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UDC 332

INTENTIONS AND ITS CONSEQUENCES ON ONLINE FOOD DELIVERY USAGE BEHAVIOR

Wijaya Made Dwi Putra*, **Sukaatmadja I Putu Gde**
Faculty of Economics and Business, Udayana University, Indonesia
*E-mail: wijaya.made@gmail.com

ABSTRACT
The impact of technological developments is a change in consumer behavior in consuming. Unified Theory Acceptance of Technology 2 with the addition of 2 additional variables, namely trust and perceived risk, is used to explain the factors that influence the acceptance of Gofood's food delivery service.The study used an online questionnaire instrument distributed in cities on the island of Bali represented by Denpasar City and three buffer cities, namely Badung, Gianyar, and Tabanan. Respondents who answered as many as 170 people who have used Gofood's services at least once in the last six months. Data processing using the Structure Equation Model based on SMART PLS. Based on the research conducted, it was found that the results of performance expectations, Effort Expectacy, Orientation of Price Saving, Trust, and Perceived of Risk did not affect behavioral intentions due to several deficiencies in the application and were still felt by respondents. Socio-cultural influences, facilitating conditions, hedonic motivation, habits have a positive and significant effect on behavioral intentions on Gofood food delivery services in Bali. Facilitating conditions and habits also have a positive and significant effect on the behavior of using Gofood food delivery services in Bali.

KEY WORDS
UTAUT2, behavioral intentions, usage behavior.

The impact of technological development is a change in consumer behavior in consuming. This phenomenon is marked by the emergence of various digital shopping application platforms, one of which is Gofood's food delivery service application.

Technology adoption research has found a positive relationship between attitudes and behavioral intention (Chang et al., 2012; Ingham et al., 2015; Wagner et al., 2016; Yeo et al., 2017). Consumers prefer to use online services because of convenience, usability of use and other motives (Kimes, 2011; Littler and Melanthiou, 2006; Saarijärvi et al., 2014; Yeo et al., 2017) or previous online experiences (Rezaei et al., 2016) ; Yeo et al., 2017).

The Gofood phenomenon is interesting to study in the context of technology acceptance. The Gofood service application is an internet product for consumers, so the Unified Theory Acceptance of Technology 2 (UTAUT 2) model is suitable for use as a research model. The UTAUT 2 model uses 7 main constructs, namely: performance Expectacy, Effort Expectacy, Social Influence, Facilitating Condition, Hedonic Motivation, Price Saving Orientation, Habit, Behavioral intention, and use of behaviour.

The research findings of Gupta and Dogra (2017) show that effort expectancy, facilitating conditions, and hedonistic motivation do not significantly predict tourist behavioral intentions. Different results were obtained by Tak and Panwar (2017) who found all variable relationships in the model were significant. Likewise, research from Hew et al., (2015) found that all constructs in the UTAUT 2 model except that the price value is significant. In contrast to the original version of the UTAUT 2 model, the price value construct is replaced with a price-saving orientation in line with the research of Rodríguez and Trujillo (2014) and Gupta and Dogra (2017) which shows that price-saving orientation significantly influences behavioral intention. In contrast to this study, the opposite results were obtained by (Dazmin and Ho, 2019) which showed that the orientation of price savings was not significantly related to the intention to use food delivery intermediary (FDI).

The author adds to the influence of trust and perceived risk as another additional

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construct. Based on previous research with the UTAUT 2 model which added the two variables, the results stated that the two additional variables had a direct and significant effect (Gupta and Dogra, 2017). Perceived risk and trust are closely related to technology acceptance because trust is directly positively related to sustainable use intentions (Shao and Yin, 2018). Slightly different results were found in research on Remote Mobile Payment in the UK where the trust factor in the system had no significant effect on behavioral intention (Slade et al., 2015). Trust factor requires mediation from perceived risk or has an indirect effect on behavioral intention (Slade et al., 2015). Perceived of Risk results in the finding that the perception of a high level of risk can statistically significantly reduce individual satisfaction but does not directly reduce the intention to continue using the system (Cheng et al., 2019). Different results suggest that the level of security / privacy risk and the level of trust in mobile shopping sites are perceived by consumers and affect consumer behavioral intentions to adopt technology (Islam et al., 2011; Wen et al., 2011; Zhang et al., 2012; Chong et al., 2012; Chong. et al., 2012; Gong et al., 2013; Madan and Yadav, 2017).

This study was conducted to see the relationship between the UTAUT 2 model variables with the addition of trust and perceived risk variables in the context of the acceptance of message technology between Gofood foods on the island of Bali.

LITERATURE REVIEW

Consumer behavior is the process and activity when a person deals with finding, selecting, purchasing, using, and evaluating products and services in order to meet their needs and wants. Marketing stimuli consisting of product, price, place, promotion along with other stimuli such as economic, technological, political and cultural conditions provide a stimulus in the learning experience so that consumers gain confidence and purchasing behavior attitudes (Kottler and Keller, 2012: 168). The consumer decision process in making a purchase goes through several stages, namely: knowing needs, seeking information, evaluating existing alternatives, purchasing decisions, and post-purchase behavior (Sukaatmadja and Yasa, 2020: 111).

