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The Behaviour of Shopeefood Application Users Based on Unified Theory of Acceptance and Use of Technology (UTAUT) Modified Model in Indonesia

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ABSTRACT: The use of the internet has made it easier for people to fulfill their needs and desires optimally. In order to take advantage of the convenience offered by the internet, many people carry out digital transactions using smartphones. This provides convenience for users in accessing the internet anytime and anywhere. The rapid development of technology and the availability of the internet have changed people's life patterns to become more practical and efficient. Everyone can take advantage of the convenience offered by the internet to fulfill their various daily needs. However, despite its great benefits, the use of applications and technology also creates certain challenges and problems when ordering food online using the Shopeefood application. This research aims to analyze the behavior of using the ShopeFood application based on the Modified Unified Theory of Acceptance and Use of Technology (UTAUT) Model in Indonesia. In this research, the UTAUT Model is used as a theoretical framework to understand the factors that influence ShopeFood application usage behavior. Data collection was carried out using an online survey method with purposive sampling technique. The research sample consisted of 340 respondents with the characteristics of Generation Y age range 25-40, Generation Z age range 15-25, installed the Shopee application, had used the Shopee food application, and had ordered food via the Shopeefood feature. The analysis model in data processing uses LISREL 8.8. The research results show that the variables performance expectancy, Effort Expectancy, sociol Influences, Facilitating Conditions, hedonic motivation, price saving orientation, habit, and Trust have a positive and significant effect on behavior intention. Then the Facilitating Conditions, habit and behavior Intention variables have a positive and significant influence on Shopeefood usage behavior (Use Of Behavior). Meanwhile, the Perceived of Risk variable has no significant effect on Behavioral Intention in using the ShopeeFood application.

KEYWORD: Usage Behaviour, ShopeeFood Application, Modified UTAUT Model

I. INTRODUCTION

Currently, changes in consumer lifestyles are very visible in the modern generation or what is usually called the millennial generation. The millennial generation is a modern generation living at the turn of the millennium. Simultaneously, in this era digital technology is starting to penetrate all aspects of life. The millennial generation or what is also called generation Y was born around 1980 to 1995. So it could be said that the millennial generation is today's young generation who is currently around 25-40 years old. Meanwhile, generation Z was born in 1995-2010, so they are currently around 25 years old with the youngest age being 15 years. Because they were born in an era of technological progress, the behavior of generation Y and generation Z is very dependent on technology. They depend on the internet to search for various information, including gathering information before making a decision to purchase a product or use a service.

According to the Alvara Research Center, (2023) the high use of the internet has brought consumer shopping lifestyles, especially in generation Y and generation Z, to a shift from offline to online transactions. The large number of digital applications currently cannot be separated from the increasing needs of society in carrying out daily activities. Never imagined before, things that were previously done offline and required a lot of effort, can now be practically available. One of them is by ordering food via the online food delivery (OFD) service which is aimed at making it easier for consumers to order their favorite food from various restaurant.

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According to Setyowati (2021), competition among companies providing food delivery services in Indonesia is increasing. As we know, the food delivery service market in Indonesia is dominated by two large companies, namely GrabFood and GoFood. Since several years. Lastly, the food and beverage industry in Indonesia is growing very rapidly. People's lifestyles are increasingly busy and get bored easily, causing demand for food delivery services to increase. Apart from that, technological developments also support the emergence of various online food delivery platforms. One of the pioneers of online food delivery services in Indonesia is GoFood, which was launched by Gojek in 2015. The convenience that GoFood offers with a wide choice of restaurants and fast delivery times makes it popular among urban communities.

Apart from that, the quality of the application is an important aspect that plays a very important role in winning the competition in the online food delivery business. If the user feels uncomfortable or has difficulty accessing and using the application, the user can easily switch to an application provided by a competitor. As a newcomer, of course this needs to be an important concern for ShopeeFood to continue to improve the quality of its application. One way to improve the quality of an application is to carry out an evaluation, so that it is known what the level of acceptance and use of the application is and what factors influence it.

