

Factors that Influence the Attitude and Behavioral Intention of Indonesian Users toward Online Food Delivery Service by the Go-Food Application

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Abstract—The internet as one of the medias that grows fast in Indonesia makes the people of Indonesia have a tendency to do various activities through internet facilities and other supporting applications. Some Indonesians prefer to use an online shop because it provides better convenience motivation and economic value than traditional shopping. This also occurs in the food and beverage sector, which encourages the emergence of online food delivery services or OFD services. This study aims to examine the influence of convenience motivation and post-usage usefulness as well as several other factors toward Attitudes by Online Food Delivery service (AOFDs) and Behavioral Intention by Online Food Delivery service (BIOFDs), with the case study of mobile application service Go-Food's users. The sample of this study is the Go-Food service users in various regions in Indonesia, which is supported by the Go-Food service area. The result of this study shows that the attitude and behavioral intention toward the Go-Food application (app) is determined by the usefulness perception, while its usefulness is influenced by external factors such as hedonic motivations and time-saving orientation.

Index Terms—food delivery, Online Food Delivery service, mobile apps, convenience motivation, post-usage usefulness, attitude by online food delivery services, behavioral intention, Go-Jek, Go-Food

I. INTRODUCTION

In a study conducted by K Group in Finland in 2017, consumption habits and people's behavior in buying food have changed drastically. Buyers want more accurate information, so they can make any choices in buying food and also expect more varied food than before. They become very demanding, tend to be irrational and hedonic in the shopping, and more respecting on time. It has happened because it is influenced by the development of information and communication technology—the internet. The ability of the internet for searching information and comparing products encourages buyers to be smarter, thirstier (for information), have a more varied option, and prefer to get something faster, in terms of buying food. Now, buyers tend to prefer e-commerce platforms as a way to shop because they can comfortably shop in their homes unbound by time [1], [2]. The growth of internet usage from year to year also encourages penetration of e-commerce that continues to penetrate various sectors.

Food delivery services are becoming more evolved since the emergence of various food delivery service providers through internet and mobile apps. Stuck with busy schedules or crowded traffic make people have no time to go out to buy food. With food-delivery services such as Go-Food from Go-Jek, people by now can order food easily from their smartphones and the food will be delivered immediately to the place of order, and this is considered to be a trend that will survive for some time to come [3]. The value of online food-delivery service segment in Indonesia is estimated to reach US \$ 968 million in 2018, with annual growth rates at 17.7% in 2018–2022 [4]. Go-Food is one of the famous food delivery service in Indonesia, a service provided by the Go-Jek app. Started in 2015, Go-Food was launched to facilitate people in big cities who need quick access for food delivery service. As a newcomer, Go-Food can increasingly dominate the market share in Indonesia. They can also double, even triple, their revenue between August 2016 and 2017.

To examine the online food delivery phenomenon, using Go-Food as the service provider, this study uses and replicate previous research about online food delivery service in Malaysia conducted by Yeo, Goh, and Rezaei [5]. The study is intended to examine the attitude and behavioral intention that is formed among Go-Food's service user, and also to examine the relationships between other external factors toward attitude and behavioral intention of the users.

II. LITERATURE REVIEW

A study conducted by Yeo, Goh, and Rezaei entitled Consumer Experiences, Attitude, and Behavioral intention toward online food delivery services examined about the effects of various factors and variables such as convenience motivation, hedonic motivation, time-saving orientation and other variables with attitudes and intention to use online food delivery services in Malaysia [5]. Basically, this study is using a research model developed by Yeo, Goh, and Rezaei [5]. The research model of Yeo, et al.'s online food delivery service [5] was replicated to examine the phenomenon of similar services in Indonesia. However, in this study, researchers want to narrow the object of research by using the Go-Food application from Go-Jek as