Regarding online shopping, Solomon et al. (2006: 318), argues that there are four predictive factors in customer assessments of quality and satisfaction, loyalty and customer attitudes regarding websites, namely: 1) website design, 2) compliance / reliability 3) privacy / security, and 4) responsive customer service. Furthermore, according to Salomon (2018; p. 539) an innovation if it wants to be successful is accepted, it must have the following attributes: Compatibility, Trialability, Complexity, Observability, and Profits.

The UTAUT model is a technology acceptance model developed by Vankatesh in 2003 by combining eight other technology acceptance models, namely TRA, TAM, TPB, a combination of TAM and TPB, SCT, DTPU and MPCU (Cataluna et al., 2017). The UTAUT model has four constructs / variables which are direct determinants that are significant in the behavior of acceptance and use of technology. The four variables are performance expectancy, effort expectancy, social influence, facilitating condition. Based on the UTAUT model, a new model has been developed again which is designed to be applied in the context of consumer technology and is called UTAUT 2 (Venkatesh et al., 2012, Cataluna et al., 2017). Three new determinants of BI were added to the constructs already used by UTAUT: hedonic motivation, price value, and habit. Based on the research of Cataluna et al., (2017) which compared the acceptance model of information technology, it was found that the UTAUT2 model obtained better explanatory power (26 percent better) than other models

Unified Theory Acceptance of Technology 2 has seven independent variables, namely: performance expectations, Effort Expectacy, socio-cultural influences, facilitating conditions, hedonic motivation, price saving orientation, habits will influence behavioral variables using behavioral intention mediation (Venkatesh et al., 2016). The variable price value in the initial UTAUT 2 model is replaced by Price Saving Orientation, in line with the opinion that the use of e-commerce websites does not represent every monetary cost for consumers, but its use can offer significant monetary savings (Jensen, 2012; Ryan and Rao, 2008; Wen, 2012; Rodrigues and Trujillo, 2014).

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The addition of Trust and Perceived Risk variables is due to the fact that technology acceptance, especially mobile application-based, is strongly influenced by these two variables. Security and privacy issues have long been considered problematic for e-commerce adoption, especially among non-adopters (Swinyard and Smith, 2003; Slade, et al., 2015). Trust can help reduce high risk perceptions because trust helps users overcome uncertainty or anxiety about behavior and its possible outcomes (Ganesan, 1994; McKnight, et al., 2002; Slade, et al., 2015). Based on the previous description, the conceptual model of this study is as follows in Figure 1.

