

THE EFFECT OF WEB QUALITY AND PERCEIVED OF USEFULNESS ON BEHAVIOR INTENTION TO USE AMONG SHOPEEFOOD USERS IN SAMARINDA

Enik Pawesty¹, Fevica Dwi Anggreini², Muhamad Amir Ariandi³, Muhammad Said^{4*},

Fenty Fauziah⁵

^{1,2,3,4,5}Universitas Muhammadiyah Kalimantan Timur, Indonesia

*Corresponding author: 2111102435002@umkt.ac.id

ABSTRACT

This study focuses on the effect of the relationship between variables consisting of Web Quality on Perceived Usefulness, Web Quality on Behavior Intention, and Perceived Usefulness on Behavior Intention. The object of this research is Shopee food users in Samarinda City. This study uses a quantitative approach method. Using primary data and research data collected using a survey method with questionnaires. The research sample is 90 data and using Structural Equation Modeling (SEM) analysis tools with Smart-PLS Software. The results of this study are Web Quality has a significant positive effect on Perceived Usefulness, Web Quality has a significant positive effect on Behavior Intention, and Perceived Usefulness has a significant positive effect on Behavior Intention. The value of the greatest relationship path is found in the relationship between the Web Quality variable and Perceived Usefulness. There is a direct and indirect relationship in this study, the results of the study show that the direct effect is greater than the indirect effect. The researcher's suggestion to Shopee food, Shopee food should further improve the Web Quality to increase Behavior Intention for interest to use Shopee food in a sustainable manner.

Keywords: web quality; perceived usefulness; behavior Intention; shopeefood

Received: October 21th, 2022, Revision: November 13th, 2022, Accepted for Publication: December 22th, 2022

INTRODUCTION

In this era of globalization internet is the new prima donna in doing various things. One of benefits of the interest is that it can overcome distance limitations, convey and get information more easily. Internet as a product of communication technology, although it has been developing since decades ago. Technology that is growing day by day creates a new pattern of life in society. Internet services have changed the marketing aspect, which originally interacted directly in traditional markets or in public shopping areas, now with rapid technological advances, shopping activities can be easily carried out. The marketing method that started only with the use of an online basis so that it supports all users to create a market using E-commerce digital media. E-commerce is an internet technology that is used by consumers and businesses to buy and sell goods (Mumtahana, Hani Atun, Nita & Tito, 2017). Online business is starting to grow from purchasing goods to ordering food so that

people can do shopping activities using applications that suit their shopping needs. One of the applications with services that provide various services is Shopee.

The Shopee application makes developments to answer people's desires in practical terms. This practical thing is able to improve people's behavior in using the shopee application (Oktaviana et al., 2021). ShopeeFood started its operations in April 2020, initially only serving the purchase of frozen food, beverages, various cakes, and processed foods. However, in early 2021 ShopeeFood began serving food and beverage orders in collaboration with various food and beverage industries and attracted many driver partners to deliver to consumers. The presence of ShopeeFood is a competitor for the Grab and Gojek applications whose activities have a food delivery feature.

Shopeefood in ordering activities is quite easy and practical because consumers only need to choose the food or drink they want to buy. Next, the merchant will prepare the food and drinks that have been ordered. After the food is ready, the ShopeeFood in ordering activities is quite easy and practical because consumers only need to choose the food or drink they want to buy. Next, the merchant will prepare the food and drinks that have been ordered. After the food is ready, the driver will pick up the food and deliver it to the buyer's location. Payment is made with cashless shopeepay and COD or cash on delivery. Shopeepay is an electronic money service feature that can be used as an online payment method in the Shopee application (<https://shopeepay.co.id/>). While COD is a payment system made by consumers to courier services when the order has been received. ShopeeFood also often provides promos, promos in the form of discount vouchers to cashback for ShopeeFood users. The promos given will have an effect on marketing in terms of attracting consumers.