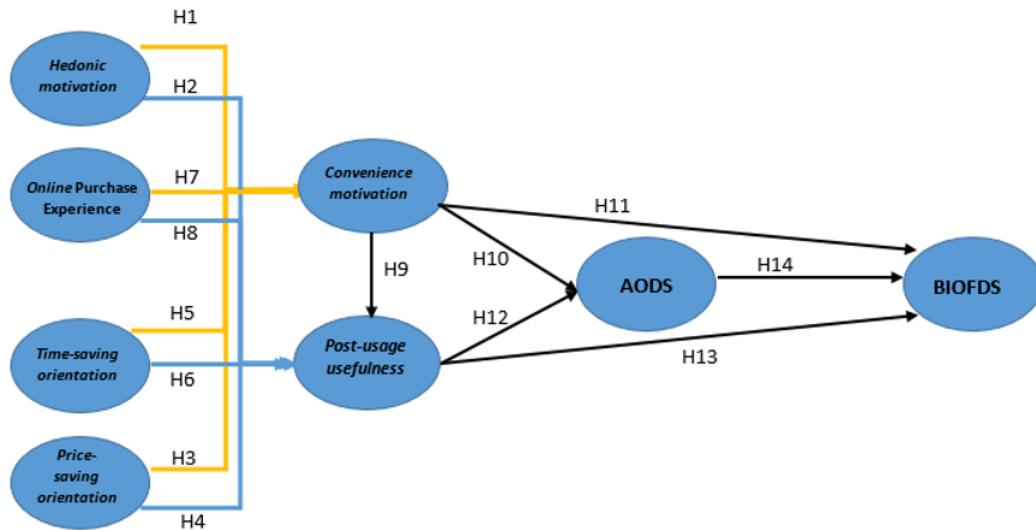


Fig. 1. The theoretical research model.

a case study unit on research on online food delivery service, in several regions in Indonesia.

The basis of this study comes from several previous theories. Yeo, et al. [5] compiled the model used and applied previous theories exist. For the research, the model was derived from the Contingency Framework of Anderson and Srinivasan [6], and the Extended Model of IT Continuance from Bhattacherjee [7] and the IT Continuance Model of Rezaei, et al. [8]. Anderson and Srinivasan's study examined the effect of e-satisfaction on e-loyalty, which observed the effect of user satisfaction towards loyalty based on e-commerce [6]. Anderson and Srinivasan define e-loyalty as a favorable attitude or positive attitude of a consumer to an online business that has an effect on repurchase behavior [6]. Meanwhile, e-satisfaction is defined as a satisfaction of consumers coming from online transaction experience in a marketplace. Anderson also stated that the influence of e-satisfaction and e-loyalty is moderated by convenience motivation, purchase size, and inertia at the level of individual consumers. In brief, the Anderson model attempts to explain that satisfaction derived from the purchasing experience can affect a user's positive attitude and create loyalty, which can lead to repurchase behavior. The relationship is moderated or strengthened by the presence of convenience motivation in using and the number of purchases made by consumers. In addition, Yeo, Goh, and Rezaei [5] also adopted some theories from IT Continuance that had been developed by Bhattacherjee [7]. Yeo, et al. adopted the post-usage usefulness, continuance, and behavioral intention variables from the Extended Model IT Continuance [5]. In the original IT Continuance model, perceived usefulness has a direct positive influence on continuance intention and also has an indirect positive influence through satisfaction. In the extended model, the useful variable is changed to Post-Usage Usefulness which has a positive effect on continuance intention, then continuance intention influences continuance

behavior. Both models, the Contingency Framework and Extended IT Continuance are combined and become a new model built by Yeo, et al. [5]. Yeo, et al. [5] also adopted several other theories such as User Acceptance of Information Technology or Technology Acceptance Model (TAM) from Davis [9]. One of the points raised in the study is that the level of acceptance of information technology by its users will be influenced by perceived usefulness and perceived ease of use. Perceived usefulness according to Davis is defined as the level of a user's beliefs that using a technology will improve their performance [9]. Meanwhile, "perceived ease of use" is defined as the level of trust of a user when using a technology system and feel free from certain boundaries, free from difficulties or effort to do more. The acceptance is measured by the Attitude variables toward using technology, and the Intention to use is measured by its effect on the actual use of technology [9], [10]. These theories also form the basis of Yeo, et al.'s theory that convenience motivation and post-usage usefulness have a positive effect on attitude and behavioral attention [5].

