

CONSUMER BEHAVIOR ON ONLINE FOOD PURCHASE DECISION DURING THE COVID-19 PANDEMIC

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ABSTRACT

The Covid-19 pandemic that has been going on since March 2020 in Indonesia has certainly caused a crisis not only in the health sector, but also in the economic crisis. Social restrictions imposed in various regions to suppress the spread of the spread of the corona virus have further weakened the wheels of the economy significantly, especially in the restaurant sector. The purpose of this study is to determine the factors that can influence consumer spending behavior during the Covid-19 pandemic on their decision to purchase food using online transportation (Grabfood and Gofood). This research is a quantitative research with a population of users of food delivery applications during the pandemic. The results showed that the value of coefficient of determination (R²) for the shopping behavior variable was 0.573. It can be concluded that the percentage of social, psychological, and personal value on shopping behavior was 57.3%. For the value on the R-Square obtained by the purchasing decision variable is 0.714. Therefore, it can be explained that shopping behavior affects purchasing decisions by 71.4%, the remaining 28.6% is influenced by other independent variables.

Keywords: Social Distancing, Covid-19, Consumer Behavior, Purchase Decision, online transportation

INTRODUCTION

The Covid-19 pandemic that has infected the world for more than a year has caused various impacts, including in the economic sector (Bretas & Alan, 2020). Indonesia's economic growth in 2020 was recorded at -2.07 (Rosana, 2021). Restaurants are one of the most affected businesses, because consumer trust in food safety affects consumer decisions in buying food (Leiwin & Genoveva, 2020). Consumer trust in food safety affects the lifestyle of consumers, consumers no longer eat on the spot but turn to online food purchases (Azmi & Genoveva, 2020).

In addition to food safety factors, the existence of social restrictions imposed by the Indonesian government has also triggered online food purchases through online transportation applications that also serve food purchases (Insani & Madiawati, 2020). Not only in Indonesia, in the context of Italy, the same phenomenon also

occurred, during the pandemic there was a change in consumer behavior that shifted to buying food online (Alaimo, Flore, & Galati, 2020). Likewise, in the United States, in the context of purchasing food products at retail, there has been an increase in online purchases (Ellison, McFadden, Rickard, & Wilson, 2021).

According to (Utami & Yuliawati, 2020; (Shishani, 2020) the factors that influence consumer purchasing behavior are social factors, personal factors, and psychological factors. Social factors are one of the factors that influence consumer purchase behavior. Social factors include groups, offline and online social networks (such as advertising on social media), and interactions within the family. Word of mouth is also part of the social factors that influence consumer shopping behavior and can be defined as "Two or more people who interact to achieve an individual goal or a common goal, some of them are the core

group with which the person interacts continuously and informally, such as family, friends, neighbors and colleagues” (Qazzafi, 2020).

Apart of social factors, personal factors are the more dominant variables in influencing and becoming a consideration for consumers in making future purchases. Personal factors consider eternal things by looking at the characteristics of age, needs, employment, economic conditions, and beliefs when using products (Rotuauli et al. 2020).

The next factor, after social and personal, is the psychological factor, which includes the perceptions and trends of the brand. Perception is the process by which consumers select, organize and interpret information to form a meaningful picture of desires, including price perception, perceived quality, perceived value and perceived risk (Mashao & Sukdeo, 2018). According to (Rotuauli, Handaka, Rizal, & Nurhayat, 2020) psychological factors are factors that need to be considered by a company or market, because these factors are also influenced by motivation to buy, perceptions of advertising, knowledge of a product, beliefs and attitudes in purchasing decisions for a product.

(Bharti & Sarthak Nigam, 2020) suggest that social, personal and psychological factors influence shopping behavior. In shopping behavior, it can be defined as the process of evaluating before choosing a promotional mix and analyzing the impact of the product on future consumer purchasing decisions. Shopping behavior during a pandemic will make consumers consider what to buy, when to buy, why to buy, how often to buy, where to buy, and so on.

The final stage after evaluating, consumers will make a purchase decision. According to (Salmah, 2015) purchasing decision is a process that includes determining whether to make a purchase or not to make a purchase. The same thing was

stated by (Khairunnisa & Genoveva, 2019) a purchase decision is a procedure to assess at least two alternative behaviors and decide to choose one of them.