ShopeeFood is an online food delivery service through the ShopeeFood feature in the Shopee application. Initial success means ShopeeFood continues to expand by increasing the number of food merchant partners. In 2021, ShopeeFood will collaborate with more than 50 thousand merchants throughout Indonesia (Bisnis, 2021). This expands the variety of food menu choices for consumers. Development continues, such as launching the ShopeeFood Club membership program in 2021 to build customer loyalty (CNN Indonesia, 2021). According to Kontan, (2022) ShopeeFood integrates order and payment features into the Shopee super application to make things easier for users. Even though it faces tough competition, ShopeeFood is able to become the main choice for its 21 million users every month. This makes ShopeeFood the number three online food delivery platform in Indonesia after GoFood and GrabFood. With innovative strategies and ongoing promotions, ShopeeFood is committed to developing the food delivery market in the future.

Based on the data obtained on the Shopee application, in the Shopeefood feature there are purchase discounts. Starting from free shipping on all restaurants with free shipping up to Rp. 10,000 to 100% maximum spending of Rp. 20,000 which can be obtained every day by users, free shipping promos, varied merchants, and various payment methods in one application, with a strategy Exactly, Shopee is very likely to align its current market with ShopeeFood.

Bigne et,.al (2010), Shopefood is the online food delivery provider with the third most users in Indonesia which uses food ordering applications as the main tool. This service is held as a promotional or price saving activity (Price saving Orientation) which is considered a very important factor in online shopping, which is known as an activity to inform restaurants or food companies of discount vouchers about their products listed in the Shopefood application. Shopefood is a food delivery application that operates in the culinary sector. Shopefood activities provide food information and recommendations about restaurants through reviews from customers.

Unified Theory of Acceptance and Use of Technology (UTAUT) Model

The UTAUT theory assumes that beliefs about the benefits of using and the ease of using a system are the main determining factors for the adoption of information technology in an organization. In the UTAUT theory there are also determining factors that act as a reference for a person's attitude towards using a particular system, which in the end will be able to determine the intention to use and then can produce real usage behavior.

Vankantesh et. al., (2003), the UTAUT theoretical model is based on previous models of technology acceptance and adoption such as the Theory of Reason Action (TRA), Theory of Planned Behavior (TPB), Task-Fit Technology, and the Technology of Acceptance Model (TAM). The aim of UTAUT is to explain a person's interest in using a technology information system and subsequent user behavior. This theory is formulated by four types of core determinants of interest in using or the process of using and behavior in using information technology systems.

The four core determinants referred to include first, performance expectancy, namely the extent to which individuals believe that using this system will help them achieve results in job performance. Second, the expectation of effort (Effort expectancy), namely the extent of the level of ease associated with using a system. Third, social influence, namely the extent to which a person's perception has confidence in other people in using a new system. Fourth, facilitating conditions, namely the extent to which a person believes that infrastructure and techniques must be available to support the use of a system.

Performance Expectancy

Gunden et al., (2020), Performance expectancy comes from the construct of perceived usefulness from the technology acceptance model. Performance expectancy reflects the user's perception that an information system can help users complete

work better than other systems. The level of confidence a person has in using a system that can help them gain an advantage at work is called performance expectations.

In the current research, the definition of performance expectations follows the definition from Gunden et al., (2020) that performance expectations refer to consumers' beliefs about the extent of technology's ability to improve their performance for certain goals. Performance expectation is the stage where the system used is believed to provide benefits, especially in optimizing their work to make it easier and more efficient.

Effort Expectancy

Venkatesh et.al. (2003) shows effort expectancy as ease of use when using a system. technology when they perceive it will benefit their job performance. Alalwan, Dwivedi, Rana and Algharabat (2018) show that when people have a strong perception that technology helps them do their work, they will have a greater intention to use it. Performance expectations are recognized as a key factor contributing to successful customer acceptance and its direct relationship with customer attitudes and intentions to use mobile banking technology.