A. Hedonic Motivation (HM)

Hedonism in trading context is contrary to rationality, where rationality is a purchase attitude with an approach to buy products efficiently. Hedonism is explained as the wants to have fun and be playful [11]. Hedonism is also defined as esthetic and experience-based enjoyment that is derived from the entire buying decision process [12]. Hedonism is believed to be a variable that can affect the emotional arousal, in which this arousal is the one which motivates someone to do purchasing and consumption. Hedonic motivation is believed to be felt by the user when the user's attitude toward OFD services are positive. The hypotheses are then proposed as below:

H1. Hedonic motivation has a positive relationship with convenience motivation H2. Hedonic motivation has a positive

relationship with post-usage usefulness

B. Prior Online Purchase Experience (POP)

Online purchase refers to a product purchase through an online media, and also explained as consumer's desire to purchase a product through online (Chen (2010)). Meanwhile, online purchasing for some study found that the purchasing is considered to be riskier than the traditional purchase as some elements were gone, like the real interaction with the product purchased. On the other side, a user which has prior online purchase experience feels that they have less uncertainty, so they have a higher intention to purchase products online. They also found that they would be willing to do repurchase online as their prior experience has led into the trust to the online media. The online purchase experience leads to loyalty toward the online media, especially when they felt satisfied with the online purchase. It is also linked to the perceived usefulness of online media. With some relevant experience, the user tends to feel easier and comfortable in purchasing online and they have the intention to revisit and repurchase. Thus, prior online purchase experience is considered to have a relationship with convenience motivation, and also with consumer's perception of post-usage usefulness.

H3. Prior online purchase experience has a positive relationship with convenience motivation H4. Prior online purchase experience has a positive relationship with post-usage usefulness

C. Time Saving Orientation (TSO)

Traffic congestion, full-time schedule, and busy life are the factors that influence the development of food delivery service. With this service, people now can buy their meals in a more easy, convenient, and fast manner. The point for being fast in buying food is considered the most important thing in today's lifestyle. People tend to use time as effective as they can to do a certain activity, including buying meals. This time-saving orientation is believed to have a strong relationship with post-usage usefulness, because the more user can save time using an app, they will value the app as something that useful for them and convenient to use. The user will have perceptions that the more an app can save their time or be used as quickly as possible, the easier the app can be used.

H5. Time-saving orientation has a positive relationship with convenience motivation H6. Time-saving orientation has a positive relationship with post-usage usefulness

D. Price Saving Orientation (PSO)

The consumer tends to keep doing saving through many ways, one of them is through discount. People pay attention to the amount of money they could save through a price discount. A study by Tversky and Kahneman showed that consumers are willing to travel further only to get some price discount given by a store [13]. This indicates that price and discount can increase the perceived value of products. The internet and online media were said to provide a consumer with easiness and convenient in terms of price comparison or lowest-price

search. When the user can find the lowest price, or they feel they can save more money by using apps or media, they tend to perceive that the apps/media is convenient to use and useful for them.

H7. Price saving orientation has a positive relationship with convenience motivation H8. Price saving orientation has a positive relationship with post-usage usefulness

E. Convenience Motivation (CM) and Post-Usage Usefulness (PU)

Convenience motivation and post-usage usefulness are variables that are derived from the Technology Acceptance Model (TAM). The TAM explains that perceived usefulness and perceived ease of use are the variables that can explain how easy or difficult a user can accept and use new technology. However, those variables are superseded by convenience motivation and post usage usefulness, which is similar. Convenience motivation is similar with perceived ease of use; both of them explains that convenient or easiness of use is a degree which users feel that the use of a system or technology will make them free from difficulty. However, in this study, the term convenience motivation is used because it represents and reflects the attitude or motivation of use as a long-term view and non-transactional background.

