The Effect of Application Usability, Service Quality, and E-Satisfaction on Purchase Intention of GoFood Customers

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Abstrak. Perubahan kebiasaan masyarakat modern dan pengaruh media sosial merupakan peluang bagus bagi industri kecil di bidang makanan dan minuman untuk memasarkan produknya melalui GoFood. Restoran atau bisnis mikro dapat menjangkau khalayak yang lebih luas melalui aplikasi. Namun, pertanyaan yang muncul adalah apakah menjual melalui GoFood dapat menarik minat beli pelanggan. Sejalan dengan pertanyaan tersebut, penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi persepsi konsumen yang mempengaruhi niat beli dengan menguji faktor-faktor niat membeli seperti kegunaan aplikasi, kualitas layanan, dan kepuasan elektronik. Pada penelitian ini kami melakukan survey terhadap 130 responden dengan teknik purposive sampling. Data yang diperoleh kemudian diukur menggunakan metode Confirmatory Factor Analysis (CFA) dan metode Structural-Equation-Modeling (SEM) dengan tingkat kepercayaan 95%. Hasil penelitian ini menunjukkan bahwa niat beli konsumen GoFood dipengaruhi secara signifikan oleh kemudahan kegunaan aplikasi, tingkat layanan yang dirasakan konsumen dan kepuasan elektronik dari pengalaman bertransaksi.

Keywords: GoFood; kegunaan aplikasi; kualitas layanan; kepuasan pelanggan; minat membeli

Abstract. The habit change of modern society and the influence of social media are excellent opportunities for the small food and beverage industry to market their products through GoFood. The restaurants or micro-businesses can reach a wider audience through the application. However, the occurring question is whether selling through GoFood can attract customers' buying interest. Along with the question, this study aims to determine the factors that influence consumer perceptions that affect purchase intentions by testing the purchase intention factors such as application usability, service quality, and electronic satisfaction. The study surveyed 130 respondents with purposive sampling technique. The data obtained was then measured using Confirmatory Factor Analysis (CFA) and Structural-Equation-Modeling (SEM) methods with a confidence level of 95%. The results of this study indicate that GoFood consumers' purchase intentions are significantly influenced by the ease of application usability, the level of service perceived by consumers and electronic satisfaction from transaction experiences.

Keywords: GoFood; application usability; service quality; e-satisfaction; purchase intention

1. Introduction

Changes in the current era which are called by most experts as a disruptive era are caused by several things such as rapid economic growth, technological developments, changes in lifestyle, patterns of consumer spending, innovation development and others. This disruptive situation is also said to be the VUCA era: era of volatility, uncertainty, complexity, and ambiguity. [1] explain that the volatility is the situation where uncertainty and changes occur continuously, while the uncertainty occurs when the business environment and competitor factors change. Furthermore, [1] describes that the complexity includes customer desires that vary from one to another and become the demand that companies need to meet. Moreover, the ambiguity is the uncertainty in facing the future, for example the development of new products that must pass several stages before introduced to prospective customers.

GoFood is one of the features in the GoJek application that specifically handles food and beverage orders. Orders placed through GoFood in the end of 2019 increased 30 times with an average number of completed orders reaching 50 million per month, as the number of merchant partners increased 17 times to 500,000 merchants [2]. The biggest growth of sellers or merchants comes from Java, namely the areas of Surabaya, Malang, Bandung, Yogyakarta and Jabodetabek, which growth is triggered by the encouragement from the government in utilizing technology to market and develop MSME products [3]. Based on the phenomena, it is necessary to research why there is an increase in GoFood users, especially in Surabaya and Malang, which is measured in terms of application usability, service quality, and electronic satisfaction that impacts the buying interest of GoFood customers.

