

# Understanding The Intention To Reuse Online Food Platforms: The Case Of Gofood In Indonesia

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*Abstract: The presence of online food platforms in Indonesia have been growing exponentially. Gofood is one of the biggest online food platforms in Indonesia with over 750,000 food tenants. The purpose of this study is to determine the intention to reuse Gofood application in Indonesia. The study was conducted via an online survey with 176 questionnaires distributed. The extended Technology Acceptance Model (TAM) with perceived enjoyment, personal innovativeness and customer satisfaction was constructed as the research model for this study. This quantitative research was analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM) Technique. The measurement scale uses a Likert scale with a score from 1-5. Validity and reliability test was also being conducted for this study. The findings indicate that the proposed model based on extended TAM successfully explained the factors related to intention to reuse Gofood application in Indonesia. The results revealed a statistically significant relationship between perceived usefulness and perceived ease of use to customer satisfaction. Also, this study found out that there's significant relationship between customer satisfaction and personal innovativeness to intention to reuse online food platforms. Only one hypothesis was found to be statistically insignificant which was the relationship between perceived enjoyment and intention to reuse. The findings have numbers of practical and theoretical implication in the future as this study can help to improve the branding of the online food platforms to design and create more attractive marketing strategies to encourage users' intention to reuse their desired online food platforms. Wider implications including the increase on purchasing power in Indonesia and helping small medium enterprise to grow with the presence of online food platform.*

**Keywords:** intention, Gofood, TAM, Indonesia, satisfaction

## I. INTRODUCTION

People are considering food purchase through various online food platforms due to the rapid expansion of e-commerce and internet business, which is changing customer's food consumption behaviors (Vidyanata, 2019). The online food sector is equipped with advanced technologies such as the Internet of Things (IoT), Cloud computing, and blockchain technology because of e-commerce development (Wang et al, 2020). Mobile and web technology have changed the way business is done in a variety of industries, including the food industry, by making the process of ordering meals simple and quick. The impact is felt in both food deliveries and dine-in business (Bagla & Khan, 2017). Every firm, including the

restaurant industry, has benefited from technological advancements in recent years. New technological tools let restaurants interact with customers, fulfill their requests, and minimize overhead expenses by allowing them to place orders online and have them delivered to their desired places such as the office or home (Mckinsey.com, 2021). The development and emergence of food delivery service platforms show that there is a shift in how a part of society consumes, where before they depended on direct consumption but now are facilitated by online food platforms (Satriadhini et al, 2020).

Indonesia is one of the most populous country in Southeast Asia with population over 270 million people (BPS, 2021). Internet users has also grown by 8.9% compared to 2019 with the number of internet users reached 72.8% of

Indonesia's total population (APJII, 2019). In terms of online food platform, Indonesia is the largest market for online food platform followed by Thailand and Singapore (APJII, 2019). This condition is due to various variables such as the growing trends of smartphone user in Indonesia and connection between online food platforms, food business and its logistics (APJII, 2019).

PT. Gojek Indonesia was Indonesia's first online transportation company, and since its founding in 2010, it has expanded its services to include a variety of services, one of which is an online food service called GoFood. According to latest data, GoFood and Grabfood are the biggest players on online food platforms followed by other platform such as Shopee food (Techinasia.com, 2021). In 2019, the value of Indonesia's online food platform was estimated to be US\$ 61 million with Gofood and Grabfood each owned 53% and 47% of market share respectively (APJII, 2019). People frequently utilize GoFood because of the ease with which they may order food from GoFood services using the Gojek program. GoFood services were designed to make it easier for customers to meet their food ordering needs without having to visit the seller directly.

Several studies on the intention to reuse online food platforms have been done in the past. The study conducted by Alalwan (2020) found that hedonic motivation, online review, and performance expectancy has a direct impact on the intention to reuse online food platforms in Jordan. Study by Al Amin et al (2020) found that satisfaction has a positive impact as a mediating variable between dining attitudes and intention to reuse on online food platforms in Bangladesh. Study by Zhang and Kim (2021) found that customer satisfaction has a positive impact on the intention to reuse on online food platforms in China. Studies related to Gofood using TAM have also been conducted previously (Monica & Briliana, 2019; Prabowo & Nugroho, 2019; Lubis & Wardana, 2020) but there are still few studies conducted regarding the use of extended TAM on Gofood to find the factors behind intention to reuse (Hakim & Sobari, 2021; Hariadi & Rahayu, 2021). Therefore, the focus of this research is to find the external factors that influence the intention to reuse Gofood application by using extended TAM model by adding several factors such as perceived enjoyment, personal innovativeness, and customer satisfaction as these variables were not included in the previous studies.

