

Ordering Online Food Delivery Service (OFD) by Early Adulthood in Greater Jakarta

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ABSTRACT

In the globalization era, the internet has been widely used in various ways: online shopping. Online shopping, which was initially just goods, developed into online food shopping. Online food delivery (OFD) services began to appear and develop. Of course, OFD services are influenced by various aspects in the form of factors that influence buyers to use OFD. These factors are in the form of psychological, personal, social, cultural, and economic factors. Therefore, this study aims to describe the factors that illustrate the perception of existing OFD services. This study involved 401 respondents (92 male and 309 female) aged 20-37 years. This study uses non-experimental quantitative methods with the type of descriptive research. The technical analysis of the data used in this study is the normality test. The results of this study illustrate perceptions of OFD services using various aspects in the form of factors that influence buyer behaviour with the characteristics of early adulthood participants in the Jabodetabek area. The results illustrate that perceptions of OFD services in psychological and cultural factors are high, personal factors are low, and social factors are moderate.

Keywords: *Ordering Online Food Delivery (OFD), Early Adulthood, Consumer Perceptions*

1. INTRODUCTION

Clement [1] on Statista noted that there are around 4.13 billion people who use the internet. That data shows that more than half of the world's population uses the internet. These internet users use the internet for various purposes for each individual, one of which is conducting e-commerce transactions. The statement above is supported by the opinion of Clement [2] that e-commerce is starting to develop rapidly and is in great demand by internet users. The development of e-commerce also makes sellers start doing something new, such as in the food industry. Sellers began to provide online food delivery services (OFD) to remain competitive and not lose to other competitors [3]. Online Food Delivery (OFD) has multiplied globally with a 25.0% increase in users from 2019 and is expected to reach 965.8 billion by 2024 [4]. Indonesia is the fourth largest country with Online Food Delivery (OFD) users after China, India, and the United States [1].

Research conducted by Nielsen [5] shows data that there is an increase in OFD services during the pandemic among South Korea, Thailand, China, and Hong Kong residents. The research data stated that 56% of the Indonesian population had ordered food online before the pandemic. When this pandemic occurred, it was seen that the data increased by about 8% of people who would do OFD services more often. Based on these data, it can be seen that the use of OFD in Indonesia is prevalent, familiar and is increasing along with the pandemic. It can be seen that

during the pandemic, the use of OFD services began to change from what was a 'wish' to a 'need' [6].

Many kinds of research on OFD have been carried out globally by Gunden et al. [7], Romeo Arroyo et al. [8], and Yeo et al. [3]. However, in Indonesia, research that discusses OFD itself is still limited to several categories. For example, research by looking at customer satisfaction only by Sjahroeddin [9], millennial experience Suhartanto et al. [10], customer loyalty to OFD by Ilham [11], and Suhartanto et al. [12]. The aspects discussed in this study are the factors that influence buyers' buying behaviour in cultural, social, economic, personal and psychological factors. Cultural factors consist of social class, culture and sub-culture. Social factors consist of a reference group, family, role or status. Economic factors consist of personal income, family income, income expectations, liquid assets. Personal factors consist of age, income, occupation, lifestyle, and personality. Lastly, psychological factors consist of motivation, perception, learning, beliefs and attitudes. Studies that discuss the above aspects are Lestari [13], Nasikan et al. [14], Ramya et al. [15], and Ria [16].

The researcher has a reference article in this study [3], namely "Consumer experiences, attitudes and behavioural intentions toward online food delivery (OFD) services" as a reference for research instruments. Researchers also look at several factors that are used as aspects in this study. There are variables such as motivation, attitude and behaviour towards OFD that can enter into psychological factors in

this study. Based on the data described above, the researcher decided to examine the perception of OFD services in various aspects with early adulthood participants. In Indonesia, research for this topic is still lacking, and the development of OFD, which can be seen following the rapidly growing internet. Researchers also chose to choose the characteristics of early adulthood participants. At this age, many early adulthoods have left their parents' homes to work or study further education and live alone [17]. People with early adulthood who are already working due to the pandemic must also do Work From Home (WFH) or study at home. Conditions that occur like that, people with early adulthood who live alone and are busy working are more likely to use OFD than other developmental ages.