2. Theoretical Framework

2.1. Application Usability

The level of application usability is greatly affected by the efficiency and effectiveness of application performance. This is determined by the individual's acceptance to the product or system based on the reaction and response towards the interface display of the application. According to [4], the indicators that determines good reviews of an application are:

1. Ease of learning
2. High speed of user task performance
3. Low user error rate
4. Subjective user satisfaction
5. User retention over time

In addition to user response factors, there are other factors such as network technology and service technology expressed as a combination of the main protocols of new technology developments. A study conducted by [5] shows a large gap between consumer expectations and technological capabilities. [5] explain that management inaccuracy factors can cause the failure of cellular trading business activities (M-Commerce). Display interface is also stated to have influence in the satisfaction of customers who shop through websites because it provides physical evidence of internet providers performance and facilitates online service uses [6].

2.2. Service Quality

The quality of service itself is a combination of the level of service from providers and consumer expectations. The consumer expectations includes the ability to order products anywhere, the use of various payment methods, the existence of guarantees, the punctuality of the product delivery, and others [7]. According to [8], the service sector also includes:

1. Reliability is the ability to provide services that are promised to consumers immediately, on time, accurately and satisfactorily, meaning that the ability of human resources including staff and employees to be a measure in providing services in accordance with expectations.
2. Assurance is a form of guarantee that companies can provide to their customers, for example the aftersales services, guarantee of consistency, and guarantee of customer satisfaction, especially in providing data and information to consumers.

3. Tangibility is physical evidence on GoFood in the form of a uniform, the match of profile photo and the driver, interactive platform service and the display of physical stores registered in the application.
4. Empathy is evidence of the attention of service providers to consumers that can be shown in the form of suggestions and criticisms, comments and responses that can be responded by providers
5. Responsiveness is the ability of GoFood partners to respond consumer demand quickly and on time.

The quality of service will largely determine customer satisfaction. Satisfied consumers are believed to have the desire to make transactions again, but dissatisfied consumers have the potential to stop using applications or switch to competitors.

2.3. E-Satisfaction

Electronic satisfaction (e-satisfaction) is customer satisfaction obtained through electronic purchases or the result of evaluations of customers for the products and services purchased, and it becomes a key element to decide a repurchase [9]. Indicators that determine electronic satisfaction variables include the following factors: convenience, customization, communication, website aesthetics, delivery, and security factors (security/privacy) [10]. Many studies have stated that there is a relationship between electronic satisfaction and consumer purchase intentions, satisfied consumers will be attracted to make purchases continuously. Apart from the aspect of the need for pleasure with the purchases, it is also affected by factors such as age, gender, and education level [11].

2.4. Purchase Intention

Variable purchase intention in this study uses the AIDA indicator. The concept of AIDA is the concept of the sales cycle that affects buying interest. AIDA stands for: (1) Attention is a condition where a customer gets the appeal of a product through advertisements, messages and other media so that he tries to find information related to the product; (2) Interest is the stage of the emergence of consumer interest in the product; (3) Desire is the next stage where consumer interest is getting stronger towards the desired product. At this stage psychological impulse and consumer emotions are very influential; (4) Action is the final stage of a consumer that ultimately decide to purchase the product [12]. Therefore, product providers need to increase attention to a brand because the higher the consumer awareness of a brand, the higher the possibility of consumers intention to make a purchase [13].

According to [11], another factor that influences the intention to repurchase is the reviews from consumers. This factor is formed from feelings of consumer with the purchases so that they are willing to share their opinions when doing transaction by giving ratings and reviews. Consumers who are satisfied with excellent service and application quality will certainly provide good grades. On the other hand, consumers will not hesitate to give bad marks if they feel disappointed or dissatisfied with the services they get.

2.5. Research Framework and Hypothesis

The basis for determining the framework in research refers to several previous studies, including analysis with the title: (1) Competing scales for measuring perceived quality in the electronic retail industry: A comparison between E-S-Qual and E-TailQ finds a positive relationship between service quality and satisfaction and repurchase intention [14], (2) Experience, Usability, and Graphical Interfaces: A Theoretical Tracing that discusses the factors forming feelings based on the human experience [4], (3) The Effect of Aida Application (Attention, Interest, Desire, Action) on Purchasing Decisions, which finds that the AIDA variable is proven to be able to influence purchasing decisions [12], and (4) An Empirical Study on Exploring Relationship among Information Quality, E-satisfaction, E-trust and Young Generation's Commitment to Chinese Online Retailing which has a positive relationship to influence purchase commitment as measured using the SEM method [15].