This study hopes to find factors behind the intention to reuse Gofood application in Indonesia. By understanding these factors, retailers can provide better service to the customers while for Gofood, this can explain the driving factors behind the intention to reuse the application and continuously improve the application in line with customers' need.

## II. LITERATURE REVIEW

### TECHNOLOGY ACCEPTANCE MODEL (TAM)

Davis et al (1989) theory on technology acceptance model is one of the most extensively utilized models in research to explain acceptance and intention to use information systems (Lee et al, 2003). This paradigm is thought to be a reliable,

adaptable, and strong model for any information technology (Cha & Lee, 2021). In different contexts and domains, such as e-learning (Ibrahim et al, 2018), internet banking (Yeo et al, 2017), internet and website usage (Isaac et al, 2018), and e-commerce (Agrebi & Jallais, 2015), TAM has proven to be useful in describing customer attitude, intention, and behavior (Nguyen et al, 2019). TAM establishes a relationship between customer acceptance of technology and usage behavior (Agrebi & Jallais, 2015).

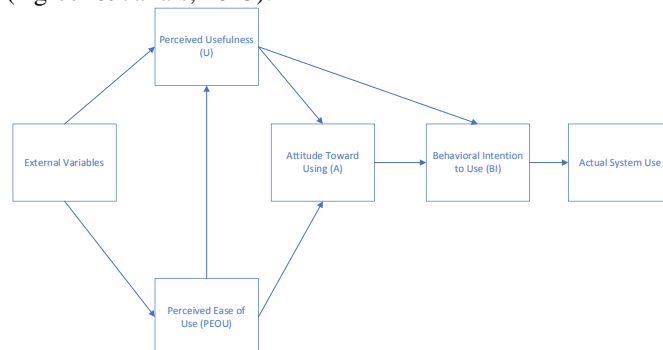


Figure 1: TAM Model

Previous studies into TAM models in the context of E-commerce have been done conducted multiple times. As a result, TAM should be able to explain why customers want to buy something online (Nguyen et al, 2019). TAM model also underpins research on customer to customer (C2C) marketplace intention to purchase, as the study experimentally tests various assumptions concerning the relationship between online sales promotion, TAM, and C2C (Maftukhah et al, 2018). The TAM model was used to examine the use of online payment applications in the food and beverage service industry in Indonesia, and it revealed that perceived usefulness (PE) has a direct impact on increasing user intention to use online payment services, as well as an indirect impact by increasing user attitude (Susanto et al, 2021). TAM is an effective theoretical framework that successfully predicts and explains the adoption of e-commerce, including customer behavioral intention and actual behavior toward shopping online, according to empirical studies (Changchit et al, 2018; Nguyen et al, 2019). This study added customer satisfaction into the framework to explain the degree of match between customer expectation and customer experience (Zhang et al, 2012). If the experience in the case of using an online food platform is higher than expected, the satisfaction is high, if it is lower than expected, then the customers would be dissatisfied (Zhang et al, 2012).

### PERCEIVED EASE OF USE

Perceived ease of use refers to the degree to which a person believes that using a particular system would be free of effort (Davis, 1989). One study has noted perceived ease of use as the extent the person accepts using services with no additional cost (Al-Momani & Noor, 2009). Perceived ease of use is the view of the customer related to which online applications can provide customers convenience (Thong et al, 2006).

Previous study has mentioned that perceived ease of use has a positive impact on satisfaction related to mobile shopping as individuals may have certain expectations when

conducting online purchasing for the first time (Agrebi & Jallais, 2015). The relationship between perceived ease of use and satisfaction was also studied by Natarajan et al (2014). Thong et al (2006) also concluded that perceived ease of use has a strong influence on satisfaction on IT users. Therefore, this study hypothesizes that:

H1: Perceived ease of use has significant impact on customer satisfaction

### PERCEIVED USEFULNESS

Perceived usefulness is defined as the degree to which a person believes that using a particular system would enhance his or her job performance (Davis, 1989). According to Agrebi and Jallais (2015), perceived usefulness is the perception of individuals using the system they intended in return for the improvement of tasks they performed. Perceived usefulness is one of the core variables in TAM to explain the behavioural intention Natarajan et al, 2017). A system high in perceived usefulness, is one for which a user believes in the existence of a positive-use performance relationship (Davis, 1989).

