

# The Analysis of Customer Continuance Intention towards Go-Food Service using UTAUT2 Model

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**Abstract:** *In the current era of information and communication technology, communication is very important and needed in everyone's life, business and education. The advantage of this opportunity was taken by Go-Jek Company, in 2015 Go-Jek launched an ordered food by application service called Go-Food. The number of Go-Food partners has now reached 300 thousand. This research aims to analyze factors influencing continuance intention of Go-Food services in Indonesia. A research model used in this research is a Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) which added Trust variable. This study using quantitative method; therefore the data collected through online questionnaire with 402 respondent and the respondent aged 15-60 years old. The data obtained will be tested for reliability and validity using SPSS. The result revealed that there are five factors in the Modified UTAUT2 Model which significantly influence the continuance intention of Go-Food adoption, namely Habit, Trust, Hedonic Motivation, Price Value and Facilitating Condition. In terms of moderating factors, both Age and Gender are not moderating any influences of factors towards Continuance Intention. The model can predict strongly the continuance intention of consumers towards Go-Pay services in Indonesia since the R<sup>2</sup> is 67.9%. This model can be used by Go-Food management in making decisions to maintain the continuance intention of consumers towards Go-Food adoption by paying attention to those factors and their indicators.*

**Keywords:** Go-Food Service, Continuance Intention, Modified UTAUT2, Bandung

## 1. Introduction

Go-Jek is a social technology company. Improve the welfare of workers in various informal sectors in Indonesia is the objective of Go-Jek. Speed, innovation, and social impact are the 3 basic values of Go-Jek activities. Starting in 2010 as a motorcycle transportation company by phone call, now Go-Jek has grown become a leading on-demand mobile platform and application in Indonesia that provides a full range of services ranging from transportation, food delivery, payment, logistics, and other various services. Go-jek proudly tell everyone that they are an Indonesian startup with a social mission. They aim to improve social welfare by ensuring efficiency in the market. Go-jek strive to spread positive social impact through technology, increasing GO-JEK drivers' incomes and ensuring a better standard of living for themselves and their families. GO-JEK's flagship service has played an important role in heavily congested cities like Jakarta and other areas where they operate. As well as to suppliers, GO-JEK also offers great benefits to its customers. In April 2015, Go-Jek inaugurated a food delivery service called Go-Food service in Jakarta. Then, in June 2015, Go-Food was officially launched in the city of Bandung. At the beginning of the emergence of Go-Food in Bandung, Go-Jek claimed that Go-Food had partnered with 500 restaurants in the city of Bandung. [1]. the number of Go-Food partners has now reached 300 thousand. This number increased 2.4 times compared to the beginning of the year which was only 125 thousand partners. Catherine Hindra Chief Commercial Expansion Go-Jek Sutjahyo explained, the company provides technology that allows restaurants to register as Go-Resto partners. [2]. Go-Jek's ride-sharing company is often frugal when partners asked about numbers, especially the number of users and their driver. However, the data is finally slowly revealed. Go-Jek's services are actively used by 15 million people every week. The weekly active user is served by around 900,000 Go-Jek

driver partners. Every month, more than 100 million transactions take place on the Go-Jek platform. [3].

Based on The Unified Theory of Acceptance and Use of Technology (UTAUT) 2 Model from Venkatesh, et. al., (2012) [4], this study proposes a new modified model to analyze factors influencing continuance intention of Go-Food adoption in Indonesia. The proposed model of this study has not been tested yet. Therefore, the objective of this research is to propose measurement tools to test the mode.

## 2. Literature Review

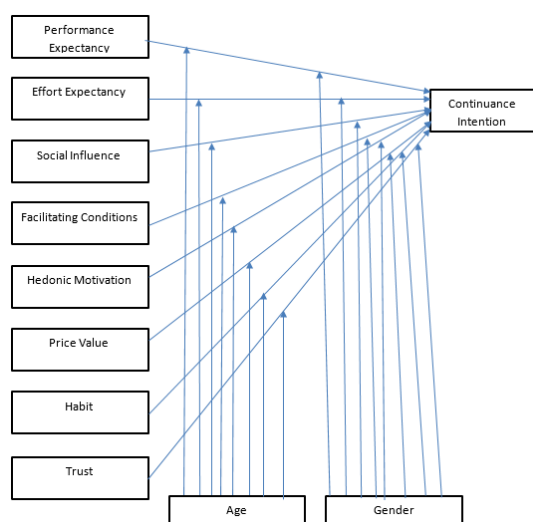
Based on Venkatesh, Morris, Davis, & Davis [5] stated that: *"A unified model, called the Unified Theory of Acceptance and Use of Technology (UTAUT), was formulated, with four core determinants of intention and usage, and up to four moderators of key relationships. UTAUT was then tested using the original data and found to outperform the eight individual models (adjusted R<sup>2</sup> of 69 percent). UTAUT was then confirmed with data from two new organizations with similar results (adjusted R<sup>2</sup> of 70 percent). UTAUT thus provides a useful tool for managers needing to assess the likelihood of success for new technology introductions and helps them understand the drivers of acceptance in order to proactively design interventions (including training, marketing.)"*