Researchers used the variables of Web Quality, Perceived Usefulness, and Behavior Intention in this study because the results of previous research showed a relationship between these three variables. In addition, this study has a research gap on the relationship between the Perceived Usefulness variable and Behavior Intention, the results of the study (Alzaza, 2013), (Abdullah et al., 2016), and (Ma et al., 2017) show that Perceived Usefulness has a significant effect on Perceived Usefulness, while the results of other studies (Abbas, 2014) state Perceived Usefulness has no significant effect on Behavior Intention. The existence of this phenomenon is the reason for researchers to review the relationship between the two variables.

LITERATURE REVIEW

Technology Acceptance Model (TAM)

Theory of Reasoned Action (TRA), proposed by Ajzen and Fishbein (1980), is well-established model that has been used broadly to predict and explain human behavior in various

domains (Wu & Wang, 2005). Based on TRA, TAM was designed to explain the determinants of user acceptance of a wide range of end-user computing technologies (F D Davis, 1986). The original TAM consisted of Perceived Ease Of Use (PEOU), Perceived Usefulness (PU), Attitude Toward Using (ATU), Behavioral Intention To Use (BI), and Actual System Use (AU). PU and PEOU are the two most important determinants for system use. The ATU directly predicts users' BI which determines AU. PEOU refers to the degree to which a user believes that using a particular service would be free of effort while PU is defined as the degree to which an individual perceives that using a particular system would enhance his or her job performance (Davis, 1989). However, PEOU and PU are the key beliefs leading to user acceptance of information technology (Liu & Han, 2010). Venkatesh and Davis (2000) proposed an extension, TAM2, which included social influence processes (subjective norm, voluntarism, and image) and cognitive instrumental processes (job relevance, output quality, result demonstrability, and PEOU), but it omitted ATU due to weak predictors of either BI or AU.

Web Quality

Understanding the quality of the website is something that really needs to be considered by all who carry out the online sales process, one of which is an online travel agent. Not only seen from the attractive packaging, but how to make consumers think they can find what they need on the website, so that customers will feel satisfied.

Website quality is a very important factor in selling online and has its own value for consumers. Bavarsad et al. (2013) explained that a good website has operational quality which allows shoppers to carry out their e-shopping activities with ease and efficiency. Several dimensions of website quality have been ascertained and mentioned in various studies. Wan (2000) identified four attributes the quality of the website namely, information, friendliness, responsiveness and reliability. While Parasuraman et al. (2005) identified five dimensions of quality services namely reliability, responsiveness, assurance, empathy, and physical evidence. However, in general, what is highlighted in the quality of the website is the quality service. As long as consumers browse the website, customers will arrange the information he needs. This will also have an impact on repurchase intentions consumer. If the quality of this information does not match what consumers want expect, then the consumer is less likely to make a purchase.

In the context of online shopping, according to Leitch and Davis in Jogiyanto (2005), the quality of information can reflect the product or service quality that way, allowing customers to have and tend to perform evaluations concerning aspects or essential attributes of a product or service because customers can just evaluate the product or service based on the information presented on web sites, while in traditional retail, this evaluation can be done in practice. Therefore, customers rely on the information available on the website and the quality of information offered by the website is a very important factor in the success of an online purchase website. According to Barnes and Vidgen (2002) "Website Quality is an instrument developed to assess the usability, information and service interaction quality of Internet websites." Website Quality (WebQual) is a method of measuring website quality based on end user perceptions. 3 Indicators of the Web Quality in this study adopted from Sweeney, 2006 (Marketing & Success, n.d.) namely (1) Design, (2) Content, and (3) Functionality.