Studies have revealed that there is a significant impact between perceived usefulness and satisfaction on mobile shopping (Agrebi & Jallais, 2015, Natarajan et al, 2017). Study by Thong et al (2021) concluded that perceived usefulness has an influence on satisfaction on IT users. Therefore, this study hypothesizes that:

H2: Perceived usefulness has significant impact on customer satisfaction

### PERCEIVED ENJOYMENT

Perceived enjoyment is defined as the degree to which the computer is perceived as pleasant, regardless of all consequences of execution which may be envisaged (Davis, 1989). Perceived enjoyment can also be defined as the intrinsic reward using technology or service (Yuan et al, 2016). Perceived enjoyment in using mobile shopping applications may be considered an expectation from users and this gap between the expectation and performance will drive the satisfaction in using this technology (Cha & Lee, 2021).

Previous studies have found that there is a significant relationship between perceived enjoyment and intention to reuse on online platforms (Al Maghrabi et al, 2011; Shiau & Luo, 2013; Ningsih et al, 2020). Therefore, this study hypothesizes that:

H3: Perceived enjoyment has significant impact on intention to reuse

### PERSONAL INNOVATIVENESS

Personal innovativeness can be defined as the degree of speed of an individual to adopt new ideas (Cha & Lee, 2021). Innovativeness means changes within individuals for instance to adopt an innovation themselves or those who adopted because their reference group already adopted (Dearing & Cox, 2018). People with more innovativeness could be willing to try new products (Hung et al, 2007).

Studies have shown a strong relationship between personal innovativeness and intention to reuse in mobile

shopping applications. Users with high personal innovativeness tend to be more accommodating of the regular changes with the platform thus are willing to stay using online food platform (Lu, 2014; Ningsih et al, 2020). Therefore, this study hypothesizes that:

H4: Personal Innovativeness has significant impact on intention of reuse.

### CUSTOMER SATISFACTION

Customer satisfaction is a subjective outcome of any successful marketing activity, linking the process of purchasing and consumption with post-purchase phenomena (Suhartanto et al, 2018). Customer satisfaction can also be defined as a customer's emotional state from overall assessment of product or service caused by consumption experience (Cha & Lee, 2021). Satisfaction in the context of m-commerce is the summary of the emotional response (variable intensity) following the mobile commerce activities and is stimulated by several aspects such as quality of information, system, and service (Agrebi & Jallais, 2015).

According to a study by Wang et al (2020) users with a high level of satisfaction are expected to have high repurchase intentions. Whereas Yuan et al (2017) reveals that satisfaction is one of main predictors of intention to reuse in the mobile banking industry. Nadeem et al (2020) revealed that online platform satisfaction has a positive impact on repurchase intention as individuals who are satisfied with his/her purchase, their intention to repurchase increase. Jianlin and Qi (2010) stated that the higher customer satisfaction level on using online platform relates with the higher level of intention to reuse. Customer satisfaction also has a positive impact on the intention to reuse on online food platforms (Al Amin et al, 2010; Cha & Lee, 2021; Zhang et al, 2012). Therefore, this study hypothesizes that:

H5: Customer satisfaction has significant impact on intention to reuse.

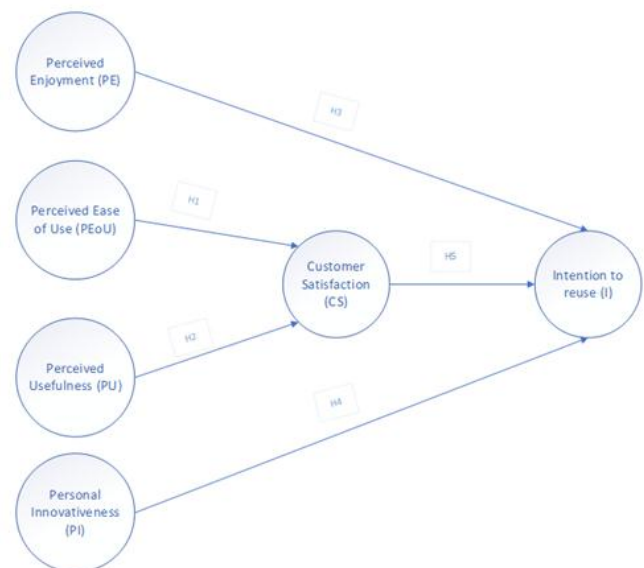


Figure 2: Conceptual model of research

### III. METHODOLOGY

The focus of the study is to analyze the intention to reuse the Gofood application from respondents who have experience in purchasing or using this application. Therefore, the authors use online questionnaires as the method of collecting data. Online questionnaires have great advantages in terms of lower costs, faster responses, and a wider geographical reach (Cha & Lee, 2021). For this research, 176 questionnaires were distributed to people around Jakarta as it is one of the largest cities in Indonesia with the largest economic growth (BPS, 2021). The target population for this study are customers with prior experience of using Gofood application.

