

# Consumer Perception about Paid Cutlery Programs at Online Food Delivery Company

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**Abstract** – The purpose of this research is to analyze the perception of consumer of paid cutlery program at the online food delivery company. This research aims to determine the effectiveness of the program towards changes in consumer purchasing behavior related to decrease the used of plastic materials. The variable is the perception of the consumers, which consist of motive, interest, expectation, attitude, knowledge, experience, object and situation. This study used quantitative method and descriptive research, which aims to analyze the sub variables. The result of this study indicates that the respondents consider their motive, interest, expectation, attitude, knowledge, experience, object and situation of the paid cutlery are in good point. The biggest point gathered is for the object or the program itself, which means the program of paid cutlery is good and a right thing to do to reduce the plastic waste. However, the lowest point is at the situation, which means that they just want to support this program.

**Keywords**—Perception, Paid Cutlery Program, Online Food Delivery Company

## I. INTRODUCTION

Indonesia has become the second most contributor to plastic waste in the ocean [1]. Plastic waste that pollutes the ocean has a bad impact on the ecosystem there, such as species entangled and dying due to improper digestion, to decrease tourist visitors toward the beach or sea, and increase the acidity of sea water [2]. The increase amount of waste caused by population growth and changes in people's consumption patterns; waste management that is not in accordance with the methods and techniques of sustainable waste management has a negative impact on public health and the environment. [3].

In 2016, Indonesia produced 65,200,000 tons of waste per year with a population of 261,115,456 people. The projection of the Indonesian population shows that the growing population will also increase the amount of generated waste. In 2017, the data shows that the highest level of waste production per day occurred in Java [4]. Bandung produces 1,500 tons of garbage every day or equivalent to one soccer field, and 16.7 percent of them are plastic waste or no less than 250 tons, and will increase at certain times such as Ramadhan or holidays [5]. The increase in waste generation also caused by the change of consumption patterns that can be seen from the daily lives of urban residents. As an example, the habit of buying

ready-to-eat food that produces waste in the form of food containers, disposable spoons and forks, and packaging. This consumption pattern greatly influences the addition of waste generation, especially in urban areas [4].

One of the highest growth business nowadays is in online food delivery. It is an application that provide delivery order of food and beverages; it makes the consumer order their food easier. However, the growth of this kind of business also increase the amount of plastic waste from the use of plastic spoon, fork, and packaging. One program that they develop to reduce the use of plastic garbage is by invite their merchant to sell their cutlery, which called “Paid Cutlery” program [5]. But as a program that still in the trial stage, consumers who are directly affected by the program are required to pay for plastic cutlery to be subject to further study. Besides, this consumer in particular and the general public are expected to be active participants in an effort to reduce the amount of plastic waste.

Perception is a process that involves the entry of messages or information into the human brain, through human perceptions of continuously making contact with the environment. This relationship is carried out through the senses, namely the sense of sight, listener, touch, feeling, and kissing. Perception and behavior are two aspects that influence a person's self-image. Perception is a view or concept that someone has about something, while behavior is a dynamic action or aspect that arises from that perception [6]. Perception is a psychological process that starts from choosing, organizing, and interpreting, so that consumers can give meaning to an object [7]. While the others define perception as a process, organizes, and interprets input information received into a meaningful and interrelated picture [8]. Based on the description, the writer concludes that perception is the result of a person's thoughts on the information received is associated with the relationship with the environment.

A person's perception is influenced by the characteristics of stimuli, namely physical, visual, or verbal communication that can influence individual responses; relationship between stimuli and their surroundings, namely perceptions formed by someone influenced by the mind and environment; and conditions from within, namely subjective perceptions that are different from everyone

regarding the object. Perception is influenced by internal and external factors. Internal factors are the values of each individual that are obtained by things that he receives. The internal factors that influence a person's perceptions include motives, interests, hopes, attitudes, knowledge, and experience. While external factors are values from outside each individual's self that can influence perceptions such as objects and situations. These perceptions can influence the behavior of individuals in their daily lives [9].