H9. Convenience motivation has a positive relationship with post-usage usefulness H10. Convenience motivation has a positive relationship with the attitude towards OFD service H11. Convenience motivation has a positive relationship with behavioral intention towards OFD service

The same thing applies for post-usage usefulness. Post-usage usefulness comes from perceived usefulness, a degree in which user feels that using an app will increase their productivity and give them benefit, but post-usage usefulness tends to be more representative to a long-term perception of users, and it is also considered that a long-term perception will be more consistent and not misinterpreted as an expectation that appears right before using an app or technology.

H12. Post-usage usefulness has a positive relationship with attitude towards OFD service H13. Post-usage usefulness has a positive relationship with behavioral intention towards OFD service H14. Attitude towards OFD service has a positive relationship with behavioral intention towards OFD service

III. RESEARCH METHODOLOGY

The conclusive research design was used to test some hypotheses and check the relationships between variables. The descriptive research approach was also used in this study where the problems and phenomena that serve as the basis of this study has clearly stated in the research. In addition, this study used a single cross-sectional design to collect the data. The data collection was collected only once in a certain period. Primary data comes from the people or the respondent of the survey conducted. Data collection for this research was conducted by using questionnaires. The questionnaires used were taken and adapted from previous study and journal by Yeo, et al. [5].

Latent Variables	HM			PSO			TSO				POP				
Indicators	HM1	HM2	HM3	PSO1	PSO2	PSO3	TSO1	TSO2	TSO3	TSO4	POP1	POP2	POP3		
SLF	0,8	0,8	0,7	0,81	0,88	0,51	0,73	0,74	0,72	0,71	0,62	0,9	0,89		
T-Value	24,33	24,13	20,34	25,71	29,51	13,76	21,42	22,23	21,25	20,74	17,91	30,27	29,58		
Conclusion	Valid														
Latent Variables	CM				PU				AOD				BIO		
Indicators	CM1	CM2	CM3	CM4	PU1	PU2	PU3	PU4	AOD1	AOD2	AOD3	AOD4	BIO1	BIO2	BIO3
SLF	0,75	0,79	0,83	0,86	0,63	0,69	0,81	0,74	0,8	0,84	0,73	0,73	0,84	0,87	0,75
T-Value	23,11	25,02	27,1	28,21	18,19	20,58	25,68	22,43	24,91	26,92	22,21	21,7	27,01	28,49	22,8
Conclusion	Valid														

TABLE I
VALIDITY CHECK RESULTS.

The first data collection was the pre-test session, where questionnaires were distributed to 40 people, who were the researchers' colleagues. The first respondents was used to conduct the wording test, and the rest were for the variables' reliability and validity test. The second data collection was the main data collection, where the researchers gathered 732 respondents to be used in this study. All the questionnaires were distributed online through Google Forms. The link to the form is shared through social media such as Instagram, Facebook, and also through personal chat apps like LINE and WhatsApp.

A. Structural Equation Modelling

Structural Equation Modelling or SEM is a statistical technique that is used in hypothesis testing of a research. SEM is used because of the ability to recognize the relationships between variables or construct in a research simultaneously. The analysis conducted in SEM is done using two models, the measurement model, and structural model. The measurement model shows how a measured variable can represent a construct in the model and it can be determined whether the construct is valid and reliable. Each construct is tested using Confirmatory Factor Analysis (CFA) to determine the construct and variables or indicators has been confirmed valid and suitable to fulfill the base theory.

While in the structural model, the constructs in a model are tested to seek the linkages between them and to determine whether each construct has relationships to another or not. This part represents the hypotheses proposed in the research model, which is the model of the relationships as depicted by an arrow that connects a variable with another variable.