Based on previous research, the research framework that will be used in this study consists of 4 variables: application usability (X1), service quality (X2), e-satisfaction (Y1) and purchase intention (Y2). This study measures the effect of application usability and service quality on electronic satisfaction that will affect the interest in buying food and beverage products marketed through the GoFood application. The framework in this study is shown in Figure 1 below:

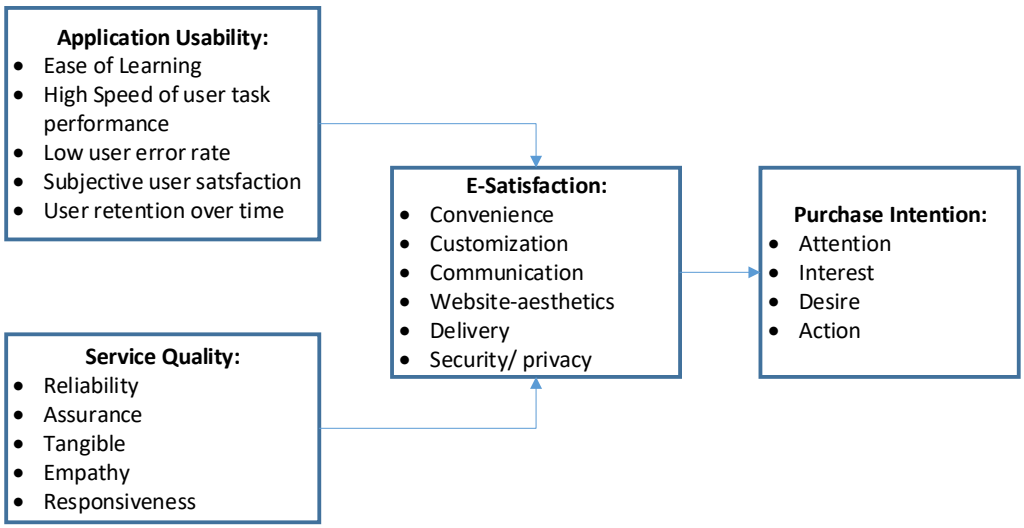

Figure 1. Research Framework

Based on the research framework in Figure 1, the research hypotheses that can be formulated are:

- H1a: indicators of ease of learning, high speed of user task performance, low user error rate, subjective user satisfaction, and user retention over time affect the application usability variable
- H1b: indicators of reliability, assurance, tangibility, empathy, and responsiveness affect service quality variables
- H1c: indicators of convenience, customization, communication, website-aesthetics, delivery and security/privacy affect the e-satisfaction variable
- H1d: indicators of attention, interest, desire, and action affect purchase intention variables
- H2: application usage variables and service quality variables affect electronic satisfaction and GoFood customer purchase interest in Surabaya and Malang

3. Methodology

The research method used is quantitative methods using SEM (Structure Equation Modeling) with SPSS and AMOS applications, while the sampling technique uses a questionnaire with purposive sampling. The number of respondents in this study is 130 respondents with the distribution of Surabaya city area and Malang city. The respondents who filled out this questionnaire were ranged in age from 14 to 48 years and were students, workers, and entrepreneurs. The number of samples used is determined from the number of indicators multiplied by 5 [16]. Since the study uses 20 indicators, the minimum sample size is 100. So, the total number of 130 respondents is considered to represent the number of samples used [17]. The measurement scale used in this study uses a Likert scale with a scale of 1-4 with a scale value including strongly disagree (1), disagree (2), Agree (3) and Strongly Agree (4). This measurement scale is applied to 40 items statement of 4 variables and 20 indicators used in this study. SEM is more widely used in information systems research because it has a special advantage that researchers do not need to make assumptions about data distribution and do not require large data records [18].

4. Results and Discussion

This discussion shows several tests on the research model that has been made. The questionnaire was tested for validity using a reliability test, while the model was tested using confirmatory factor analysis and Structural Equation Modeling (SEM).

