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Restaurant Image, Information Quality and Novelty Seeking as Behavioral Antecedents of Intention to Purchase Food Services Using Online Transportation

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***Abstract*—One of the developments in information technology is innovation in online transportation that can change individual behavior. This study aims to determine the factors that can shape consumer behavior, especially behavioral intention, namely restaurant image, information quality, and novelty seeking. This type of research is explanatory research by conducting a direct online survey to users of the online transportation mobile application, especially in food delivery. The total sample used in this study was 315 respondents and then analyzed using Structural Equation Modeling (SEM). The results showed that restaurant image and information quality significantly affected novelty seeking and behavioral intention. Novelty seeking has an impact on behavioral intention. Based on the analysis of restaurant image and information quality in online transportation applications, especially food delivery, they play a crucial role in behavioral intention. Although novelty seeking can impact behavioral intention, this study did not find the effect of the mediating part of novelty seeking, so we can conclude that novelty seeking is only an alternative determinant of behavioral intention in ordering online food delivery. The study results also show that online transportation applications, especially food delivery, are innovations in information technology that make it easier for users to support daily needs activities. The existence of food delivery applications proves a change in consumer behavior by changing offline habits to online.**

Keywords—restaurant image, information quality, novelty seeking, behavioral intention, technology application model

I. INTRODUCTION

Information technology has a broad scope. The development of information technology offers the latest innovations, and several technological features have been introduced to the public to support social life activities. Thus indirectly, the community must be able to adapt to the development of information technology. The story of information technology provides convenience and solutions for the community in all fields such as banking, education and transportation. Transportation is the latest innovation in information technology that can provide comfort and a solution for people in Indonesia [1]. One manifestation of technological innovation in transportation is the GOJEK application which in this application consists of several features that can provide convenience for users related to transportation activities. GOJEK presents a variety of features and innovations that aim to support people who are forced to travel so that they can be faster, safer, and more comfortable and can order food online. This can directly change people's behavior and people's mindset that those who used to choose to do activities offline now with the convenience of people choosing to carry out activities online.

In the business industry sector, changes in people's behavior are significant to pay attention to, especially consumer behavior. Consumer behavior is related to the wasteful behavior of the community in determining a purchase. Rahman et al., revealed that behavioral intention in using information technology could encourage consumers' intention

to recommend others to provide insight to practitioners and decision-makers to adjust wearable device features to promote sustainable technology use [2].

Fishbein et al., argue that behavioral intention is a determinant of actual behavior, and intention to behave always refers to conduct in the future and after purchasing activities [3]. Gupta and Arora [4] also proved that the use of mobile applications could affect behavioral intention. Thus, it is interesting to study related to behavioral intention to use mobile transportation applications in Indonesia. One of the determinants of behavioral intention is novelty-seeking; this is expressed by Pujiastuti [5] that simultaneously novelty seeking has a significant influence on behavioral intention. Novelty seeking is the selection of alternatives and the search for novelty in determining a choice. Diversity and the search for novelty share the same conceptual basis that consumers seek the optimal stimulation level, thereby influencing their behavioral choices [6]. The habit of eating out has become a new lifestyle for people in Indonesia [7]; this has increased the number of existing restaurants. However, due to the COVID-19 pandemic, people cannot eat outside due to safety reasons, so they order food online through the GOJEK application. In the use of online transportation applications, especially in ordering food online, novelty-seeking can choose the order based on the restaurant image and information quality contained in the application features. The idea of a restaurant image comes from the concept of a corporate image. Corporate image is how the public views a company or its products as a sum of beliefs, attitudes and impressions towards an organization [8]. Good and bad images are obtained from the experiences that have been received by consumers so that in ordering food online, consumers already know which restaurant to call. In addition, the information quality feature also affects behavior in novelty-seeking and the formation of behavioral intention. Information quality is defined by DeLone and McLean [9] as licensing e-commerce content. The content must be personalized, comprehensive, consistent, easy to learn, and safe for potential customers or suppliers making purchases over the internet, and must respond to the official community. This study aims to determine the factors that can shape behavioral intention to use the GOJEK application, especially in ordering food. This study also aims to prove that restaurant image, information quality and novelty-seeking can influence behavioral intention. The results of the study are expected to provide theoretical contributions, especially theory of reason action [3] that there are several determinants of behavioral intention to use mobile applications and the Technology Acceptance Model (TAM) by Davis [10], which is one of the models built to analyze and understand the factors that influence the acceptance of the use of technology. This research is also expected to contribute practically to the management in managing applications to increase applications in making food purchases online.