1) *Measurement Model:* The validity of the constructs in this part was determined by getting the Standardized Loading Factors (SLF) of each construct, and the reliability of the constructs determined by calculating the Construct Reliability (CR) and Variance Extracted (VE) of each variable. For the validity test, the score of the SLF from each variable and indicators must be $\geq 0,50$ and t-values $\geq 1,96$. In our checking from 732 data of respondents, all of the indicators have fulfilled those requirements based on calculations of SLF and

t-values using LISREL software. The full result can be seen in the result and analysis section. While for the reliability test, the test is conducted by calculating the value of CR and VE. The variables are said to be reliable when the value of CR is more than 0,70, while the value of VE more than 0,50.

2) *Structural Model:* The next analysis in the structural equation modeling is the structural model analysis. This analysis is used to determine the relationship between one construct variable with another construct in the same research model. The analysis include significance check of parameters or coefficients which showed relationship or effects of one latent variable to other latent variable.

The analysis included in this step is the hypothesis testing, which is done by checking the t-values and the structural equation coefficients. The t-values represent the effect of a latent variable to another latent variable. Hypothesis check with t-values that has value more than 1,96 (two-tailed) or more than 1,64 (one-tailed) means that the equation coefficient is significant, and the hypothesis is accepted.

IV. RESULTS

For the first step, in the measurement model, we checked the validity and reliability of each latent variable and indicator used in the study. The whole test was conducted using LISREL software. First, for the validity of the indicators used, we checked the SLF and t-values of each indicator in every latent variable. All value of SLF and t-values have fulfilled the requirement of validity checking ($SLF > 0,5$ and $t\text{-values} > 1,96$), so all indicators and latent variables in this study are valid. Next, for the reliability check, we calculate the construct reliability (CR) and variance extracted (VE).

Results showed that all variables have fulfilled the requirement of reliability check ($CR > 0,7$ and $VE > 0,5$), so all of the variables in the study was valid and reliable.

The next check is the causal relationship analysis. This analysis comes from the structural model results, where we checked whether the values of SLF and t-values of each hypothesis or relationship is significant or not. Results are shown in the figure with the value of t-values stated in every relationship. Results showed that there are 4 hypothesis

Indikator	SLF	Error	Construct Reliability				Variance Extracted			
			ΣSLF	$(\Sigma SLF)^2$	$\Sigma error$	Nilai CR	$(SLF)^2$	$\Sigma (SLF)^2$	$\Sigma error$	Nilai VE
HM1	0,8	0,35					0,64			
HM2	0,8	0,36	2,3	5,29	1,22	0,812596	0,64	1,77	1,22	0,591973
HM3	0,7	0,51					0,49			
PSO1	0,81	0,35					0,6561			
PSO2	0,88	0,23	2,2	4,84	1,32	0,785714	0,7744	1,6906	1,32	0,561549
PSO3	0,51	0,74					0,2601			
TSO1	0,73	0,47					0,5329			
TSO2	0,74	0,44					0,5476	2,103	1,89	0,526672
TSO3	0,72	0,48					0,5184			
TSO4	0,71	0,5					0,5041			
POP1	0,62	0,62					0,3844			
POP2	0,9	0,18	2,41	5,8081	1,01	0,851865	0,81	1,9865	1,01	0,66294
POP3	0,89	0,21					0,7921			
CM1	0,75	0,44					0,5625			
CM2	0,79	0,37	3,23	10,4329	1,38	0,883179	0,6241	2,6151	1,38	0,654577
CM3	0,83	0,3					0,6889			
CM4	0,86	0,27					0,7396			
PU1	0,63	0,6					0,3969			
PU2	0,69	0,52	2,87	8,2369	1,91	0,811765	0,4761	2,0767	1,91	0,520907
PU3	0,81	0,34					0,6561			
PU4	0,74	0,45					0,5476			
AOD1	0,8	0,36					0,64			
AOD2	0,84	0,3					0,7056	2,4114	1,59	0,602639
AOD3	0,73	0,46					0,5329			
AOD4	0,73	0,47					0,5329			
BIO1	0,84	0,29					0,7056			
BIO2	0,87	0,24	2,46	6,0516	0,97	0,861855	0,7569	2,025	0,97	0,676127
BIO3	0,75	0,44					0,5625			

