

PERCEIVE EASE OF USE TOWARDS REPEAT PURCHASE INTENTION WITH CONVENIENCE AS AN INTERVENING VARIABLE ON FEATURE USAGE OF GRAB-FOOD

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ABSTRACT

In this modern era, technological progress has been very rapid marked by rapid growth in the digital industry, especially technology that has been integrated with people's lives and activities today. All aspects of people's lives are highly dependent and controlled by technology, especially in economic matters. In this era, there are many more e-commerce appears, one of which is Grab with the Grab-Food feature.

This study aims to analyze how the relationship and influence between perceived ease of use towards repeat purchase intention and convenience as an intervening variable in the use of Grab-Food. This research was carried out by distributing 100 questionnaires to 100 respondents of Grab-Food users. This study uses quantitative analysis techniques and uses the path analysis method.

The final results obtained in this study indicate that perceived ease of use has a positive and significant effect on convenience, convenience also has a positive and significant effect on repeat purchase intention, as well as perceived ease of use which has a positive and significant influence on repeat purchase intention. So that it can be concluded from the results of this study that convenience has become an intervening variable between the repeat purchase intention and repeat purchase intention variables.

Keywords: Perceived Ease of Use, Repeat Purchase Intention, Convenience

1. BACKGROUND

In this modern era, technological progress has been very rapid marked by rapid growth in the digital industry, especially technology that has been integrated with people's lives and activities today. All aspects of people's lives are highly dependent and controlled by technology. People increasingly seek and like everything that is modern, practical, and fast in supporting all their activities and work. Very visible technological advances and what we are experiencing today is the internet. Society cannot be separated from the use of the internet in activities and daily work.

The Indonesian Internet Service Providers Association (APJII) has conducted research on internet penetration in Indonesia conducted in 2018. The following are the results of the APJII survey (APJII Website, 2018).



The APJII survey results explained that the penetration of internet users in Indonesia was 171.17 million people (64.8%) of the total Indonesian population of 264.16 million people. Judging from the results of the 2018 survey, that number experienced a significant increase compared to the previous year in 2017 where internet user penetration in Indonesia was 143.26 million (54.68%). Not only internet users are increasing so rapidly, as is the case with digital smartphone devices that are increasingly increasing as well. The country in the first place with the largest smartphone users is China, followed by the second, India, and the third in the list is America.

The presence of a smartphone can provide various benefits and conveniences for its users. Smartphones are indeed more flexible and easier to carry around, so people feel more comfortable in doing activities or to access the internet. Here are the results of a survey of the devices used to access the internet.

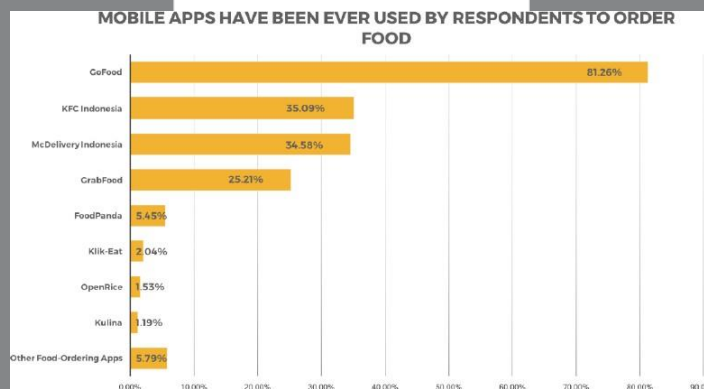
Today more and more conventional business people both large companies and retail companies are turning to digital. In 2017, Indonesia is the country with the largest e-commerce growth in the world and it is estimated that online businesses in Indonesia and abroad will continue to experience growth in the coming years (Abdurrahman, 2017).

Recently, food delivery services are increasingly in demand, companies engaged in the business model field usually collaborate with restaurants and small and medium micro businesses (UMKM) in various places in order to order food through their

website or application. Then food that consumers have ordered through the site or application will be delivered by courier service. This delivery service is increasingly preferred by the community because people do not need to bother anymore to go to the location and queue up. So that people only have to wait at home or at their destination to deliver orders.