H1: Website Quality has a positive impact on Perceived Usefulness

Perceived Usefulness

PU is defined as "the degree to which a person believes that using a particular system would enhance his or her job performance" (Davis, 1989, p. 320). Perceived Usefulness. According to Alalwan (2016), Perceived Usefulness is a person believe that using a particular technology or innovation will improve performance her job. According to Indarsin and Ali (2017), Perceived Usefulness is a tendency to someone to use a technology and believe that it will help him do a better job. According to Chawla and Joshi (2019), Perceived Usefulness is the belief that using a technology will improve user performance. In some of the descriptions above, according to several researchers, Previously, Perceived Usefulness can be explained as a perception or evaluation subjective user of the capabilities received by the technology. In this study using 3 indicators to measure Perceived Usefulness adopt from (Kulviwat et al., 2014) namely (1) Effective, (2) Productive, (3) Save the time

H2: Website Quality has a positive impact on Behavior Intention

Behavior Intention

Behavioral intention reflects the deliberateness of a consumer to do something. This concept is closely linked to the tendency of consumers to make purchases that are considered able to meet their needs. When associated with the user information then it will reflect a user's tendency to use the information provided by the provider on his behalf (Al-Maghrabi and

Dennis, 2011). Behavioral intentions (BI) will influence certain participants "(Communication Committee for Behavior Change in the 21st Century, 2002, p. 31).

Behavior intention is determined by the desires of consumers to behave in certain ways that involve, dispose of, and use products or services. In this research, measuring behavioral intentions implied the use of Likert scales, with types of questions, such as "I intend to [behavior]," to measure the relative strength of intention. The scales were adapted from Corner et al. (2016).

According to a model presented by Zeithaml et al. (1996), behavioral intentions can be captured by such measures as repurchase intentions, word of mouth, loyalty, complaining behavior, and price sensitivity. High service quality (as perceived by the customer) often leads to favorable behavioral intentions while low service quality tends to lead to unfavorable behavioral intentions. Zeithaml et al. (1996) further emphasized that behavioral intentions are relevant to a customer's decision to remain with or leave a company. Zhang and Prybutok (2005) concluded that customer experiences are related to behavioral intentions. The more positive the customer's experience, the more likely he or she is willing to reuse the service. Several authors (Ajzen, 1985; Bhattacharjee, 2001; Rai et al., 2002; Venkatesh et al., 2003) have used behavioral intention as an indicator of system success. Again, we used three of Zhang and Prybutok's (2005) items to capture respondents' behavioral intentions: "I intend to use the e-service", "I intend to use the e service frequently", and "In the future, I intend to use the e-service whenever I have a need." Based on study from (Wu & Liu, 2007) there are 3 indicators to measure Behavioral Intention, namely (1) Frequently, (2) Intend, and (3) Continue to use.

H3: Perceived Usefulness has a positive impact on Behavior Intention

METHODS

The population in this study includes all ShopeeFood users in Samarinda, the determination of the sample using the hair et.al (2010) formula because the number of ShopeeFood users is unknown. Using accidental sampling technique in sampling. Based on the calculation of the formula by Hair et.al (2010), using as many as 90 data as samples in this study. The type of data in this study is primary data, the source in this study uses a questionnaire and the questionnaire is distributed online via Google Form. The analytical tool used in this study is Structural Equation Modeling (SEM). Here is conceptual model in this study.