Effort Expectancy is the level at which users feel it is easy when using a technology that can minimize effort (energy and time) in doing work. According to Escobar & Carvajal (Azis & Kamal, 2016) business expectations are the level of ease associated with consumers in using technology. This variable was created based on three constructs contained in the previous theoretical model, namely perceived user ease (perceived ease of use PEOU) from the TAM model, complexity from the PC Utilization (MPCU) model, and then from innovation diffusion theory (IDT).

Social Influence

According to Vahdat et al., (2020) Social influence is the ability to influence other people's behavior through the social environment. Attitudes can have both positive and negative effects on social influence. According to Hsieh and Tseng (2018), social influence is an external influence observed in the main reference group, such as recommendations from friends or family. Gunaisinghe et al., (2019) Social influence is a process where people's thoughts, feelings, and behavior are influenced by other people, which can occur through various channels, including verbal and nonverbal communication, social norms, and group dynamics.

In this current research, the definition of social influence follows the definition from Vahdat et al., (2020) that social influence is the influence obtained from the social environment which can change a person's behavior. Social influence refers to the extent to which an individual considers the opinions of others to be necessary in influencing their behavior in using the system.

Facilitating Condition

According to Venkatesh et al., (2012) facilitating conditions refer to the extent to which each individual believes that the resources and facilities needed to support them in using the system or technology are available properly. Factors or resources that make it easier for individuals to engage in certain behaviors or achieve certain goals are referred to as facilitating conditions. Farooq et al., (2017), Working conditions play an important role in making changes, because they can help people overcome obstacles to achieving their goals.

In this current research, the definition of facilitating conditions follows the definition from Venkatesh et al., (2012) that facilitating conditions refers to the extent to which the resources and facilities of an information system can make consumers confident in using the information system.

Hedonic Motivation

According to Venkatesh et al., (2012), the pleasure obtained from using technology or information systems is known as hedonic motivation, hedonic motivation is a significant factor in the acceptance and use of technology. This is because the client often thinks about the value of the product or service consumed, but also about how inclinations are created within him. According to Thatcher et al., (2018) hedonic motivation is the urge or desire to experience pleasure, positive emotions and pleasant sensations. In this way, hedonic motivation is very meaningful as an indicator of clients' goals towards technology acceptance.

In this current research, the definition of hedonic motivation follows the definition from Venkatesh et al., (2012) that hedonic motivation refers to the pleasure obtained when individuals use technology/information systems. Hedonic motivation is referred to as a feeling of pleasure and joy that is obtained when using a technology, and has a very important influence on determining the acceptance and use of technology.

Price Saving Orientation

Bigne et al., 2010; Reibstein, 2002; Rodrigues and Trujillo, 2014). Price Saving Orientation is considered a very factor important in consumer online shopping. Price is defined as the monetary value that must be given in return for a product or service in a purchase agreement. Nagle, et.al., (2010), With price discounts, consumers can save money from these discounts, because they are very concerned about the amount of money they can save through these price discounts.

Tversky & Kahneman (2018) conducted research which revealed that with product price discounts provided by several stores, consumers did not mind and were willing to make the extra trip. Research on the effectiveness of price cuts also proves that having a price cut will add value and make the product offering more attractive to consumers because it is an indication that the price is a better offer.

Habit

Gunden et al., (2020), Habit is a person's actions in using technology automatically. Habit has been validated as an antecedent of user behavior, especially when repeated behavior forms habits in using information systems. Continuous use of information systems by consumers, in line with their satisfaction from previous purchasing experiences. Correa et al., (2019), Online food delivery system in its application, consumers who order food are guided by an information system that increases the effectiveness of habits in making habitual purchases that are generated can lead to intentions to use the system in the future. In this current research, the definition of habit follows the definition from Gunden et al., (2020) that habit refers to repeated actions forming habits in using information systems.