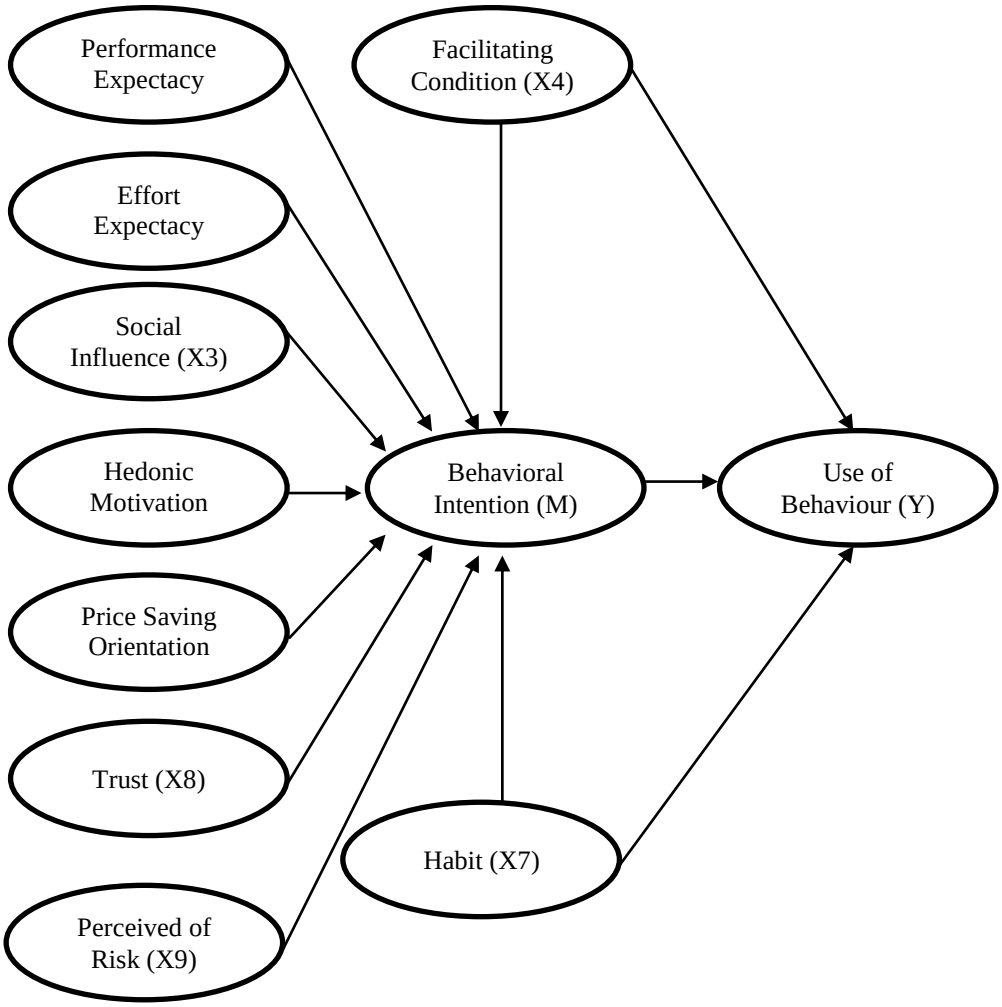

Figure 1 – Conceptual Framework

Venkatesh et al., (2003) said that performance expectations are a level of confidence in a person to achieve benefits in their work with the system they use. Someone will use a system if they feel the system they use is able to provide a sense of security and can make them complete their work faster (Indah and Agustin, 2019). This also applies to Gofood services. Therefore, for Hypothesis 1, it is as follows:

H1: Performance expectacy affect behavioral Intention in using Gofood services.

Consumers prefer to use technology that is easy to understand and can provide maximum benefits (Davis et al., 1989; Gupta and Dogra, 2017). The business expectation in the first experiment has a significant effect and becomes insignificant in the second experiment and so on (Venkatesh et al., 2003; Tarhini et al., 2014). Business expectations positively influence behavioral interest in using technology (Venkatesh et al., 2016; Tarhini et al., 2014). If users find application services easy to use and don't require a lot of effort then they are more likely to adopt them (Tarhuni et al, 2014). Based on this and from the review above, the proposed hypothesis is:

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H2: Effort Expectacy have a positive effect on behavioral Intention in using Gofood Services.

Social influence has been studied in several contexts and can be classified into two categories: influence exercised from the media (both print and digital) and interpersonal influence originating from the user's social network (Rogers, 2010; Chopdar et al., 2017). A corroborating opinion is conveyed by Rodrigues and Trujillo (2014) who say that consumers consider important other people (eg family and friends) to believe that they must use certain technology. Based on another study in China, Yang et al. (2012), Chopdar et al. (2017) observed that there was a positive socio-cultural influence on interest in using technology services. Based on the review above, the proposed hypothesis is:

H3: Social Influence have a positive effect on behavioral Intention in using Gofood Services.

A set of facilitating conditions that are favorable will lead to a greater intention to use the application (Chopdar et al., 2017). Based on the research of Oliveira et al. (2014), Chopdar et al. (2017) revealed that the facilitation condition has a significant positive effect on application adoption, in this case m-banking. The same income that is a facilitating condition has also been reported to positively influence behavioral intention to use mobile applications (Hew et al., 2015). User perceptions are favorable, actively facilitate conditions such as support and / or getting help from others which will result in increased behavioral intentions to adopt and use applications (Chopdar et al., 2017). Judging from the review above, the proposed hypothesis is:

H4a: Facilitating condition have a positive effect on behavioral intention;

H4b: Facilitating condition have a positive effect on Use of Behaviour.

Based on literature in the context of consumers (Brown and Venkatesh, 2005) and information systems research (Van der Heijden, 2004), hedonic motivation (an intrinsic motivation) has been considered an important predictor of technology acceptance and use (Venkatesh et al., 2012). When implementing the UTAUT-2 framework, hedonic motivation has been found to be a strong predictor of mobile banking adoption (Alalwan et al., 2017; Baptista and Oliveira, 2015), social networking sites (Herrero and San Martín, 2017), e-learning systems (El -Masri and Tarhini, 2017), NFC mobile payments (Morosan and DeFranco, 2016; Slade et al., 2015a, 2015b), online purchases (Escobar-Rodríguez and Carvajal-Trujillo, 2014) and mobile applications (Hew et al., 2015). So, we hypothesize: 3.3.5 Hedonic Motivations (HM) with Behavioral Intention (BI) are as follows:

H5: Hedonic Motivation have a positive effect on behavioral intention.

Price saving is considered a very important factor in consumer online shopping (Bigné et al., 2010; Reibstein, 2002; Rodrigues and Trujillo, 2014). In previous studies, the price value has been adapted into a price-saving orientation for several technologies, such as website purchases that do not create monetary costs, but allow lower prices (Rodrigues and Trujillo, 2014; Indrawati and Putri, 2018). Judging from the review above, the proposed hypothesis is:

H6: Price Saving Orientation have a positive effect on behavioral intention.

