Behavior Intention in Using the Online Delivery System During the Covid-19 Pandemic

Zikra Supri[1], Juniaty Ismail[2], Rifadli D. Kadir[3]
{zikra.supri@gmail.com}

Faculty of Islamic Economics and Business, University of Muhammadiyah Palopo, Faculty of Islamic Economics and Business, IAIN Sultan Amai Gorontalo

Abstract. The COVID-19 pandemic that has hit since the beginning of 2020 has forced the government to issue a social distancing policy . This policy dampens the economic activity of the community, including buying and selling transactions, to the use of online payment systems to make it easier for people to meet their needs from home. This study aims to analyze the determinant factors that influence Behavior Intention on the use of online delivery systems using the UTAUT 2 method. The object of this research is dominated by the millennial generation who have more user experience. The independent variables studied in this study were Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Conditions (FC), Price Value (PV), Hedonic Motivation (HM), and Habit (H) towards Behavior Intention (BI) using PLS-SEM analysis technique. The results of this study indicate that the variables of Performance Expectancy, Price Value, and Habit have a positive effect on Behavior Intention while other factors have no effect on Behavior Intention.

Keywords: Behavior Intention; Online Transactions; UTAUT 2

1 Introduction

The COVID-19 pandemic, which continues to this day, is still putting pressure on the Indonesian people, especially in the economic, trade and investment sectors. The widespread impact of the spread of this virus to various regions in Indonesia, of course, also affects the economic growth and lifestyle of the local community. Government policies to minimize the spread of the virus in the community were issued in the form of recommendations to stay at home, social distancing obligations , and large-scale social restrictions (PSBB) until they escalated into the implementation of community activity restrictions (PPKM) in early 2021. This government policy has contributed to changing the lifestyle of people who were previously free to carry out their daily activities outside the home to be limited so that all forms of these activities must be carried out from within the home, including in terms of fulfilling daily needs such as shopping, delivering goods or simply ordering food. or drinks and other buying and selling transactions.

This lifestyle changes then became a place for the growth and development of an online delivery service application system in the midst of Indonesian society, including the people in Gorontalo Province. Research data from the Center for Indonesian Policy Studies (CIPS) states that online delivery services in Indonesia will continue to grow at around 11.5 percent per year from 2020 to 2024. Food sales through e-commerce have contributed 27.85 percent since 2018

WICSTH 2021, September 07-08, Denpasar, Indonesia

DOI 10.4108/eai.7-9-2021.2318252

and this is included in the category of the largest e-commerce transaction , and will continue to increase every year, especially during the COVID-19 pandemic [1]. Below is an illustration of the revenue growth of online food delivery applications according to Statista data [2].

Fig 1. Measurement of Online Delivery Service Application

Based on the data above, as well as government policies that require social distancing and stay at home for the Indonesian people, especially in the people in the Gorontalo Province, this study will discuss how Behavior Intention or the intention of the community to use the online delivery system using the method UTAUT 2. Do the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) factors affect the Behavior Intention of using the online delivery system during this covid 19 pandemic? and how much influence these factors have on the Behavior Intention of the online delivery system in Gorontalo Province?.

2 Research Methods

The method used in this research is a survey method , with the type of quantitative research and analyzed the data using descriptive statistics. This descriptive statistic is used to describe the data that has been collected as it is without generalizing it. This type of quantitative research is of course in the form of numbers and statistical analysis. From previous studies that also use the UTAUT2 theory, it has been discussed that to find out what factors influence behavior intention , this study also uses the same variables, namely: Performance Expectancy, Effort Expectancy, Social Influence, Facilitating conditions, Price Value, Hedonic Motivation, and Habit. These variables are independent variables in this study. Meanwhile, the dependent variable in this study is Behavior Intention , which is the user's intention to use online delivery applications in meeting their daily needs during the implementation of social distancing and staying at home during the COVID-19 pandemic.