4.1. Sampling and Data

The data retrieval uses purposive sampling or judgment sampling where the sample is taken based on the decision of the researcher to find respondents who can and are willing to provide information based on their knowledge and experience [19]. The target respondents were focused on adolescents and employees who frequently use GoFood because of time constraints during their activities. The demographic results of the respondents can be seen in Table 1 below:

Table 1. Respondent Profile

Demographics Variable	Category	Total Respondent	Ratio (%)
Gender	Male	52	40%
	Female	78	60%
Age	14-19	55	42,4%
	20-25	56	43,1%
	26-31	12	9,3%
	32-37	5	3,8%
	38-43	1	0,8%
	>44	1	0,8%
Job Profile	Office Administration	1	0,8%
	Office Employees	25	19,2%
	Students	93	71,5%
	Entrepreneur	11	8,5%
Monthly Income (Rp)	< 2 Million	74	56,9%
	>5 Milliom	11	8,5%
	2 – 3 Million	28	21,5%
	3 – 5 Million	17	13,1%

4.2. Validity and Reliability Test

Validity Test is a test conducted on questionnaire items to measure the accuracy of items in the questionnaire. The questionnaire items are considered suitable for use when the items correlate significantly to the total item score. The validity method used in this study is the total correlation method of the corrected item. The results of all items from the questionnaire tested for validity are in Table 2 below:

Table 2. Validity Test Results

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation
X1.1.1	125,36	236,698	,629	Y1.1.1	125,36	236,698	,629
X1.1.2	125,47	237,367	,592	Y1.1.2	125,75	234,420	,632
X1.2.1	125,52	236,174	,625	Y1.2.1	125,51	237,585	,664
X1.2.2	125,70	236,134	,568	Y1.2.2	125,53	237,073	,621
X1.3.1	125,39	237,636	,647	Y1.3.1	125,56	236,636	,682

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation
X1.3.2	125,46	236,638	,679	Y1.3.2	125,66	236,598	,600
X1.4.1	125,48	236,422	,704	Y1.4.1	125,75	233,133	,744
X1.4.2	125,58	236,184	,668	Y1.4.2	125,36	236,698	,629
X1.5.1	125,61	235,108	,555	Y1.5.1	125,45	236,792	,619
X1.5.2	125,55	236,420	,622	Y1.5.2	125,36	236,698	,629
X2.1.1	125,57	239,596	,523	Y1.6.1	125,50	237,136	,618
X2.1.2	125,52	237,787	,656	Y1.6.2	125,75	233,106	,739
X2.2.1	125,55	235,707	,610	Y2.1.1	125,53	235,956	,721
X2.2.2	125,64	235,271	,655	Y2.1.2	125,62	237,200	,565
X2.3.1	125,53	236,468	,690	Y2.2.1	125,51	237,585	,664
X2.3.2	125,58	237,750	,608	Y2.2.2	125,45	236,823	,629
X2.4.1	125,34	237,063	,605	Y2.3.1	125,66	236,598	,600
X2.4.2	125,75	234,420	,632	Y2.3.2	125,53	237,073	,621
X2.5.1	125,45	236,792	,619	Y2.4.1	125,75	233,323	,742
X2.5.2	125,80	239,603	,394	Y2.4.2	125,56	236,636	,682

The results of the correlation values then are compared to table r with the significance level of 0.05 and with the degree of freedom (df) = 128. The value is obtained from n=130 and df= n-2, which equals to 128. The result of table r is 0.1723, and from Table 2 the results show that all items are valid because all scores on the corrected total-item correlation have a score above 0.1723. After the validity test, the next stage is the reliability test conducted on the questionnaire to measure the consistency level of the measuring instrument, which is a questionnaire item representing indicators of a research variable. The reliability test that is often used is Cronbach alpha, that states a questionnaire is reliable when the questionnaire items are stable and reliable [20]. In this study the result of the reliability test is in Table 3 below:

Table 3. Reliability Test Results

Cronbach's Alpha	N of Items
,965	40

The results of the reliability test of 40 questionnaire items are at 0.965 which means that the questionnaire items used in this study are stated to be reliable or consistent, and the Cronbach alpha limit value must be above 0.70 [21].

