Effect of Price, Health Consciousness, Food-Safety Concern, Prestige, Affordances, Visibility, Trust, and Customer Satisfaction on Repurchase Intention Online Food Delivery (OFD) To Customers in Jakarta

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Abstract

The development of the times and technology continues to change as well as the competition that occurs now this has changed corner look company in Fulfill market. The demand for change is a must because only those who are ready to change and innovate survive. Companies must always anticipate happening something change because with change there will be an opportunity for the new and the old will be left behind. By knowing the effect of Price, Health consciousness, Food-safety concern, Prestige, Affordances, and Visibility on repurchase intention online food delivery (OFD) which is mediated by customer satisfaction and trust, it is hoped that this research can provide input that can be used by merchants so that the factors that influence purchase intention can be a focus for improvement. According to Sugiyono (2016), the research method is a scientific way to obtain data with certain goals and uses. In this study, the research method used by the author is quantitative. According to Sugiyono (2016), quantitative research can be defined as a research method based on the philosophy of positivism, used to examine certain populations or samples, collect data with research instruments, analyze data quantitatively/statistically, and aim to test predetermined hypotheses. The results of this study provide support for previous research on customer satisfaction acting as a stronger mediation than trust. This study was conducted to determine the effect of price, health consciousness, food-safety concern, prestige, affordances, and visibility on repurchase intention. online food delivery (OFD) mediated by customer satisfaction and trust in customers in Jakarta.

I. Introduction

The development of the times and technology continues to change as well as the competition that occurs now this has changed corner look company in Fulfill market. The demand for change is a must because only those who are ready to change and innovate survive. No less fast and smart than other countries, many young Indonesians have succeeded in making interesting innovations, especially in the field of digital financial service technology, which is currently booming. Because the digital technology revolution is considered a new business opportunity by business people (Intansari & Kusnia, 2020). Based on the results of a survey conducted by the Association of Indonesian Internet Service Providers (APJII) for the 2019-2020 period, the number of internet users in Indonesia reached 196.7 million from 266.9 million, or equivalent to 73.7 percent of the total population of Indonesia. In 2021, based on the research results of the social media

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management platform HootSuite and social marketing agency We Are Social entitled "Global Digital Reports 2021" 2021 there are around 73.7% or 202.6 million Indonesians who are connected to the internet network, as well as confirming Indonesia is ranked 4th (fourth) in terms of population of internet users after China, USA, and India. In addition to the number of internet users growing significantly, the number of smartphone users in Indonesia has increased.

Food delivery applications are currently very popular in Indonesia given the high growth of the internet and smartphones. To support the activities of people who work from home, the use of applications is increasingly popular, such as food delivery apps (Grab, 2020). Based on research conducted by Momentum Works entitled ' Food Delivery Platforms in Southeast Asia ', the gross transaction value or GMV of food delivery in Southeast Asia is estimated at US$ 11.9 billion in 2020. Indonesia contributed the most at US$ 3.7 Billion. And in Indonesia, the market share for food delivery services, Grab food, controls 53%, while GoFood has a market share of 47% (katadata, 2021).

Repurchase intention measures whether customers will buy goods in the future, this is different from purchase intention, where customers are considering making an initial purchase (Wang, Y., 2019). Repurchase intention is an action from consumers to want to buy or not a product (Kotler, 2015). According to Pappas et al. (2014), repurchase intention appears when customers have had experience, especially online, customers will be more confident if the online store has good performance. The consumer decision-making process involves a series of cognitive actions before the consumer makes a purchase decision (Schiffman and Kanuk, 2010).

The purchase decision outcome, however, either leads to cognitive dissatisfaction and subsequent rejection of the product, or satisfaction and, therefore, repurchase intention. (Schiffman and Kanuk, 2010). Consumer behavior has five stages, namely problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior (Kottler & Keller, 2016). Functional Value according to Sheth et al., (1991) states that customers are initially influenced by the functional value of a product in their minds. He explained that functional value is the perceived benefit or gain from functional, pragmatic, and physical performance.