Habit is defined as the extent to which a person tends to behave automatically because of previous learning (Limayem et al., 2007; Rodrigues and Trujillo, 2014). Previous use experience is the way in which "habits" are operationalized and is a factor that is highly relevant to the use of technology (Kim and Malhotra, 2005; Rodrigues and Trujillo, 2014). Usage habits reflect various results from past experiences (Venkatesh et al., 2012). In previous studies, habits are a significant predictor of behavioral intention (Herrero and San Martín, 2017; Gupta et al., 2017), it was even further found to be the most important use behavioral intention antecedent (Baptista and Oliveira, 2015). Therefore the proposed hypothesis is:

H7a: Habit have a positive effect on behavioral intention;

H7b: Habit have a positive effect on Use of Behaviour.

Trust is the level at which consumers trust the trustee and feel safe in conducting transactions with certain service providers (Komiak and Benbasat, 2004; Gupta and Dogra, 2017). Trust is a significant predictor of e-shopping adoption (Grabosky, 2001; Ha and Stoel,

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2009), social networking sites (Sledgianowski and Kulviwat, 2009;; Gupta and Dogra, 2017), mobile shopping and mobile payments (Chong, 2013; Wang and Lin, 2016) and influence online purchase intentions (Ponte et al., 2015; Wen, 2009; Xie et al., 2015) and repeat purchases (Chiu et al., 2010;; Gupta and Dogra, 2017). Based on this, we hypothesize:

H8: Trust have a positive effect on behavioral intention.

The risk in this study refers to the potential misuse of personal information collected by sharing economy service providers (Gao et al., 2015; Zach W.Y et al., 2017). Participating in a sharing economy application requires input of detailed personal information, which is a concern among users (Ballus-Armet et al., 2014; Zach W.Y et al., 2017). Regarding the context of the online market, the perceived multidimensional risk includes financial, privacy, product, security, social, psychological and time (Ariffin et al., 2018). Existing research on e-commerce (Aghekyan-Simonian et al., 2012; Chang and Wu, 2012; Wuand Ke, 2016), mobile-payments (Slade et al., 2015a, 2015b), m-banking (Mortimer et al. al., 2015; Tan and Lau, 2016; Yuan et al., 2016) and online travel purchase (Amaro and Duarte, 2015) establish an inverse relationship between consumer perceived risk and behavioral intention. Based on this, the researcher hypothesizes:

H9: *Perceived Of Risk* have a negative effect on behavioral intention.

Individual belief in the benefits of a system can increase the tendency of these individuals to use certain systems in their activities, so it can be said that belief in future rewards is a factor that influences interest in usage towards usage behavior (Thompson et al., 1991; Pertiwi and Ariyanto, 2017). Intention of use is considered to be the best predictor in the consumer research literature (Im, et al. 2011; Martins et al., 2014; Gupta et al., 2017). Existing research in the areas of m-banking, internet banking, online travel buying behavior and use of cellular services (Arenas-Gaitan et al., 2015; Baptista and Oliveira, 2015; Escobar-Rodríguez and Carvajal-Trujillo, 2014; Gupta et al., 2017) has established a relationship between use intention and usage behavior. Research Venkatesh et al. (2003), Pertiwi and Ariyanto (2017) also explain that there is a direct and significant relationship between interest in using information systems and their use behavior, so the hypothesis proposed is:\

H10: Behavioral intention have a positive effect on Use of Behaviour.

METHODS OF RESEARCH

This research is based on the quantitative associative method approach. Data collection will be carried out by distributing questionnaires online targeting Gofood application customers. This study uses quantitative data in the form of the results of a questionnaire, and qualitative data in the form of respondents' statements.

The population in this study were users of the Gojek service application. The sample of this study is the Gofood food delivery service application in cities on the island of Bali, in this case the researcher limits the cities that have been served by Gojek, namely Denpasar, Badung, Gianyar, and Tabanan.

Based on the main problem and the proposed hypothesis, the variables in this analysis can be broadly identified as described in Table 1.

Table 1 – Research Indicators

Variable Type	Variable	Research Indicators	Reference
Exogenous	Performance Expectacy (X1)	• Usability of the application • Increased productivity • Speed of fulfillment of needs	Venkatesh, et al., (2012); Baptista, G. dan Oliveira, T. (2015); Slade, et al., (2015); Chopdar, et al., (2018)
	Effort Expectacy (X2)	• Ease of learning the application • Interaction with application • Ease of use of the application	Venkatesh, et al., (2012); Baptista, G. dan Oliveira, T. (2015); Slade, et al., (2015); Chopdar, et al., (2018)