Trust

Chiu et al., 2010;; Gupta and Dogra, 2017), Trust is the level to which consumers trust and feel safe in carrying out transactions with service providers. Trust is a significant predictor of adoption of e-shoppingsocial networking sites mobile shopping and mobile payments and influences online purchase and purchasing intentions repeated. Trust is also the willingness of consumers to rely on a company and believe that the company will fulfill its promises and will not exploit that weakness for their benefit. There are arguments why trust has a significant impact on consumers in the online environment, because trust helps to reduce uncertainty and risk, reducing costs. transactions and build a sense of security.

Understanding the concept of customer trust requires having confidence in the company, customers will feel safe in making transactions with the company and the transactions carried out will be guaranteed with certainty. Trust plays an important role in long-term relationships to achieve customer loyalty between customers and the company, especially which includes customer trust regarding the quality, reliability and integrity of the services delivered by the Company.

Perceived of Risk

According to Ariffin et al., (2018). Perceived Risk refers to the potential misuse of personal information collected by providers across various economic services. Participating in sharing economy applications requires the input of detailed personal information, which is of concern to the user. Regarding the online marketplace context, perceived multidimensional risks include financial, privacy, product, security, social, psychological, and time. Perceived of Risk allows consumers to suffer losses because there is no certainty about what they decide.

Perceived Risk is an assumption of risk that presents a person's assessment of the possibility of a positive or negative outcome from a transaction or situation, as well as a multidimensional form consisting of product and financial risks in online shopping. The uncertainty faced and felt by consumers when they want to shop online is an explanation of Perceived of Risk. Perceived Risk is a condition where consumers feel uncertainty when they themselves cannot predict the impact of the purchasing decisions they will make.

Perceived Risk is also a consideration for consumers in making purchasing decisions, especially online purchases. Online purchases are more at risk of failure and other things which will certainly be detrimental to consumers. Lazada has made various efforts to overcome this risk problem, such as cash on delivery, but there are still failures and problems that arise from this system and other programs offered.

Behavioral Intention

Behavioral intention is a desire someone uses information technology with the desired goals. Venkatesh et. al. (2003) define behavioral intention as a measure of the strength of a person's intention to perform certain behaviors. Behavioral intention is also defined as knowledge about the new system, its use, its features benefits and other people's perceptions of the new system is an important issue that influences users' intentions to use or not to use the new system.

As pointed out by Venkatesh et.,al in (Jati &Laksito, 2012) interest in utilizing information technology (intention behavior) is characterized as the user's level of desire or intention to always use the system with the assumption that they have access to information. However, users feel that the use of such technology can improve their performance. Its use is felt to be easy to understand and the environment is supportive to use this technology will have an impact The user feels interested in using the information technology.

Use of Behaviour

According to Venkatesh et al., (2012), user behavior (use behavior) is the intensity or level of how often users use it in utilizing a system. One of the acceptance factors technology that is influenced by user behavior. To measure whether a system is said to be good or not is greatly influenced by User behavior to measure the Use Behavior variable can be seen from how often time is spent and user perception towards a technology.

Use Behavior or usage behavior can be defined as how often users use information technology. Something Information technology will be used if the user has an interest use the information system, because of confidence someone using a system can improve performance his job. Use Behavior in many other empirical studies and also previous research in this study, were used as dependent variables include; Correa et al. (2019)

II. METHODOLOGY

This research is a quantitative research involving 340 respondents as samples. The type of data used as a basis for hypothesis testing is Primary data obtained from people who have installed it later use the shopeefood application to make a purchase food, especially in Generation Y with the age range 25 – 39 years and Generation Z with an age range of 15-24 years as respondents with the main instrument in the form of a questionnaire. Secondary data in this research includes reviews of the website Instagram @ShopeeFood_id which aims to obtain information related to the user experience of using the service ShopeeFood on the Shopee Application and related information including the results of literature review studies. Data collection is carried out through survey methods or questionnaires distributed to respondents. Data collection is carried out through survey methods or questionnaires distributed to respondents, and the data collected will be analysed using Structural Equation Modelling (SEM) techniques through the Lisrel 8.8 application.