The subjects in this study were dominated by the millennial generation, because they had more user experience , using a questionnaire data collection technique (questionnaire). The data were then analyzed using the Structural Equation Model (SEM) to see the effect of the independent variables on the dependent variable . The population in this study were all users of online delivery applications spread across the province of Gorontalo by using a non- probability sampling technique as the choice was purposive sampling.

3 Results and Discussion

This study uses a questionnaire (google form) in collecting data for one week. The total respondents who filled out as many as 77 people. Gender of respondents 85% are female and 15% are male. Respondents were dominated by the younger generation aged 19-23 years as much as 95%, while those aged 24-29 years were 3.8%, and 30-35 years old were 1.2%. The respondents aged 19-21, the latest education is high school or is currently studying at Strata 1 or it can be said that the respondents are dominated by students. From the area of the respondents 40.2% came from Kab. Gorontalo, 35.4% from Gorontalo City, 10.3% from Kab. Boalemo and Pohuwato and 3.8% from Kab. Bone Bolango. The most widely used online delivery application is the Gojek application with 52% of respondents, then the Grab application with 35% and the Maxim application with 13%. In Table 1 can be seen the characteristics of the respondents.

Table 1. Characteristics of Respondents

Characteristics	Amount	%
Gender		
Woman	66	85
Man	11	15
Age		
19 – 23	73	95
24 – 29	3	3.8
30 – 35	1	1.2
Work		
Student/Student	73	95
Employee/ASN	4	5
Origin		
Gorontalo City	27	35.4
Regency. Bone Bolango	3	3.8
Regency. Gorontalo	31	40.2
Regency North Gorontalo	0	0
Regency Boalemo	8	10.3
Regency Pohuwato	8	10.3
Applications Used		
Gojek	40	52
Grab	27	35
Maxim	10	13

Validity and Reliability Test

Convergent validity relates to the principle that the manifest variables of a construct should be highly correlated. The convergent validity test is carried out by looking at the loading factor

value and comparing it with the rule of thumb (> 0.60), then looking at the average variance extracted (AVE) value and comparing it with the rule of thumb (> 0.50). The discriminant validity test was carried out by looking at the value of the square root of AVE and the correlation between latent constructs with the rule of thumb AVE square root > correlation between latent constructs (Hair et al , 2011 [3]; Ghozali, 2014 [4]).

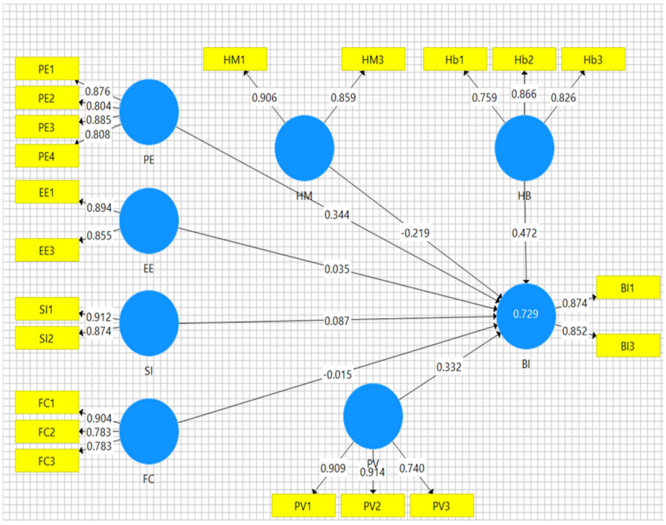

Fig 2. Measurement of Outer Model

Based on the convergent validity test in the model above, it can be seen that all loading factor values in each construct have a value greater than the rule of thumb (> 0.60). Thus, it can be said that the construct in this study has met the validity test. Furthermore, the reliability test was carried out. The reliability test has met the criteria, namely the Crobanch's Alpha number > 0.6 as shown in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha
BI	0.658
EE	0.695
FC	0.767
HB	0.752
HM	0.720
PE	0.865
PV	0.818
SI	0.749

Path Coefficient

Test the significance of variables that affect Behavior Intention in this study using the Path Coefficient , where the p-values must be below 0.05. In Table 3, the results of the Path Coefficient test can be seen .