Health Consciousness is defined as a measure of the extent to which health care is applied to an individual's daily activities (Jayanti & Burns 1998). According to Chen (2009), health consciousness is a person's readiness to do something for a healthier life. The food-safety concern is a sense of worry about the reduced quality of food safety ordered through the online food delivery (OFD) platform. Consumers are very concerned about the quality of the food purchased, one of which is related to food safety because it can reduce purchase intention towards online food delivery (Puneet Kau, et al., 2021). Social Value according to Sheth et al., (1991) is the perceived benefits and benefits associated with a social group. The social benefits obtained can be positive and negative and will be related to the demographic, socio-economic, and cultural (ethnic) of the group.

Epistemic Value according to Sheth et al., (1991) can be described as a curiosity that is felt or obtained from products and benefits that meet the desires and needs of innovation. Epistemic Value, also known as Visibility, refers to the ability of a product or service to stimulate curiosity, provide freshness, and satisfy the information-seeking instinct (Wong et al., 2019). Trust is an important factor that can determine whether consumers will choose a product or not, this is positively correlated to the success of a business (Alan and Kabadayi, 2014).

This is supported by research conducted by Prasetyo et al., (2021), research conducted on 253 online food delivery users in Indonesia. The results of the study show that price has a positive and significant effect on customer satisfaction with online food delivery. Ghosh (2021).

II. Research Method

In this study, the research method used by the author is quantitative. According to Sugiyono (2016), quantitative research can be defined as a research method based on the philosophy of positivism, used to examine certain populations or samples, collect data with research instruments, analyze data quantitatively/statistically, and aim to test predetermined hypotheses. The unit of analysis in a study is understood as the aggregate classification of the data set obtained on a predetermined subject. (Sekaran and Bougie, 2016).

Research variables are objects or things that can be observed, measured, and analyzed and have different or varied values (Sekaran & Bougie, 2016). Operationalization of variables is needed to be used as the basis for determining the type of data, dimensions, or indicators, as well as the scale of the variables involved in the research, so that hypothesis testing with statistical methods can be carried out appropriately, in accordance with the research objectives. The population in the study is the total number of individuals whose data is to be analyzed, while the sample is part of the population whose properties or characteristics can represent the population (Sekaran & Bougie, 2016). The population in this study is online food delivery (OFD) customers who live in Jakarta.

This study uses a data analysis method with a multivariate analysis approach, this is because it considers the proposed research model to be quite complex and uses several latent variables or constructs (Sekaran & Bougie, 2016; Hair et al., 2017). Partial Least Square (PLS) is a powerful non-parametric statistical analysis method where this method does not use a lot of assumption testing as is the case with the linear regression analysis method, because PLS does not assume certain data, the data used can be nominal, categorical, ordinal, interval and ratio or in other words distribution free.

III. Result and Discussion

This section describes the profile of the respondents, in this case, the users of the *online food delivery platform*. The characteristics of the respondents in this study were divided into several categories, namely: gender, age, occupation, and platform used. In this study, the number of respondents is 160 users. Based on gender, age can be seen that the age of 17 to 24 years is 31.3%, 25 to 30 years is 41.9%, 31 to 40 years is 25.6% and the age is >41 years is 1.3%. By gender, Male 51.9%, Female 48.1%. Based on occupation, it is dominated by private employees as much as 81.9%, self-employed as much as 14.4% others less than 2%. Based on the platform used, Go-Food is 36.3%, GrabFood is 13.1%, Shopee Food is 36.3% and Traveloka eats 2.5%.

