

Exploring factors influencing repurchase intention in online food delivery: A case study of go food users at burger Bangor in Jepara

Samsul Arifin^{1*}, Mohamad Rifqy Roosdhani¹, Nurul Komaryatin², Ali¹, Nurul Huda²

¹ Master of Management, Nahdlatul Ulama Islamic University Jepara, Central Java, Indonesia

² Faculty of Economics and Business, Nahdlatul Ulama Islamic University Jepara, Central Java, Indonesia

Abstract

This research aims to analyze and determine the influence of effort expectancy, information quality, and social influence on repurchase intention. The sample in this research is Go Jek application users who use the Go Food online food ordering service at the Burger Bangor merchant at least twice in one month. The sampling technique is non-probability sampling using the purposeful sampling method. Data analysis using SPSS software. The research results show that effort expectancy partially influences repurchase intention. Information quality influences repurchase intention. Social influence influences repurchase intention. Simultaneously, effort Quality and social influence jointly influence repurchase intention. The coefficient of determination value is 0.579. This explains 57.9% of the variation in repurchase intention in the research, which can be explained through this regression. Meanwhile, the remaining 44.1% is explained by other variables outside of this research.

Keywords: Effort expectancy, information quality, social influence, repurchase intention

Introduction

The growth of information technology has brought many positive impacts. This can be seen in several innovations that have been produced by society. The emergence of various new business opportunities through the use of the Internet has changed people's economic patterns, leading them to become active consumers in the electronic commerce (e-commerce) ecosystem. This phenomenon reflects the rapid response of digital economy players to exploiting the potential of technology. The increase in the number of internet users in Indonesia continues, causing internet technology to develop more rapidly. One of the Indonesian companies that utilizes e-commerce practically via smartphones is the Go Jek company. One of the services that contributes the largest income to Go Jek is GoFood. In the last four years, GoFood's revenue has managed to grow up to 20 times (Thoe & Berlianto, 2022) ^[17]. Go Food was named the best delivery service in Indonesia, based on a survey of 84% of the public assessing Go Food as offering the best delivery service in Indonesia (Kusumo, 2019) ^[6].

Repurchase intention is part of what is planned by consumers, which encourages their willingness to repurchase products that have been purchased previously (Ni Luh Putu Gede Maharupa Asmarina, 2022) ^[10]. A consumer commitment that develops after making a purchase of a good or service is known as repurchase intention. The decision to buy a product arises after the consumer tries a product and then develops a feeling of liking or disliking the product.

There are 10 sectors of the Indonesian economy experiencing economic growth, one of which is the food and beverage sector. According to this data, the food and beverage sector has been greatly impacted by the coronavirus. Therefore, most food businesses register their businesses on the GoJek application. To make it easier for customers to order food via the online application. Effort expectancy, information quality, and social influence are used as indicators to determine repurchase intention

behavior. Repurchase intention has a positive influence on the company; the act of repurchase shows that the product or service offered by the company creates satisfaction with consumers, which makes the consumer want to repurchase. This positive impact will make the image of a company better, such as If a consumer repurchases a food product on an online service application and the consumer is satisfied, then the merchant's performance on the online service application will increase due to consumer satisfaction by providing a good review and rating via stars.

According Aprianti & Rachmawati, (2020) ^[2] defines Repurchase Intention as an individual's assessment of repurchasing a product or service offered by a company and then recommending the company to other consumers. This is due to satisfaction with what consumers need from a product.

Cha & Shin, (2021) ^[4] say that consumer purchasing activities do not end once between the company and the consumer but can appear continuously depending on whether they are satisfied with the product or service or not. Therefore, knowing what factors influence consumers' repurchase intentions is one of the important things that companies providing food delivery services, such as GoFood, must pay attention to so that it is hoped that this can be used as input for developing company strategies to survive and improve business in the future.

Effort expectancy is the ease with which consumers use technology (Gharaibeh *et al.*, 2018). A positive effort expectancy experience encourages customers to keep utilizing the technological system. Customers may decide not to repurchase the application and instead choose to use a different platform if they have a negative experience with the application service system. The relationship between Effort Expectancy and Repurchase Intention is based on the results of research conducted by Williyanto (2018) ^[19], Effort Expectancy has a positive effect on Repurchase Intention.