One of the companies engaged in food delivery services is Grab. As an online transportation company, in 2016 inaugurated a food delivery service called the Grab Food service in Jakarta. Since last year, Grab has spread its wings to big cities, until now Grab Food has reached 178 cities in Indonesia. With the Grab-based online application that offers services in the field of food namely Grab Food can encourage the small and medium micro businesses (UMKM) sector in the culinary field in Indonesia. Grab Food focuses on 3 things, namely service quality, speed and bring local merchants who are favorites of Indonesian people. Until now Grab claims 80% of merchants in Grab Food consist of small and medium micro businesses (UMKM). (finance.detik.com, 2019. Accessed on Oct 16, 2019.)

Grab-Food is a food-delivery service from an online transportation company called Grab. Consumers can order food through Grab-Food practically because it does not spend a lot of effort through the Grab application. How to order is by selecting the Grab-Food feature on the Grab application, then a choice of various restaurants or places to eat according to the location of the customer, after ordering the user can see the location of the driver. Users can choose the method of payment, i.e. by cash or OVO.



From Figure 1.4, we can conclude that Grab-Food is still far enough behind its competitors, namely Go-Food which is superior, this is proven by the results of a far comparison of its competitors with competitors in the same field, namely Go-Food, so people tend to prefer services order other food delivery to order and deliver their food. That's why the author interest in taking Grab-Food as an object to conduct this research.

Based on the results through distributed questionnaire of 15 respondents by the author, 9 respondents revealed that there was an interest to re-use or repeat purchase intention Grab-food services because of the easiness and simplicity use. The steps and procedures for making an order are very easy to do and understand so it only takes a few seconds to order. Meanwhile, based on 6 respondents said that the reason for wanting to use Grab-Food services again because it can be used anywhere and anytime, is not bound by place and time. From the results of the questionnaire, it can

be seen that the ease of accessing an online application is needed. Customers really need the easiness and convenience when shopping online. Likewise, with Grab-Food, it must be accompanied by easy procedures in order to increase the interest of customers repurchase.

According to Ahmet Bulent Ozturk, Bilgihan, Nusair, & Okumus (2016) and supported by research by Juniwati (2015), perceived ease of use is proven to have a positive effect on customers comfort and loyalty of a product or service and on repeat purchase intention. The researcher explains that perceived ease of use is an important element relating to information and communication technology where this has a large impact on convenience. when the perception of comfort begins to form in the minds of customers, customers will become loyal to the e-commerce technology (Ozturk, Bilgihan, Nusair, & Okumus, 2016).

The easiness in carrying out the steps of online shopping as well as simple and easy to understand procedures will make customers more interested. Grab applications that are easy and efficient to navigate will get positive feedback that allows online customers to make repeat purchases. Therefore, the ease of accessing an online or digital application needs to be considered by online sellers so that consumers feel comfortable using it (Pee, Jiang, & Klein, 2018).

Furthermore, it was stated by De Matos & Krielow (2018) that the main factor of repeat purchase intention is convenience. Nowadays customers often do not have time to shop at retail stores, so sellers are expected to provide the convenience of shopping online. In this digital era, stakeholders are expected to start developing mobile applications to selling online. The previous studies said that customers nowadays like sellers who can save time and energy in spending activities, where customers can shop anytime and anywhere without being bound by time and place (Duarte, Silva, & Ferreira, 2018).

An e-commerce company or online business must be able to create and continue to improve convenience both in e-services such as convenience and convenience when ordering products to make transactions. Security in conducting transactions or using an e-commerce is also needed in order to create convenience.

Based on the description above, the writer is interested in discussing more about Grab-food so the writer chooses the title *“Perceived Ease of Use Analysis Towards Repeat Purchase Intention with Convenience as an Intervening Variable on Feature Usage of Grab-Food”*.

2. LITERATURE REVIEW

2.1 Perceive Ease of Use

Perceived Ease of Use is defined as a belief that using technology will be effortless (Dewi et al, 2013). Perceived Ease of Use is the convenience provided by technology of someone's perception. The easier the technology to use the website or its application is easy to access and understand, the more encouraging someone to continue to use the website or application.

2.2 Convenience

According to Collier & Kimes (2013) convenience is defined as the time and effort required by consumers when using technology to conduct online shopping activities. This refers to a more simplified activity or work situation, where one does not need to spend a great deal of effort to complete it.