Table 3. Path Coefficient . Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
EE -> BI	0.035	0.028	0.126	0.276	0.783
FC -> BI	-0.015	0.002	0.103	0.146	0.884
HB -> BI	0.472	0.475	0.114	4.161	0.000
HM -> BI	-0.219	-0.211	0.117	1.864	0.063
PE -> BI	0.344	0.329	0.128	2.689	0.007
PV -> BI	0.332	0.334	0.104	3.184	0.002
SI -> BI	0.087	0.075	0.089	0.979	0.328

Based on the test results in Table 4. it can be seen that those that have a significant positive effect on Behavior Intention are the Performance Expectancy (PE) variable with p-values of 0.007, Price Value (PV) with p-values of 0.002, and Habit (HB) with p-values of 0.000. The variables Effort Expectancy (EE) , Social Influence (SI) , Facilitating Conditions (FC) and Hedonic Motivation (HM) have no effect on Behavior Intention.

Discussion

Hypothesis 1: There is a positive influence between Effort Expectancy (EE) on Behavior Intention (BI) on the use of online delivery applications during the covid 19 pandemic. The results of data processing show the P Values of Effort Expectancy (EE) on Behavior Intention (BI) is 0.783 until it can be concluded that *H* 1 rejected. This means that Effort Expectancy (EE) does not have a positive effect on Behavior Intention (BI). Users consider that using online delivery applications (Gojek, Grab, Maxim, Nujek and others) does not require a big effort , because this application is easy to use and operate, especially among the millennial generation. This is in line with the research results of Aries Andrianto (2020) [5].

Hypothesis 2: There is a positive influence between Facilitating Conditions (FC) on Behavior Intention (BI) on the use of online delivery applications during the covid 19 pandemic. The results of data processing show that the P Values of Facilitating Conditions (FC) on Behavior Intention (BI) is 0.884 until it can be concluded that *H* 2 rejected. This means that Facilitating Conditions (FC) do not have a positive effect on Behavior Intention (BI). This is in line with the research results of Aries Andrianto (2020) [5]. Because in the use of online delivery applications , users have supporting facilities both from the device and the internet network as well as sufficient knowledge in using this application.

Hypothesis 3: There is a positive influence between Habit (HB) on Behavior Intention (BI) on the use of online delivery applications during the covid 19 pandemic. The results of data processing show that the P Values of Habit (HB) on Behavior Intention (BI) is 0.000 so it can be concluded that *H* 3 is accepted. This means that Habit (HB) has a positive influence on Behavior Intention (BI). This is in line with the results of research by Ramdhani, Rachmawati, and Prabowo (2017) [6], Nuriska, Asakdiyah and Setyawan (2018) [7], Faridhal (2019) [8], Ispriandina and Sutisna (2019) [9], and Eneizan, Mohammed, Alnoor, Alabboodi and Enaizan

(2019) [10]. Habit (HB) has a positive influence on Behavior Intention (BI) or the intention to use the online delivery application system during the covid 19 pandemic because users are accustomed to using this application and feel like continuing to use this online delivery application to meet their needs from home during implementation. social distancing policy during a pandemic.

Hypothesis 4: There is a positive influence between Hedonic Motivation (HM) on Behavior Intention (BI) on the use of online delivery applications during the covid 19 pandemic. The results of data processing show the P Values of Hedonic Motivation (HM) on Behavior Intention (BI) is 0.063 until it can be concluded that *H* 4 rejected. This means that Hedonic Motivation (HM) does not have a positive influence on Behavior Intention (BI). This is in line with the research results of Aries Andrianto (2020) [5].