Information quality refers to the value, validity, and usefulness of information that is the output of an

information system, as well as the quality of that output (Lee *et al.*, 2019) ^[7]. Information quality is considered the basic idea of building trust. Superior information quality for a product or service will increase customer loyalty (Zhou & Li, 2020) ^[22]. Based on research results (Rabia & Bagus, 2019) ^[13], Repurchase intention is positively impacted by the quality of the information.

Social influence is a way of involving users who are willing to try new technology with other people, including friends, colleagues, and family (Muangmee *et al.*, 2021) ^[9]. The way that individuals use meal delivery applications to influence one another's shopping decisions is reflected in social influence. based on the study that was done by (Yeo *et al.*, 2021) ^[21] social influence has a positive effect on repurchase intention.

Based on the "Online Food Delivery (OFD) Perception & Consumption Behavior Survey" conducted by the Center for Strategic and International Studies (CSIS) and Prasetiya Mulya University, it was stated that the Go Food transaction value was recorded as the largest among food delivery services in Indonesia during the COVID pandemic. -19.

According to the results of this research, during the pandemic, it was at the top of food delivery services in Indonesia with the largest transaction value. Go Food contributed up to IDR 30.65T, greater than other platforms such as Shopee Food (IDR 26.49T) and Grab Food (IDR 20.93T).

Online food delivery services are one of the drivers of digital economic growth and driving the economy amid a pandemic, and they are a savior for people who have to carry out activities from home and a savior for MSMEs to be able to continue doing business.

This phenomenon is interesting to research because, seeing as the development of Go Food continues to lead to expanding innovation and providing opportunities for MSMEs, it is important for every culinary partner to join Go

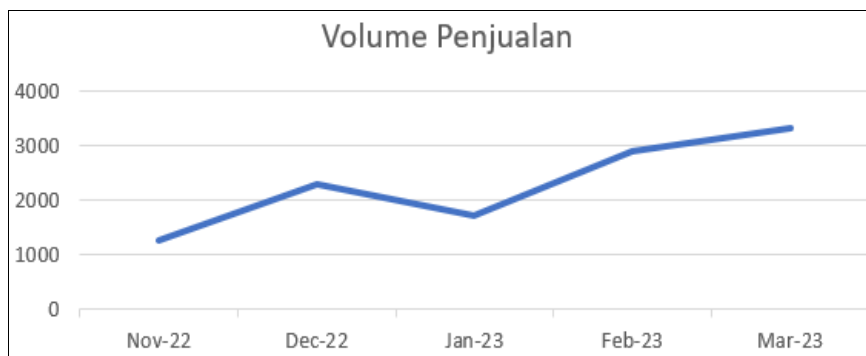
Food for consumer convenience and to increase competitiveness by seeing the appearance of the products sold in the application to attract consumer interest. Effort expectancy, information quality, and social influence are also some of the reasons why consumers feel confident in the appearance and service at Go Food and are likely to develop a sense of loyalty and make repeat purchases from the same partner.

Burgers are a type of fast food that has many fans. This western culinary dish has been developed by many local Indonesian business people at varied prices and can be enjoyed by various groups. In Jepara, there is one of the burger MSMEs, namely Burger Bangor. This outlet has only been open for about a year, but its sales are already the best-selling on Go Food; its rating is 4.7 on a scale of 5. This means it has a high value in sales. Not only did they give stars, but there were customers who commented that they had repurchased the Bangor Burger because it was delicious and the service was fast with varied menu choices and prices that could be adjusted.

Burger Bangor was founded in 2020 and has successfully opened more than 260 outlets throughout Indonesia. What differentiates Burger Bangor from other burgers is that they use 100% high-quality, low-fat Australian beef as raw materials, as well as buns and sauces that are made by themselves. Denny Sumargo is a public figure who has been successful in building a food business. With his fun and energetic personal branding and his Instagram followers, he has no difficulty promoting his business.

There are several Burger Bangor branches in Jepara that I visited as research objects, namely the Jepara and Mayong branches. The two branches have different management systems; the Jepara branch is privately owned by individuals, but the Mayong branch is owned by the center, so this is interesting to note. careful writer.

Table 1: Bangor Burger Sales Volume in Jepara



Source: Bangor Jepara Burger Management (2022)

This data was taken from the total monthly sales volume for 5 months from November 2022 to March 2023 from the 2 Burger Bangor branches that the author studied. You can see an increase in sales volume from November 2022 to March 2023. From the information, the data is taken from the number of daily sales, with the lowest average daily sales being 65% and the highest average sales being 95%. It can be seen from the increasing sales volume that Burger Bangor is already in demand by the people of Jepara.