4.3. Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) is performed to confirm the validity and reliability of a measurement model since CFA can determine logically and systematically a construct variable displayed in a model. In this study, CFA measurements are made in the form of a single measurement of each variable used, known as the CFA first order [22]. The CFA of service quality, e-satisfaction, and purchase intention can be seen in Figure 4, 5, 6.

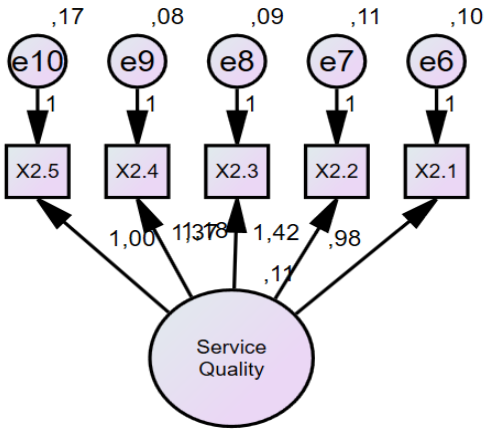

Figure 4. Service Quality CFA

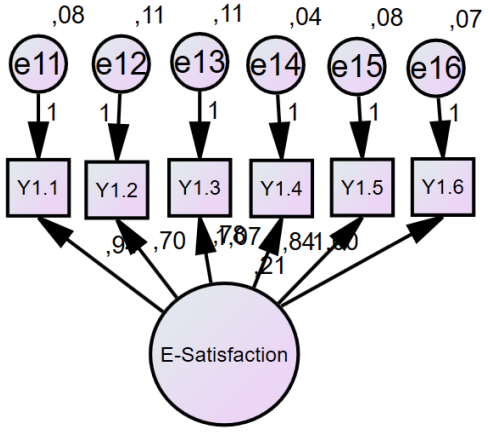

Figure 5. E-Satisfaction CFA

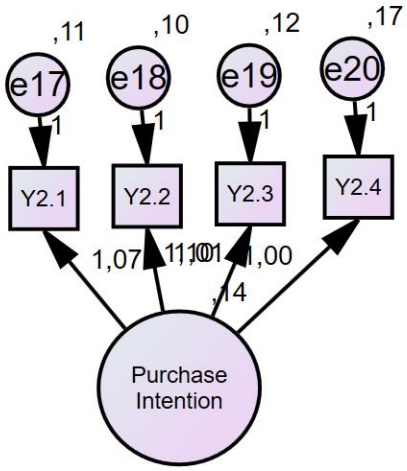

Figure 6. Purchase Intention CFA

From the questionnaire, the data is input into the indicators of each variable in the path diagram of this analysis. The confirmation factor of the above variables shows the following data estimates in Table 4, 5, 6, 7.

Table 4. Standardized Regression Weights Application Usability

Application Usability			Estimate
X1.2	<---	UA	,710
X1.3	<---	UA	,893
X1.4	<---	UA	,681
X1.1	<---	UA	,859
X1.5	<---	UA	,574

Table 5. Standardized Regression Weights Service Quality

Service Quality			Estimate
X2.5	<---	SQ	,630
X2.4	<---	SQ	,853
X2.3	<---	SQ	,798
X2.2	<---	SQ	,819
X2.1	<---	SQ	,724

Table 6. Standardized Regression Weights E-Satisfaction

E-Satifaction			Estimate
Y1.5	<---	ES	,807
Y1.4	<---	ES	,924
Y1.1	<---	ES	,837
Y1.3	<---	ES	,739
Y1.2	<---	ES	,694
Y1.6	<---	ES	,860

Table 7. Standardized Regression Weights Purchase Intention

Purchase Intention			Estimate
Y2.3	<---	IP	,741
Y2.2	<---	IP	,794
Y2.1	<---	IP	,774
Y2.4	<---	IP	,677

After processing all variables, the p value shows the result of less than 0.05, which means the relationship of each variable to the indicator is significant [23]. The estimated factor showing the highest value is considered to be the most influencing variable [24]. In other words, the factors that are parts of the indicators need to be improved and maintained. Then, each variable is combined into a research model to determine consumer perceptions in shaping buying interest through the GoFood application through model testing. It can be concluded that the hypotheses H1a, H1b, H1c and H1d are accepted.