This research conducted to know: 1) The motive of consumers choosing the program, 2) The consumer's interest about the program, 3) The expectation of the consumers choosing the program, 4) How is the consumer's attitude toward the program, 5) How is the knowledge of the consumers about the program and plastic waste issue, 6) How is the experience of the consumers regarding the program, 7) How the consumer feel about the program, and 8) How are their situation when they choose the program. The purpose of the research is to analyze the perception of consumer about paid cutlery program at the online food delivery company and determine the effectiveness of the program towards changes in consumer purchasing behavior to decrease the used of plastic materials. The results of this study expected to be a reference for companies to evaluate and provide practical implications in order to develop programs to reduce plastic waste.

**II. METHODS**

A questionnaire was distributed to 100 people as the sample on July 2019. Each statement on the questionnaire was given a score according to the Likert scale [10]. The frequency distribution was performed to analyze the questionnaire data. The statements on the questionnaire arranged based on indicator from the previous research [11]. The measured dimension success was motive, interest, expectation, attitude, knowledge, experience, object, and situation.

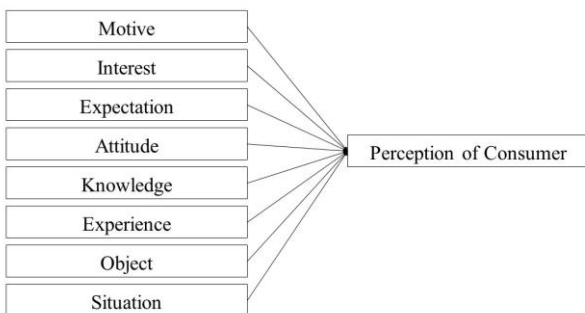


Figure 1. Perception of Consumer Model [11]

**III. RESULTS AND DISCUSSION**

Validity test conducted by Pearson Correlation. The result shows that all data were valid. Reliability test was measured by formula (2) by Cronbach Alpha. The result in Table 1

shows that the value of  $r_{count} > r_{table}$  (0.6), therefore, data were declared reliable.

TABLE 1. THE RESULT OF RELIABILITY TEST

Indicators	Cronbach Alpha	Interpretation
Motive	0.847	Reliable
Interest	0.894	Reliable
Expectation	0.764	Reliable
Attitude	0.682	Reliable
Knowledge	0.818	Reliable
Experience	0.860	Reliable
Object	0.813	Reliable
Situation	0.886	Reliable

The result showed in table 2 as follows:

- 1) There are 72% consumers have motive to reduce plastic waste through the program.
- 2) About 68% of consumers strongly interest to support the program.
- 3) 64% of the consumers have expectation support the campaign to reduce plastic waste.
- 4) There are 75% consumers, which have green behavior attitude, they do reuse, reduce, and recycle things.
- 5) About 77% of the consumers have knowledge about the program and the negative effect of plastic cutlery.
- 6) Most of the consumers (69%) are rare to reduce using plastic cutlery
- 7) The cutlery program is rated very well by 80% of the consumers.
- 8) 60% of the consumers feel neutral about the situation; they support the program because they do not need the cutlery to enjoy the food.

TABLE 2. THE RESULT OF THE QUESTIONNAIRE USING LIKERT SCALE

Indicators	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Motive	0%	0%	12%	16%	72%
Interest	0%	0%	14%	18%	68%
Expectation	0%	0%	14%	22%	64%
Attitude	0%	0%	8%	14%	78%
Knowledge	0%	0%	6,5%	14,5%	77%
Experience	0%	14%	69%	4%	13%
Object	0%	0%	0%	20%	80%
Situation	0%	6%	60%	14%	20%

Indonesia has become the second most contributor to plastic waste in the ocean [12]. The constitution show that waste management includes waste restriction, waste recycle, and reuse the waste [13]. Paid cutlery program at the online food delivery company is a program to reduce the use of plastic cutlery to reduce plastic waste. It directly affects the consumer to buy their plastic cutlery, which they can get it free before the project start. This program should continue to educate, and the consumers get used to reduce the plastic waste. Therefore, we make this research to know the

consumer feel about this program to make the next step or evaluation of the program.

