Determining Factors to Enhance Customer Repurchase Intention of Food Delivery Service (The Case of Gofood Delivery Service)

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Abstract

This study aims to determine the effect of wen design, subjective norms, and food quality on repeat purchases using Gofood. This study uses quantitative methods. The size of the sample used as many as 125 respondents who were selected by accident. Analysis of data processing using multiple regression method with data processing using SPSS. The results of this study indicate that the web design variable, subjective norms and food quality variables have a significant effect on the repeat purchase variable on the use of gofood. The results of the calculation of the influence of the web design variable on the repurchase variable are 20.1%, food quality has an effect of 25.1.1% and subjective norms have an effect of 12.9%. With the results of this study, Gofood should pay attention to consumer behavior in order to develop a good marketing strategy and win the competition.

Keywords: group reference, subjective norms, food quality, repurchase.

Introduction

Consumer behavior is evolving as a result of advances in technology and informatics, and most of our lives are now inextricably linked to the internet. All human requirements, including the desire for food, are satisfied through digital transactions. Due to social distance regulations and dine-in restrictions, food buying patterns have changed as a result of the advent of information technology and the COVID-19 pandemic. Today's consumers choose to buy food online using a variety of apps. Consumers benefit from ordering meals online in a variety of ways, including saving time, energy, and using a variety of payment options. [1, 2].

Go-Meal is a corporation that specializes in online food ordering. In 2020, Gofood will have a market share of 47 percent in the online food delivery service market in Indonesia, while its main competitor Grabfood will have a market share of 53 percent [3]. Along with Grab-Food, Go-Food must contend with ShopeeFood and Tokopedia Nyam, which have entered the food delivery market in the midst of the pandemic.

In order to establish strong marketing tactics and win the competition, Gofood must pay attention to consumer behavior in online food buying. Web design, subjective norms, and food quality are all elements that influence food shopping decisions made through online platform services. In internet marketing, web design plays a crucial part in repurchasing decisions. The aesthetic of the web and the ease of use of applications are both addressed by web design. [4]research reveals that web design has an impact on online shopping decisions. According to research, the appeal of web design can encourage customers to make repeat purchases on online sales. [5]

Subjective norms and food quality, in addition to online design, impact purchasing decisions. One of the factors in the TPB that inspires someone to act is the subjective norm. The purchase in this scenario is a form of encouragement from those around them. (According to [6]. According to [7], subjective norms influence people's use of information technology as well as purchasing [1]. Food quality is the most important aspect that determines someone's decision to buy food. [8, 9]

Based on the foregoing, the researcher aims to investigate the impact of digital marketing on repeat purchases in Go-Food services, using Customer Engagement and Customer Experience as intervening factors. The goal of this study is to see how effective digital marketing methods are at increasing client loyalty, which is defined as repeat purchase behavior or purchases on the Go-Food food delivery service.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT
Repurchase Intent

One of the characteristics that can be used to gauge client loyalty to a firm is purchase intention [10]. As a result, it's critical for businesses to develop and implement a variety of methods to ensure that their customers engage in repurchase behavior [11]. Purchase intention is described as a person's judgment of the likelihood of purchasing a product or service from the same organization again, taking into consideration his current condition and potential circumstances [12]. The customer's desire to make repeat purchases or continue purchasing products from the same seller is known as repeat purchase intention. [13]

Companies must develop and deploy a variety of techniques to ensure that their customers engage in repurchase behavior [14]. Furthermore, as time passes, the market will become increasingly crowded, intensifying the battle between competitors. As a result, many businesses are attempting to keep consumers by enticing them to engage in repurchase activities rather than courting new customers, which can be costly. According to [11], despite the fact that there have been several research on repurchase behavior and intentions, all of them have come to the same conclusion: consumer repurchase intentions can provide a variety of economic benefits for businesses[15].

Web Design

Web design, according to [16], is described as "the quality and beauty of a site contained on the web itself." [4]defines website design quality as the quality of the navigation system and the overall aesthetic of the website. The quality of website design plays a vital part in determining a company's success in the e-commerce business [4,

17]). It's not just because the website may help build and imply client happiness; it's also because the website serves as a communication channel that connects the seller and the consumer, because in digital marketing, the buyer and the company don't engage directly. [4, 18].

The quality of a website's design has a big impact on how users rate it. Consumers will not shop on a website that is poorly designed, according to [4, 19]. As a result, in the context of online commerce, a visually appealing website might persuade customers to make purchases [5]. The vendor can engage with the consumer indirectly through the website, which allows the seller to submit information about the product or service they sell. At the same time, the buyer will open the website and explore and inspect the seller's products/services before deciding whether or not to purchase them [20, 21]. The following are some of the factors that influence website design improvement:

a. Appearance, which includes the layout, colors, and speed of loading.

b. Navigation, which includes precise store positioning, web search simplicity, and delivery accuracy

c. The content consists of the settings as well as the items or services offered. Clear content management, according to [16], can make it easier to find information..

d. The process, which consists of product or service offerings, incorporates privacy and security guarantees, as well as delivery services.

Subjective Norm

About social norms, the people who surround them, and the motivation to adhere to these norms. Subjective norms are perceptions of social pressure in carrying out certain behaviors related to one's beliefs, according to [6] theory of planned behavior. This notion says that when developing a subjective norm, a person considers the normative expectations of numerous other people in his environment. [22]. In other words, subjective norms represent a person's perception of social pressure while deciding whether or not to engage in a particular action. As a result of contacts with other individuals or groups whose opinions become key references for the users, they will experience changes in individuals' thoughts, feelings, attitudes, or behavior. [14].

A subjective norm scale comprising markers of family role beliefs, beliefs of support from friends, and beliefs of support from persons who are regarded important is used to measure subjective norms [23]. According to [14], the higher the subjective norm, the higher the likelihood of repurchase.