The sampling method the authors used for this study was non-probability (convenience sampling method). The survey questionnaire comprises three sections, as follows: The introduction, the items for measuring six constructs examined and demographic segment. All measures are designed on a five-point Likert scale, ranging from 1 “strongly disagree” to 5 “strongly agree” (Nguyen et al, 2019). The first part of the questionnaire is about the perceived usefulness (PU) consists of five questions (Balog & Pribeanu, 2010, Cha & Lee, 2021, Nguyen et al, 2019). The second part of the questionnaire is about the perceived ease of use (PEOU) consists of five questions (Dickinger, 2011, Luis & Wardana, 2020; Natarajan et al, 2017; Nguyen et al, 2019). The third part of the questionnaire is about perceived enjoyment (PE) which consists of five questions (Balog & Pribeanu, 2010; Cheema et al, 2013; Natarajan et al, 2017). The fourth part of the questionnaire is about the impact of perceived innovativeness (PI) that consists of four questions (Ilham, 2018; Natarajan et al, 2017). The fifth part of the questionnaire is about the impact of customer satisfaction that consists of five questions (Agrebi & Jallais, 2015; Lubis & Wardana, 2020; Natarajan et al, 2017). The sixth part of the questionnaire is about intention that consists of three questions (Agrebi & Jallais, 2015; Lubis & Wardana, 2020; Nguyen et al, 2019). The last part of the questionnaire consists of socio-demographic questions related to the participants (age, gender, occupation, education, and usage of Gofood). To ensure the validity and reliability of the measures, the authors conducted pilot tests for the questionnaire with 20-30 respondents. Structural Equation Modelling (SEM) was employed by using SmartPLS 3.0 software to assess the research model. Data was collected in November 2021. The questionnaire was prepared bilingually (English and Bahasa Indonesia).

### IV. RESULTS AND DISCUSSION

#### SAMPLE

The socio-demographic characteristics of the 176 participants are presented on table below. The results showed that majority of respondents are male (57.10%, N=100). Most of the respondents were in the age group of 30 to 39 years old (48%, N=84). Education level of the respondents are dominated with people who has bachelor’s degree (75.70%, N=133). Occupation of the respondents are dominated by professional workers (62.10%, N=109). Among the sample,

users with more than 10 years of internet usage experience are dominating the sample (81.40%, N=143).

Item		n	%
Gender	Male	100	57,10%
	Female	76	42,90%
Age	18-29	48	27,10%
	30-39	84	48%
	40-49	34	19,20%
	50+	10	5,70%
Education Level	High School or Below	8	4,60%
	Diploma	9	5,00%
	Bachelor's Degree	133	75,70%
	Post Graduate Degree	26	14,70%
Occupation	Students	22	12,50%
	Professional Workers	109	62,10%
	Self-employed	25	14,10%
	Housewife	20	11,30%
Internet Usage Experience	< 5 Years	11	6,20%
	5-10 Years	22	12,40%
	>10 Years	143	81,40%

Table 1: Socio-demographic profile of the Respondents

#### MEASUREMENT MODEL

In terms of validity, convergent validity was performed. During this test, several aspects were measured such as average variance extracted (AVE), composite reliability (CR) and Cronbach's alpha (Salem & Nor, 2020). CR determines the reliability of the constructs’ indicators, and it refers to the degree of consistency between latent variable and its corresponding observed variable (Chin & Goh, 2017). AVE determines the average quantity of the variance that explains the latent construct (Salem & Nor, 2020). The consistency was assessed using Cronbach’s alpha values as this measure the consistency of a set of responses to a set of questions in the scale measuring the same variable (Hariadi & Rahayu, 2021). For AVE, the acceptable value should be exceeding 0.5 whereas for CR should be equal or greater than 0.7 (Salem & Nor, 2020). In addition, Cronbach’s alpha should exceed the recommended threshold of 0.7 (Salem & Nor, 2020). Therefore, convergent validity for this study is confirmed as shown on figure 5.