II. LITERATUR REVIEW AND HYPOTHESIS

A. Behavioral Intention

Over the last few decades, several models have been proposed to measure the acceptance and use of information systems or information technology [11]. Research studies on the use and acceptance of technology have so far been dominated by the technology acceptance model (TAM) by Davis [10]; several other well-accepted models and theories have been applied to examine consumer behavior in adopting technology, such as the theory of reasoned action (TRA) by Fishbein et al., [3]. Fishbein et al., argue that behavioral intention is a determinant of actual behavior, and intention to behave always refers to conduct in the future and after buying activities [3]. Thus, consumers' actions are taken before the actual behavior occurs, while behavioral intentions are consumer intentions after making purchases. Behavioral intention is defined as an individual's expected or planned future behavior [12]; it represents the expectation of a particular form of behavior for a specific setting and can be operationalized as a possibility to act [3]. According to Zeithaml et al., behavioral intention is a willingness to recommend services to others and repurchase (behavior intention) [13].

B. Restaurant Image

Restaurant image is the same as corporate image. Internal corporate image is an important factor in evaluating services and companies in the service marketing sector. Therefore, the customer's perception of the service received determines the image of a business organization [14]. Brand image has been described as "the number of beliefs, ideas, and impressions that a person or group has towards an object", which may be a "company, product, brand, place, or person" [15]. The critical aspect of image has received increasing attention in the marketing literature because it affects individual subjective perceptions and consequent behavior due to the complex nature of imagery; there are many definitions of image [16]. Several studies in marketing have emphasized customer perceptions of store image in terms of functional attributes, such as waiting time for service, location, and other qualities [17]. Makassy [18] research shows that restaurant image has a positive and significant effect on behavioral intention; thus, we can conclude that behavioral intention is highly dependent on restaurant image. Pujiastuti [5] revealed that a good image could influence novelty seeking. Research on the relationship between restaurant image and novelty-seeking in the restaurant sector is still limited. Based on these arguments, the research hypothesis can be drawn as follows:

H1: restaurant image has a positive and significant effect on behavioral intention.

H2: restaurant image has a positive and significant effect on novelty seeking.

C. Information Quality

The use of services provided through information systems can be predicted by user satisfaction, systems, services, and information quality [19]. Information quality is how well the information contained in the application (made by the application founder) and how the information is provided to users so that it is easily understood by consumers [1]. Information quality is revealed to be a strong determinant of the involvement of cognitive and affective behavior so that this can create behavioral intention in using applications on an ongoing basis [20]. The quality of information affects the performance of some product attributes more than others and is more influential than the quantity of data information [21], which can affect the choice of alternatives to novelty seeking. In this study, the information quality contained in the application features is predicted to affect behavioral intention and novelty-seeking. Research on the relationship between information quality and novelty seeking is still limited so that we can draw the following hypothesis:

H3: information quality has a positive and significant effect on novelty seeking

H4: information quality has a positive and significant effect on novelty seeking

D. Novelty Seeking

Novelty seeking is the impulse of curiosity and exploration against the desire to seek something new [22]. In the context of hospitality, Cohen [23] explored the construction of novelty search in-depth by developing a widely accepted tourist typology that identifies four types of international tourists based on preferences as motivations for the formation of behavioral intention. Among tourism-related explanations, the search for novelty has been consistently reported as a "primary motive" in tourism contexts [24]. This study tries to link novelty seeking in the context of information technology to the selection of online food purchases in the use of mobile applications. Based on this, we can formulate the following hypothesis:

H5: novelty seeking has a positive and significant effect on behavioral intention.

The conceptual model hypothesis can be seen in Figure 1.

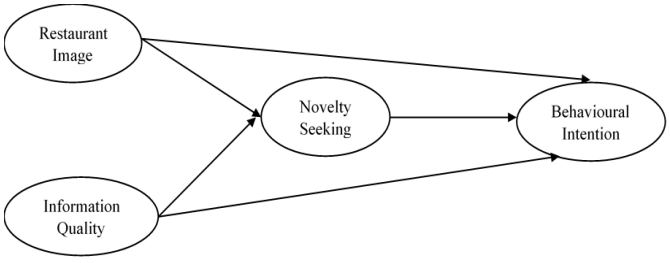

Fig. 1. Conceptual model hypothesis.