In 2019, Statista's [4] data showed that 36% of people in early adulthood (25-34 years) were the most users of OFD. In the second position, there are 35-44 years old with 25%. There is 22% at the age of 18-24 years and 17% at the age above 45 years in the third position. Based on the data above, it can be seen that in positions one to three, the data shows that people with early adulthood (20-40 years) mostly do an online food delivery. Based on the data above, the researcher decided to use early adulthood as the criteria for the participants of this study.

1.1. Related Work

According to this study, researchers divided several factors discussed in this study.

1.1.1. Aspects That Affect Purchase

In the research results by Ramya et al. [15], five factors were also found, namely cultural, social, economic, personal and psychological factors. The study of Nasikan et al. [14], Mothersbaugh et al. [18], Ramya et al. [15], and Rita [19] found that in cultural factors, there are three branches. There are cultural, sub-cultural, and social factors. Culture is the essential determinant of a person's desires and behaviour. Then there are social factors; in these factors, there are reference groups, families, and the role/social status of the individual. Furthermore, there are economic factors that are included in one of the personal factors. Personal factors have several sub-factors, namely age, income, occupation, lifestyle and personality. Finally, there are psychological factors; there are motivation, perception, learning, beliefs, and attitudes in these factors.

1.1.2. Online Food Delivery (OFD)

Online Food Delivery (OFD) is an internet-based service to order and deliver food to customers' doorsteps [20]. Another definition of OFD is a service that provides order and payment but is not responsible for preparing and shipping orders [21]. Research from Benhardy et al. [22] found that many intermediaries are used in conducting Online Food Delivery (OFD) in Indonesia. There are two intermediaries, namely the first party and the third party.

The first party is a restaurant that directly has OFD services such as McDonald's, Pizza Hut Delivery, and many more. *The third parties* are small restaurants that cannot open their delivery services and rely on large applications such as Go-Jek and Grab.

2. RESEARCH METHODS

The participants expected by the researchers were male and female early adulthood participants. Early adulthoods are between 20-40 years old [17] and domiciled in Greater Jakarta. Researchers chose early adulthood because of the data published by Statista [4] in 2019; 36% of people in early adulthood (25-34 years) were the most OFD users. The researcher chose the Jabodetabek area as the following criterion because the researcher did not find any previous research that examined the perception of early adulthoods who did OFD in that area. The researcher also chose the Jabodetabek area because this area is a big city area that must already have OFD services in its area. One of the criteria for other selected participants was that the subject had to do OFD in the last month. Researchers chose the last one month to make it easier for participants to remember the OFD when filling out the submitted questionnaire. Researchers prepare to measure instruments in the form of questionnaires used in the study. Researchers adapt measuring instruments from English to Indonesian and change measuring instruments according to what will be measured in the researcher's research. The questionnaire that has been prepared is adjusted to the format and then prepares in the google form. After that, the researcher distributed the ready google form link to prospective subjects who met the criteria and disseminated it via social media.

This study uses a measuring instrument that has been adapted from various sources of previous research. The first adapted measuring tool is contained in the article Consumer experiences, attitude and behavioural intention toward online food delivery (OFD) services [4]. The following measuring instrument adapted from the published thesis from Ria [16] discusses "Analysis of factors that influence consumer behaviour shopping at supermarket 999 Pekanbaru". Researchers take cultural factors and adapt them to suit online food delivery [16]. Then the researcher also got from the thesis from Lestari [13] published with the title "Factors that influence consumer behaviour in purchasing decisions for rice in Makassar City.". From that article, the researcher took and adapted the measuring instrument of social factors and personal sub-factors, namely lifestyle. The researcher adopted the measuring instrument from the previous research to a more appropriate sentence to this research topic, namely online food delivery (OFD), and used a more straightforward sentence for the distributed questionnaire.

3. RESULT & DISCUSSION

This section contains a description of the perception of OFD from various aspects, which are factors in early adulthood who do online food delivery (OFD). Data were taken using a Likert scale from 1 to 5 with a hypothetical mean of 3. There were data describing aspects that influence purchasing behaviour on perceptions of OFD services. The data can be seen in **Table 1**. The normality test of the data used by the researcher is the One-Sample Kolmogorov-Smirnov Test. The data obtained are of significance 0.000 and 0.001. Due to the significance below 0.05, it can be stated that the data on the four aspects can be stated that data is not normal; it can be seen in **Table 2**.