Variable Type	Variable	Research Indicators	Reference
	Social Influence (X3)	• The role of people around (family, close friends) • The role of people who influence behavior (influencer, artist) • The habit of using the application by the community	Venkatesh, et al., (2012); Baptista, G. dan Oliveira, T. (2015); Slade, et al., (2015); Chopdar, et al., (2018); Tak & Panwar (2016)
	Facilitating Condition (X4)	• Availability of the necessary resources • Availability of knowledge of the required information • Availability of a help system	Venkatesh, et al., (2012); Baptista, G. dan Oliveira, T. (2015); Chopdar, et al., (2018)
	Hedonic Motivation (X5)	• Pleasant impression for users • Enjoyment in experience • The feeling of being comforted	Venkatesh, et al., (2012); Baptista, G. dan Oliveira, T. (2015); Yeo et al. (2017); Chopdar, et al., (2018)
	Price Saving Orientation (X6)	• Cost savings • Likes for offers or promotions • More value given	Escobar-Rodríguez dan Carvajal-Trujillo (2014); Yeo et al. (2017)
	Habit (X7)	• Addicted feeling • Feelings of necessity • Natural instinct	Venkatesh, et al., (2012); Baptista, G. dan Oliveira, T. (2015); Chopdar, et al., (2018)
	Trust (X8)	• Users believe in system reliability; • The user believes the system is safe; • Feel safe to pay money and make financial transactions	Chandra, et al., (2010); Slade, et al., (2015); Constantinides et al. (2010); Al-debei (2015)
	Perceived of Risk (X9)	• Product Risk • Security Risk • Time Risk	Ariffin et al., (2018)
Mediation	Behavioral Intention (M)	• If the user has access, he will use the application • Users will always try to use the service in their daily life. • Users plan to continue to use the service regularly in the future	Venkatesh, et al., (2012); Baptista, G. dan Oliveira, T. (2015); Chopdar, et al., (2018)
Endogenous	Use of Behaviour (Y)	• Users have used a delivery service application to buy food • Users have used a food delivery service application to shop from several different food vendors. • Users almost every day use food delivery service applications to make personal food purchases	Martins, et al.(2014); Baptista, G. dan Oliveira, T. (2015); Sivathanu (2018); Chopdar, et al., (2018)

The research sample was taken through purposive sampling technique. This study uses 11 variables with 33 indicators, thus the minimum sample size is 165 samples.

Data processing was carried out through 4 test factor analysis, namely validity test, reliability test), F-test / multiple linear regression / simultaneous regression correlation test t-test / individual regression coefficient test / critical ratio. The degree of confidence used in statistics is 95 percent with a standard error of 5 percent. Data processing software that will be used is Smart PLS V. 3.2.6.

RESULTS AND DISCUSSION

An indicator can be said to be valid if the Pearson Correlation value on each variable is above 0.3 with a significance below 0.05. The validity test was conducted using 30 respondents. The results of the validity test show that all questions are valid.

The reliability limit value using Cronbach's Alpha that has been defined is 0.70 with a 95% confidence level. The results of the reliability test The values in the table are above the predetermined standard Cronbach's Alpha value, which is above 0.70 so that all of these variables are reliable.

The data used in this study are primary data obtained from questionnaires distributed

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to Gofood service users in four cities, namely: Denpasar, Badung, Tabanan, and Gianyar. The total number of respondents who answered was 170 people. The characteristics of the research respondents are described in table 5.1 on the following page.

Table 2 – Characteristics of respondents

Item	Frequency	Percentage
Gender		
Man	112	66%
Women	58	34%
Age		
17-22 years	35	21%
23-28 years	60	35%
29-33 years	47	28%
34-39 years	21	12%
over 40 years	7	4%
Income Level		
0-IDR 5,000,000	98	58%
IDR 5,000,000 - IDR 10,000,000	49	29%
IDR 10,000,000 - IDR 15,000,000	11	6%
IDR 15,000,000 - IDR 20,000,000	6	4%
above IDR 20,000,000	6	4%
Last Education Level		
Primary school	0	0%
Junior High	0	0%
High school	27	16%
Diploma / S1 / S2 / S3	133	78%
Profession		
Private employees	57	34%
Entrepreneur	33	19%
Student / student	28	16%
Civil servants / TNI / Police	38	22%
Professionals / freelancers	12	7%
Informal workers	2	1%
Does not work	0	0%
City of Residence		
Denpasar	99	58%
Badung	40	24%
Gianyar	18	11%
Tabanan	13	8%
Smartphone Technology		
IOS	48	28%
Android	122	72%

Source: Data processed, 2020.

Table 3 – Model Measurement Results

Variable	Indicator	Outer Loading	Cronbach's Alpha	Average Variance Extracted (AVE)
Performance Expectacy (X1)	X11	0,901	0,887	0,816
	X12	0,888		
	X13	0,920		
Effort Expectacy (X2)	X21	0,924	0,922	0,865
	X22	0,929		
	X23	0,936		
Social Influence (X3)	X31	0,928	0,869	0,793
	X32	0,882		
	X33	0,861		
Facilitating Condition (X4)	X41	0,931	0,898	0,831
	X42	0,910		
	X43	0,893		
Hedonic Motivation (X5)	X51	0,921	0,903	0,838
	X52	0,919		

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Variable	Indicator	Outer Loading	Cronbach's Alpha	Average Variance Extracted (AVE)
	X53	0,906		
Price Saving Orientation (X6)	X61	0,849	0,812	0,726
	X62	0,854		
	X63	0,854		
Habit (X7)	X71	0,921	0,909	0,846
	X72	0,941		
	X73	0,898		
Trust (X8)	X81	0,941	0,912	0,851
	X82	0,905		
	X83	0,921		
Perceived of Risk (X9)	X91	0,934	0,867	0,791
	X92	0,895		
	X93	0,837		
Behavioral Intention (M)	M1	0,914	0,911	0,850
	M2	0,922		
	M3	0,929		
Use of Behaviour (Y)	Y1	0,914	0,872	0,796
	Y2	0,858		
	Y3	0,902		

Source: Data processed, 2020.

