

Factors Influencing Customer Decisions in Using the GoFood Application in Indonesia: A Structural Equation Modeling Verification

Jonathan Cuanda, Stefanus Budy Widjaja Subali*, Siti Rahayu

Faculty of Business and Economics, Universitas Surabaya, Raya Kalirungkut, Surabaya 60293

**Corresponding author. Email: budysubali@staff.ubaya.ac.id*

ABSTRACT

In order to get a more in-depth analysis of the factors affecting GoFood customers in using their service in Indonesia, there should be conducted more comprehensive research regarding this issue. The first aim of the study was to determine the influence of perceived usefulness, ease of use, enjoyment, trust, and social influence on attitude and behavioral intention, and also the influence of attitude on behavioral intention of GoFood users. The respondents of this research were 303 GoFood users in Indonesia. The structural equation modeling was applied in this study, and it was analyzed with the help of AMOS 23 application. It was found out that perceived usefulness, ease of use, enjoyment, trust, and social influence have a significant effect on attitude. Also, perceived usefulness, trust, social influence and attitude have a significant effect on behavioral intention in using GoFood, but the effect of enjoyment on behavioral intention is insignificant.

Keywords: *Perceived Usefulness, Ease of Use, Enjoyment, Trust, Social Influence, Attitude, Behavioral Intention, Gofood*

1. INTRODUCTION

Rapid advancements in the technological era and digitalization have affected business practices, making transactions move away from physical offline settings to Online Food Delivery (OFD) systems, which was further expedited by the happening of the COVID pandemic (Yuan et al., 2021; Gajewska & Zimon, 2018). The biggest OFD market in Southeast Asia is Indonesia, which has attained a gross transaction value of US\$ 4.6 billion. GoFood maintains a strong presence in the Indonesian market, owning 10.5% market share in the region (Momentum Works, 2024). However, even though it is popular, issues for example like huge price mark-ups between the application and restaurant services influences the loyalty of the customer in the long run (Clinton & Nistanto, 2019).

Literature reviews into OFD websites uncover several important research gaps. The literature demonstrates divergent findings on the influence of Perceived Usefulness (PU) on Behavioral Intention (BI) (Jun et al., 2022 compared to Hooi et al., 2021), Ease of Use (EU) on Attitude (AT) (Qi et al., 2021 compared to Jun et al., 2022), and Social Influence (SI) on Consumer Attitude (AT) (Mathew et al., 2023 compared to Jun et al., 2022). In order to solve this problem, this study uses the Technology Acceptance Model (TAM) as a theoretical framework (Davis, 1989). According to TAM, user decisions depend on a complex web of cognitive and intrinsic factors: PU and EOU affect utilitarian objectives (Venkatesh & Davis, 1996); EJM measures intrinsic hedonic factors (Venkatesh & Bala, 2008; Chao, 2019); TR minimizes security risks during digital transactions (Pavlou, 2003; Kotler & Keller, 2016); SI refers to environmental behavioral norms (Venkatesh et al., 2003; Akar et al., 2015). These variables determine Consumer Attitude (AT) and Behavioral Intention (BI) (Chen, 2015; Ryu & Jang, 2008).

2. RESEARCH METHODS

In this research, an empirical model based on structure is being examined, which comprises five exogenous latent variables (PU, EOU, EJM, TR, SI) and two endogenous constructs (AT, BI). The primary data were gathered using online surveys by following the purposive sampling method, resulting in the final sample size of 303 GoFood app users in Indonesia. The data modeling was conducted with the use of Structural Equation Modeling (SEM) within the AMOS 23 environment to at the same time examine the measurement models and structural paths of latent variables. A

theoretical framework was developed to systematically examine the structural paths and relationships between the variables based on TAM, as shown in Figure 1.