METHODOLOGY

The approach in this research is a quantitative method, where data is collected using an online questionnaire. The population in this study were those who had online food ordering applications Grab-food and Go-food and made online food orders during the pandemic. The sampling technique used was non-probability sampling, the questionnaire was distributed with the convenience technique because of the large population, therefore, it is very sensitive to get a good measure of goodness (Hair et al., 2017).

The preparation of the questionnaire was based on the indicators of each variable, where the Social Factor used indicators from previous researchers, namely (Rumondang, et al., 2020) and (Qazzafi, 2020). While the Personal Factor adapts the indicators from (Khuong & Duyen, 2016). Psychological Factor use indicators from (Rotuauli, Handaka, Rizal, & Nurhayat, 2020). Then the intervening variable, namely Consumer Behavior, is adopted from the indicator (Bharti & Nigam, 2020). The last variable is the Purchase Decision adopted from (Salmah, 2015).

A good sample size is 5-10 observers for each variable, therefore, from a total of 31 questions the minimal sample is 155. Based on the deadline we set, the collected sample is 167. The data were processed using SmartPLS version 3.3.2. Based on the theory and variables as discussed above, the research framework formulated five hypothesis as bellow (figure 1):

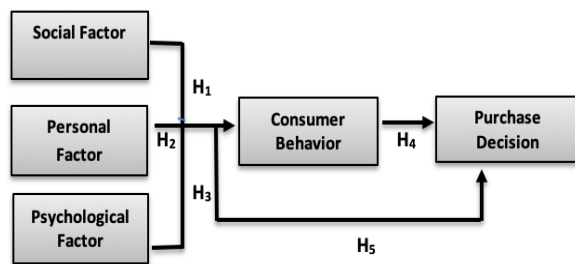


Figure 1. Research Framework

RESULT AND DISCUSSION

Respondents Profile

The total number of respondents who responded to this questionnaire were 186 people. 167 valid data and can be processed. The majority of respondents are users of the Gofood application 50.3%, the rest using the Grabfood application as much as 44.3%.

Tabel 1. Respondents Profile

Demographic	Categories	Freq.	Percentage
Gender	Male	70	42%
	Female	97	58%
Age	15-25	143	85.7%
	26-35	17	10.1%
	36-45	5	3%
	>45	2	1.2%
Education	Senior High school	82	49.1%
	Undergraduate	72	43.2%
	Graduate	4	2.4%
	Others	9	5.3%
	Occupation	Student	88
Employee		54	32.5%
Entrepreneur		14	8.9%
Others		11	6.5%

The respondent's profile (Table 1) shows that the majority of respondents are female as many as 97 people (58%), the rest are male as many as 70 people (42%). Based on age, 143 people aged 15-25 years (85.7%) were dominated, followed by 17

people aged 26-35 years (10.1%), then those aged 36-45 years were 5 people (3%), the rest were 2 people >45 years old (1.2%). From education, the majority of respondents had a Senior High School education as many as 82 people (49.1%), followed by respondents with an undergraduate education of 72 people (43.2%), 4 graduates (2.4%) and 9 others (5.3%). The types of occupation of respondents in general are students as many as 88 people (52.1%), employees as many as 54 people (32.5%), 14 entrepreneur (8.9%) and 11 others (6.5%).

Outer Model Analysis

1. Loading Factors

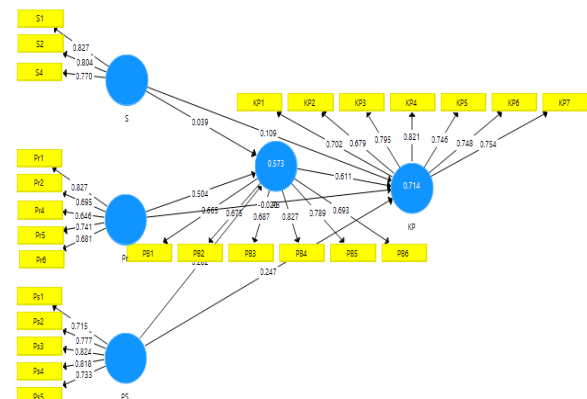


Figure 2. Loading Factors

Based on the loading factor indicator in Figure 2 above, there are five indicators that are removed because they have a Loading Factor value <0.6 (Hair, Sarstedt, Hopkins, & Kuppelweiser, 2014). The indicators that are removed are 3 from the Social Factor, namely S3, S5 and S6. From Personal factor, 1 indicator is Pr3 and Psychology 1 is Ps6.