Cronbach's alpha value for all constructs is 0.7. The composite reliability value also shows above 0.7 and the AVE value also shows a diats value of 0.7 for all constructs. Based on this value, it can be concluded that the reliability of the instrument is very good and between each construct is highly correlated.

The next step after evaluating the measurement model is evaluating the structural model by looking at the R square value. The R Square values obtained for the dependent variable M and Y are M = 0.917 and Y = 0.851, respectively. More clearly stated in the table below.

Table 4 – Value of R Square

Variabel	*R Square*	*R Square Adjusted*
M	0,917	0,912
Y	0,851	0,848

Source: Data processed, 2020.

The R2 value for the dependent variable M 91.7 percent can be explained by the variables X1, X2, X3, X4, X5, X6, X7, X8 and X9. The result of R2 of the dependent variable Y is 85.1 percent or able to be explained by the variables M, X4, and X7.

Table 5 – Value of f Square

Variable	M	Y	Category
M		0,130	Weak
X_1	0,003		Weak
X_2	0,006		Weak
X_3	0,034		Weak
X_4	0,110		Weak
X_4		0,116	Weak
X_5	0,134		Weak
X_6	0,002		Weak
X_7	0,245		Moderate
X_7		0,089	Weak
X_8	0,003		Weak
X_9	0,016		Weak

Source: Data processed, 2020.

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The test results in the table of f2 values for the variable M against Y, X1 for M, X2 for M, X3 for M, X4 for M, X4 for Y, X5 for M, X6 for M, X8 for M, and X9 for M are classified as weak because it is under the value of 0.15. The relationship between X7 and M and X7 against Y is moderate because the value is above 0.15.

The basis used in testing the hypothesis is the value contained in the output path coeficients which are presented in Table 6 below.

Tabel 6 – *Mean, STDEV, T-Values, P-Values*

	Original Sample (O)	T Statistics	P Values
Performance Expectacy->Behavioral Intention	0,030	0,732	0,464
Effort expectancy ->Behavioral Intention	0,039	0,949	0,343
Social Influence ->Behavioral Intention	0,129	1,977	0,049
Facilitating Condition ->Behavioral Intention	0,210	3,585	0,000
Facilitating Condition ->Use of Behaviour	0,295	3,637	0,000
Hedonic Motivation -> Behavioral Intention	0,229	3,472	0,001
Price Saving Orientation ->Behavioral Intention	0,015	0,611	0,542
Habit ->Behavioral Intention	0,319	4,793	0,000
Habit ->Use of Behaviour	0,272	3,137	0,002
Trust ->Behavioral Intention	0,027	0,633	0,527
Perceived of risk ->Behavioral Intention	0,062	1,439	0,151
Behavioral Intention -> Use of Behaviour	0,394	3,709	0,000

Source: Data processed, 2020.

Hypothesis testing is done using t-statistics and looking at the p-value. If the p value <0.05, the hypothesis is accepted. Based on table 5.12 the relationship between behavioral intention (M) and behavior use (Y) (p = 0.000 p <0.05), the Social Influence (X3) on behavioral intention (M) (p = 0.049, p <0.05) , conditions that facilitate (X4) on behavioral intention (M) (p = 0.000, p <0.05), Facilitating Condition (X4) on Use of Behaviour (Y) (p = 0.000, p <0.05), Hedonic Motivation (X5) towards behavioral intention (M) (p = 0.001, p <0.05), habit (X7) towards behavioral intention (M) (p = 0.000, p <0.05), habit (X7) towards Use of Behaviour (Y) (p = 0.002, p <0.05) which means that the relationship is significant and hypotheses H3, H4a, H4b, H5, H6, H7a, H7b, and H10 are accepted. Based on the results, it was found that habit was a predictor of behavioral intention (β = 0.319), and behavioral intention was the strongest predictor for using behavior (β = 0.394).

Based on table 6, the t value is obtained for the relationship between performance expectacy (X1) on behavioral intention (M) (p = 0.464, p> 0.05), effort expectacy (X2) on behavioral intention (M) (p = 0.343, p> 0 , 05), price saving orientation (X6) towards behavioral intention (M) (p = 0.542, p> 0.05), trust (X8) on behavioral intention (M) (p = 0.527, p> 0.05), and perceived of risk (X9) on behavioral intention (M) (p = 0.151, p> 0.05) which states that the relationship is not significant or the hypotheses H1, H2, H6, H8, and H9 are rejected.