The model is developed based on the eight technology acceptance models which are; 1. Theory of Reasoned Action (TRA), 2. Theory of Planned Behavior (TPB), 3. Technology Acceptance Model (TAM), 4. Motivational Model (MM), 5. Combined TAM – TPB (C-TAM-TPB), 6. Model of Personal Computer Utilization (MPCU), 7. Innovation Diffusion Theory (IDT), 8. Social Cognitive Theory (SCT). Venkatesh, Morris, Davis, & Davis stated that, UTAUT Model could predict user intention in

technology adoption until 70% while other eight models can only predict between 17 – 53% [5].

Developing the UTAUT Model, Venkatesh, Thong, & Xu built up UTAUT2 Model [4]. UTAUT has distilled the critical factors and contingencies related to the prediction of behavioral intention to use a technology and technology use primarily in organizational contexts. While UTAUT2 is to pay particular attention to the consumer use context [5]. According to Venkatesh, Thong, & Xu stated that “In longitudinal field studies of employee technology acceptance, UTAUT explained about 70 percent of the variance in behavioral intention to use a technology and about 50 percent of the variance in technology use” [5]. This research framework modified the UTAUT2 Model. The modified point located in the independent variables and the dependent variable used. The original UTAUT2 variables has seven variables which are: Performance Expectancy, Effort Expectancy, Social Influence, Facilitating condition, Hedonic Motivation, Price Value and Habit. In this study, the author is adding one additional variable (Trust), do not use intervening variable and eliminate one moderating variable (Experience).

The additional one variable is Trust. According Bennani, Az-E et. al (2014) “...Trust, posits the nurses’ confidence in quality and reliability of the services offered by using IT in their administrative and healthcare tasks” [6] and the research done by Alalwan, A. A., Dwivedi, Y. K., and Rana, N. P stated that *“From Practical perspective, the statistical result support the crucial role of the following factors: behavioral intention, performance expectancy, effort expecatancy, facilitating condition, price value, hedonic motication and trust. By inclufing trust as external factor have been extensively cited as one of the most important predictor of the customer intention and adoptio of online banking channels”*



**Figure 1: Modified UTAUT2 Model**

Source: Processed by author, 2019

This research framework modified UTAUT2 Model based on the need of the research. However, this research does not include use Behavior variables since this research wants to identify only the continuance intention of Go-Food Users.

The respondent of this study are the users who already use Go-Food service at least three times using it to get accurate data. The study also to find out whether the existing customer wants to continue using Go-Food service from Go-jek application.

Next, there are three moderating variables in the UTAUT2 Model which are Age, Gender and Experince. This study will drop Experience variable since the study will only be a one-time data sampling. The use of Experience variable is when the research will take a periodically data sampling or when the same data subject taken repeatedly in a certain period of time. Figure 1 above shows the Modified UTAUT2 Model proposed in this study.

Performance expectancy is the degree to which an individual believes that using Go-Food will help a person to increase their effectiveness in using Go-Food service. Effort expectancy is the degree of easiness of using Go-Food. Social influence is defined as the degree to which an individual perceives that important others believe he or she should use Go-Food. Facilitating conditions is the degree to which an individual believes that the Go-Food management or the technology machine exists to support the use of Go-Food. Hedonic motivation is defined as the fun or pleasure derived from using Go-Food. Habit defined as the extent to which people tend to use Go-Food automatically because of learning. Trust measure consumer trusting in using Go-Food. At the end, Continuance Intention is how much people are willing or planning to continue to use Go-Food service.

### 3. Measurement Material

To test the proposed model of this study, measurement material that valid and reliable is needed. In this research, first the authors conducted a content validity. Content validity means the authors checked the questionnaire items from the previous studies and adopt the items for creating questionnaire items based on the need of the research. The authors also made some modifications to make adjustments for the research. According to the Indrawati (2017:194), the researcher adopts and modifies the items from the previous studies which have been published either in international or national journals that has accreditations to get questionnaire items that fulfil the content validity criteria [7]. Therefore, in this research, the content validity has been done by adopting and modifying the items from the previous studies; Venkatesh, et.al., (2012) [4], Venkatesh, et al. (2003) [5], Alalwan, at el. [8], Escobar-Rodríguez et. al (2014). [10]. The items could measure the perception level of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Habit, Trust, Price Value and Continuance Intention from the respondent of Self-ticketing in Bandung. Next, to test the items that have been adopted and modified, the authors met three experts in the field of marketing and digital technology. The experts gave suggestions for the questionnaire improvements in order to be more readable.