4.4. Model Testing Results

After conducting the previous tests, the next step is to test the overall structure of the model so that the final model is obtained. The result of the test is as in Figure 7 below:

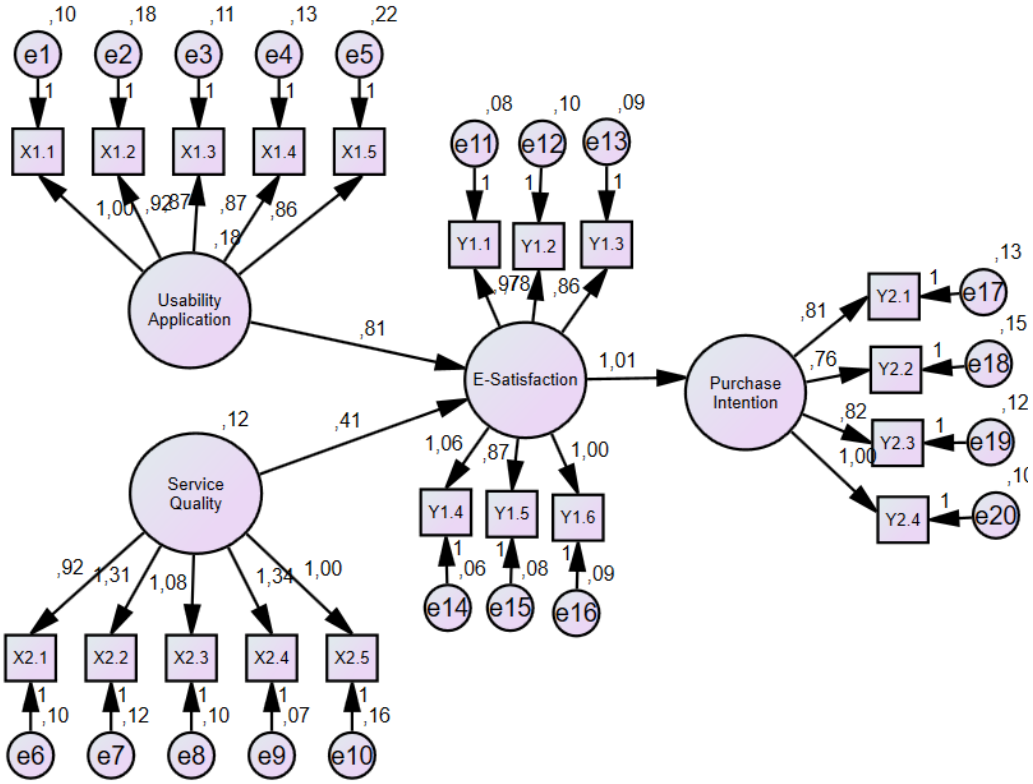

Figure 7. SEM Model

From Figure 7, it is obtained the calculation from the relationship of the research variables and the indicators used in this study, with each p-value below 0.05. This means all of these models are stated to have a real and significant relationship between each variable [25]. The results of testing the model can also be seen from the numbers on the GFI and AGFI indicators which are close to 1 and accompanied by a relatively small or near-zero RMR figure. From Table 8, it can be concluded that this research model is fit [26].

Table 8. Output Model Fit

Model	RMR	GFI	AGFI	PGFI
Default model	,073	,544	,433	,438
Saturated model	,000	1,000		
Independence model	,144	,145	,055	,131

The research model used, as shown in Table 8, has been declared to be fit. The convergent validity test is then performed, and the p-value is obtained in the AMOS output display as seen in Table 9. The value is far below 0.05 which means that all indicators can explain the existing construct [27].