A psychological process of the consumers starts from choosing, organizing, and interpret to give meaning of the object is called perception [14]. We know how the consumers feel about the program from their perception of it. The perception itself comes from internal and external factors. Internal factors such as motive, interest, expectation, attitude, knowledge, and experience. On the other hand, the external factor is values that an individual gets from outside which can influence their perception such as the object and situation. Their perception about something can influence their attitude and behavior in their daily lives [15]. The result of the consumer's perception showed in table 3 as follows:

TABLE 3. THE RESULTS OF AVERAGE POINT

Indicators	Average Point	Interpretation
Motive	92	Very Good
Interest	90,8	Very Good
Expectation	90	Very Good
Attitude	94	Very Good
Knowledge	93,3	Very Good
Experience	94,4	Very Good
Object	96	Very Good
Situation	69,6	Good

From Table 3 we can analyze that:

1) The motive of the consumers to choose the paid cutlery program is very good. They support the program because they want to decrease plastic waste. Motives are needs, wants, and encouragement [16]. Based on the interview, the consumers have several motives to choose the paid cutlery merchants such as supporting green program, supporting merchant who has added value, choose their favorite merchant, and there are several consumers who just want to try new campaign on the delivery food application.

Based on the demography of the respondents, it shows that 70.8% men are strongly does not agree that their motive choose the program was to reduce plastic waste, even though 62.5% of them were agree to reduce plastic waste through the program. It happened because the respondents choose this program because the location of the program is at the top of page (campaign banner), they want to try new campaign, found their favorite merchants, or they found the interesting promotion at those merchants. While the women respondents show that 83.3% have the motive to reduce the plastic waste through the program. The data shows the same results with the previous research about green behavior, which indicate that females are more taking green actions than the males. This previous research found that the relationship between environmental attitude and green purchasing behavior is strengthened more by women rather than by men [17].

From the point gathered by the questionnaire, it shows that the customers have high needs, wants, and

encouragement to support the program and they try to decrease their plastic waste through this program.

2) Interest is desire, liking, and will towards something [18]. The result shows that consumers have very good interest towards the paid cutlery program. From the interview, we knew that some customers have special interest in green living or green product. They have desire to reduce plastic waste so that they support the program. From this, we can analyze that their desire, liking, and will to support the green program is in a high level.

This research shows the interest of the respondent to support the issue about plastic waste. 72% of men have less interest about plastic waste, but 85.7% of women are not really having interest about plastic waste so that they support the program. It also because of they have interest on the position of the campaign banner that is on the top of the page, furthermore they choose the program because of the promotion made by the merchant. It shows that not all of the consumers are well informed about plastic waste issue that can be cause by the plastic cutlery they get free from the merchant.

3) The expectation of the consumers toward the paid cutlery program is very good. They have expectation to decrease the volume of plastic waste through this program, at least they do not get plastic cutlery, which they will not use.

This research tries to explain about the expectation of the respondents due to the program. 72.7% of the men and 71.4% women respondents are agreeing that they have expectation to reduce plastic waste. It could be a chance for the company to do more to raise the percentage of the respondents so the company can meet the consumers' expectation to decrease the plastic waste through their next program.

4) Attitude is defined as a comprehensive evaluation of a concept by someone [19].

In this case, the attitude shown by consumers is a pleasant or unpleasant attitude towards the program. Furthermore, the attitude of environmental care is rooted in one's self-concept and the extent to which the individual feels himself to be an integral part of the natural environment [20]. From the questionnaire, it shows that consumers have a very good attitude toward the paid cutlery program. We can analyze that the project is well accepted by the consumers because of their attitude towards it.

Based on the gender, 85.7% of men respondents are agreed that they have a good attitude towards the program, while 73% of women are strongly does not agree that they have a good attitude towards it. They have other reason to support the program such as the position of the banner, which is on the top of page and the promotion given by the merchants. However, all of them agree that they have a good attitude to support this kind of program to reduce plastic waste.