Repurchase intention is interesting to research because it is related to consumer satisfaction with the services and products sold. The existence of COVID-19 has increased

online sales of food products. According to (Yeo *et al.*, 2021) ^[21] Global researchers have focused a lot on online shopping behavior, but not much has been researched in the field of food app services. Therefore, the existence of this phenomenon and the research gap are the basis for conducting this research.

In research conducted by Lianto (2017) ^[8] effort expectancy has a positive effect on repurchase intention. Meanwhile, research results (Thoe & Berlianto, 2022) ^[17] show that Effort Expectancy does not affect repurchase intention. Apart from that, appropriate variables from previous research regarding Information Quality from the results of

research conducted by (Prastiwi & Iswari, 2019) ^[12] have a positive influence on repurchase intention. Different from the results of research conducted by Yeo *et al.*, (2021) ^[21] the results of this research show that Information Quality does not affect repurchase intention. Apart from that, the Social Influence variable studied by Yeo *et al.*, (2021) ^[21] has positive results on repurchase intention. Different from the results of research conducted by (Thoe & Berlianto, 2022) ^[17] Social Influence does not affect repurchase intention.

Previous study has demonstrated that Effort Expectancy, Information Quality, and Social Influence are not related to Repurchase Intention, despite a number of research gaps. Therefore, it would be worthwhile to conduct additional research on the Go Food customers at the Burger Bangor merchant in Jepara. This is because, in the course of operating this business, the company has prioritized customer satisfaction and implemented loyalty by offering high-quality goods and services with specific outcomes. Something doesn't feel right.

Research Method

This research is quantitative. Quantitative research is research that is structured and quantifies data so that it can be generalized (Anshori, 2019) ^[1]. Because it adheres to the scientific tenets of being concrete/empirical, objective, measurable, logical, and systematic, this approach is considered scientific (Sugiyono, 2017) ^[16]. The sampling technique was carried out randomly, and data collection used research instruments. Data analysis was quantitative.

The population in this study is consumers who use the Go Food application to order Bangor Burger food more than once, the number of which is unknown. This is because the exact number of consumers who use the Go Food application to order Bangor Burger more than once is unknown.

A sample is a part taken from a population. Samples are often taken to represent the entire population (M, n.d.). So the sample must be representative because the population is large and not all individuals can be studied. So determining the number of samples from the population used in this research uses a formula according to (Rao, 2006) ^[14]. From the results of these calculations, it is known that the required sample size is 96 respondents.

In this research, the technique used to collect data was a questionnaire. To get a lot of data, a questionnaire is one tool for data collection. (Ismail & AlBahri, 2019). This is done by giving several structured written questions to respondents regarding their responses to the various variables studied (Muchlis *et al.*, 2019). In this study, a questionnaire was used, which was measured using the Likert scale. The following is a classification of Likert Scale scores for quantitative research purposes.

In this research, the researcher collected respondents by coming directly to Burger Bangor and asking permission from the owner to conduct research on the spot, then waiting for orders from customers who ordered Burger Bangor online. After the researcher asks permission from the online motorcycle taxi to request customer data, customer data will be used by researchers to become respondents in the research by sending a questionnaire link, and customers can fill in the questions that have been presented by the researcher.

Results and Discussion

The Influence of Effort Expectancy on Repurchase Intention

Based on the results of data processing, it shows that the Effort Expectancy variable has a calculated t value of 1.791 > t table of 1.66159, and judging from the level of significance, the Effort Expectancy variable has a value of 0.009 < 0.05 so it can be concluded that the first hypothesis is accepted. Thus, it can be concluded that effort expectancy influences Repurchase Intention. So this shows that high Effort Expectancy can increase Repurchase Intention at Burger Bangor.

In line with research (Williyanto, 2018) ^[19] which discusses the influence of effort expectancy on repurchase, consumers obtained positive results from effort expectancy on repurchase intention. Additional studies that demonstrate the beneficial effects of effort expectation on repurchase intention is from Lianto (2017) ^[8] This explores how effort anticipation affects repurchase intention using consumer satisfaction as a mediating factor. The results of this research show that effort expectancy has a positive and significant influence. on the repurchase intention variable.

Effort expectancy is used to examine consumers' experience and ease of using technology. Effort expectancy can increase customer satisfaction with online shopping, which ultimately also increases the intention to repurchase. The customer experience can increase customer satisfaction and expectations. Previous research that discussed effort expectancy, which influences repurchase intention research (Sally, 2017) ^[15] obtained positive results on repurchase intention.