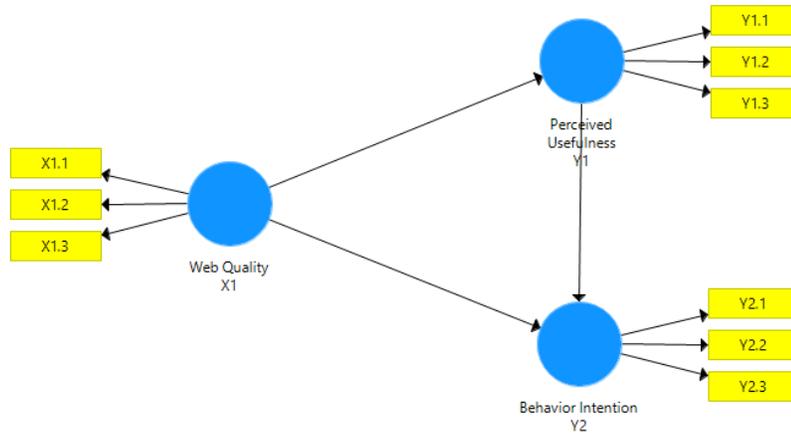


Figure 1. Path Diagram Model

RESULT

Table 1. Test Path Analysis

Path	Path Coefficient	T Statistic	P-Value	Result
Web Quality -> Perceived Usefulness	0.638	9.021	0.000	Significant
Web Quality -> Behavior Intention	0.290	2.174	0.030	Significant
Perceived Usefulness -> Behavior Intention	0.440	3.663	0.000	Significant

Sources: Primary Data (Processed 2021)

Based on Table 1. The results of the calculation of the parameter coefficients between Web Quality and Perceived Usefulness show a positive direction with a value of 0.638, meaning that the level of relationship between Web Quality and Perceived Usefulness variables is 63.8%. Based on the results of statistical tests using Smart PLS software, the p-value is ($0.000 < 0.05$). Or the value of T statistic ($9.021 > 1.96$). These results indicate that Web Quality has a significant positive effect on Perceived Usefulness. These results support the first hypothesis.

Furthermore, the results of the Web Quality path analysis on Behavior Intention in Table 1. are the results of statistical tests using the Smart PLS software, the p-value is ($0.03 < 0.05$) and T Statistics ($2.174 > 1.96$), the path analysis results from the path coefficient value are positive. because the value of 0.290 this result means that the level of relationship between the

Web Quality variable and Behavior Intention is 29%. This result is qualified to support the second hypothesis.

The results of the path analysis of Perceived Usefulness on Behavior Intention at the path coefficient value of 0.440 this result means that the level of relationship between the Perceived Usefulness variable and Behavior Intention is 44% in a positive direction. The results of the statistical test using the PLs software show that the T statistic ($3.663 > 1.96$) with a p-value of ($0.000 < 0.05$), this result supports the third hypothesis.

Tabel 2. Construct Reliability and Validity

Construct	Item	Loading Factor	Cronbach's alpha	AVE
Web Quality	X1.1	0.669	0.708	0.635
	X1.2	0.836		
	X1.3	0.871		
Perceived Usefulness	Y1.1	0.851	0.826	0.743
	Y1.2	0.910		
	Y1.3	0.822		
Behavior Intention	Y2.1	0.855	0.813	0.725
	Y2.2	0.879		
	Y2.3	0.819		

Sources: Primary Data (Processed 2021)

Based on Table 2. The indicators used in the Web Quality variable (Design, Content, Functionality) are reliable because the results of the confirmatory factor analysis Cronbach's alpha value is greater than 0.70 ($0.708 > 0.70$) and valid because the AVE value greater than 0.50 ($0.635 > 0.50$), the strongest factor loading on the Web Quality variable is Functionality with a value of 0.871 means that the Web Quality variable is reflected in the Functionality of 87.1%.

The indicator variable Perceived Usefulness (Effective, Productive, Save the Time) is reliable because the results of the confirmatory factor analysis Cronbach's alpha value is greater than 0.70 ($0.826 > 0.70$) and valid because the AVE value greater than 0.50 ($0.743 > 0.50$), the Perceived Usefulness variable is reflected in the Y1.2 namely Save the time, with a value of 0.910 or with a percentage of 91%.

Furthermore, the indicator of the Behavior Intention variable (Frequently, Intend, Continue to use) is reliable because the results of the confirmatory factor analysis Cronbach's alpha value is greater than 0.70 ($0.813 > 0.70$) and is valid because the AVE value is greater than 0.50 ($0.725 > 0.50$), the strongest factor loading value is Intend with a value of 0.879 or 87.9%.