Table 1. Demographic Profile of Respondents

Profile	Information	Total (f)	Percentage (%)
Age (thesis 17-40 yrs)	17 - 24 years old	50	31.3
	25 - 30 years	67	41.9

	31 - 40 years old	41	25.6
	41 - 60 years	2	1.3
Gender	Man	83	51.9
	Woman	77	48.1
Work	Housewife	2	1.3
	Government employees	1	0.6
	Private employees	131	81.9
	Student/Student	3	1.9
	Self-employed	23	14.4
Food online platform	Gofood	58	36.3
	Grab food	21	13.1
	Shopeefood	77	48.1
	Traveloka Eats	4	2.5
Total		160	100.0

Source: Processed research data (2022)

In this study, researchers used a Likert scale of 1-5 which is an ordinal scale that must find the average value (*mean*), after the data collection process using a Likert scale of 1-5 is completed, it is known that the formula calculation is as follows

Interval $= \frac{m-n}{b}$ so the calculation becomes Interval $= = \frac{5-1}{5} = 0.8$

From the formula above, it is known that the scale range for determining the average value by category (widoyoko, 2017) is in accordance with table 4.2 Descriptive Statistical Scale

Table 2. Descriptive Statistical Scale

Scale	Category
1.00 - 1.80	Strongly Disagree
1.81 - 2.60	Don't agree
2.61 - 3.40	Neutral
3.40 - 4.20	Agree
4.21 - 5.00	Strongly agree

Source: Interval Calculation (2022)

Category answer like in Table 4.2 in on Becomes reference in assessing the mean or mean value of filling out questionnaires by respondents

The following are the results of a descriptive analysis of the *price variable*, the measurement is carried out using 5 indicators in the form of statements in the questionnaire, which are then answered by respondents using a Likert scale. The following are the results of a descriptive analysis of 5 indicators of the *price variable* :

Table 2. Descriptive variable *price*

Items	Question	mean	Classification
PR1	Online food delivery services provide high benefits according to the price	3.93	Agree
PR2	Online food delivery services provide reasonable prices	3.78	Agree

PR3	Online food delivery service offers the best prices	3.81	Agree
PR4	I can save money by using a food delivery service application instead of going directly to a merchant.	3.71	Agree
PR5	I like to look for cheap deals at different merchants when I buy food through delivery services	3.98	Agree
Total		3.84	Agree

Based on table 4.2 above, it can be seen the results of each indicator. The average value of the *price variable is* 3.84 (scale of 1 to 5), which means that respondents tend to agree with the statement on the *price variable.*

