



THE EFFECT OF CONSUMER TRUST AND THE USE OF ONLINE OJEK SERVICES ON THE PURCHASE OF FOOD THROUGH THE GRABFOOD MESSAGING FEATURE ON THE COMMUNITY IN DKI JAKARTA (NON ISLANDS THOUSANDS)

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Abstract

Food purchase through the GrabFood delivery feature for people in DKI Jakarta, which is proven to help humans in their daily lives, is determined and influenced by many factors. In this study, the factors studied were consumer trust and the use of online motorcycle taxi services. This study aims to determine the effect of consumer trust and the use of online motorcycle taxi services on food purchases through the GrabFood Delivery feature for people in DKI Jakarta (Non-Thousand Islands). This research is quantitative. The object of this study is the people of DKI Jakarta aged eighteen years and over who use the GrabFood delivery feature, with an unknown population. The sample in this study amounted to 115 respondents, determined using the Malhotra formula by multiplying the number of sub-indicators by five. The analytical method used in this research is multiple regression analysis which includes several tests, namely reliability validity test, descriptive analysis, classical assumption test and statistical test. There are several indicators of each variable that state the least results. Namely, there is an indicator of company image on the consumer trust variable, an indicator of the ease of using online motorcycle taxi services and the last indicator of the number of purchases on the food purchase variable. The results of this study indicate that consumer trust and the use of online motorcycle taxi services partially affect food purchases. The variables of consumer confidence and the use of online motorcycle taxi services simultaneously have a positive and significant effect on food purchases which can be proven by the results of several tests that have been carried out using the SPSS 25 application.

Keywords: Consumer Trust, Use of Online Motorcycle Taxi Services, Food Purchases

INTRODUCTION

The era of revolution 4.0 has greatly impacted changes in human life, especially in the world of technology. One of the impacts of the changes is marked by the emergence of new technologies that facilitate human life in various fields, ranging from industry to offices and communications. The most rapidly growing sector is the field of transportation. This field of transportation can be said to be fast because of the rapid development of online transportation, which has been proven to help humans in their daily lives.

Along with the development of technology and times, online transportation applications not only provide motorcycle and car motorcycle taxi features but also provide other features such as goods delivery features, shopping features, and the most popular is the food delivery feature which has proven to be very helpful for the community, especially in Indonesia. Pandemic era like this.

The attraction of the provider application for this feature is the frequent promos and discounts provided by its users, which can make it more popular. With all the advantages and conveniences obtained, this feature has been able to make some people dependent on its use in a short time. According to Hidayatullah quoted from (Kadek, Fauzan, 2020), it is a convenience of technology that makes people dependent and bound by this food delivery feature, which then creates a tendency for lazy and consumptive behaviour in society (Yanti, Sujana, & Zukhri, 2017)

Based on the pre-research I did in 5 districts in Jakarta such as South Jakarta, West Jakarta, East Jakarta, Central Jakarta, and North Jakarta, the Grab food feature is the most popular and used by the public to purchase food through the delivery feature. The following is a diagram of the results of the researchers' pre-research.



Figure 1.1 Researcher Research Pre-Research Diagram

It makes researchers want to do this research to find out why this Grab food feature can be the most sought after by people in Jakarta. Because consumers can often use certain goods or service products because of the trust and ease of use, for this reason, the researcher wants to see if consumer trust greatly influences the high use of this Grab food feature in Jakarta.

Consumer trust does not just exist in consumers, but many factors that form that trust can arise in the product or service used (Purnama, 2016). These factors include product quality, ease of use, product price, and other factors. If you look at the quality of the product, Grab food can be said to be the same as its competitors and has added value, namely it has been around for a long time, has many promos, and has also reached various types of restaurants and even small MSMEs. Therefore, Grab Food can be the most sought-after by the people in DKI Jakarta.