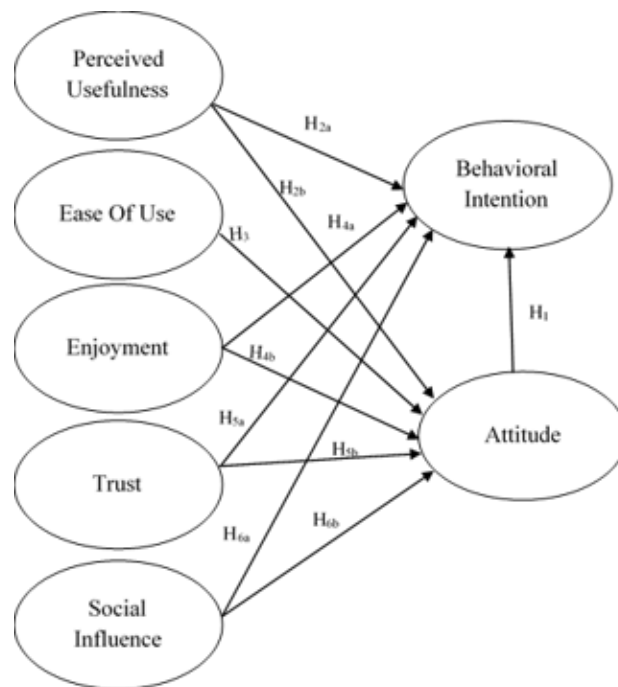


Figure 1. Research Framework Model.

Structural model shows the flow of influences from five independent exogenous variables to the final target endogenous variable (BI) as facilitated through user attitudes (AT).

3. RESULTS AND DISCUSSION

3.1. Results

The demographic profile shows that the majority of the respondents belong to the following categories; undergraduate (S1) students (51%), age of 17-22 years (41%), females (51%), earning less than IDR 2 million per month (64%). Geographically speaking, the sample consists mostly of Java island residents (91%) of whom 75% comes from Surabaya. Prior to the path analysis of the structural model, the overall fitness of the empirical data to the research model was assessed using confirmatory factor analysis as shown in Table 1.

Table 1. Goodness of Fit (GOF) Test Results and Fit Level of Confirmatory Factor Analysis

GOF Measure	Target Fit Level	Estimation Result	Fit Level
CMIN/DF	< 3	2,403	<i>Good Fit</i>
RMSEA	$\leq 0,08$	0,068	<i>Good fit</i>
GFI	0,8 - 0,9	0,847	<i>Marginal Fit</i>
TLI	0,9	0,906	<i>Good Fit</i>
CFI	0,9	0,919	<i>Good Fit</i>

Note: CMIN/DF: Chi-Square/Degrees of Freedom; RMSEA: Root Mean Square Error of Approximation; GFI: Goodness of Fit Index; TLI: Tucker-Lewis Index; CFI: Comparative Fit Index.

The analysis reveals that there is an excellent degree of fit for the model. The incremental fit indicators such as TLI (0.906), CFI (0.919) exceed typical thresholds, and hence the next step is testing hypotheses. For verification of the reliability and validity of the measurement model prior to the structural analysis, Confirmatory Factor Analysis (CFA) was conducted, and the detailed findings are presented in Table 2 below.

Table 2 Convergent Validity and Reliability Results

Variable	Indicator	Standardized Loading	Construct Reliability	AVE
PU	PU1	0.833	0.912	0.722
	PU2	0.823		
	PU3	0.865		
	PU4	0.877		
EOU	EOU1	0.840	0.893	0.676
	EOU2	0.807		
	EOU3	0.831		
	EOU4	0.811		
EJM	EJM1	0.867	0.897	0.685
	EJM2	0.798		
	EJM3	0.804		
	EJM4	0.839		
TR	TR1	0.830	0.864	0.680
	TR2	0.830		
	TR3	0.814		
SI	SI ₁	0.735	0.863	0.679
	SI ₂	0.889		
	SI ₃	0.840		
AT	AT ₁	0.799	0.899	0.642
	AT ₂	0.790		
	AT ₃	0.776		
	AT ₄	0.836		
	AT ₅	0.803		
BI	BI ₁	0.740	0.847	0.581
	BI ₂	0.835		
	BI ₃	0.736		
	BI ₄	0.734		

Note: PU: Perceived Usefulness, EOU: Perceived Ease of Use, EJM: Enjoyment, TR: Trust, SI: Social Influence, AT: Attitude, BI: Behavioral Intention, AVE: Average Variance Extracted

After validation of the measurement model, structural equation modeling (SEM) using AMOS 23 was carried out for analysis of the structural paths and testing of the ten hypotheses listed below in **Table 3**.