Based on the data in table 6, it can be seen that the relationship between facilitating conditions (X4) on Use of Behaviour (Y) (p = 0.000, p <0.05), facilitating conditions (X4) on behavioral intention (M) (p = 0.000, p <0.05), and behavioral intention (M) on Use of Behaviour (Y) (p = 0.0000, p <0.05), which means that the facilitating condition relationship to using behavior is partially mediated by behavioral intention. The same thing is seen in the habit (X7). Based on the data in table 5.11, it can be seen that the relationship between habits (X7) on Use of Behaviour (Y) (p = 0.000, p <0.05), habits (X7) on behavioral intention (M) (p = 0.000, p <0.05)), and behavioral intention (M) on Use of Behaviour (Y) (p = 0.0000, p <0.05), which means that the relationship between behavior and behavior use is partially mediated by behavioral intention.

Based on testing, hypothesis 1 is rejected or the relationship between performance expectations and behavioral intention is not significant. Conditions contradict the results of previous studies where performance expectations significantly influence behavioral intention (Venkatesh et al. 2012). Results like this occurred in several other studies, namely research on e-recruitment mobile applications (Dhiman and Arora, 2018), research on fitness

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applications on smart phones (Dhiman et al. 2019), and research on mobile banking applications in Indonesia (Purwanto and Louisa, 2020). The results of the confirmation to respondents stated that they saw Gofood as having benefits, but on the other hand it also had disadvantages, namely the sometimes long delivery time, the condition of the food was not fresh, and inaccuracies regarding the status of opening or closing restaurants and food stalls.

The next finding is that hypothesis 2 is rejected or the relationship between effort expectancy and behavioral intention is not significant. This condition contradicts the results of previous studies which state that effort expectancy has an effect on behavioral intention. Research with the same results is research on learning management system applications (Ain et al. 2015), research on the use of internet banking applications (Tarhini et al. 2015), research on the acceptance of trading frameworks through social media (Sheikh et al. 2017), and research on the use of smartphone applications by tourists (Gupta and Dogra, 2017). Follow-up interviews were conducted with the findings that the Gofood application is actually easy to use because it is similar to other Gojek applications. The features are easy to learn but sometimes there are problems in using the application, among others: the application is still considered heavy on some types of cellphones, it is quite slow to run outside the 4G data network, online maps are sometimes inaccurate, and the user interface design is not optimal. Respondents also added their hopes regarding future feature development.

Hypothesis 3 is accepted or the socio-cultural influence affects behavioral intention significantly. The condition is in line with the results of previous research (Dhiman and Arora, 2018) (Gupta and Dogra, 2017). This indicates that social factors influence the acceptance of the Gofood application. The preferences of local people and environmental habits make it easier to accept the Gofood application.

The relationship between facilitating condition factors and behavioral intention results in $p = 0.000$ ($p < 0.05$) so that hypothesis 4a is accepted or conditions that facilitate affect behavioral intention significantly. It was also found that the relationship between facilitating conditions and using behavior was also significant ($P = 0.000$; $p < 0.005$). The condition is in line with the results of previous studies (Rodrigues and Trujillo, 2014). This condition indicates that in addition to influencing the using behavior through the mediation of behavioral intentions, the conditions that facilitate are also directly related to using behavior. It can be concluded that the intention factor partially mediates the relationship between facilitating conditions and using behavior. Facilitating conditions are consumers' perceptions of the resources and support available to carry out a behavior (Rodriguez and Trujillo, 2014). It can be explained that Gofood users who receive application technology can go through the desired stages and can also try it directly first because of the available facilities.

Hypothesis 5 is accepted or hedonic motivation significantly influences behavioral intention. This condition is in line with the results of previous studies by Rodrigues and Trujillo (2014), Sheikh et al. (2017) and Baptista and Oliveira (2015). Hedonic motivation refers to the level of enjoyment obtained from using applications (Venkatesh et al. 2012; Baptista and Oliveira, 2015) and is an important factor in the acceptance of technology by users (Baptista and Oliveira, 2015). A pleasant and comfortable experience using the Gofood application creates a positive perception for users. Gofood is considered to support a practical, easy, and fun lifestyle.

Hypothesis 6 testing shows that the relationship between price saving orientation and behavioral intention is not significant. This condition contradicts the results of previous studies which state that price saving orientation affects behavioral intention. This condition also occurs in previous research, namely research on intermediary food delivery (FDI) (Dazmin and Ho, 2019). An in-depth study of the results of further interviews with respondents found that promos are one of the things that attracts the attention of users when they first find out about the existence of this application. However, after users look closely, it turns out that they find the prices displayed on the application are actually more expensive than when shopping at the restaurant or shop directly.

The relationship between habit factors and behavioral intention results in $p = 0.000$ ($p < 0.05$) so that hypothesis 7a is accepted or habits significantly influence behavioral intention

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and it is also found that the relationship between habit and behavioral use is also significant (P = 0.000; p <0.005). The condition is in line with the results of previous research (Gupta and Dogra, 2017). Based on the findings, it is concluded that the habit factor influences the behavior of using through the mediation of behavioral intention, as well as is also directly related to the behavior of using, or in other words the intention factor partially mediates the relationship between habit and using behavior. Habit is defined as the degree to which a person tends to behave automatically because of previous learning (Limayem et al. 2007; Rodrigues and Trujillo, 2014). Previous use experience is the way in which "habits" are operationalized and is a factor that is highly relevant to the use of technology (Kim and Malhotra, 2005; Rodrigues and Trujillo, 2014). The actual condition of using the Gofood application is already used to using online shopping applications with a similar user experience and user interface design. This became the norm when I first got to know the Gofood application.