DISCUSSION**Web Quality on Perceived Usefulness**

Based on the results of statistical test calculations, the relationship between Web Quality has a significant positive effect on Perceived Usefulness with a path coefficient value of 0.638. These results show that if the quality of the web is improved, the perceived usefulness of consumers will also increase by 63.8%, the better the quality of the web on shopeefood, the more consumers will feel the perceived usefulness, to maintain good web quality shopeefood must maintain functionality, because according to the test results This indicator has the highest value and further enhances the Design that has the lowest value. Based on the test results, the indicator that has the highest loading factor value means that the quality of the web is assessed as functional. If the functionality is maintained and even improved, the perceived usefulness of consumers towards shopeefood will also increase.

These results support the previous research conducted by (Butt et al., 2016) and (Anh Vu et al., 2020) with the same type of research, namely research on TAM and both studies were conducted in locations with different samples and research objects but have the same result, namely Web Quality has a significant effect on Perceived Usefulness.

Web Quality on Behavior Intention

The results of the relationship test of Web Quality have a significant positive effect on Behavior Intention with a path coefficient value of 0.290, this means that if Shopee's Web Quality is improved, the behavioral interest of consumers to use Shopee will increase by 29%. Based on the results of this study, consumer interest in behaving to use shopeefood is due to the influence of good web quality in functional terms. If shopee wants to increase consumer behavior interest to use shopeefood services, it is necessary to maintain web quality from a functional point of view

These results support the research (Putra et al., 2019) with the research title Analysis of Behavioral Intention to Use a Community-based Information System in the City of Banda Aceh, Indonesia which was conducted in Banda Aceh, Indonesia with research results stating that Web Quality has an effect significant positive on Behavior Intention.

Perceived Usefulness on Behavior Intention

The test results of the Perceived Usefulness relationship have a significant positive effect on Behavior Intention with a path coefficient value of 0.440, the results of this study indicate

that the better consumer perceptions of perceived usefulness when using shopeefood will increase consumer interest in behavior to use shopeefood by 44% . On the basis of the results of the study, if consumer perceptions can be maintained by shopee, especially on the Save the time indicator, it will lead to consumer behavior interest in using shopeefood.

The results of this study support research (Alzaza, 2013) research in Palestine, (Abdullah et al., 2016) in the United Kingdom, and (Ma et al., 2017) in the USA. The results of the three studies state that Perceived Usefulness has a significant positive effect on Behavior Intention, and the results of this study do not support research (Abbas, 2014) with the result that Perceived Usefulness has no significant effect on Behavior Intention.

Direct and Indirect Effect

This study has a direct relationship and an indirect relationship, a direct relationship occurs in the relationship between Web Quality on Behavior Intention and an indirect relationship occurs in Web Quality on Behavior Intention through Perceived Usefulness. Based on the results of the research the value of a direct relationship is 0.290 or 29% and the value of an indirect relationship is 0.281 or 28.1%. These results indicate a direct relationship is greater than an indirect relationship, meaning that Web Quality is directly able to influence Behavior Intention without going through Perceived Usefulness, it is recommended that if Shopeeefood wants to generate consumer behavior interest to use Shopeeefood, it is enough to maintain or further improve the quality of the web without having to pay attention to perceptions of usefulness. perceived by consumers.

CONCLUSSION

The conclusion in this study, the results of the path analysis between the relationship between the variables of Web Quality have a significant positive effect on Perceived Usefulness, Web Quality has a significant positive effect on Behavior Intention, and Perceived Usefulness has a significant positive effect on Behavior Intention, the greatest influence is on the relationship between Web Quality and Perceived Usefulness. The direct effect is greater than the indirect effect, meaning that Shopeeefood is advised to improve Web Quality on the functional part to increase Behavior Intention to continue to use Shopeeefood as the main choice without having to go through Perceived Usefulness. This research is a mini-research of TAM

theory and was carried out on a small scale so it needs development for further research such as additional variables, larger samples and wider coverage.

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