2. Average variant extracted (AVE)

The data described in the table 2 below, it can be seen that the composite reliability value of all research variables is > 0.7. From these results indicate that each variable has met a high level of reliability (Hair, Sarstedt, Hopkins, & Kuppelweiser,

2014). Based on the data in table 2, it is known that the AVE value of Social Factor, Personal Factor, Psychological Factor, ComcumerBbehavior and Purchasing Decisions > 0.5. Therefore, it can be concluded that each variable has a good discriminant variable (Hair, Sarstedt, Hopkins, & Kuppelweiser, 2014).

Tabel 2. Average variant extracted (AVE)

Variable	AVE
Social Factor	0.641
Personal Factor	0.519
Psychological Factor	0.600
Consumer Behavior	0.526
Purchase Decision	0.564

3. Composite Reability

The data description in table 3 below shows that the composite reliability value of all research variables is > 0.7. From these results indicate that each variable has met a high level of reliability (Hair, Sarstedt, Hopkins, & Kuppelweiser, 2014).

Tabel 3. Composite Reliability

Variable	Composite Reability
Social Factor	0.842
Personal Factor	0.843
Psychological Factor	0.882
Consumer Behavior	0.869
Purchase Decision	0.900

4. Cronbach Alpha

In table 4 below, it can be seen that the Cronbach Alpha value of each research variable is > 0.7. Thus, these results can prove that each of the research variables has met the requirements for the Cronbach Alpha value, therefore, it can be concluded that all variables have a high level of reliability (Hair, Sarstedt, Hopkins, & Kuppelweiser, 2014).

Table 4. Cronbach Alpha

Variable	Cronbach Alpha
Social Factor	0.870
Personal Factor	0.818
Psychological Factor	0.767
Consumer Behavior	0.832
Purchase Decision	0.722

InnerModel Analysis

1. Coefficient of determination (R²)

It can be seen that the R-Square value for the Consumer Behavior variable is 0.573. This value can explain that the percentage of Social Factor, Personal Factor and Psychological Factor values can influence Cunsumer Behavior by 57.3%. Then for the value on the R-Square obtained by the Purchase Decision variable is 0.714. Therefore, it can be explained that Consumer Behavior affects purchasing decisions by 71.4%.

Table 5. Coefficient of determination (R²)

Variable	R-Square
Consumer Behavior	0.573
Perhase Desicion	0.714

2. Prevective Relevance (Q²)

The calculation of the Q-Square value is as follows:

$$\begin{aligned}
 Q^2 &= 1 - [(1 - R1^2)(1 - R2^2)] \\
 &= 1 - [(1 - 0.714^2)(1 - 0.573^2)] \\
 &= 1 - [(0.490204)(0.671671)] \\
 &= 1 - 0.3293 \\
 &= \mathbf{0.671}
 \end{aligned}$$

Based on the results of the above calculations, the Q-Square value of 0.671 can be obtained. This figure explains the amount of diversity between the research data which can be explained by the research model reaching 67.1%, the remaining 32.9%

is explained by other factors that are outside of this research model. Therefore, it can be concluded that the data in this study have good productive relevance (Hair, Sarstedt, Hopkins, & Kuppelweiser, 2014).

3. Goodness of Fit (GoF)

To find out the Goodness of Fit (GoF) value, it can be calculated using the following formula:

$$\begin{aligned} \text{GoF} &= \sqrt{(\text{AVE} \times \text{R}^2)} \\ &= \sqrt{0.57 \times 0.6435} \\ &= \sqrt{0.3520128} \\ &= \mathbf{0.606} \end{aligned}$$

From the results of the above calculations, it can be concluded that the model in this study has a high value of goodness of fit, because the results of the data show a value of 60.6% (Hair, Sarstedt, Hopkins, & Kuppelweiser, 2014)

Path Coefficient

1. Direct Effect

From the table 6 below, it can be seen that only Social Factors show has not significant results on Consumer Behavior, when viewed from the T-Statistic value which shows a value below 1.96 and a P-value above 0.005. Personal and Psychological Factors show significant value, as well as Consumer Behavior towards Purchase Decisions.