III. Research Methods

This study adheres to the positivism paradigm by using a quantitative research approach. The online survey was conducted by distributing questionnaires to users of the GOJEK online transportation mobile application service. 315 respondents have filled out the online questionnaire via the link that has been created and then continued with data analysis using the SmartPLS3 application software. The preparation of the instrument on the questionnaire adapted from several previous research instruments that adopted restaurant image from Hussein [25], information quality [1], novelty seeking [5] and behavioral intention [2]. The scale used as a measurement is a Likert scale of 1-5 (Strongly Disagree-Agree). Hypothesis testing was carried out using Structural Equation Modeling (SEM)-Partial Least Square (PLS). PLS-SEM is the preferred approach when formative constructs are included in the structural model [26]. Hair [27] suggest that the correlation of formatively measured constructs with single item constructs, which measure the same concept, should be 0.70 or higher; this is the primary step in calculating the PLS model. The next step is to measure the inner model by looking at the R-square and Q-square values. The SEM-PLS inferential statistical test termed the structural model (Inner Model) [28]. Significance can be seen through the value of R-square (R2), where 0.67 is a strong influence, 0.33 indicates a moderate effect and 0.19 means a weak effect. The last is to test the hypothesis by using the bootstrapping method. PLS-SEM is a nonparametric method, and therefore, bootstrapping was used to determine statistical significance [29].

IV. Results and Discussion

This study will discuss several things in the results of this study, including the respondent's profile, outer model test, inner model test, and hypothesis testing.

A. Profile Respondent

Respondents in this study were consumers of mobile transportation application users, with a total of 315 respondents. The results of the questionnaire show that the majority of respondents are women with a percentage rate of 67%; the majority of respondents are students (65%), employees (27%) and housewives (8%). Most of the respondents have used more than two applications in ordering food online through a mobile application. This shows that mobile transportation applications have become familiar among the public, especially for students and can provide convenience in supporting daily activities.

B. Outer Model

The first stage of analysis in PLS measurement is the outer model. We can use this to evaluate the relationship between the latent variable and the indicator or item variable. The variables studied in this study are restaurant image, information quality, novelty seeking and behavioral intention. The measurements taken in evaluating the outer model of this research are Convergent Validity, Discriminant Validity and Composite

Reliability. Convergent Validity aims to assess the results of the validity test values of each latent variable with its indicators which in this case can be seen from the results of the loading factor values. Ghozali [30] argues that for research in the early stages of development, the measurement scale of the loading factor value of 0.5 to 0.6 is considered sufficient so that the loading factor value used as a reference for evaluating the measurement model in this study is > 0.5. The results showed that the overall item is a loading factor value > 0.5, so it can be valid. Discriminant Validity is seen from the cross-loading value of the research results. The results showed that the cross-loading value of each variable was more significant than the correlation value built from these variables to other constructs so that it could be declared a valid discriminant. Composite Reliability evaluates the measurement results by comparing the AVE value with the correlation value between constructs. The AVE value used in the study is at least 0.5. After that, an evaluation was carried out by looking at the composite Reliability and Cronbach alpha values to Assess the Reliability of the variable construct. The construct is declared reliable if the composite reliability value is above 0.70. Table 1 shows the results of the composite reliability and validity values.

TABLE I. REABILITY AND VALIDITY DISCRIMINANT

VARIABLE	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Behavioral intention	0.725	0.845	0.645
Information quality	0.846	0.878	0.521
Novelty seeking	0.782	0.847	0.580
Restaurant image	0.748	0.832	0.599

Based on the table, we can conclude that the evaluation of the measurement model in this study has good discriminant validity. What can see that the overall AVE value is not less than 0.5. The Composite Reliability value in each variable construct also has good reliability. It can be seen that the Composite Reliability value in the research variable can be said to have high reliability because it has a value > 0.70.

C. Inner Model

Evaluation of the structural model (Inner Model) aims to measure the relationship between one variable and another. The assessment of the structural model testing (inner model) using SmartPLS can be seen from the results of the R-square value on endogenous variables and Predictive Relevance (Q2). According to Hair [27], when using the SEM-PLS inferential statistical test termed the structural model (Inner Model) seen through the value of R-square (R2) with a value of 0.67 is a strong influence, 0.33 indicates a moderate effect. And 0.19 shows a weak effect. The test results can be seen in detail in Table 2.

TABLE II. R-SQUARE

Variable	R Square
Behavioral intention	0.642
Novelty seeking	0.754

Based on the table, we can see that the novelty-seeking variable indicates a strong influence influenced by the restaurant image and information quality variables by 75.4%. In contrast, the behavioral intention variable has a moderate influence indication influenced by the restaurant image, information quality and novelty-seeking variables of 64.2%. Based on the results of the R-square value, we can calculate the value of Q2 (predictive relevance). In works of the SEM-PLS model, the overall goodness of fit assessment is known from the Q2 value (predictive relevance) with the following calculations:

Value Q2 = 1 – (1 – R12) x (1 – R22)

Value Q2 = 1 – (1 – 0.754) x (1 – 0.642)

Value Q2 = 1 – 0,088

Value Q2 = 0,912

Based on the results of calculation the Q2 value above, we can see that the Q2 value is 0.912, which means that the diversity of data from the structural equation model designed can be explained by 91.2% and the remaining 8.8% is explained by other factors outside the research model used. So that the structural model in this study can be declared to have good goodness of fit because the magnitude of Q2 has a value with a range of 0 < Q2 < 1, where the closer to 1 means the better the model.