According to Lee, suppose consumers already trust a product or brand. In that case, consumers accept all risks for their trust because of the positive expectations promised by the brand or feature that gives positive feelings called trust consumers (Ramadhan, 2019). Therefore, the key to the success of a product or online feature is the trust of consumers, and researchers want to see if consumer trust and the ease of using online motorcycle taxi services are one of the factors that cause the high use of Grab food feature in the City of Jakarta (Non-Thousand Islands).

In this food delivery system, all applications, including Grab Food, also use online motorcycle taxi services to deliver food to consumers. As the era of online motorcycle taxi transportation develops, it can now be said to be a new lifestyle in the 4.0 revolution era. Moreover, the existence and ease of use of online motorcycle taxis make this transportation one of the solutions to the congestion of the capital city, which is getting more and more private vehicles that increase the density of queuing vehicles during working hours which can slow down travel.

Therefore people feel helped by this online motorcycle taxi mode of transportation (Ramdhani, Muzadid, Alamanda, & Fahrurroji, 2019).

Based on the problems and facts that have been mentioned above, it is what make the researcher want to do this research.

LITERATURE REVIEW

Consumer Trust

According to Chen Chen, consumer trust is a consumer's willingness to trust a product, service or brand based on beliefs and expectations resulting from honesty, kindness, and ability, as well as the performance generated by the environment (Chen & Chen, 2010). In addition, Yousafzai also argues in (Malian, 2021) states that consumer trust is a trust that is owned by consumers and believes that the seller will fulfil and provide all his obligations as expected by the consumer.

The indicators used to measure the consumer trust variable are the seller's honesty in the transaction, the responsibility of the seller to the buyer, and the belief that the company has a good reputation, as Nuraini (Malian, 2021).

Use of Online Ojek Services

The use of online motorcycle taxi services in this study includes economic activities, namely distribution. According to Tjiptono, quoted from (Heryanto, 2015), distribution is an activity that aims to market a product that seeks to facilitate and facilitate the arrival of goods or services from producers to consumers so that these products can use according to their uses. In addition, distribution can also be interpreted as a collection of organizations whose task is to create a process of distributing goods or services from producers to consumers to be traded and then used according to their function (Thessa, Silvyia, 2018).

The indicators used to measure the variables of using online motorcycle taxi services are marketing channels (marketing), several distributors, convenience, and completeness of services proposed by Philip Kotler (Selvie, Sylvia, 2017).

Food Purchase

Food purchase in this study is included in the economic activity, namely consumption. Consumption is buying a certain product in the form of goods or services consumed to meet their daily needs (Elvina, 2018). In addition, Lalu Sukirno in (Hanum, 2019) defines consumption as a spending activity carried out by households on goods or services to meet the needs of the person doing the work.

The indicators used to measure the food purchase variables are product choice, brand choice, number of purchases, time of purchase, and payment method. In addition, researchers also provide additional indicators, namely promotions or discounts given by Kotler and Keller (Warayuanty, 2015). In addition, researchers also provide additional indicators, namely promotions or discounts given.

METHOD

This research was conducted using a quantitative approach. The purpose of this study was to determine the effect of consumer trust (X1) and the use of online motorcycle taxi services (X2) on food purchases (Y). The data analysis technique used multiple linear regression analysis. The

research population is the people of DKI Jakarta who use an unknown number of GrabFood inter-messaging features. The sample in this study used a sampling technique with proportional random sampling. The number of samples is 115 people from DKI Jakarta who use the GrabFood delivery feature.

Data collection in this study was carried out using a questionnaire with several statements distributed to the people of DKI Jakarta, users of the GrabFood delivery feature (Non-Seribu Islands) as the unit of analysis. For each item in the questionnaire, alternative answers are used in the form of a Likert scale using 5 answer choices, namely STS, TS, RG, S, and SS.

RESULTS AND DISCUSSION

Results

The number of respondents from South Jakarta was 42 respondents. From Central Jakarta, as many as 12 respondents. From West Jakarta, as many as 28 respondents; from North Jakarta, as many as 13 respondents. And from East Jakarta, as many as 20 respondents. With a total number of respondents, as many as 115 respondents. It shows that users of the Grab food delivery feature in the people of DKI Jakarta (Non-Thousand Islands) are likelier to lead people who live in South Jakarta.

