

Perceptions of Use of Food Delivery Applications and Its Impact on Sales of Culinary Traders in Palembang City

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ABSTRACT

This study aims to obtain information about the perceptions of culinary traders who are partners in food delivery service applications in the city of Palembang. Perceptions that want to be measured are the level of ease, the level of usefulness, the intention to use a food delivery service application and the impact of using this application on the level of profitability. Data was collected by distributing questionnaires to 32 respondents. The analysis technique uses descriptive analysis and paired sample t test. Based on the results of descriptive analysis, information is obtained that culinary traders find it easy to use this application, feel the application is useful and useful in selling goods online, intend to continue using this food delivery service application in the future. Furthermore, according to the results of the paired average difference test that there is a difference in turnover or level of sales before using the application and after using the application, the turnover the day before using the application is lower than after using the application. This shows that turnover has increased significantly after using the food delivery service application.

Keywords: *Ease of use, Usefulness, Intention, Sales turnover.*

1. INTRODUCTION

Currently the development of digital technology is growing rapidly. The Indonesian government targets 30 million out of 64 million, small and medium (MSME) can go digital or integrated into the electronic system in 2023. To meet this number, in 2021-2023 it is targeted that as many as 6.1 million MSMEs use digital platforms to market their products [1]. The emergence of various android-based applications has brought about a fundamental change in the ways of fulfilling the needs of human life. One of them is a food delivery service platform that helps humans place food orders at a number of outlets and restaurants that will be delivered using motorcycle taxi services to their destination or buyer. This application makes it easy and brings together culinary traders with food buyers, so there is no need to meet in person. Enough in the message in the application then delivered. *Technology Acceptance Model* (TAM), which was first introduced by Davis [2], is an application and development of Theory of Reasoned Action (TRA) which is specialized to model user acceptance of information systems. The purpose of TAM is to explain the determinants of acceptance of information-based technology in general and to explain the behavior of end-users (end-users) of information technology with a fairly wide variation and population of users. Perspectives

measured in this model include the level of use, ease of use, attitudes and intentions to use an information technology. Chiu [3], an individual tends to intend to continue the use when the use is considered useful. According to Venski [4] said that the level of ease of using online shopping sites and consumer attitudes affect buyers' decisions to shop online on the H&M Indonesia online shopping site. According to Niscahya and Trenggana [5] that the level of application usability affects product purchase decisions on the Sociolla application.

The use of food delivery messaging applications has been studied quite a lot in Indonesia by involving users from the consumer or buyer side but there are still few who explore it from the side of culinary traders. This study aims to obtain information from the side of culinary traders regarding the perception of the level of use of food delivery service applications and their impact on business turnover before and after using the application.

2. RESEARCH DESIGN AND METHODOLOGY

Collecting data in this study using a questionnaire [6] distributed to the number of respondents who are willing to provide answers as many as 32 respondents. This study

uses descriptive and correlative analysis methods, namely to provide a descriptive picture of the perceptions of

culinary traders and measure the impact of application use on sales turnover using paired sample t test analysis.

Table. 1 Perception and Impact on Sales Turnover Measurement

No.	Variabel	Question Indicator	Data
1	Ease of Use (Perceived of ease)	<ul style="list-style-type: none"> ▪ Easy to learn ▪ Flexible ▪ Easy to understand ▪ Skilled ▪ Easy to use 	Likert Scale 1-7
2	Usefulness of Using (Perceived of Useful)	<ul style="list-style-type: none"> ▪ Increase Performance ▪ Increase productivity ▪ Easy Sales ▪ Useful ▪ Effectiveness 	Likert Scale 1-7
3	Intention to Use Food Delivery Applications	<ul style="list-style-type: none"> ▪ Desire Continue to use ▪ Possibility of continuing to use in the future ▪ Tell family and friends 	Likert Scale 1-7
4	Impact on Sales Turnover	Sales Turnover before and after using the application	Nominal in Rupiah

3. RESULT AND DISCUSSION

Based on table 2 above, descriptive information is obtained, the average age of traders is 38 years. The lowest age of traders is 21 years old and the highest is 50 years old. Furthermore, the average length of trading is 4 years. The lowest trading period is 1 month and the

highest is 13 years. Then the average sales turnover before using the food delivery service application was Rp. 549,000, with the lowest sales turnover per day of Rp. 50,000 and the highest of Rp. 2,500,000. While the average sales turnover per day after using the food delivery service application is IDR 775,000, with the lowest sales turnover per day being IDR 75,000 and the highest being IDR 2,500,000.

Table 2. Descriptive Statistics Respondents Business Profile

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Usia	32	21.00	50.00	38.5625	8.06401
Lama_usaha	32	.00	13.00	4.0312	3.66751
Omzet_sblm	32	50	2500	549.38	493.617
Omzet_stlh	32	75	2500	775.16	594.892
Valid N (listwise)	32				

Based on table 3 below, information on food delivery service application providers who are partners for culinary traders is 15.6% of traders choose to partner with Go Food, 9.4% of traders choose to partner with Grab Food and 75% of traders choose to partner with Go Food and Grab Food simultaneously when selling products. Based on table 4 below, information is obtained about the indicators for the Ease_1 question which shows an average trend of answers with a score of 5.8 that traders quite agree with the statement that using the food delivery service application is quite easy to learn. The Ease_2

question indicator shows an average trend of answers with a score of 5.5 that traders quite agree with the statement that using a food delivery service application is quite flexible. The Ease_3 question indicator shows an average trend of answers with a score of 5.6 that traders quite agree with the statement that using a food delivery service application is easy to understand. The Ease_4 question indicator shows an average trend of answers with a score of 5, 6 that the merchants quite agree with the statement that they can use the food delivery service application skillfully. The Ease_5 question indicator shows an

average trend of answers with a score of 5.7 that traders quite agree with the statement that using a food delivery service application is easy to use.