Item	Cronbach's Alpha	CR	AVE
Customer Satisfaction	0.944	0.957	0.816
Perceived Enjoyment	0.943	0.957	0.815
Perceived Ease of Use	0.899	0.926	0.715
Perceived Usefulness	0.893	0.921	0.701
Personal Innovativeness	0.841	0.896	0.686
Intention to Reuse	0.716	0.836	0.631

Table 2: PLS Results of the Reliability and Validity Measurements

To measure discriminant validity, this study utilized the Fornell-Larcker scale. Fornell-Larcker scale ensures that the square root of the AVE for each latent variable is greater than the correlations among the latent variables (Salem & Nor, 2020). Table 3 tabulates the results of the Fornell-Larcker scale as it shows that all diagonal values exceed the inter-construct correlations, thus satisfying the criteria to establish discriminant validity is satisfied<sup>13</sup>.



Item	Perceived Ease of Use	Perceived Enjoyment	Personal Innovativeness	Intention to Reuse	Customer Satisfaction	Perceived usefulness
Perceived Ease of Use	0.846					
Perceived Enjoyment	0.554	0.903				
Personal Innovativeness	0.378	0.642	0.828			
Intention to Reuse	0.567	0.576	0.591	0.794		
Customer Satisfaction	0.727	0.710	0.627	0.763	0.904	
Perceived usefulness	0.810	0.561	0.497	0.596	0.651	0.838

Table 3: Discriminant Validity

STRUCTURAL MODEL

After determining the validity and reliability of the measurement, the next step is to evaluate the structural model. To assess the structural model, we need to measure path coefficients to determine whether the hypothesis is supported or not. For the results to be significant, the P value of each hypothesis must be below 0.05 (P < 0.05); if the P value is above 0.05, then the hypothesis is rejected (Teo, 2009).

Item	S.D	t-value	p-value	Result
SAT->INT	0.065	10.156	0.000	Significant
EASE->SAT	0.097	5.436	0.000	Significant
USEFUL->SAT	0.108	3.058	0.002	Significant
INNO->INT	0.063	2.907	0.004	Significant
ENJOY->INT	0.064	0.094	0.925	Not Significant

Table 4: Path Coefficient

In hypothesis 1, this study predicted that perceived ease of use has significant impact on customer satisfaction. This is supported by the result in figure 7 as there is a significant impact between perceived ease of use and customer satisfaction. This is also supported by previous studies by Agrebi and Jalais (2015) and Natarajan et al (2017) since people who are using online food platforms have expectations that would satisfy them from using the platform itself (Natarajan et al, 2017). As the Gofood application is easier to use and more user-friendly, the level of customer satisfaction would increase as well.

In hypothesis 2, this study predicted that perceived usefulness has a positive impact on customer satisfaction. This is supported by the result in figure 7 as there is a significant relationship between perceived usefulness and customer satisfaction. This is also supported by previous studies by Agrebi and Jalais (2015), and Natarajan et al (2017) as when people are using online food platforms to make food purchases, they may have certain expectations such as saving time (Agrebi & Jallais, 2015). It is likely that the higher usefulness of Gofood application to the users' daily life, the greater the degree of customers satisfaction on using it.

In hypothesis 3, this study predicted that perceived enjoyment has significant impact on intention to reuse. However, this is not supported by the result in figure 7 as there is no significant relationship between perceived enjoyment and intention to reuse. This is contrast from the previous studies as perceived enjoyment has significant impact on intention to reuse on online food platforms (Al Maghrabi et al, 2011; Shiau & Luo, 2013; Ningsih et al, 2020). However, previous studies regarding online platforms (Pereira et al, 2021; Praveena & Thomas, 2014; Ningsih et al, 2020) stated that enjoyment that comes from reusing online food platforms is decreasing by time as they get more accustomed to using the platform. The probable cause for this is due to enjoyment in using Gofood application is decreasing due to factors such as unavailability of discounts, food tenants' availability, etc. Thus, this would change users' perspective and might rethink of using the Gofood application and switch to other online food platforms that are more favorable.

In hypothesis 4, this study predicted that personal innovativeness has significant impact on intention to reuse. This is supported by the result in figure 7 as there is a significant relationship between personal innovativeness and intention to reuse. This is supported by Natarajan et al (2017) as innovative people tend to spread their opinions to reuse the online food platform on other users. It is likely that the more innovative the user of Gofood application due to the willingness of the user to explore Gofood features, degree of the user to reuse the application would be higher as well.

