

The Influences of Shopping Orientation on the Intention to Order Food through Go-Food Feature in Go-Jek Application

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Abstract. This study aims to test and analyze the influence of shopping orientation on behavioral intention to order food through Go-Food in Go-Jek application. It is a quantitative study. The population in this research consisted of all Pontianak residents who knew about Go-Jek and had some interest in trying Go-Food in the application. The sample encompassed 100 respondents and was chosen through purposive sampling. The results were then analyzed using Warp PLS 6.0. The findings showed that there was positive and significant influence from utilitarian value on perceived usefulness; hedonic value on perceived enjoyment; perceived usefulness on behavioral intention; and perceived enjoyment on behavioral intention.

Keywords: Go-Food · Shopping · Orientation · Intention to order Food

1 Introduction

Go-Food refers to a service to order food and beverages which serves as one of the features in Go-Jek application. Go-Jek itself is a well-known application from Indonesia and offers a complete service from transportation, logistics, payment, food delivery, and other in-demand features. Go-Food brings about new climate in real-time food delivery service with attractive choices of food.

Previously, consumers shop rationally, which implies that consumers consider a purchase based on the perceived benefits of certain products, or the so-called utilitarian value. But currently shopping is also influenced by emotional values, like enjoyment and pleasure, which are connoted as hedonic values. (1) Defined utilitarian value as the consumer's ability to function in his/her respective daily lives. Utilitarian values, as widely studied, are illustrated as instruments (functional) and related to someone's belief about something cognitive. This value is related to the ideas about product performance and its benefits. (2) Defined hedonic values as overall evaluations of consumers about certain products and purely derived from the fulfillment of pleasure. The values are tightly related to the fulfillment of pleasure and aesthetic aspects of the products.

Go-Food was initiated in 2017 and relatively new for Pontianak residents; hence, the impacts of Go-Food based on its usefulness and enjoyment become the main subject

of this study. Perceived usefulness refers to the extent of one's conviction that using information system brings about some benefits for him/her. On the contrary, if one believes that using it brings lack of benefits, she/he will not use it. (3) Stated that usefulness refers to expected benefits from product users when they perform their tasks. (3) also posited that someone will use information technology when she/he knows the positive benefits of using it. The measurement of usefulness is derived from frequency of use and variety of application function; for instance, Go-Jek application does not only have GoFood, but also GoRide, GoSend, GoClean, and many others.

Besides perceived usefulness, consumers also feel perceived enjoyment during shopping. It is because perceived enjoyment refers to a condition in which consumers used certain system and feel that they enjoy themselves. Perceived enjoyment refers to the enjoyment felt by consumers when they are using certain system.

Meanwhile, behavioral intention can refer to a tendency to be interested in or encouraged to pay attention to someone else, some things, or activities in several things. When someone is interested in some things, an intention to purchase shall appear. According to (4), individual's interest to purchase can determine their intention to buy something in particular. Moreover, according to (5), online behavioral intention indicates a situation in which a consumer is interested in online transaction. Behavioral intention implies consumers' interests in a product, followed by an attempt to seek additional information about the product (6).

Go-Jek, with its Go-Food feature which provides food and beverage services, has sparked the authors' interests to prove the influences of shopping orientation, perceived usefulness, and perceived enjoyment on consumers' behavioral intention in terms of ordering their food through Go-Food.

2 Conceptual Background and Hypotheses

2.1 Shopping Orientation

Different emotional experience during shopping process result in different responses from the consumers who also have their respective motivations to shop. (7) revealed two dimensions of shopping orientation, namely utilitarian values and hedonic values. Utilitarian shoppers are oriented to tasks; while hedonic shoppers are oriented towards personal happiness and enjoyment while shopping, as well as self-expression which is connected to the shopping experience.

2.2 Utilitarian Value and Perceived Usefulness

The perceived usefulness has been defined by different scholars as, "the prospective user's subjective probability that using a specific application system will increase his or her job performance within an organizational context" (8); "the belief that using the application will increase one's performance" (8); "the extent to which a consumer believes that online shopping will enhance his or her transaction performance" (Chiu et al., 2009); "the utility that a user gets from adopting or using a technology" (Eri et al., 2011).