Table 3. Hypothesis Test Results

Hipotesis		Standardized Estimate	C.R. = β	p-value	Remarks
H ₁ (+)	AT → BI	0,346	5,286	***	Supported

H _{2a} (+)	PU → BI	0,245	4,198	***	Supported
H _{2b} (+)	PU → AT	0,242	3,917	***	Supported
H ₃ (+)	EOU → AT	0,140	2,321	0,020	Supported
H _{4a} (+)	EJM → BI	0,051	0,903	0,366	Not Supported
H _{4b} (+)	EJM → AT	0,144	2,319	0,020	Supported
H _{5a} (+)	TR → BI	0,249	3,933	***	Supported
H _{5b} (+)	TR → AT	0,154	2,257	0,024	Supported
H _{6a} (+)	SI → BI	0,120	2,046	0,041	Supported
H _{6b} (+)	SI → AT	0,202	3,191	0,001	Supported

Note: H1, H2a, H2b, etc.: Hypothesis Numbering, (+): Hypothesized Positive Directional Relationship, →: Direct Structural Path (Impacts / Influences), PU: Perceived Usefulness, EOU: Perceived Ease of Use, EJM: Perceived Enjoyment, TR: Trust, SI: Social Influence, AT: Attitude, BI: Behavioral Intention, *** $p < 0.001$; C.R. = Critical Ratio (± 1.96 indicates significance).

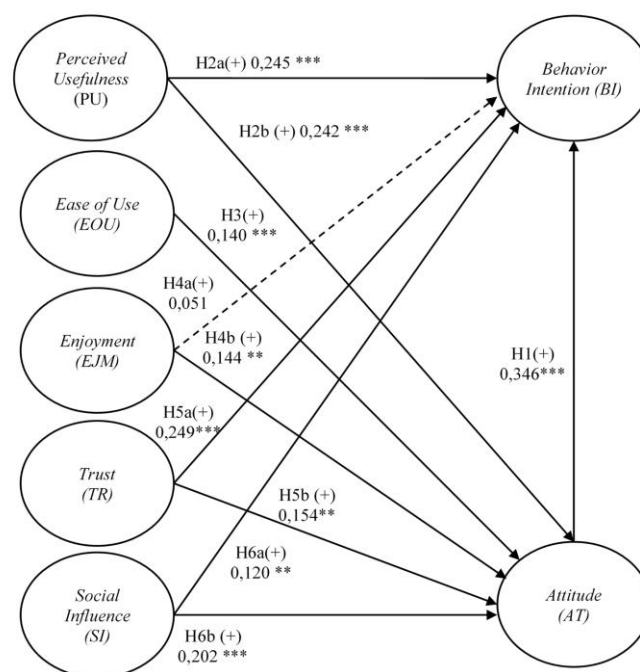


Figure 2. Results of Structural Equation Modeling (SEM) estimation.

3.2. Discussion

The strongest effect of user attitude (AT) on behavioral intention is 0.346 and is significant as per Jun et al. (2022) and Qi et al. (2021). With positive user attitudes, users prefer GoFood as an application representing sustainable modern lifestyles.

Perceived Usefulness (PU) has a major effect on Behavior Intention ($\beta = 0.245$, $p < 0.001$) and user Attitude ($\beta = 0.242$, $p < 0.001$). This result agrees with Jun et al. (2022), but contradicts Hooi et al. (2021). With the availability of usefulness, efficiency, and productivity in obtaining food from the platform, users acquire a positive attitude immediately and become habitual in the use. In the same way, Perceived Ease of Use (EOU) enhances user Attitude ($\beta = 0.140$, $p = 0.020$), supporting the findings of Qi et

At the same time, it has been established that Perceived Enjoyment (EJM) does not show a statistically significant effect on Behavioral Intention ($\beta = 0.051$, C.R. = 0.903, $p = 0.366$) – contrary to Jun et al. (2022). Since GoFood is essentially a utility-oriented application, mere hedonic enjoyment does not elicit transaction intentions in the face of

tangible real-life needs. Nevertheless, it can be stated empirically that Perceived Enjoyment has a statistically significant effect on user Attitude ($\beta = 0.144$, C.R. = 2.319, $p = 0.020$), corroborating the hypotheses of Suki (2011). This means that even though entertaining and aesthetically attractive elements of the application interface, including colorful restaurant banners, appealing promotions, and smooth navigation, do not directly lead to an immediate decision to make a purchase, they perform a profound psychological function of building a general positive attitude towards the product.