5) Knowledge in this case is knowledge about environment. Knowledge of the environment can be defined as a general knowledge of facts, concepts and relationships between the natural environment and the

surrounding ecosystem [21]. Meanwhile, Koellner and Tovar define environmental knowledge as a set of ecological knowledge that an individual has from environmental topics [22]. Environmental knowledge develops in two forms namely consumers have been educated to understand the impact of a product on the environment and consumer knowledge about the product itself produced in an environmentally friendly way [23]. This sub variable divided into 2 (two) questions: (1) The knowledge about the paid cutlery program (2) The knowledge that the paid cutlery program is one of the plastic waste issue. 80% of the men are not really know about the paid cutlery program, but 73% of the women respondents know well about the program. The respondent knows about the program is because the position of the banner, the image shows well about the program without question, and they waiting for this kind of program so they welcome this program. About the second question, 83.3% of men know well that plastic cutlery are not good for plastic waste issue, also 73% of women know about it. They know about plastic waste issue but also they have unconsciously contributed plastic waste through the plastic cutlery they have been using for so long.

Even though the overall result shows that consumers have a very good knowledge about the program and plastic waste issue. From the previous research, Schlegelmilch et al. revealed the influence of environmental knowledge on purchasing decisions for green products [24]. It can be analyzed that consumers who have good knowledge of environment, will increase their support toward paid cutlery to decrease plastic waste. Therefore, based on the data gathered, it still could be a chance for the company to increase the knowledge about plastic waste that can be produced by paid cutlery their consumers use at the next program.

6) The results show that consumers have good experiences about using green product or supporting green campaign such paid cutlery. 81.2% of the men and 69% of women sometime use the plastic cutlery. They used to reduce plastic cutlery use in many cases such as at the cafe, while shopping sometimes they also reduce plastic bag. Their experience and knowledge about plastic waste issue gained after doing the same thing before make them do it again in this or the other program.

7) Object or the program itself is one of the indicators of perception; it shows that consumers have a very good appreciation of the program. This program is a very good way to educate people to decrease plastic waste by not get the plastic cutlery free. 71.3% of men are strongly not agree that this program is good for reducing plastic waste, but 70% of the woman said the opposite. They find something else will be more effective to reduce plastic waste, such as providing chopsticks than plastic cutlery, using auto degradable plastic materials, or using special food boxes to replace plastic bags. It will be more effective too if the company provide an interesting promotion about this program so that the merchants also have added value compared to just selling food on the app with lots of promotions in it. The company and

merchants together sell their business more as the green company to be more ecofriendly.

8) The situation in this research is where the consumers can choose whether they need plastic cutlery or not. Even though this indicator gets a good rating, this indicator is the lowest compared to the others. It shows that the situation still needs a deeper analysis to evaluate and develop such of program based on situation sub variable. Does the consumer support this program because they do not need the cutlery program? Based on the open question, consumers support the program not only because they do not need the plastic cutlery, but also because their habit, they interest about the banner or the promotion given by the merchants.

Consumers contribute to environmental degradation by buying or using the product that is harmful to the environment. [25] Consumers that carry out consumption activities with an environmentally friendly concept are called green consumers. [26] Some of the respondents in this research could be green consumers; they have almost 100% point of all the indicators. The totally support the program because they really do reduce the plastic waste through the program.

Related to the environmental issues which influence all human activities, this paid cutlery program could be one of the marketing department concern to develop concepts to integrate the market behavior into all their activities. Terms like green marketing could be define as all activities designed to facilitate any exchanges intended to satisfy human needs or wants and in the same time concern and reduce detrimental impact on the natural environment. Some reasons why company using green marketing are: (1) Green marketing as opportunity that can be used to achieve objectives, (2) Organization have moral obligation to be more socially responsible, (3) Government forcing firms to become more responsible, (4) Competitor's environmental activities pressure firms to change the marketing activities, and (5) Cost factors to modify the behavior. Besides, green marketing is importance because the definition of economics is the study of how people use their limited resources to satisfy their unlimited wants. [27] From this statement, the paid cutlery program could be one green marketing concept that developed by the company to integrate the market behavior and the issue about environment. The more consumers support the program, the more successful the company will run this green marketing concept, also the more successful marketing division give their merchant's added value.

#### IV. CONCLUSION

The finding of the research concludes that almost all of the consumers have a very good perception about paid cutlery program. The consumers have good motive, interest, expectation, attitude, knowledge, and experience about the same program, reducing plastic waste through a green project campaign. It makes them accept this program and support it. The consumers also feel that the object and their supportive situation make the program running well. The finding of the research contribute reference for online food delivery-order Company to invite their consumers to decrease the volume of plastic waste through paid cutlery program.

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