2.3 Repeat Purchase Intention

Repeat purchase intention occurs when consumers begin an effort to repurchase the same product, service, or brand (Goh, Jiang, Hak, & Tee, 2016). Repurchase intention is also defined as a commitment to repurchase or the probability of someone returning to make a purchase in a particular product or service category (Tuu, Anh, Olsen, & Vassdal, 2010).

3. RESEARCH METHOD

3.1 Types of Research

The type of research used to show the relationship between Perceived Ease of Use and Repeat Purchase Intention with Convenience as an intervening variable is a causal descriptive study. In this research, the scale of the instrument used is Likert scale and the method that author used in this research is a structured questionnaire.

3.2 Population and Sample

Population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2018:215). The population in this study are Indonesian people who have ordered food or drink using the Grab-Food feature.

Sample is part of the number and characteristics possessed by the population. If the population is large, and researchers may not study everything in the population, for example because of limited funds, power and time, then researchers can use samples taken from that population (Sugiyono, 2018: 81). The sample in this study is consumers who have ordered food or drinks using the Grab-Food feature in the last four months (October - December 2019).

3.3 Data Analysis Technique

Data Analysis technique used is path analysis. Technical path analysis is used to describe and conclude the model of the relationship between variables that form cause and effect (Sugiyono, 2007).

4. RESEARCH RESULTS AND DISCUSSION

4.1 Overview of Respondents identities

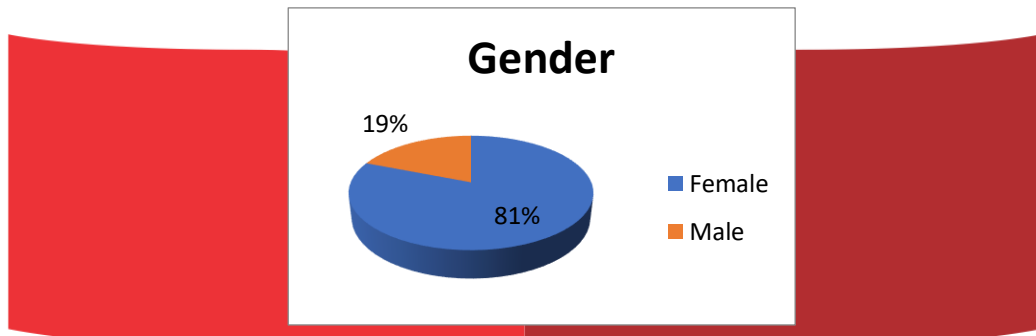


Figure 4.1 Identity of Respondents by Gender

Source: Author's Processed Primary Data, 2019

Figure 4.1 above shows that of the 100 respondents studied, 81% were Female, and 19% were Male. This indicates that the majority of respondents are Female.

Identity of respondents based on age can be seen in Figure 4.2 as follows:

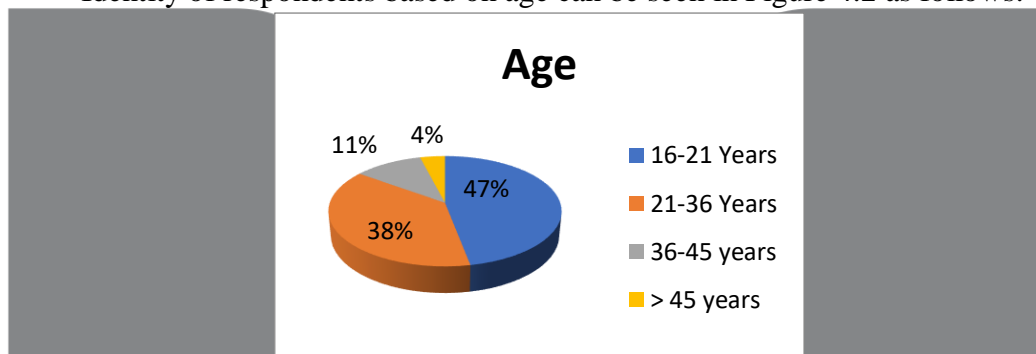


Figure 4.2 Identity of Respondents by Age

Source: Author's Processed Primary Data, 2019

Figure 4.2 shows that of the 100 respondents studied, 47% of them were aged 16-21 years, 38% of them were aged 21-36 years, 11% of them were aged 36-45 years, and another 4% were aged over 45 years. This indicates that the majority of respondents aged 16-21 years.