The relationship between trust and behavioral intention based on testing was not significant. This condition contradicts the results of previous studies which state that trust affects behavioral intention. The previous opinion stated that trust is the level at which consumers trust the trustee and feel safe in conducting transactions with certain service providers (Gupta and Dogra, 2017). This condition has occurred in several previous studies. Research on remote mobile payment applications (Slade et al. 2015) and research on the use of e-government application acceptance (Kurfaliet al. 2017). Quoted from Slade et al (2015) trust does not affect interest directly but has an indirect effect through mediation of perceived risk, whereas in Kurfali et al. (2017) trust indirectly affects interest but indirectly affects performance expectations. Confirming these findings, interviews were conducted with respondents who said they actually believed in the reliability and security of transactions because they were familiar with other Gojek applications. Interestingly, this does not directly affect the intention to use Gofood. This is reinforced from the descriptive analysis of the questionnaire answers where respondents who stated that they believed in the application did not necessarily state their intention to use. Based on this, it can be concluded that the trust factor is actually neglected when choosing the Gofood application to shop for food through Gofood.

The relationship between perceived risk and behavioral intention is not significant. The condition is contrary to the results of previous studies which state that perceived risk affects behavioral intention. This condition has occurred in several previous studies. Research on research on the use of bike sharing applications (Cheng et al. 2019) and M-Payment applications (Al-Saedi et al. 2020). The results obtained by Cheng et al. (2019) stated that perceived of risk does not have a direct effect on interest, but is related through mediating satisfaction for the bike sharing system. The same thing was stated by Al-Saedi et al. (2020) where the perceived risk has no effect on the intention to use mobile payment in Oman. The results of the follow-up interview showed that respondents used the Gofood application because they were familiar with other Gojek applications. They have understood and accepted the risks that arise from shopping online. This condition makes understanding the risk factor not the main thing in deciding the use of the application.

Based on the results of hypothesis testing in table 5.12, the results obtained are p = 0.000 (p <0.05) so that hypothesis 10 is accepted or the effect of behavioral intention influences using behavior significantly. The conditions are in line with the UTAUT 2 acceptance model and the results of previous studies. Behavioral intention is the strongest predictor of intention to use according to the previous literature which states that behavioral intention is considered the best predictor in the consumer research literature (Im, et al. 2011; Martins et al. 2014; Gupta et al. 2017). Individual belief in the benefits of a system can increase interest and the next tendency is that the individual uses a certain system in his activities (Pertiwi and Ariyanto, 2017).

This study obtained the results of performance expectations, effort expectancy and price savings orientation did not affect behavioral intentions using the Gofood application. The addition of two confidence-free variables and perceived risk also resulted in a finding which stated that the two variables had no effect on behavioral intention.

The results of this study have an impact on the company to pay attention to the factors that can increase Gofood application acceptance in Bali, especially in four cities, namely: Denpasar, Badung, Gianyar, and Tabanan. Social influence, facilitating conditions, hedonic motivation and habits are factors that must be considered in increasing the acceptance of Gofood application technology in Bali.

Applicator companies should develop a promotional strategy by taking into account local social and cultural influences. The technology education strategy by adopting local cultural values will be more quickly accepted by the community. Companies must also pay attention to infrastructure readiness both in terms of the application itself and those related to external parties. The role of the government as a regulator and policy maker is also expected to be able to accelerate the development of technological infrastructure so as to accelerate the growth of the digital economy.

It is hoped that the applicator company will maintain a pleasant experience using applications related to hedonic motivation. Application development is tailored to the tastes and desires of the user. Applicator companies must also be able to always be present in the midst of user activities. Education related to application technology along with the development of supporting features will make Gofood services always be top of mind in the hearts of the people.

CONCLUSION

Based on the analysis and discussion that has been stated, as a conclusion and the results of the study obtained performance expectacy, effort expectacy, price savings orientation, trust, perceived risk has no effect on behavioral intentions in Gofood food delivery services in Bali. Social influence, facilitating conditions, hedonic motivation, and habit has a positive and significant effect on behavioral intentions in Gofood food delivery services in Bali. Facilitating conditions and habits also have a positive and significant effect on the use of behaviour in Gofood food delivery services in Bali. The better the conditions that facilitate the use, the higher the use of behaviour. Behavioral intentions affect use of behaviour using Gofood food delivery services in Bali. The higher the behavioral intention, the higher the use of behaviour. For further researchers, they can add other variables in examining the level of acceptance of application technology, including innovativeness, perceived ease of use, and adding the moderating effect of age, occupation, and gender

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