III. RESULTS, DISCUSSION, AND CONCLUSION

Convergent Validity Test and Reliability Test

Validity tests and reliability tests are carried out to find out whether a set of tools is used measuring is precisely measuring what should be measured. As for the validity test in this research consists of convergent validity and discriminant validity. Parameters used in the convergent validity test using loading factor parameters and Average Variance Extracted (AVE) values. Meanwhile, the parameters used in the reliability test use Cronbach's alpha and Composite Reliability (CR) values. The measurement standard used are Loading Factor > 0.7, AVE > 0.5, Composite Reliability > 0.7 and Cronbach's alpha >0.7 (Hair et al., 2019). The results are shown in table 1 below:

Table 1. Results of Convergent Validity Test and Reliability Test

Variabel	Item	SLF > 0,5	AVE >0,5	Kesimpulan
Performance Expectacy	PE1	0.67	0.52	Valid
	PE2	0.74		Valid
	PE3	0.76		Valid
Effort Expectacy	EE1	0.82	0.69	Valid
	EE2	0.78		Valid
	EE3	0.88		Valid
Social Influence	SI1	0.65	0.51	Valid
	SI2	0.72		Valid
	SI3	0.77		Valid
Facilitating Condition	FC1	0.77	0.61	Valid
	FC2	0.78		Valid
	FC3	0.79		Valid
Hedonic Motivation	HM1	0.63	0.5	Valid
	HM2	0.71		Valid
	HM3	0.76		Valid
Price Saving Orientation	PSO1	0.81	0.64	Valid
	PSO2	0.76		Valid
	PSO3	0.82		Valid
Habit	HA1	0.63	0.51	Valid
	HA2	0.73		Valid
	HA3	0.77		Valid
Trust	TR1	0.77	0.58	Valid
	TR2	0.71		Valid
	TR3	0.80		Valid
Perceived Of Risk	POR1	0.79	0.65	Valid
	POR2	0.83		Valid
	POR3	0.81		Valid
	POR4	0.80		Valid
Behavioral Intention	BI1	0.80	0.64	Valid
	BI2	0.79		Valid
	BI3	0.81		Valid
Use Of Behaviour	UOB1	0.69	0.52	Valid
	UOB2	0.72		Valid
	UOB3	0.75		Valid

Source: Primary Data (2024)

Structural Model Test Results

Model suitability test results (goodness of fit) in the structural equation modeling (SEM) will be described in the table 2 below:

Table 2. Result of Goodness of Fit

No	*Goodness Of Fit Index*	Acceptable Match Level	Model Index	Keteraangan
1.	p-value	p ≥ 0.05, (*good fit*), p < 0,05 (*bad fit*).	0,077	*Good Fit*
2.	CMIN/df	*df* ≤ 5 (*good fit*)	2,235	*Good Fit*
3.	RMR	RMR ≤ 0.5 (*good fit*)	0,023	*Good Fit*
	GFI	GFI ≥ 0.9 (*good fit*), *0.8* ≤ GFI ≤ 0.9 (*marginal fit*)	0,944	*Good Fit*
4.	RMSEA	0.05 < RMSEA ≤ 0.08 (*good fit*), *0.8* < RMSEA ≤ 1 (*marginal fit*)	0,023	*Good Fit*
5.	AGFI	AGFI ≥ 0.9 (*good fit*). *0.8* ≤ *AGFI* ≤ *0.9 (marginal fit)*	0,921	*Good Fit*
6.	CFI	CFI ≥ 0.9 (*good fit*), 0.8 ≤ CFI ≤ 0.9 (*marginal fit*)	0,993	*Good Fit*
7.	RFI	RFI ≥ 0,9 (*good fit*), 0,8 ≤ RFI ≤ 0,9 (*marginal fit*).	0,95	*Good Fit*
8.	IFI	IFI ≥ 0,9 (*good fit*). 0,8 ≤ IFI< 0,9 (*marginal fit*).	0,935	*Good Fit*
9.	NFI	NFI ≥ 0.9 (*good fit*), 0.8 ≤ NFI ≤ 0.9 (*marginal fit*)	0,94	*Good Fit*