In data analysis using PLS-SEM, the first stage is to test the validity and reliability of *the outer model* which is also known as the *measurement model.* Validity and reliability tests are used to test and evaluate whether the reflective indicators used are valid and able to measure the latent variables (constructs) properly. To get the output The *outer model* in this study used the SmartPLS 3.3 software. The *outer reflective model* test of this research model is arranged in 4 parts, namely sequentially 1) *indicator reliability* (*outer loading*), 2) *construct reliability* (Cronbach's alpha and *composite reliability*), 3) *construct validity* (*average variance extracted* or AVE), and 4) *discriminant validity* (heterotrait-monotrait ratio) (Hair et al., 2020; Sarstedt et al., 2017; Sarstedt et al., 2022). The results of the outer model in this study can be described as shown in the following figure:
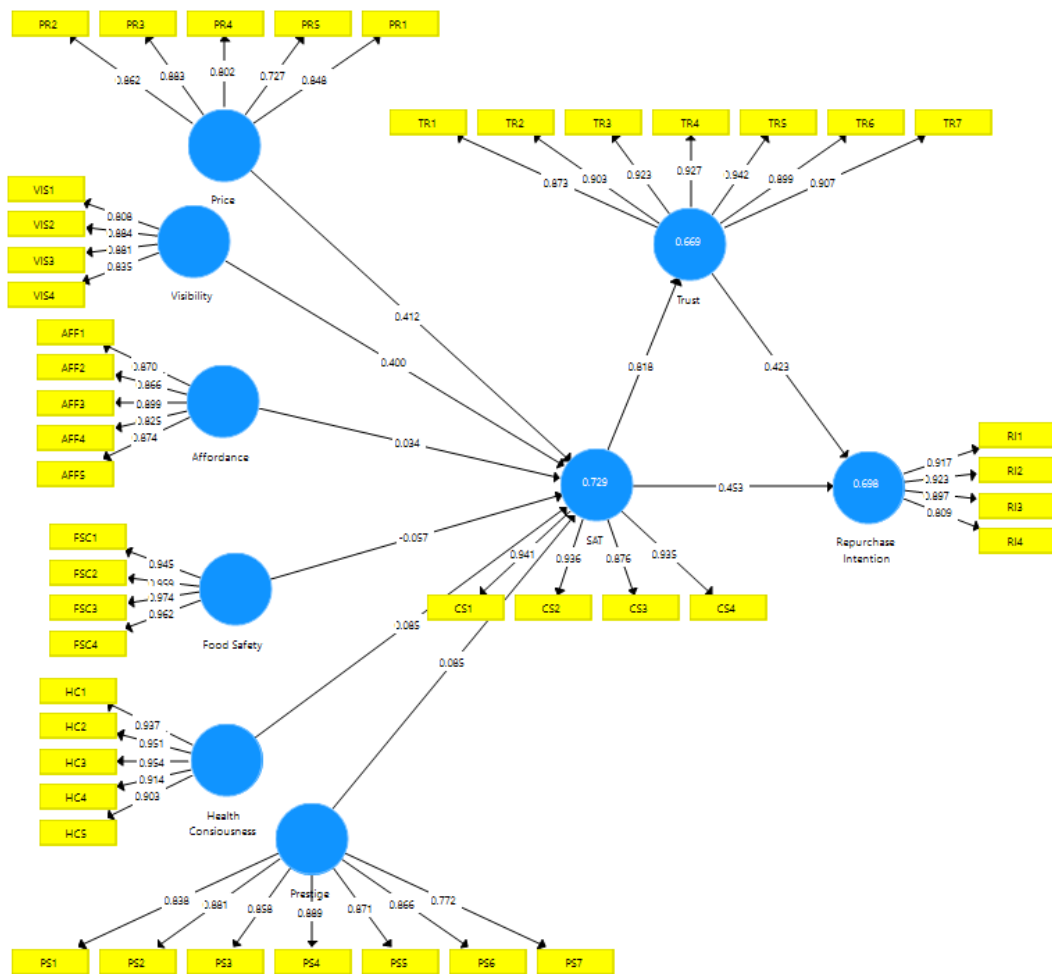
Figure 1. *Outer Model Results*

In the results of the *outer model*, it is known that 45 items/indicators were used in this study. From Picture 4.1 in on o*uter model* could see all 45 indicators have been valid (Hair *et al*, 2019). Next, a detailed explanation of the results of the *outer evaluation will be described, the model.*

The results of this study provide support for previous research on *customer satisfaction* acting as a stronger mediation than *trust.* Consumer satisfaction can significantly encourage consumers in the occurrence of *repurchase intention,* but the mediating variable *trust* can still contribute to the occurrence of *repurchase intention* so that it can be concluded that the *customer satisfaction* and *trust* variables can mediate the influence between the independent variables, namely *price,* and *visibility* on the dependent variable *repurchase intention*. significant.

In this section, we will discuss the results of research on the influence of *price, health consciousness, food-safety concern, prestige, affordances, and visibility* on *repurchase intention. online food delivery* (OFD) mediated by *customer satisfaction* and *trust* in customers in Jakarta. And the interpretation of the research results is done by comparing the results of the research and the results of relevant previous studies. The results of hypothesis testing H1 are concluded that the *price variable* has a positive and significant effect on *customer satisfaction*. Thus hypothesis H1 " *price* positive effect on *customer satisfaction* " is supported. This means that the better the perception of the *price* will have an impact on increasing consumer satisfaction. Consumers will be satisfied if the

quality of the food purchased is delicious and the price is also friendly and affordable (Zhong et al, 2020).