Respondent identity based on occupation can be seen in Figure 4.3 as follows:

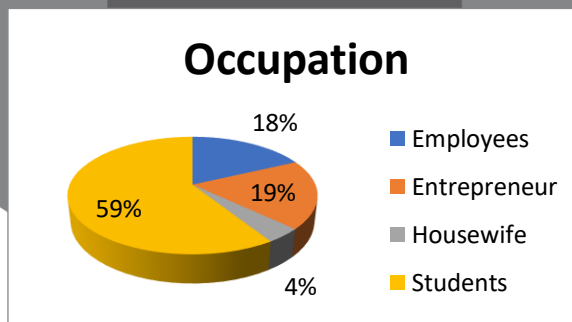


Figure 4.3 Identity of Respondents by Occupation

Source: Author's Processed Primary Data, 2019

Figure 4.3 above shows that of the 100 respondents studied, 18% of them worked as Employees, 19% of them worked as Entrepreneurs, 4% of them worked as Housewife, and 59% of them worked as Students. This indicates that the majority of respondents worked as Students.

4.2 Descriptive Analysis

Descriptive analysis is used to determine the perception of 100 Grab-Food customers' perceptions about the research variables, namely Perceived Ease of Use, Convenience, and Repeat Purchase Intention.

5. CONCLUSIONS AND SUGGESTIONS

5.1 CONCLUSIONS

Based on a study entitled "Perceived Ease of Use towards Repeat Purchase Intention with Convenience as an Intervening Variable on feature Usage of Grab-Food" obtained the following results.

- a. Perceived Ease of Use on the Grab-Food feature has a positive and significant effect on Repeat Purchase Intention. Base on hypothesis which state the value of t-count amounted is greater than t-table. The effect of perceive ease of use towards repeat purchase intention is 34.6%.
- b. Perceived Ease of Use on the Grab-Food feature has a positive and significant effect on Convenience. Base on hypothesis which state the value of t-count amounted is greater than t-table. The effect of perceive ease of use on convenience is 11.1%.
- c. Convenience of the Grab-Food feature has a positive and significant effect on Repeat Purchase Intention. Base on hypothesis which state the value of t-count amounted is greater than t-table. The effect of convenience on repeat purchase intention is 22.4%.

From the conclusions above it can be seen that each variable in the study mutually influences between the variables with one another. Perceived Ease of Use has an effect on Repeat Purchase Intention, Perceived Ease of Use has an effect on Convenience, and Convenience has an effect on Repeat Purchase Intention.

5.2 SUGGESTIONS

5.2.1 SUGGESTIONS FOR THE COMPANY

- a. User friendly

Grab-Food is known as an online food service feature with functions that are very useful and can support people's daily activities. With the presence of this feature which is easy to operate by all walks of life, it makes users feel easy and pampered.

Therefore, it is important for Grab-Food to continue to innovate and improve the ease of operation. Seeing the majority of Grab-Food users are young people and students and private employees who are vulnerable to ages 16 to 21 years, using contemporary languages and everyday languages that are often used by their users, will make Grab-Food features more attractive.

b. Practice and simple

The simple and practical in the use of a technology, the user will be more interested too. Grab-Food needs to increase simplicity and practicality in its use, both practically in making payments, placing an order, and selecting the food to be ordered. Every online activity carried out in the Grab-Food feature needs to be considered in detail so that users feel comfortable. In order for Grab-Food features to be practical and simple, as much as possible not to appear too many other features in Grab-Food features that are not needed. That way, users are not confused by having too many useless features.

5.2.2 SUGGESTIONS FOR THE FURTHER RESEARCH

Technology is developing very rapidly day by day. The growth rate of e-commerce is also increasingly rapid. Likewise, with digital applications that are felt to be starting to appear a lot. Therefore, one day people will become accustomed to and familiar with the presence of online food delivery services like Grab-Food does. There will be many digital applications its function resembles the Grab-Food feature that will develop in the future. So that Grab-Food consumers do not switch to other similar applications, there must be an attachment or loyalty that is formed in the consumer. The author suggests for the next researcher to examine how to form a loyalty or attachment between a person and a brand, which means researching on how to grow consumer loyalty towards Grab-Food.

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