Source: Primary Data (2024)

Hypothesis Testing

The results of the analysis can be seen through the summary in Table 3 below:

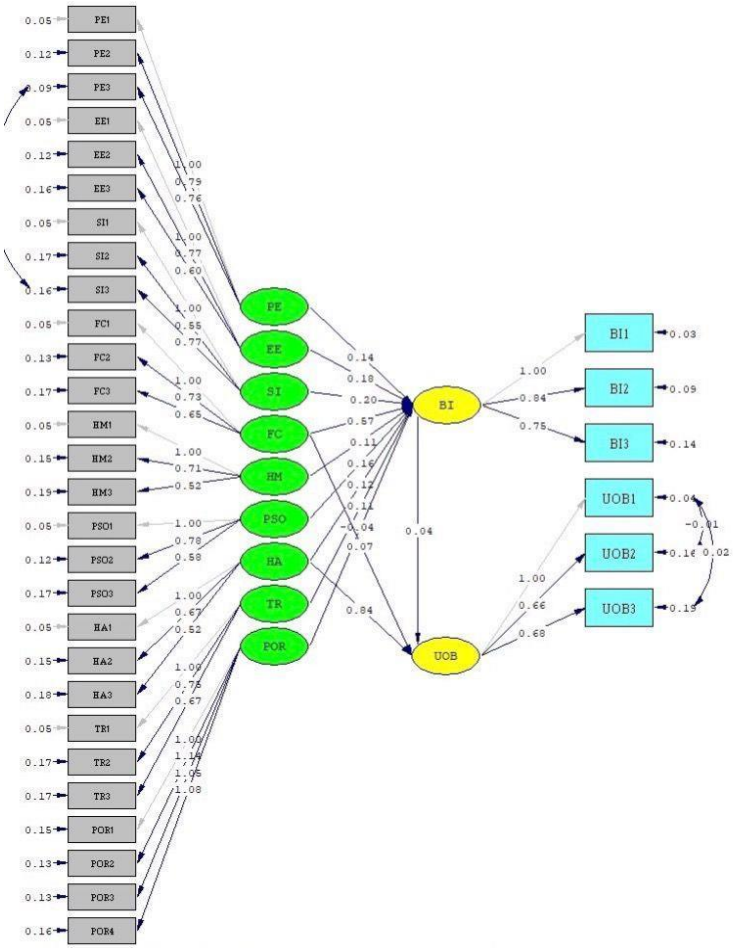

Figure 1. Standardized Solution (Overall Model)

Source: Primary Data (2024)

The results of hypothesis testing in this research used Structural Equation Modeling (SEM) processed through the LISREL application with hypothesis test results as follows:

Based on Figure 1, it shows the results of a positive relationship and significant relationships between variables are described in the table below:

Table 4. Result of Hypothesis Testing

Hypothesis	Path Analysis	Standardized Value	t-value	Decision
H1	*Performance Expectancy → Behavior Intention*	0.14	4.67	Diterima
H2	*Effort Expectacy → Behavior Intention*	0.18	14.48	Diterima
H3	*Sociol Influences → Behavior Intention*	0.20	8.92	Diterima
H4a	*Facilitating Conditions → Behavior Intention*	0.57	25.85	Diterima
H4b	*Facilitating Conditions → Use Behavior*	0.07	14.37	Diterima
H5	*Hedonic Motivation → Behavior Intention*	0.11	17.30	Diterima
H6	*Price Saving Orientation → Behavior Intention*	0.16	19.27	Diterima
H7a	*Habits → Behavior Intention*	0.12	9.29	Diterima
H7b	*Habits → Use Behavior*	0.84	15.75	Diterima
H8	*Trust → Behavior Intention*	0.11	12.12	Diterima
H9	*Perceived Of Risk → Behavior Intention*	-0.04	-5.37	Diterima
H10	*Behavior Intention → Use Behavior*	0.04	13.23	Diterima