In hypothesis 5, this study predicted that customer satisfaction has significant impact on intention to reuse. This is supported by the result in figure 7 as there is a significant relationship between customer satisfaction and intention to reuse. This is also supported by previous studies related to online food platforms by Cha and Lee (2021), Zhang and Kim (2021), and Al Amin et al (2020) as intention to reuse can be predicted strongly in which customer is satisfied with prior use of online food platform.

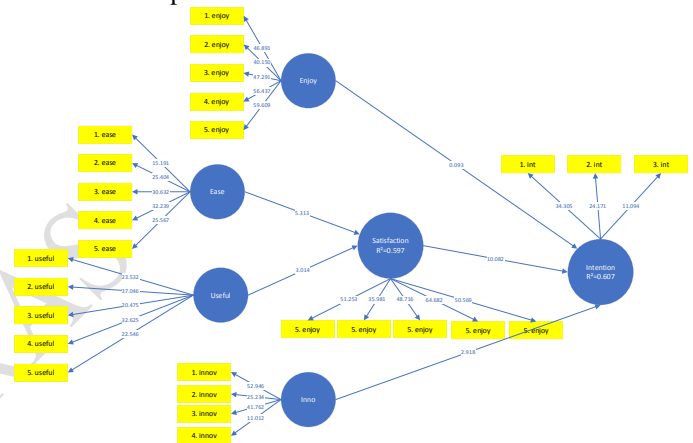


Figure 3: Model with Results

To estimate the structural model, we also need to examine the level of significance of the path coefficients. In Figure 3, it is shown that customer satisfaction explains 59.7% of the variations in perceived usefulness and perceived ease of use. Shown on the figure 3 is the intention to reuse that explains 60.7% of variations in perceived enjoyment and personal innovativeness.

V. CONCLUSION

TAM has widely been implemented to understand how technology being used on various online platforms such as online shopping, online food platform, mobile banking, etc Al Amin et al, 2020; Cha & Lee, 2021; Zhang & Kim, 2021). However, only few studies that are conducted to understand the intention to reuse on Gofood application using TAM Model (Hakim & Sobari, 2021; Hariadi & Rahayu, 2021)

This study aims to assess significant relationship between perceived enjoyment, personal innovativeness, perceived ease of use and perceived usefulness to customer satisfaction (mediating variables) on customers' intention to reuse Gofood application using SEM-PLS. With the use of extended TAM model, perceived ease of use and perceived usefulness confirmed to have significant impact on customers' satisfaction on using Gofood application. Personal

innovativeness and customer satisfaction confirmed to have significant impact on intention to reuse Gofood application. Meanwhile, perceived enjoyment confirmed to be insignificant towards intention to reuse Gofood application. These findings indicate that continuous improvement of online food platform, reliability of the online food platform as well as the availability of food tenants that customers are desired to be the driving force in terms of using online food platform.

## VI. PRACTICAL IMPLICATIONS

The findings on this study can be obtained from multiple managerial and business point of view. Based on this study, there are some findings for companies that run online food platforms that can be used to increase their exposure to the existing customers and potential customers in the future. The online food platforms can implement continuous improvement to attract exiting users into utilizing the application more. Improvements such as user interface, simpler content placement, and more payment options would generally help online food platforms to grow their customer base. Also, adding more partners and tenants into the food platforms. Also, updating the customers with the changes regarding application update would also help users to speed up with the changes being made within the online food platform itself. Lastly this study can help to improve the branding of the online food platform to design more attractive marketing strategies to encourage users' intention to reuse their application.

## VII. THEORETICAL IMPLICATION

The framework used for this study can help fellow researchers to learn the concept of customers' intention to reuse. This study providing insights related to intention to reuse online food platforms in the case of Gofood in Indonesia. Additionally, this study contributes to the existing studies regarding perceived ease of use and perceived usefulness to customers satisfaction on intention to reuse online food platform. This study also discovered new findings that contribute to the existing studies such as perceived enjoyment doesn't have significant impact on intention to reuse online food platform. Previous studies found out that perceived enjoyment has significant impact on intention to reuse online food platform whereas our study found out otherwise. As a result, this research makes a unique contribution to the literature.

## VIII. LIMITATIONS

Despite this study has been demonstrated statistically, this study still has some limitations. The first one is due to most of the respondents are located in Jakarta; additional studies will be required with respondents from another region (e.g., Jabodetabek). The second part is due to the study itself is using quantitative method, in depth analysis must be done in the future to find new information regarding factors that

influence intention to reuse. The results of this study cannot be applied to the entire population because convenience sampling was used. These findings suggest that future research should employ other sampling strategies to make the findings more generalizable to the complete population.

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