does not affect the customer's decision to use GoFood services. The contribution of promotion, service quality, brand image, and lifestyle variables affect on the customer's decision to use GoFood services by 67.1%, while the rest is influenced by other variables not included in the model. The results of this study are expected to be able to provide an overview for consumers who want to take advantage of online food delivery services and be able to pay attention to things to consider before deciding to use online food delivery services. The presence of online food delivery services is expected to provide convenience for consumers to fulfill their food needs.

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