Therefore, there are plenty of evidences to propose the following hypothesis:

H₁: Utilitarian value significantly influences perceived usefulness

2.3 Hedonic Value and Perceived Enjoyment

Motivation plays a crucial role to determine time spent by customers to find products and shop online. An experienced buyer always feels more comfortable in an interactive circumstance than in a textual circumstance (9). Davis, Bagozzi, and Warshaw introduced the concept of perceived enjoyment to model the role of intrinsic motivation, and found that perceived enjoyment has a significant effect on intention to use application (10). They defined perceived enjoyment as the extent to which the activity of using the computer is perceived to be enjoyable in its own right, apart from any performance consequences that may be anticipated. Enjoyment in online shopping is equally important with enjoyment in physical shopping. It also significantly influences consumers' intention and behavior (13). The indicators for perceived enjoyment in this study include pleasure, enjoyable, and interesting. This following hypothesis is proposed:

H₂: Hedonic value significantly influences perceived enjoyment

2.4 Perceived Usefulness, Perceived Enjoyment, and Behavioral Intention

(13) found positive relationship between perceived usefulness and behavioral intention. Perceived usefulness also has positive relationship with online purchase intention (14). Finally, perceived enjoyment also has a positive relationship with the tendency to shop online (16).

H₃: perceived usefulness significantly influences behavioral intention

H₄: perceived enjoyment significantly influences behavioral intention

2.5 Research Method

Population in this study encompassed all residents of Pontianak city who knew about Go-Jek application and interested in trying Go-Food feature in it. There were 100 respondents as samples. The sample was chosen through purposive sampling method under the criteria that respondents should have information or knowledge about Go-Food feature.

To measure behavioral intention and perceived usefulness was also measured using validated items from TAM. Perceived enjoyment was measured using four semantic differential scales which were taken from related studies (11). Utilitarian and hedonic value was assessed using a modified version of past research (12).

Meanwhile, variable operationalizations aimed to ease their measurement. The Table below lists the operational definitions of the variables in this study:

Table 1. Operationalization of Research Variables.

No	Research Variables	Theoretical Definition	Operational Definition	Indicators	Questionnaire Items
1	Utilitarian values	Utilitarian value referred to one's ability to function in daily lives (Chaudhuri and Holbrook)	Utilitarian value was respondent's ability to measure functions of Go-Food feature in Go-Jek application.	<ul style="list-style-type: none"> • Functional • Trustworthiness • Responsibility 	<ul style="list-style-type: none"> • Go-Food is a feature in Go-Jek which offers a function to order food. • Go-Food is a trustworthy feature for consumers to order food via Go-Jek. • Go-Jek drivers can bear with the cancellation costs if consumers cancel their orders which are not in accordance with Go-Food features.
2	Hedonic values	Hedonic values encompassed the whole evaluation by consumers and based on the fulfillment of pleasure (Batra and Ahtola, 1991)	Hedonic values referred to consumers' evaluations on Go-Food feature which are based on the fulfillment of pleasure.	<ul style="list-style-type: none"> • Frequently order through Go-Jek. • Enjoyment in shopping • Reducing stress 	<ul style="list-style-type: none"> • Consumers like to order food for other people through Go-Food. • Consumers enjoy ordering food through Go-Food. • Consumers can reduce their stress by purchasing food based on the listed Go-Food menu.
3	Perceived Usefulness	Perceived usefulness referred to consumer's belief that using technology/system will enhance their working performance (Koufaris, 2005)	Perceived usefulness indicated the conviction that using Go-Jek application will improve benefits for the consumers.	<ul style="list-style-type: none"> • Making work easier • Beneficial • Time-saver 	<ul style="list-style-type: none"> • Go-Food feature shall ease consumers in ordering food through Go-Jek application. • Go-Food feature is beneficial for consumers. • Online shopping through Go-Food can save consumers' time.

Table 1. Operationalization of Research Variables(Cont.).

No	Research Variables	Theoretical Definition	Operational Definition	Indicators	Questionnaire Items
4	Perceived Enjoyment	Perceived enjoyment referred to an activity to use certain system in order to entertain oneself (Koufaris, 2005).	Perceived enjoyment referred to consumers' pleasure to use Go-Food feature.	<ul style="list-style-type: none"> ● Pleasing ● Enjoyable ● Interesting 	<ul style="list-style-type: none"> ● Online shopping with Go-Food feature is very pleasing for consumers. ● Various choices of food making it enjoyable for consumers to buy food through Go-Jek. ● Display of Go-Food menu is really interesting for consumers.
5	Behavioral intention	Behavioral intentions indicates decision-making process in which a belief on two kinds of consequences and relationship between norms are considered (Peter and Olson, 1990).	Behavioral intentions indicates one's willingness to try and to what extent she/he plans to put efforts to perform certain behavior.	<ul style="list-style-type: none"> ● Intention 	<ul style="list-style-type: none"> ● Consumers have intention to shop online through Go-Food feature in Go-Jek application. ● Consumers recommend Go-Food to shop online to other consumers.

Source: Processed Data from WarpPLs, 2019

The data were analyzed using Warp. PLS 6.0 with two-steps evaluation. The first evaluation was through evaluation of measurement model (outer model) using convergent validity, composite reliability, and cronbach's alpha. The second one was structural evaluation model (inner model) using Q-square and path coefficient estimation test.