Source: Primary Data (2024)

IV. DISCUSSION AND CONCLUSION

This research examines the behavior of shopefood application users based on the Modified Unified Theory of Acceptance and Use of model Technology (UTAUT). The test results show that from 12 hypotheses developed, are all acceptable. As for the explanation regarding this, namely:

1. Performance expectations, effort expectations, social influences, conditions facilitation, hedonic motivation, price savings orientation, habit, trust, and risk perception have an influence on intention use of Shopeefood. This means that expectations are higher effort, social influence, facilitating conditions, hedonic motivation, price savings orientation, habits, beliefs, then it will increasingly increase behavioral intentions to use Shopeefood. Factor which has the greatest influence on intention to use is facilitating conditions.
2. Facilitating conditions, habits, and the intention to use Shopeefood (Behavior Intention) has influence on Shopeefood usage behavior. The most important factor influence is a habit (Habit), This means that with the habit of buying food online, respondents will use Shopeefood services to meet their needs.

V. MANAGERIAL IMPLICATION

Based on the findings in this research, it is known that consumers have good usage behavior towards the application ShopeeFood. Consumer usage behavior is determined by expectations performance, effort expectations, social influences, facilitating conditions, hedonic motivation, price-saving orientation, habits, beliefs, risk perception, and behavioral intentions. Facilitating conditions have the greatest influence on intentions application usage compared to other variables. This is of course Shopeefood must maintain it so that it can continue to compete in the industry online food delivery. Aspects of facilitating conditions that need to be improved by Shopeefood namely the availability of knowledge to operate application. In generation Y and generation Z, who grew up with technology, tend to be familiar with the use of applications and technology in general.

Therefore, they are more adaptable to applications such as ShopeeFood. The use of Shopeefood is known to come from ages diverse and with different educational backgrounds, to make things easier They need steps or steps to operate the application instruction. Frequently Asked Questions or Frequently Asked Questions Section Proposed also need to be provided with more details to answer questions from consumers. Habit has the greatest influence on usage behavior application compared to other variables. Habit is defined as a tendency that is carried out automatically through learning. Especially for users of the ShopeeFood application, namely generation Y and generation Z tends to have the habit of using applications and technology in everyday life. Shopeefood can improve habits users in using Shopeefood by creating consumers comfortable and the services provided meet consumer expectations.

Shopeefood can also increase effort expectancy by improve aspects of ease of interaction with the application in accordance with the desires of generation Y and generation Z. This can be done by increasing the ease of interaction between consumers and seller's food. Shopeefood can create a chat feature with food sellers to make sure the order is correct or not. Inappropriate orders may occur influence consumers in using the application in the future, to prevent this, Shopeefood can create a feature that can help consumers to interact with sellers.

Generation Y and generation Z have different levels of digital skills high and preference for making purchases online. Although they have had negative experiences with ShopeeFood, they be aware of and accept the risks associated with ordering food by online. The perceived perceived risk includes the quality of the food non-compliance, potential data leaks, and possible delays delivery.

However, these negative experiences do not deter Generation Y and generation Z to continue using ShopeeFood. They still feel comfortable and confident that existing risks can be overcome. In choosing to use the application, comfort and trust are they feel is more of a major factor than negative experiences previously. Their knowledge of the risks does not matter. Their decision to order food online, is thus a factor risk is not a primary consideration for them in selecting services ShopeeFood.

This research can help the Shopeefood company to do more understand customers and the factors that make them users using the Shopeefood application compared to its competitors. Besides that, this research also helps the Shopeefood company to take advantage strategies for future development and improvement of the company.

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