D. Hypotehsis Test

We conducted hypothesis testing to test the effect of the relationship between research variables. Hypothesis testing in this study uses the SmartPLS 3.0 application with the bootstrapping method. Hypothesis testing is done by looking at the probability values and t-statistics. The results are significant if the p-value is less than 0.05 and the t-count value is greater than the t-table value of 1.960. The results of hypothesis testing in detail can be seen in Table 3.

TABLE III. PATH COEFFICIENT

VARIABLE	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Information quality -> behavioral intention	0.533	8.605	0.000
Information quality -> novelty seeking	0.348	7.426	0.000
Novelty seeking -> behavioral intention	0.157	1.972	0.049
Restaurant image -> behavioral intention	0.155	2.102	0.036
Restaurant image -> novelty seeking	0.561	12.707	0.000
Information quality -> novelty seeking -> behavioral intention	0.055	1.862	0.063
Restaurant image -> novelty seeking -> behavioral intention	0.088	1.949	0.052

Based on table 3, we can see that the overall hypothesis proposed in this study is accepted. Restaurant image has a positive and significant effect on novelty seeking and behavioral intention. Information quality has a positive and significant impact on novelty seeking and behavioral intention. Novelty seeking has a positive and significant effect on behavioral intention. Information quality has the most dominant influence in shaping behavioral intention, while restaurant image has the dominant force in forming novelty-seeking. Bootstrapping testing using the smartPLS3 software indirectly also shows the results of a specific indirect effect. This is an advantage of the smartPLS3 application. The results of the indirect effect test specifically show that novelty-seeking does not offer a mediating role. We can see that the relationship between restaurant image and novelty-seeking behavioral intention has a positive and insignificant effect.

E. Discussion

Hussein et al., revealed that the habit of eating out is a new lifestyle for Indonesian people [7]. However, along with the COVID-19 pandemic, people are limited not to buy food at places to eat but are required to take it away. GOJEK is a technology development application that can provide convenience for users, one of which is ordering food online. This indirectly makes it easier for consumers to carry out their daily activities. The results show that ordering food online through the GOJEK application can be influenced by the restaurant image factor, evidenced by the positive and significant influence of restaurant image on behavioral intention. In addition, information quality also plays a vital role in choosing which restaurant to order, which is evidenced by the dominant influence of the variable information quality on novelty seeking. Novelty seeking itself shows a positive and significant relationship with behavioral intention. This can expand the research from Pujiastuti [5] that the relationship between novelty seeking and behavioral intention in the tourism industry sector can be applied to consumer behavior when using mobile technology applications, especially in ordering food online.

Restaurant image influences behavioral intention. This is in line with the research of Makassy [18] that behavioral intention is highly dependent on restaurant image. Restaurant image has the most dominant influence on novelty seeking. Pujiastuti [5] revealed that a good image could influence novelty seeking. This study indicates that a good image can also determine novelty seeking in the selection of online food purchases through a mobile application. The results of testing the relationship between information quality and behavioral intention support [2] findings that information quality is a determinant in creating behavioral intention to use applications. It is proven that information quality has a dominant influence on behavioral intention compared to restaurant image. Information quality has a positive and significant effect on novelty seeking. This shows that the information obtained from the application features can influence consumers to choose online food purchases.

V. CONCLUSION

This study aims to determine what factors can shape consumer behavior in purchasing food online through mobile applications. The results show that restaurant image, information quality and novelty-seeking are determinants of behavioral intention. Information quality has the most dominant influence on behavioral intention, and restaurant image has the dominant effect on novelty-seeking, which can impact behavioral intention. This study proved that novelty-seeking did not have a mediating role that connected the restaurant image and information quality variables to behavioral intention. The results of this study provide a theoretical contribution that novelty-seeking also plays a vital role in the formation of behavioral intention to use mobile applications. In addition, information quality also has an essential contribution in the construction of behavioral intention through information in application features used by consumers so that in this case. It can be a practical contribution to application management that the information provided in application features must follow actual conditions and easily understand the user. Consumer. Some businesspeople in the culinary food industry must also improve the restaurant image because it can be used as an alternative for consumer selection in making purchases. Finally, this study has several limitations where the sample in this study is focused on application users who have become loyal users of the application. So that it cannot be considered for new application users so that further research may be able to focus more on users who have just used online mobile applications.

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