Table 9. Regression Weight

			Estimate	S.E.	C.R.	P
ES	<---	UA	,814	,084	9,724	***
ES	<---	SQ	,413	,069	5,945	***
IP	<---	ES	1,014	,108	9,398	***
X1.2	<---	UA	,923	,113	8,153	***
X1.3	<---	UA	,874	,096	9,149	***

			Estimate	S.E.	C.R.	P
X1.4	<---	UA	,866	,099	8,776	***
X2.5	<---	SQ	1,000			
X2.4	<---	SQ	1,335	,162	8,248	***
X2.3	<---	SQ	1,079	,144	7,472	***
X2.2	<---	SQ	1,312	,170	7,729	***
X2.1	<---	SQ	,924	,130	7,093	***
Y1.6	<---	ES	1,000			
Y1.5	<---	ES	,865	,093	9,262	***
Y1.4	<---	ES	1,055	,099	10,656	***
Y1.1	<---	ES	,966	,099	9,760	***
Y1.3	<---	ES	,861	,097	8,853	***
Y1.2	<---	ES	,783	,095	8,267	***
Y2.3	<---	IP	,822	,106	7,766	***
Y2.2	<---	IP	,759	,111	6,861	***
Y2.1	<---	IP	,808	,108	7,461	***
Y2.4	<---	IP	1,000			
X1.1	<---	UA	1,000			
X1.5	<---	UA	,861	,120	7,196	***

The estimate in Table 10 is used to complete the data in Table 9. It can be concluded that all loading factors in the estimate column show values above 0.5. This means that there is a correlation between each variable that shows the direction of a positive relationship [24].

Table 10. Standardized Regression Weight

			Estimate			Estimate
ES	<---	UA	,921	Y1.5	<--- ES	,752
ES	<---	SQ	,390	Y1.4	<--- ES	,840
IP	<---	ES	1,000	Y1.1	<--- ES	,785
X1.2	<---	UA	,673	Y1.3	<--- ES	,725
X1.3	<---	UA	,739	Y1.2	<--- ES	,685
X1.4	<---	UA	,715	Y2.3	<--- IP	,661
X2.5	<---	SQ	,660	Y2.2	<--- IP	,592
X2.4	<---	SQ	,871	Y2.1	<--- IP	,638
X2.3	<---	SQ	,763	Y2.4	<--- IP	,761
X2.2	<---	SQ	,796	X1.1	<--- UA	,795
X2.1	<---	SQ	,716	X1.5	<--- UA	,606
Y1.6	<---	ES	,780			

The test results indicate the direct influence of the model on the 95% confidence level as in Figure 7 and Table 10. The results of the hypothesis proved to be significant by the relationship between application usability variables and service quality in influencing e-satisfaction which will then affect the purchase intention of GoFood users. All items in this research variable are stated to have a significant effect, with the highest value of 1,014 for the relationship between electronic satisfaction variables on buying interest. This means consumers will be interested in purchasing if they are satisfied with the services presented in the application and the ease of the application usability needs to be increased so that in the future it can be a recurring purchase.

While the questionnaire item itself has the highest value there is a service quality variable with an index X2.4 namely empathy indicator with a value of 1.335. This means that many consumers expect excellent care and communication from GoFood, even though the service is carried out through the application. This can be done by giving promo vouchers or special awards to consumers who achieve specific achievements in transactions. The highest value is the variable service quality with a guarantee indicator (X2.2) with the value of 1,312. This means that many consumers feel the need to get a guarantee of security and comfort in using transactions, considering transactions conducted online often face technical and non-technical obstacles and problems. Go-Jek must continue to monitor and evaluate their GoFood applications so they can continue to provide excellent service guarantees to customers.

5. Summary

This study examines perceptions of buying interest of GoFood consumers by using variables of usability application, service quality and e-satisfaction with an error rate of 5% or Cronbach alpha 95%. The data is obtained from the distribution of questionnaires to 130 respondents and the measurement of the model uses SEM method. The results show that all research variables have a significant effect. The highest value of this measurement is received by the empathy and guarantee indicators. It can be concluded that although the transactions are carried out electronically through a mobile application, consumers still expect excellent communication with the merchant or the vendor. As a result, the consumers will be triggered to purchases the products that are marketed, and the consumers are expected to become loyal consumers and continuously make repeated purchases of these products. For the companies, this is a good thing to maintain the sustainability aspects of their business life cycles.

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