TABLE II
RELIABILITY-CHECK RESULTS.

which are not significant, the relationship between price-saving orientation (PSO) and convenience motivation (CM), price-saving orientation and post-usage usefulness (PU), relationship between prior online purchase experience (POP) with post-usage usefulness (PU), and relationship between convenience motivation (CM) and attitude towards online food delivery service (AOD).

That results mean the relationships with t-values less than 1.96 are insignificant. There is no relationship or significant positive effects between those variables (PSO to CM, PSO to PU, POP to PU, and CM to AOD). The hypotheses are then rejected. Meanwhile for the others, the t-values are significant, which means there are positive effects and significant relationship between the variables, and the hypotheses are accepted.

V. DISCUSSION

In this case, price-saving orientation does not have any significant effect on convenience motivation; it also occurs that the price saving orientation for respondents does not contribute significantly to the easiness of applications and services. This orientation found that there is no significant effect on post-usage usefulness. It shows that even though the prices or costs incurred by consumers are considered to be quite high compared to conventional purchases, Indonesian consumers are still willing to pay for the benefits. They no longer put much importance on prices and the savings orientation that must be done.

A costumer's experience in online buying is considered to be important factors that influence the attitude and the intention to shop through online media (Weisberg, et al. (2011)).

Then, convenience motivation also becomes more important to consider for users who are more experienced in online buying [14]. However, another study from Lord and Mahre states that users will accumulate their knowledge and experience to shape attitudes and decisions [15]. In this accumulation, it is very possible to emerge negative experiences that can influence their decisions in the future, and also influence their benefits perception or media post-usage usefulness. That is what Yeo, Goh, and Rezaei considered regarding why prior-online purchase experience does not have a positive effect on post-usage usefulness [5].

Meanwhile, Yeo also wrote that prior online purchase experience has a positive effect on convenience motivation. It is because the more experienced they are in using a media, they will prefer and look for media that is easier and more convenient to use. That is why the H7 hypothesis is accepted but the H8 hypothesis is rejected. In the results study obtained by the researchers, convenience motivation variable does not give a positive influence on attitude toward the online food delivery service (H10). Researchers suspect that in this case, Go-Food users in Indonesia show they are not currently considering the ease and convenience of using the application, or they have not felt yet the convenience or the optimum comfort, so they that can have a more positive attitude towards Go-Food. It is possible that in this case, there are many other factors that they consider when continuing using Go-Food, for example, the affordable price and price-saving orientation, and the benefit factor (post usage usefulness).

The TAM theory proposed by Davis explains that a person's attitude towards a technology will be determined by perceived