Consumer Trust (TR) was one of the most critical anchors within the structural framework, largely determining Behavioral Intention ($\beta = 0.249$, C.R. = 3.933, $p < 0.001$) and user Attitude ($\beta = 0.154$, C.R. = 2.257, $p = 0.024$). Trust reduces transaction risks within the e-commerce ecosystem (Pavlou, 2003).

Finally, Social Influence (SI) was shown to possess a robust and statistically significant positive impact on Behavioral Intention ($\beta = 0.120$, C.R. = 2.046, $p = 0.041$) and consumer Attitude ($\beta = 0.202$, C.R. = 3.191, $p = 0.001$). The results contradicted the Western-based study findings by Jun et al. (2022) where there was no pressure from social components, while being consistent with the emerging markets' data by Mathew et al. (2023). It proves the high level of peer pressure in Indonesia's sociable market.

4. CONCLUSIONS

This study found that user attitude, perceived usefulness, consumer trust, and social influence have a direct impact on behavioral intention, whereas enjoyment has an indirect impact on behavioral intention through user attitude. This research provides theoretical insight into cultural differences, as the practical dynamics of Indonesian consumers differ from the traditional behavioral patterns witnessed in Western nations (Jun et al., 2022).

In practice, GoFood needs to give precedence to issues such as transaction trust, data protection, and usefulness instead of entertainment elements. The interface should be designed with efficiency, quick delivery time, price structure, and viral marketing through social connections in mind. It is recommended that future research compare competing application brands in various locations within Indonesia.

REFERENCES

- Akar, E., Yüksel, H. F., & Bulut, Z. A. (2015). The Impact of Social Influence on the Decision-Making Process of Sports Consumers on Facebook. *Journal of Internet Applications and Management*, 6(2), 5–27. <https://doi.org/10.5505/iuyd.2015.40412>.
- Chao C-M (2019) Factors Determining the Behavioral Intention to Use Mobile Learning: An Application and Extension of the UTAUT Model. *Frontiers in Psychology*, 10, 1652. doi: 10.3389/fpsyg.2019.01652.
- Chen, J. S. (2015). Tourism stakeholders attitudes toward sustainable development: A case in the Arctic. *Journal of Retailing and Consumer Services*, 22, 225–230. <https://doi.org/10.1016/j.jretconser.2014.08.003>.
- Clinton, B., & Nistanto, R. K. (2019, September 19). Fakta di Balik Gemarnya Orang Indonesia Pesan Makanan via Online. *KOMPAS.com*. <https://tekno.kompas.com/read/2019/09/19/15324657/fakta-di-balik-gemarnya-orang-indonesia-pesan-makanan-via-online>
- Davis, F. D., Bagozzi, R. P. & Warshaw, P. R. (1989). User acceptance of computer technology: a comparison of two theoretical models. *Management Science*, 35, 982–1003.
- Gajewska, T., & Zimon, D. (2018). Study of the logistics factors that Influence the development of e-commerce services in the customer's opinion. *Archives of Transport*, 45(1), 25–34. <https://doi.org/10.5604/01.3001.0012.0939>.
- Hooi, R., Leong, T. K., & Yee, L. H. (2021). Intention to Use Online Food Delivery Service in Malaysia among University Students. *CoMBInES - Conference on Management, Business, Innovation, Education and Social Sciences*, 1(1), 60–73. <https://journal.uib.ac.id/index.php/combines/article/view/4415>.
- Jun, K., Yoon, B., Lee, S., & Lee, D.-S. (2021). Factors Influencing Customer Decisions to Use Online Food Delivery Service during the COVID-19 Pandemic. *Foods*, 11(1), 64. <https://doi.org/10.3390/foods11010064>.
- Kim, Y., & Lee, H. S. (2014). Quality, Perceived Usefulness, User Satisfaction, and Intention to Use: An Empirical Study of Ubiquitous Personal Robot Service. *Asian Social Science*, 10(11), p1. <https://doi.org/10.5539/ass.v10n11p1>.
- Kotler, P. & Keller, K.L. (2016). *Marketing Management*, 15th Edition. New Jersey: Pearson Prentice Hall, Inc.