Hypothesis 5: There is a positive influence between Performance Expectancy (PE) on Behavior Intention (BI) on the use of online delivery applications during the covid 19 pandemic. The results of data processing show the P Values of Performance Expectancy (PE) on Behavior Intention (BI) is 0.007 until it can be concluded that *H* 5 accepted. This means that Performance Expectancy (PE) has a positive influence on Behavior Intention (BI). This is in line with the results of research by Zhulhaida and Giri (2017) [11], Ramdhani, Rachmawati, and Prabowo (2017) [6], Pertiwi and Ariyanto (2017) [12], Eneizan, Mohammed, Alnoor, Alabboodi and Enaizan (2019) [10]. Performance Expectancy (PE) has a positive influence on Behavior Intention (BI) or the intention to use the online delivery application system during the covid 19 pandemic because users feel that this application is useful when used in daily life, increases work efficiency, and can quickly help solve problems. payments or transactions, especially during the COVID-19 pandemic, when all people stay at home more because of the government's policy to implement social distancing .

Hypothesis 6: There is a positive influence between Price Value (PV) on Behavior Intention (BI) on the use of online delivery applications during the covid 19 pandemic. The results of data processing show the P Values of Price Value (PV) on Behavior Intention (BI) is 0.002 until it can be concluded that *H* 6 received. This means that Price Value (PV) has a positive influence on Behavior Intention (BI). This is in line with the results of research by Nugroho et.al (2017) [13], Budiarto (2018) [14], Ahmed and Kranthi (2018) [15], Chang et.al (2019) [16], and Lubis and Rahmiati. (2019) [17], Aries Andrianto (2020) [5]. Price Value (PV) has a positive influence on Behavior Intention (BI) or the intention to use the online delivery application system during the covid 19 pandemic because users feel that the price in obtaining this online delivery application is reasonable, the services provided by this online delivery application are in accordance with with the promised service so that the user is willing to pay whatever price is set in using this application.

Hypothesis 7: There is a positive influence between Social Influence (SI) on Behavior Intention (BI) on the use of online delivery applications during the covid 19 pandemic. The results of data processing show that the P Values of Social Influence (SI) on Behavior Intention (BI) is 0.328 until it can be concluded that *H* 7 rejected. This means that Social Influence (SI) does not have a positive influence on Behavior Intention (BI). This is in line with the research results of Aries Andrianto (2020) [5]. The results of this study explain that whether or not there is an influence of the social environment or Social Influence (SI) on the intention or Behavior Intention (BI) on the use of online delivery applications , users still choose to use this application to facilitate their daily transactions during the pandemic.

Table 4. Summary of Hypothesis Test Results

Hypothesis	Information	Status
H1	*Effort Expectancy (EE) → Behavior Intention*	Rejected
H2	*Facilitating Conditions (FC)→ Behavior Intention*	Rejected
H3	*Habit (HB)→ Behavior Intention*	Accepted
H4	*Hedonic Motivation (HM)→ Behavior Intention*	Rejected
H5	*Performance Expectancy (PE)→ Behavior Intention*	Accepted
H6	*Price Value (PV)→ Behavior Intention*	Accepted
H7	*Social Influence (SI)→ Behavior Intention*	Rejected

4 Conclusion

Based on the results of the research above, it can be concluded that of all the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) factors studied in this study, there are only a few factors that have a positive influence on the Behavior Intention of using online delivery systems during periods of time. During the covid 19 pandemic in Gorontalo Province, these factors are Performance Expectancy, Price Value, and Habit. Meanwhile, the other four factors did not have a positive influence. However, this study certainly cannot be generalized to other research findings. This is because, like other studies conducted, this study has limitations, especially in terms of the small sample size compared to previous studies. Hopefully in the future, there will be more and more research findings that are far developed which are expected to add diversity, especially to the use of UTAUT 2 theory in accounting and finance.

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