Table 3. Descriptive Statistics of Application Provider Partners

Mitra

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Go Food	5	15.6	15.6	15.6
Grab Food	3	9.4	9.4	25.0
Go Food dan Grab Food	24	75.0	75.0	100.0
Total	32	100.0	100.0	

Table 4. Perception of the Ease of Use of the Application

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Ease_1	32	1.00	7.00	5.8125	1.46876
Ease_2	32	3.00	7.00	5.5938	1.16007
Ease_3	32	1.00	7.00	5.6875	1.20315
Ease_4	32	1.00	7.00	5.6250	1.31370
Ease_5	32	1.00	7.00	5.7500	1.21814
Valid N (listwise)	32				

Based on table 5 below, information is obtained about the Use_1 question indicator which shows an average trend of answers with a score of 5.7 that traders quite agree with the statement that using a food delivery service application is to increase performance. The Use_2 question indicator shows an average trend of answers with a score of 5.09 that traders quite agree with the statement that using a food delivery service application is to increase productivity. Question indicator Use_3 shows an average trend of answers with a score of 5.09 that traders quite agree with the statement that using a food delivery service application is to facilitate marketing or sales. The question indicator Use_4 shows the average trend of the answers with a score of 5, 4 that the merchants quite agree with the statement that using a food delivery service application is useful for traders. The question indicator Use_5 shows an average trend of answers with a score of

5.7 that traders quite agree with the statement that using a food delivery service application is effective in selling products.

Based on table 6 below, the tabulation information on the Intention_1 question indicator shows an average trend of answers with a score of 5.8 that traders quite agree with the statement of intention to continue using the food delivery service application. Intention_2 question indicator shows an average trend of answers with a score of 5.7 that traders quite agree with the statement that they may want to continue using food delivery service applications in the future. Furthermore, the question Intention_3 indicator shows an average trend of answers with a score of 5.5 that traders quite agree with the statement that they want to tell family and friends who trade to use food delivery service applications.

Table 5. Perception of Application Usability Level

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Use_1	32	2.00	7.00	5.7188	1.30098
Use_2	32	2.00	7.00	5.0938	1.44489
Use_3	32	2.00	7.00	5.5938	1.29164
Use_4	32	2.00	7.00	5.4688	1.24394
Use_5	32	2.00	7.00	5.7187	1.22433
Valid N (listwise)	32				

Table 6. Perception of Application Use Intention

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Intention_1	32	3.00	7.00	5.8750	1.23784
Intention_2	32	3.00	7.00	5.7500	1.29515
Intention_3	32	3.00	7.00	5.5938	1.24069
Valid N (listwise)	32				

Based on table 7 below, information on the results of the normality test of turnover data is obtained before using the application with the Kolmogorov-Smirnov analysis, the significance value is 0.200 and the Shaprio-Wilk significance value is 0.516 which indicates a significance level above 0.05, which means the data is normally distributed. Similarly, the results of the normality test of

turnover data after using the application, with Kolmogorov-Smirnov analysis a significance value of 0.200 and Shaprio-Wilk a significance value of 0.519 which indicates a significance level above 0.05, which means the data is normally distributed.

Table 7. Data Normality Test

	Tests of Normality					
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
LnOmzet_sblm	.127	32	.200 [*]	.971	32	.516
LnOmzet_stlh	.123	32	.200 [*]	.971	32	.519

a. Lilliefors Significance Correction

*. This is a lower bound of the true significance.

Table 8. Results of Paired Sample T-test

	Paired Samples Test								
	Paired Differences						t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference					
				Lower	Upper				
Pair 1 LnOmzet_sblm - LnOmzet_stlh	-.37254	.21408	.03784	-.44973	-.29536	-9.844	31	.000	

Based on table 8 above, it is obtained information on the results of the paired sample test that there is a difference in turnover per day before using the application and after using the application. The significance value is $0.00 < 0.05$, which means that there is a significant difference between turnover before and after using the application. The average value of turnover per day before and after is negative 0.37 which means the value of turnover per day before using the application is lower than the turnover per day after using the application. This shows that there has been an increase in turnover after traders use this application.

4. RECOMMENDATIONS

Based on the results and discussion above, the following conclusions are obtained

1. Culinary traders tend to agree that using a food delivery service platform is easy to use.

2. Culinary traders tend to agree that using a food delivery service platform can be useful or provide benefits for merchants.
3. Culinary traders tend to agree that using a delivery service platform creates an intention to continue using the application now and in the future.
4. The use of food delivery service applications has an impact on increasing sales turnover significantly.

The government and SME associations should provide continuous socialization to SME actors to use digital platforms in marketing their products because they can increase sales turnover. And SME Associations, should have a complete database of association members so that they can monitor the development of members.

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