3 Result

The respondents were predominantly males, accounted for 65% of the total respondents. Most respondents were between 15 and 25 years old, taken from 100 samples (N=100) and 14 questionnaire items.

3.1 Outer Model Evaluation

The evaluation of outer model was conducted based on three criteria, namely convergent validity, discriminant validity, and composite reliability. The explanation below covers the results of data processing.

3.1.1 Convergent Validity

Convergent validity of a measurement model can be examined based on correlation between indicator score and construct score (loading factor). A valid loading factor for each indicator should be larger than 0.70. Then the p-value should be less than 0.05 for the constructs to be considered significant. Finally, the limit for AVE value is 0.50 and composite reliability should be 0.50 (19). All items in this research fulfilled validity and reliability criteria.

Table 2. Outputs of Combined Loading and Cross-Loading.

Indicator	Utilitarian value	Hedonic value	Perceived Usefulness	Perceived Enjoyment	Behavioral Intention	SE	Value
X _{1.1}	(0.753)	0.416	0.208	0.031	0.026	0.081	<0.001
X _{1.2}	(0.838)	-0.185	-0.234	0.077	-0.078	0.080	<0.001
X _{1.3}	(0.903)	-0.175	0.044	-0.097	0.051	0.078	<0.001
X _{2.1}	-0.196	(0.789)	0.443	0.150	-0.099	0.081	<0.001
X _{2.2}	-0.063	(0.848)	-0.041	0.032	-0.054	0.079	<0.001
X _{2.3}	0.283	(0.733)	-0.429	-0.198	0.169	0.082	<0.001
Y _{1.1}	0.170	0.090	(0.844)	-0.110	-0.047	0.079	<0.001
Y _{1.2}	-0.063	-0.051	(0.902)	-0.052	0.103	0.078	<0.001
Y _{1.3}	-0.113	-0.039	(0.764)	0.183	-0.069	0.081	<0.001
Y _{2.1}	0.445	-0.137	-0.256	(0.790)	-0.090	0.081	<0.001
Y _{2.2}	-0.155	0.108	-0.003	(0.906)	0.064	0.078	<0.001
Y _{2.3}	-0.240	0.012	0.232	(0.882)	0.015	0.079	<0.001
Z ₁	-0.051	0.074	-0.024	0.026	(0.941)	0.077	<0.001
Z ₂	0.051	-0.074	0.024	-0.026	(0.941)	0.077	<0.001

Source: Processed Data from WarpPls, 2019

Another measurement of convergent validity is AVE (Average Variance Extracted) value. (19) posited that AVE value is also employed to evaluate convergent validity. AVE value is said to fulfil the criteria if it is worth more than 0.50. The table below displays each AVE value of each construct.

Table 3. AVE Value (Average Variance Extracted).

<i>Average Variance Extracted (AVE)</i>			
Latent Variables	AVE	Criteria	Remarks
Utilitarian values	0.695	> 0.50	Fulfilled convergent validity
Hedonic values	0.626	> 0.50	Fulfilled convergent validity
Perceived Usefulness	0.703	> 0.50	Fulfilled convergent validity
Perceived Enjoyment	0.741	> 0.50	Fulfilled convergent validity
Behavioral Intention	0.885	> 0.50	Fulfilled convergent validity

Source: Processed Data from WarpPls, 2019

3.1.2 Discriminant Validity

Discriminant validity is measured by cross-loading value of one construct with another. Cross-loading values can be examined by calculating the values of latent constructs, which shall predict the indicators better than the other constructs. If the correlation of

construct with the main measurement (for each indicator) is bigger than the value of the other constructs, it means that discriminant validity is fulfilled. All variables in this study fulfilled the discriminant validity.

Table 4. Factor Loading Values for Construct and Relationship with Another Construct.

Indicators	Factor Loading		Loading to other constructs				
			Utilitarian	Hedonic	Perceived Usefulness	Perceived Enjoyment	Behavioral Intention
X _{1.1}	(0.753)	>		0.416	0.208	0.031	0.026
X _{1.2}	(0.838)	>		-0.185	-0.234	0.077	-0.078
X _{1.3}	(0.903)	>		-0.175	0.044	-0.097	0.051
X _{2.1}	(0.789)	>	-0.196		0.443	0.150	-0.099
X _{2.2}	(0.848)	>	-0.063		-0.041	0.032	-0.054
X _{2.3}	(0.733)	>	0.283		-0.429	-0.198	0.169
Y _{1.1}	(0.844)	>	0.170	0.090		-0.110	-0.047
Y _{1.2}	(0.902)	>	-0.063	-0.051		-0.052	0.103
Y _{1.3}	(0.764)	>	-0.113	-0.039		0.183	-0.069
Y _{2.1}	(0.790)	>	0.445	-0.137	-0.256		-0.090
Y _{2.2}	(0.906)	>	-0.155	0.108	-0.003		0.064
Y _{2.3}	(0.882)	>	-0.240	0.012	0.232		0.015
Z ₁	(0.941)	>	-0.051	0.074	-0.024	0.026	
Z ₂	(0.941)	>	0.051	-0.074	0.024	-0.026	