After getting approvals from the experts, the next step of validity test is to make sure that the questionnaire items do

not make any confusions for the respondents. Therefore, the authors conducted a readability test to the respondents and the result is respondents could understand the questionnaire well and do not find any confusions while filling out the questionnaire. The items of each variable are presented in Table 2.

**Table 2: Questionnaire Items**

Item Code	Statement
PE1	I find Go-Food service useful in my daily life.
PE2	I can save time when I use Go-Food Service in my day to day.
PE3	Using Go-Food service helps me accomplish task more quickly.
PE4	Using Go-Food increase my productivity.
EE1	Learning how to use Go-Food is easy for me.
EE2	It does not take long time to learn to use Go-Food
EE3	I find Go-Food easy to use.
EE4	It is easy for me to become skillful at using Go-Food.
SI1	People who are important to me think that I should use Go-Food.
SI2	People who influence my behavior think that I should use Go-Food.
SI3	People whose opinions that I value prefer that I use Go-Food.
SI4	Most of people around me are using Go-Food.
FC1	I have the resources necessary to use Go-Food.
FC2	I have the knowledge necessary to use Go-Food.
FC3	Go-Food is compatible with other technologies I use.
FC4	I can get help from others when I have difficulties using Go-Food.
HM1	It is fun for me to use Go-Food.
HM2	Using Go-Food is enjoyable.
HM3	I feel excited in using Go-Food.
HM4	I feel trendy when using Go-Food service.
PV1	The cost of using Go-Food is reasonable
PV2	Using Go-Food is worth the cost.
PV3	At the current price, Go-Food provides a good value.
PV4	Go-Food is a good value for the money.
H1	Using Go-Food has become a habit for me.
H2	Using Go-Food is something that I do without thinking.
H3	I'm addicted to use Go-Food.
H4	I must use Go-Food.
T1	I believe that Go-Food service is trustworthy.
T2	I trust in Go-Food Service.
T3	I trust the system's reliability and availability of Go-Food service.
T4	Even if not monitored, I would trust Go-Food to do the job right.
CI1	I intend to continue using Go-Food rather than discontinue its use.
CI2	I will keep using Go-Food as regularly as I do now.
CI3	My intention is to continue using Go-Food than use any alternative means.
CI4	I will strongly recommend that others use it.

#### 4. Method and Result

The authors conducted a first survey in the form of pilot study to guarantee that the questionnaire items fulfil the validity constructs. This pilot test has 40 respondents for the preliminary data. The data will be used for the validity and reliability test. The authors processed the data by using IBM SPSS 23. In conducting a validity test using "Corrected Item – Total Correlation" (CITC) method. According to

Friedenberg and Kaplan in Indrawati (2015: 149), suggested that correlation coefficient is  $> 0.3$  to be valid [9]. From the results of validity test to 40 respondents, the results obtained as presented in Table 2 that the overall test item is valid with CITC above 0.3. According to Indrawati (2015:155), to test the reliability of the items, Cronbach-Alpha technique is the most widely used. The instruments can be stated have a good reliability if the Cronbach- Alpha  $> 0.70$ . (Hair et. al., 2010; Kaplan and Saccuzzo 1993: 126; Nunnally & Bernstein, 1994; Pedhazur & Pedhazur, 1991) in Indrawati (2015:155) [9]. The result of pilot test presented in Table 3.

**Table 3: Pilot Test Result**

Item Codes	CITC	CA
PE1	0.658	0.764
PE2	0.563	
PE3	0.779	
PE4	0.716	
EE1	0.860	0.838
EE2	0.899	
EE3	0.901	
EE4	0.897	
SI1	0.868	0.818
SI2	0.923	
SI3	0.854	
SI4	0.561	
FC1	0.718	0.806
FC2	0.889	
FC3	0.801	
FC4	0.724	
HM1	0.900	0.836
HM2	0.932	
HM3	0.936	
HM4	0.834	
PV1	0.953	0.847
PV2	0.947	
PV3	0.908	
PV4	0.918	
H1	0.871	0.838
H2	0.930	
H3	0.880	
H4	0.871	
T1	0.959	0.853
T2	0.979	
T3	0.970	
T4	0.940	
CI1	0.873	0.825
CI2	0.902	
CI3	0.757	
CI4	0.865	

As Shown on the Table 3, the result show that all of the items are fulfil the requirements of validity and reliability.

#### 5. Conclusion

Based on the result obtained, there many aspects that need to be upgraded and fixed. Go-Jek management expected to be able identify in the modified UTAUT2 model and should prioritize the factor that influence towards Continuance Intention significantly. Which is Habit, Trust, Hedonic Motivation, Facilitating Condition and Price Value.

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