On psychological factors, there are high results. The results of this study can be supported by research conducted by Lestari [13], which discusses consumer behaviour with psychological factors and gets an average result above 78.85%, which can be said to be high. In psychological factors, there are also motivations, perceptions, buyer experiences, attitudes and behavioural intentions of buyers that can be discussed. One of them is that the buyer

experience in this research questionnaire contains the items "I have experience in using OFD services" and "I feel competent in using OFD services." Researchers found that in the research of Yeo et al. [3], previous purchase experience that had used OFD was one of the things that could significantly describe perceptions of OFD services to consumers.

The researcher then found the results of the study of low personal factors (lifestyle). The researcher saw from the research items this dimension, among others, "I cannot pass a day without using OFD." Research participants mostly answered that the average use of OFD in 1 month is 1-10 times; therefore, this item also shows the same results with control data where those who do OFD in 1 month with an average of up to 30 times are very few. So it can be concluded that the item cannot describe that the subject uses OFD every day. The results of this study can also be supported by a survey on the IDN Times by Cahya [23], where only 4.7% of the total OFD users do OFD every day. The results of this study are also supported by Yuswohady's [6] statement, which states that during the "New Normal." OFD is not only a lifestyle but has become a necessity.

Table 1 .Overview of data aspects on perception of OFD services

Dimension	Mean empiric	Standard deviation	Information
Psychological	4,1517	0,44116	<i>High</i>
Personal	2,3616	1,01374	Low
Culture	4,0100	0,51643	High
Social	2,8591	0,85006	Moderate

The researcher then found a high cultural factor. The results of this study are supported by an article written by Palupi [24], which shows that there are 400,000 partners in the OFD Go-Food application and 96% of them are culinary SMEs. In Lestari's research [13], which uses cultural factors on consumer behaviour variables, the average percentage of culture is 77.1%, which is also high and can support the results of this study.

On social factors, the results were around average. Researchers see from these dimensions, including "The higher the position, the greater the desire to use Online Food Delivery (OFD)" and "The higher the level of education, the greater the desire to use Online Food Delivery (OFD)." The reason participants used OFD was not related to education and position with people's desire to use OFD. Maybe in the past, people with higher education used OFD more because of the demands for modern technology. However, now

where the internet has become commonplace and is used by all circles, many people from various circles end up using OFD. Furthermore, there are social items including: "My family can influence my decision to do OFD." In the description of the participants, it was also found that most of the participants' purchases were buying OFD for themselves. It is, therefore, possible that family or friends do not influence purchases and that social factors have low yields. In a survey conducted by IDN Times by Cahya [23], 70.9% of survey participants answered that they use OFD because they are lazy to leave the house. The survey results, in addition to strengthening the results of research on the social dimension, which have results around the average but also strengthens the selection of early adulthood participants in this study because early adulthoods who are busy working and do not have time to cook their food may feel lazy to go out and buy their food and then do OFD.

Table 2 Normality test results aspects affecting perceptions of OFD services

Dimension	Kolmogorov Smirnov Z	P	Information
Psychological	0.065	0.000	Not Normal
Personal	0.171	0.000	Not Normal
Culture	0.136	0.000	Not Normal
Social	0.060	0.001	Not Normal

4. CONCLUSION AND SUGGESTIONS

This research is a quantitative descriptive study. Based on the data analysis carried out, the following assumptions are found from the aspects to see the perception of OFD services. The results of testing aspects in the form of factors that influence buyers on OFD in this study were found to be around the hypothetical mean, which is moderate. Meanwhile, judging from the dimensions, psychological and cultural dimensions have high results, lifestyle (personal) has low results, and social dimensions have intermediate results. Suggestions that researchers can give for further research are to use more subjects and from a wider domicile. Based on the researcher's experience, researchers only used online questionnaires due to the pandemic, and many participants missed the questionnaire. Further research should use physical questionnaires to make asking participants' willingness to fill out existing questionnaires easier.

Further research can also use more diverse subjects because this study uses the most relevant subjects, namely early adulthood. Future research can use subjects at other ages to compare consumer behaviour in early adulthood and other ages. Future research can also explain the perception of OFD services using aspects that influence buyers more broadly and more deeply. The researcher hopes that this research can be used as a basis for further research with a broader theoretical study and can be used as a reference for research related to the variables used in this study

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