Source: Processed Data from WarpPls, 2019

3.1.3 Composite Reliability

The following test is the reliability of constructs which are measured by 2 criteria, namely composite reliability and cronbach's alpha. A construct is deemed reliable if its composite reliability value is less than 0.7 and its Cronbach Alpha is less than 0.5. All constructs in this study fulfilled the reliability test. The table below depicts the outputs of reliability tests which are re-presented to ease the analysis:

Table 5. Latent Variable's Coefficients.

	Utilitarian	Hedonic	Perceived Usefulness	Perceived Enjoyment	Behavioral Intention
Composite Reliability	0.872	0.834	0.876	0.895	0.939
Cronbach's Alpha	0.778	0.700	0.786	0.823	0.871

Source: Processed Data from WarpPls, 2019

3.2 Results of Hypothesis Testing

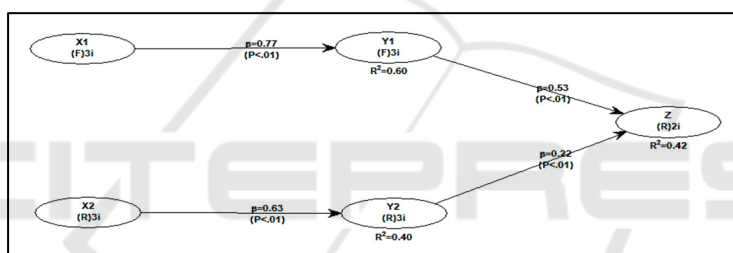
The table below shows the results of effect size based on data processing:

Table 6. Indirect and Total Effect.

Criteria	Variable	X ₁	X ₂	Y ₁	Y ₂	Z
Path coefficients	X ₁	-	-	-	-	-
	X ₂	-	-	-	-	-
	Y ₁	0.773	-	-	-	-
	Y ₂	-	0.634	-	-	-
	Z	-	-	0.530	0.223	-
p-values	X ₁	-	-	-	-	-
	X ₂	-	-	-	-	-
	Y ₁	< 0.001	-	-	-	-
	Y ₂	-	< 0.001	-	-	-
	Z	-	-	< 0.001	0.010	-
Effect sizes for path	X ₁	-	-	-	-	-
	X ₂	-	-	-	-	-
	Y ₁	0.598	-	-	-	-
	Y ₂	-	0.401	-	-	-
	Z	-	-	0.328	0.097	-

Source: Processed Data from WarpPls, 2019.

The figure below depicts the research findings based on the effect size:



Source: Processed Data from WarpPls, 2019.

Notes: X₁: Utilitarian values, X₂: Hedonic values, Y₁: Perceived Usefulness
 Y₂: Perceived Enjoyment, Z: Behavioral Intention

All variables recorded p-value less than an equal to 0.001 (≤ 0.05); hence, it can be concluded that Hypothesis 1, 2, 3, 4 are all accepted.

Fig. 1. Research findings.

4 Conclusion

Based on the research findings, it was evidenced that utilitarian values have some influences on perceived usefulness. (3) stated that perceived usefulness refers to consumers' expected benefits when they conduct their activities. Someone will use information technology if they know about its benefits. The measurement of perceived usefulness in this study was based on the frequency of usage and variety of applications used by consumers. The more potential Go-Food's role in food delivery, the more intense consumers should be in using their services. This result indicate TAM is resistant widely used to predict the acceptance of new technology applications, such as Gofood (20, 21)

Meanwhile, hedonic values also have some influences on perceived enjoyment. It indicates that if consumers use their emotions well while ordering food through Go-Food, then they will feel more positive enjoyment. Maintaining the application's layout and navigation to stay interesting in terms of color, photos, and order services contributes a lot in keeping Go-Food popular. Moreover, perceived usefulness and perceived enjoyment also significantly influence the intention to order food through Go-Food. Usefulness and enjoyment factors in using Go-Food become the main requirements for the application to stay afloat in the era of digital marketing.

Meanwhile, the authors encountered some limitations in testing the relationship paths from utilitarian values with perceived usefulness and hedonic value with perceived enjoyment. It possible causes bias in the research findings, because both perceived usefulness and perceived enjoyment can be felt by consumers, so does utilitarian value and hedonic values. Therefore, future research shall consider the suitability of those effects with the research objects besides food and beverages. Future research can consider exploring the same variables in other areas like gadgets and fashion.

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