Furthermore, the number of respondents based on age can be broken down by the number of respondents aged 18-28 years, as many as 90 people and ages 29-38 years, as many as 25 people. Therefore, it shows that most users of the Grab food delivery feature in DKI Jakarta (Non-Seribu Islands) are aged 18-28.

The number of respondents according to employment status can be broken down by the number of respondents who have employment status as students as many as 60 people, employees or workers as many as 46 people, and 9 people who have not or do not work. Therefore, it shows that users of the Grab food delivery feature in the people of DKI Jakarta (Non-Thousand Islands) are likelier to lead people with student employment status.

Based on the statistical analysis test, the independent variable and the dependent variable showed the same results. Namely, the mean value is greater than the standard deviation, which means that the deviation of the data that occurs is low so that the distribution of the values is evenly distributed.

Normality Test

The results of the normality test of the consumer confidence variable and the use of online motorcycle taxi services show a significance value of $0.200 > 0.05$, and it can say that the residual data is normally distributed.

Multicollinearity Test

The results of the multicollinearity test of consumer confidence and the use of online motorcycle taxi services showed a VIF value of 1.929. And the tolerance value is 0.518, which means that it can be said that there is no multicollinearity symptom because the VIF probability value is > 0.1 and the tolerance value is > 0.1 .

Heteroscedasticity Test

The results of the heteroscedasticity test of consumer confidence and the use of online motorcycle taxi services show a significance value of 0.138 and 0.055. These data show heteroscedasticity symptoms can reveal because it has a significant value > 0.05 .

Linearity Test

The results of the linearity test between the variables of consumer confidence and the use of online motorcycle taxi services on food purchases obtained significant results of 0.052 and 0.114. Therefore, the variable of consumer confidence and the use of online motorcycle taxi services are related to the food purchase variable because it has a significance value of > 0.05 . Thus it is clarified that the model used is appropriate because there is linearity.

Multiple Linear Regression Analysis

A simple regression equation finds from the data obtained, namely $Y = 8.898 + 0.442X_1 + 0.342X_2$. The constant value is 8.898, and the regression coefficient is $+0.0443X_1$ and $+0.342X_2$. The regression coefficient shows that food purchases increase by 0.443 with each addition of consumer confidence, and food purchases also increase by 0.342 with each additional use of online motorcycle taxi services.

T-Test

The t-count value of the consumer confidence variable (X_1) is 7.846, with a significant level of 0.000. Because the significance value is smaller than alpha, H_a is accepted, and H_o is rejected. It means that the consumer confidence variable (X_1) partially has a significant effect on food purchases.

The t-count value of the variable use of online motorcycle taxi services (X_2) is 4,578, with a significant level of 0.000. Because the significance value is smaller than alpha, H_a is accepted, and H_o is rejected. It means that the variable of online motorcycle taxi services (X_2) significantly affects food purchases.

If the t-count $>$ t-table, H_o is rejected, and H_a is accepted. The value on the t-table is 1.198. Then the value of t-count $>$ t-table so that it can conclude that H_a is accepted, which means that there is a partial influence on consumer confidence and the use of online motorcycle taxi services on food purchases through the GrabFood delivery feature for people in DKI Jakarta (Non-Thousand Islands).

F Test

Based on the results of the F test, the results of the F-count value are 127.656. The significance value is $0.000 < 0.05$. Therefore, it can interpret that H_o is rejected and H_a is accepted. It can conclude that the variables of consumer trust and the use of online motorcycle taxi services significantly affect food purchases.

Coefficient Of Determination

The table shows that the value of R^2 is 0.695 or 69.5%. Finally, the influence of consumer trust variables (X_1) and the use of online motorcycle taxi services (X_2) on food purchases (Y) is 69.5%, and the amount of other variables that affect food purchasing variables (Y) is 30.5%.