- Kriestian, A. N. A. N. dan G., & Tanggulangan, G. (2010). Pengaruh Sikap, Persepsi Manfaat, Dan Psychology Attachment Terhadap Niat Penggunaan Teknologi Internet. (Survei Pegawai Pemerintah Kota Salatiga). Eksplanasi, 5(1). <https://journal.kopertis6.or.id/index.php/eks/article/view/108>.
- Mathew, A.O., Chowdhury, S., Devpura, S., & Lingappa, A.K. (2023). Factors Influencing Technology Acceptance of Drones for LastMile Food Deliveries: An Adaptation of the UTAUT2 Model. *Human Behavior and Emerging Technologies*, Vol. 2023, Article ID 7399080. <https://doi.org/10.1155/2023/7399080>.
- Momentum Works. Food delivery platforms in Southeast Asia 2024. (2024). Momentum Works. Retrieved March 25, 2025, from <https://momentum.asia/product/food-delivery-platforms-in-sea-2024/>.
- Mowen, J.C. & Mirror, M. (2002). *Perilaku Konsumen*. Jakarta: Erlangga.
- Pavlou, P.A. (2003). Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model (2003). *International Journal of Electronic Commerce*, 59, (4), 69-103.
- Puspitasari, I., & Briliana, V. (2018). Pengaruh Perceived Ease-Of-Use, Perceived Usefulness, Trust Dan Perceived Enjoyment Terhadap Repurchase Intention (Studi Kasus Pada Website Zalora Indonesia). *Jurnal Bisnis Dan Akuntansi*, 19(2), 171–182. <https://doi.org/10.34208/jba.v19i2.270>.
- Qi, X., Tian, X., & Ploeger, A. (2021). Exploring Chinese Consumers' Online Purchase Intentions toward Certified Food Products during the COVID-19 Pandemic. *Foods*, 10(11), 2729. <https://doi.org/10.3390/foods10112729>.
- Ryu, K., & Jang, S. (2008). Influence of Restaurants' Physical Environments on Emotion and Behavioral Intention. *The Service Industries Journal*, 28, 1151-1165. <https://doi.org/10.1080/02642060802188023>.
- Suki, M. N. (2011). Exploring the relationship between perceived usefulness, perceived ease of use, perceived enjoyment, attitude and subscribers' intention towards using 3G mobile services. *Journal of Information Technology Management*, 22. 1-7.
- Sunardi, O., Widyarini, M., & Tjakraatmadja, J. H. (2012). The Impact of Sales Forces Training Program to Employees Behaviour Styles (A Quasi-experimental Case Study In a Medium Sized Enterprise). *Procedia Economics and Finance*, 4, 264–273. [https://doi.org/10.1016/S2212-5671\(12\)00341-3](https://doi.org/10.1016/S2212-5671(12)00341-3).
- Sutanto, K., Widyanti, A., Pratama, G. B., & Soetisna, H. R. (2022). Technology for reducing distracted driving in developing countries: the level of usage and intention to use in Indonesia. *Heliyon*, 8(11), e11709. <https://doi.org/10.1016/j.heliyon.2022.e11709>.
- Tseng, Y.Y. & Yue, Wen & Taylor, Michael. (2005). The role of transportation in logistics chain. *Proceedings of the Eastern Asia Society for Transportation Studies*. 5. 1657-1672.
- Venkatesh, V., & Davis, F. D. (1996). A Model of the Antecedents of Perceived Ease of Use: Development and Test. *Decision Sciences*, 27(3), 451–481. <https://doi.org/10.1111/j.1540-5915.1996.tb01822.x>.
- Venkatesh, Viswanath and Morris, Michael G. and Davis, Gordon B. and Davis, Fred D. (2003). User Acceptance of Information Technology: Toward a Unified View (September 1, 2003). *MIS Quarterly*, Vol. 27, No. 3, 425-478.
- Venkatesh, V., & Bala, H. (2008). Technology Acceptance Model 3 and a Research Agenda on Interventions. *Decision Sciences*, 39(2), 273–315. <https://doi.org/10.1111/j.1540-5915.2008.00192.x>
- Wang, S. and Chuan-Chuan Lin, J. (2011). The effect of social influence on bloggers' usage intention. *Online Information Review*, Vol. 35 No. 1, 50-65. <https://doi.org/10.1108/14684521111113588>.
- Yuan, X., Li, C., Zhao, K., & Xu, X. (2021). The Changing Patterns of Consumers' Behavior in China: A Comparison during and after the COVID-19 Pandemic. *International Journal of Environmental Research and Public Health*, 18(5), 2447. <https://doi.org/10.3390/ijerph18052447>