The perceived ease of ordering Bangor Burgers at Go Food is used as a measure that the system is easy for customers to understand and use. Apart from that, Burger Bangor is easy to find because it is at the top or a favorite on Go Food. This shows that Burger Bangor, as a burger brand, is building an image of quality burgers at prices that are still pocket-friendly. The menu display at Bangor Burger is clear and easy for consumers to understand.

The Influence of Information Quality on Repurchase Intention

Based on the results of data processing, it shows that the Information Quality variable has a calculated t value of 1.856 > t table of 1.66159, and judging from the level of significance, the Information Quality variable has a value of 0.009 < 0.05 so it can be concluded that the second hypothesis is accepted. Thus, it can be concluded that Information Quality influences Repurchase Intention. So this shows that if Information Quality is high, it can increase Repurchase Intention at Burger Bangor.

This research supports and is in line with research results that show the positive influence of information quality on repurchase intention, namely (Prastiwi & Iswari, 2019) ^[12] which discusses Information Quality to Generate Customers' Repurchase Intention: A Case of M-Commerce in Indonesia (GoFood).

Quality of information is thought to be the foundational concept of creating trust. An application's informativeness broadens the shopping experience, enables customers to compare item features, and influences their decision to buy based on their perceptions of value. (Prastiwi & Iswari, 2019) ^[12] Improved product and service information quality will boost client loyalty (Zhou & Li, 2020) ^[22]. Research

conducted by Rabia & Bagus (2019) ^[13] discusses the role of Information Quality on Repurchase Intention among Go-Food MSME Partners in Surakarta. The results show that information quality has a positive effect on repurchase intention.

There is complete information regarding the composition of the ingredients used in the Bangor Burger. This shows that the information on Burger Bangor presents a format that suits what customers want, so that consumers can easily make purchases. Burger Bangor provides menu update information that is not available.

The Effect of Social Influence on Repurchase Intention

Based on the results of data processing, it shows that the Social Influence variable has a calculated t value of $1.935 > t$ table of 1.66159 , and judging from the level of significance, the Social Influence variable has a value of $0.007 < 0.05$ so it can be concluded that the third hypothesis is accepted. Thus, it can be concluded that Social Influence influences Repurchase Intention. So this shows that if Social Influence is high, it can increase Repurchase Intention at Burger Bangor.

In line with research (Yeo *et al.*, 2021) ^[21] displaying noteworthy findings about the impact of social influence on the intention to repurchase. The proliferation of international social networks has increased social influence when it comes to the adoption of new mobile technologies, including food delivery applications (FDA). This statement was expressed by (Muangmee *et al.*, 2021) ^[9]. Social influence is an effort made by individuals to change the beliefs, perceptions, and behavior of other people. The more social influence there is on potential users of a technology system, the greater the interest that will arise from that individual (Yapp *et al.*, 2018) ^[20].

Consumers are willing to recommend using Go Food to purchase Bangor Burger products. This shows that consumers in Jepara require ordering food online using Go Food, especially Burger Bangor. Apart from that, influencers recommend using Go Food to buy Bangor Burgers because Go Food offers lots of promotions.

Conclusion

Based on data analysis and discussion of research results regarding the factors that influence Repurchase Intention, it can be concluded that:

1. Effort Expectancy has a positive influence on Repurchase Intention. This means that the higher the level of customer trust in the ease of ordering Bangor Burgers via Go Food, the higher the intention to make repeat purchases. Ease of use of the system and customer understanding of the ordering process are considered the main factors in increasing Repurchase Intention, especially with the existence of Burger Bangor which is easily accessible on Go Food. Information Quality also has a positive influence on Repurchase Intention. If the quality of the information presented by Burger Bangor is considered high, then the level of intention to make a repeat purchase will also increase. Presenting information in accordance with consumer desires, including continuously updating menus, is considered an important factor that makes it easier for consumers in the purchasing process and contributes to increasing Repurchase Intention.

2. Social Influence has a positive influence on Repurchase Intention. This means that the greater the influence of the social environment, especially support from other consumers in Jepara who encourage the use of Go Food to order food online, especially Burger Bangor, the more Repurchase Intention will increase. This factor shows that social factors play a crucial role in motivating consumers to make repeat purchases, especially in the context of using the Go Food platform to order food from Burger Bangor.

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