Table 6. Path Coefficient (Direct Effect)

Path	T-Value	T-Statistic	P-Value	Result
SF → C B	1.96	0.650	0.515	Not Significant
PrF → C B	1.96	0.599	0.000	Significant

PsF → CB	1.96	3.257	0.001	Significant
CB → PD	1.96	7.651	0.000	Significant

2. Indirect Effect

For the Indirect Effect, only Social Factors have no significant effect on Purchase Decisions through Consumer Behavior. Personal and psychological Factors have positive and significant indirect factor values on Purchase Decisions through Consumer Behavior.

Table 7. Path Coefficient (Indirect Effect)

Path	T-Value	T-Statistic	P-Value	Result
SF → CB → PD	1.96	0.648	0.517	Not Significant
PrF → CB → PD	1.96	4.391	0.000	Significant
PsF → C B → PD	1.96	2.822	0.005	Significant

DISCUSSION

This result show that H₁ is not accepted as seen from the t-statistical value and p-value, this study is in accordance with previous research by (Karnadi & Kusmirayati, 2018) regarding factors that can influence Consumer Behavior in the decision in the context of to buy instant coffee. with the Torabika brand which has similar variables and results. The results showed that Social Factors as independent variables had no effect on Purchase Decisions for Torabika brand coffee.

The results of H₂ is accepted as seen from the t- statistical value and p-value. The research above is also in accordance with previous research by (Tami & Yuliawati, 2020) regarding the influence of Social,

Personal and Psychological Factors on the decision to purchase coffee drinks in Kampong Banaran coffee. In this study states that Personal and Psychological Factors have a significant influence on the decision to buy coffee in Kampong Kopi Banaran.

The results show that H₃ is accepted as seen from the t-statistical value and p-value. The results of the above research are in accordance with (Kartikasari, Arifin, & Hidayat, 2013), regarding the effect of Consumer Behavior on Purchase Decisions. In this study states that Psychological Factors have a significant positive effect on the Purchase Decisions of students in the business faculty of Brawijaya University.

The results above show that H₄ is accepted as seen from the t-statistical value and p-value. The results of the above research are also in accordance with previous research by (Astutik & Afandi, 2016) regarding the influence of Consumer Behavior factors such as: Social, Personal and Psychological on Indihome purchase decisions at PT Telkomsel Indonesia Witel jatim Selatan Malang. In this study states that consumer behavior affects Indihome Purchasing Decisions, namely by being influenced by significant factors such as Personal and Psychological.

The results above show that H₅ for the Social variable is not accepted. Only Personal and Psychological variables have statistical t- values and p-values that show significant results. The results above are in accordance with previous research by (Karnadi & Kusmirayati, 2018) which states that Purchase Decisions are also influenced by factors of Consumer Behavior. In his research, Social Factors as independent variables also have no influence on Purchasing Decisions for Torabika brand coffee.

CONCLUSION

The peak of online food delivery services during the pandemic and the

conditions of transformation in terms of transportation in Indonesia have become a critical consideration for restaurant and restaurant entrepreneurs to participate in registering their business into online food delivery service applications such as Go-food and Grab-food. Judging from the results of this study, the factors that can influence the shopping behavior of the Indonesian people include Personal factors which include; occupation, income and lifestyle influenced by Psychological factors, including: Perception, Brand Tendencies and Brand Knowledge.

The results showed that the majority of Food delivery users, namely Go-food and Grab-food applications, are millennials and Z generation aged 15-25 years with a student background, and employees. Therefore, for restaurant business owners who have target customers with these criteria, they can participate in registering their business in online delivery such as Gofood and Grabfood.

For future research to be more specific about consumer behavior during a pandemic with other variables. Because during the pandemic, many business owners feel uncertainty in the marketing process and conduct research by interviewing sellers or business owners to discuss their conditions during the pandemic, therefore, they have another point of view.

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