DISCUSSION

The Effect Of Consumer Confidence (X₁) On Food Purchases (Y)

Based on the research that has been carried out, the results show that consumer trust significantly affects food purchases through the Grabfood delivery message feature. The results of this study also support the statement (Morgan & Hunt, 1994), which says that a group of people or several people who have confidence in a good exchange of integrity (honesty) can lead to trust to make a purchase.

Meanwhile, according to Nuraini's opinion, the consumer trust of the people of DKI Jakarta using the Grabfood delivery message feature used in this study was measured using three indicators, namely a good corporate image, responsibility, and (Malian, 2021).

In addition, Lin and Lu also argue that consumer trust is a relationship given by consumers to a company or place of business where consumers give their trust to get a product or service offered by the company professionally. In other words, get the best service (Menara, 2019).

The results of this study are in line with research conducted by (Menara, 2019), (Ramadhan, 2019), and (Lestari, 2020), which explain that consumer trust has a significant effect on purchasing food or using online services.

The Effect Of Using Online Ojek Services (X₂) On Food Purchases (Y)

Based on the results of the research that has been done, it is found that the use of online motorcycle taxi services has a significant effect on food purchases through the Grabfood delivery message feature to the public in DKI Jakarta. In this case, the use of online motorcycle taxi services is said to be one of the economic activities, namely distribution, because the role of online motorcycle taxi services here is to deliver food from producers to consumers, where it is the duty of the distributor.

As for what is used in this study, Selvie and Sylvia's opinion describes distribution indicators that can be measured using four indicators: marketing, number of distributors, convenience, and completeness of services (Selvie, Sylvia, 2017).

In addition, These and Silvyia also argue that distribution acts as a collection of organizations whose task is to distribute goods or services from producers to consumers to be traded and then used according to their functions (Thessa, Silvyia, 2018). In line with online motorcycle taxi services, where they are a service provider made to facilitate people's daily lives in any field, one of which is delivering food from producers to consumers.

The results of this study are in line with research conducted by (Ali, Kharis, & Karlina, 2018) (Rosa & Yunita 2019) and (Panji, Jaka n.d.), which explain that the use of online motorcycle taxi services has a significant effect on food purchases through the GrabFood delivery feature. To the people of DKI Jakarta.

CONCLUSION

The results of the research and analysis that the researchers have carried out are aimed at answering the formulation of the problems that have been stated in Chapter 1 and also to answer the problems and conclusions of this study entitled "The Effect of Consumer Trust and the Use of Online Ojek Services on the Intensity of Food Purchases Through the Grabfood Delivery Feature. For Communities in DKI Jakarta (Non-Thousand Islands)", among others:

1. Based on the results of the data analysis, it can conclude that consumer trust affects food purchases. Therefore, it means that the higher the consumer trust (the people of DKI Jakarta), the level of food purchases through the Grabfood delivery message feature in DKI Jakarta will increase.

2. Based on the data analysis results, it can conclude that the use of online motorcycle taxi services affects food purchases. Therefore, it means that the higher the use of online motorcycle taxi services, the level of purchasing food through the Grabfood delivery feature in DKI Jakarta will increase.

Limitations

This study takes samples in the DKI Jakarta area, the capital city, the centre of government and the centre of the economy, which means that more and more people need features and services to help facilitate their daily lives. Therefore, further research is needed using respondents who differ in geography.

In this study, researchers only examined 2 factors: consumer trust and the use of online motorcycle taxi services. Therefore, this study can only provide information about how much influence these two variables have on food purchases through the Grabfood delivery message feature to the community in DKI Jakarta. At the same time, the influence of other factors or variables not included in this study cannot know in detail.

This study took a small sample due to the limitations of the researchers in sampling. Therefore it is hoped that future researchers can take a larger sample than this study. Furthermore, this study has not considered the possibility of income factors affecting food purchases through the Grabfood delivery feature. Therefore, according to J.M. Keynes, further research is needed to criticize the consumption theory, where it is suspected that income factors can affect consumption activities.

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