The results of hypothesis testing H2 concluded that the variable *health consciousness* has no significant effect on *customer satisfaction*. Thus the hypothesis H2 " *health consciousness* " negative effect on *customer satisfaction* "is not supported. *Health Consciousness* is a feeling of worry that food and drinks ordered through *online food delivery platforms* are unhealthy. In this study, there was no significant effect between *Health Consciousness* to *customer satisfaction*. It means *Health Consciousness* does not affect consumer satisfaction in doing *online food delivery* but rather considers other things such as promotion, *price*, *trust,* and other factors.

The results for testing the H3 hypothesis are concluded that the *food-safety concern variable* has no negative and significant effect on *customer satisfaction*. Thus hypothesis H3 " *Food-safety concern* " negative effect on *customer satisfaction* "is not supported. It means the higher the *food quality concern* then it does not have an impact on decreasing the level of consumer satisfaction in buying. *The food-safety concern* is a sense of worry about the reduced quality of food safety ordered through the *online food delivery* (OFD) platform. Food safety culture has become an important aspect of the food supply chain (Nayak and Waterson, 2017), as a poor safety culture can damage brands (Hussain and Dawson, 2013).

Based on the results of hypothesis testing H4 it is concluded that the *prestige variable* has no positive and significant effect on *customer satisfaction*. Thus the hypothesis H4 " *prestige* " positive effect on *customer satisfaction* "is not supported. This means that the higher the sense of *prestige* in using *online food delivery* does not affect *customer satisfaction*. *Prestige* is the consumer's desire to make online food delivery purchases because it is driven to increase *self-image* in the eyes of others (Puneet Kau, et al., 2021).

From the results for testing the H6 hypothesis, it can be concluded that the *visibility variable* has a positive and significant effect on *customer satisfaction*. Thus hypothesis H6 " *visibility* " positive effect on *customer satisfaction* " is supported. The more advertisements and users who take advantage of *online food delivery* affect increasing *customer satisfaction*. This may be because the increased visibility may lead consumers to believe that they can gain higher popularity by using the service, especially younger adults who make concentrated efforts to manage their impressions among their social groups and peers (Kaur et al., 2020).

The results of hypothesis testing H7 concluded that the *customer satisfaction variable* has a positive and significant effect on *trust*. Thus the hypothesis H7 " *Customer satisfaction* " positive effect on *trust* " is supported. This means that the more satisfied customers are in using *online food delivery*, it will have an impact on increasing consumer confidence. The results for testing the H8 hypothesis are concluded that the *trust variable* has a positive and significant effect on *repurchase intention*. Thus the hypothesis H8 " *Trust* " positive effect on *repurchase intention* " is supported. *Trust is* measured through the *application's reputation* or the reputation of the application itself, so this *trust* is an important role and one of the keys to success in online platforms such as *online food delivery*, *e-commerce, e-health,* and *other platforms.* other *digitals*. This is supported by research conducted by This is supported by several previous studies, including Wang et al. (2021); Prastiwi et al.(2019); Wang, EST, et al.(2021); Wijaya et al.(2018), and the results of the study prove that trust has a positive and significant effect on *repurchase intention*. Albrecht *et al.,* (2015), in their research said that users tend to determine their trust based

on filtering ratings from other users of the same application through ratings on the app store, play store, or other sources such as blogs or websites.

IV. Conclusion

This study was conducted to determine the effect of price, health consciousness, food-safety concern, prestige, affordances, and visibility on repurchase intention online food delivery (OFD) mediated by customer satisfaction and trust in customers in Jakarta. Price, Health Consciousness, Food-safety concerns, Prestige, and Affordances, are not statistically proven to have a positive and significant effect on customer satisfaction in online food delivery (OFD) services. The results of this study also found that the customer satisfaction variable is an important mediating variable in this research model. The customer satisfaction variable has been shown to have a significant positive effect on trust and repurchase intention with predictive power $(R2)$ in the moderate or moderate category with a value of 0.729. Then it also has a relevance prediction ability $(Q2)$ of 0.609 which is included in the large category. In addition, the trust variable is also able to be a mediating variable in the occurrence of repurchase intention but has a smaller effect than customer satisfaction.

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