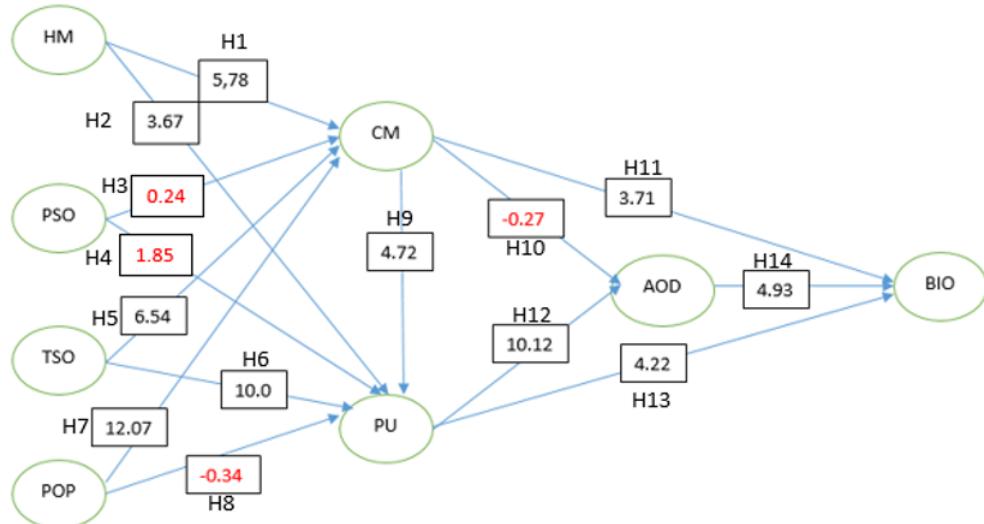


Fig. 2. LISREL results.

usefulness and ease of use [9]. It can also be interpreted that the perception of post-usage usefulness and convenience motivation are better, the attitude of a user towards OFD services will also increase significantly. This enhancement in attitude will also be followed by the intention to use OFD services. Adoption of technology is largely determined by behavioral intentions, which is a combination of attitude and perceived usefulness. Behavioral intention is very predictable by attitude because it has a significant positive effect. In addition, other studies from Kuo and Yen [16] and Rezaei, et al. [17] explain that someone who has a positive attitude towards an action will be more easily motivated to do a positive action and behavior. Therefore, the attitude has a positive relationship to behavioral intention.

VI. CONCLUSION

Researchers get the results that the perception of an application user towards the application usefulness affects the user's attitude to the OFD application and the intention to use the OFD application. To be able to shape the positive attitude and perception of a Go-Food user in order to increase the intention to use in the future, it is necessary to strengthen the user's perception through benefits by using the application. It is because in this study, the behavioral intention enhancement toward online food delivery service is influenced by the attitude toward an online food delivery service. On the other hand, attitude toward online food delivery service is also influenced by post-usage usefulness. Therefore, it is important to be able to improve perception in post-usage usefulness so that entrepreneurs can improve more positive user attitudes then lead to higher usage intentions. Moreover, for the perception of post-usage usefulness can increase, it is also necessary to pay attention to external factors such as Hedonic motivation and time-saving orientation. These factors influence post-usage usefulness better.

These results also show that post-usage usefulness has a positive and significant influence on attitude toward online food delivery service and behavioral intention toward online food delivery service. Therefore, to be able to build positive Go-Food users' attitudes towards the Go-Food application and to increase Go-Food users' intentions in the future, Go-Food has to improve users' perceptions of the benefits.

Go-Food should also consider paying attention to convenience motivation factors and ease of use of the application. This is because convenience motivation factors can positively influence behavioral intention toward an online food delivery service, though it does not positively influence attitude toward an online food delivery service. Even so, the convenience and ease of use of the application remain a matter of consideration especially by users who have experienced or have used the application technology several times. The results of this study also show that some external factors can influence convenience motivation and post-usage usefulness variables so that they are able to indirectly influence attitude toward online food delivery service and behavioral intention toward online food delivery service. This indicates that in order to improve the attitude and behavioral intention of a user towards an OFD application, service/application providers need to focus on factors that can influence variables such as hedonic motivation, time-saving orientation, and prior online purchase experience that are in characteristics of the application users.

This study was conducted using respondents in 10 cities in Indonesia, with total of 732 responses. However, the sample may not fully represent the whole Go-Food user's attitude and behavior in Indonesia, as Go-Food has served more than 40 cities in Indonesia. Most of the samples gathered were also college students with the age range of 18–24 years, which may not fully represent the population. The variables used in this study were exactly the same as the study conducted by Yeo, et al. in Malaysia [5]. There is a possibility for this case,

that the attitude and behavioral intention of Go-Food apps may be influenced by another factors and variables outside this study. Moreover, the further research or study about this topic should consider another types and kinds of online food delivery service apps or media as the case study. Further study might also develop the model to be more complex, as an example to fully utilize the TAM and IT Continuance in order to check the attitude and intention of the service's user.

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