Food Quality

Quality has a significant impact on a company's profitability [24]. Food quality refers to a product's look, color, form, and structure, which cannot be altered without altering the product's physical properties [25]. Freshness, health, delicacy, and presentation are just a few of the variables that can be used to determine food quality. Food quality features such as flavor, shape, and look of food as a stimulus, according to this hypothesis, can alter customers' internals, increasing their desire to repurchase food. [26-28].

Consumers appreciate food goods as a source of trust and as a means of making repeat purchases, according to previous studies. Furthermore, according to [16], perceived food health is an aspect of perceived food quality. According to this information, supplying high-quality food can be a key approach for gaining a competitive edge in the restaurant industry.

Research Model and Hypotheses
Effect of Web Quality on Repurchase Intention

The appearance of an online store that performs e-commerce is heavily influenced by the quality of its website design. Customer satisfaction can be achieved if the image leaves a positive impression in the thoughts of the customers [4, 29]study also looked at the impact of online design on users' ratings and repeat purchase intentions. This is reinforced by another study, [20], which found that customers are satisfied when the web quality is great. As a result, website design factors such as appearance, navigation, and workflow have a substantial impact on customer satisfaction and repurchase intent. [4, 30].

H$_1$. *Web quality has a significant effect on repurchase intention*

The Effect of Subjective Norms on Repurchase Intention

Subjective norms reflect a person's sense of the social pressures they face, regardless of whether or not they take action. Relationships are strong, according to [22], when the source is someone who knows the decision-maker and has a close link with them. As a result, the more important other people are to a person, the more they should make a decision and the stronger their intention to repurchase [6]. The subjective norm is thought to be influenced by two variables. The first aspect is a person's normative ideas, while the second is a person's motivation to comply, or the degree to which the individual want to pursue his or her wants and needs.

H$_2$. *Subjective norms have a significant effect on repurchase intention*

Effect of food quality on repurchase intention

Greetings, [24]Customers' internals can be affected by food quality and food quality aspects such as flavor, shape, and look of food as a stimulant, which enhances their desire to repurchase the product. Food quality has a favorable impact on food goods, according to [31] research, which can affect consumer buy intentions. Consumers appreciate perceived food product quality as an important trait, according to previous study, as a source of trust and a factor in making repurchases. [27]. Based on the facts presented above, serving high-quality cuisine has emerged as a critical approach for gaining a competitive edge in the restaurant industry.

H$_3$. *Food quality affects repurchase intention*

Effect of Web design, subjective norms, and food quality on repurchase intention

Repurchase intention is defined as a person's decision to buy a product or service from the same company again, based on their current condition and potential situations. To ensure that their customers engage in repurchase behavior, e-commerce enterprises must reformulate several techniques. Repurchase intentions can be influenced by site quality [4], subjective norms [22], and food/product quality in the context of online business [24].

H$_4$. *Web design, subjective norms and food quality have an effect on repurchase intention.*

Conceptual Framework
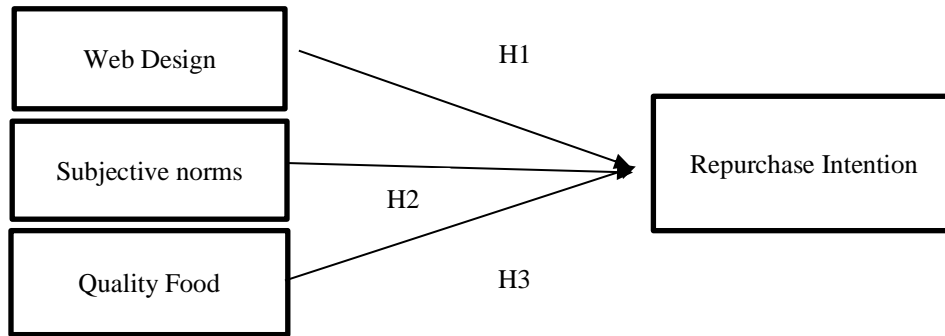
Research Methods

This study is an associative quantitative study with students who use the Go-Food application service as the unit of analysis. This research falls within the category of explanatory research, depending on the sort of study. [32].

The population is made up of all elements that share some common traits that are relevant to the study problem's goals [23]. Everyone who has ever used Go-Food services in the Bandung area is included in this study. The sample is a subset or segment of the population that has been chosen to participate in this research [23]. For sampling, the researcher utilized a non-probability method. The researcher chose the sample that best suited the research subject's criteria, namely GoFood service consumers in Bandung who had made more than one GoFood purchase transaction in the previous three months.

RESULT AND DISCUSSION

Respondent profile
Based on the findings in this investigation, the following conclusions were reached

Table 1

Respondent profile

Respondent Profile		Percentage
Gender	Male	46%
	Female	54%
Age	<18	10%
	18 - 20	22%
	20.1 - 23	49%
	23.1 - 25	12%
	>25	7%
Expenditure	< Rp 1.000.000	9%
	Rp 1.000.000 - 3.000.000	52%
	Rp 3,000.000 - Rp 5.000.000	30%
	5,000,000	9%

Source: data processed 2021

According to the responses of 125 people, 54 percent were women and 46 percent were men. This demonstrates that the majority of respondents who purchase for food online are women. The largest number of respondents in this study were respondents

aged 20 to 23 years, and the least respondents were respondents aged more than 25 years old. The level of expenditure per month is dominated by respondents who have an expenditure of Rp. 1,000,000 to Rp. 3,000,000.

Descriptive Analysis

The following table shows the results of the descriptive analysis test of respondents' responses to the variables of Web Design, Subjective Norm, Food Quality, and Repurchase Intention:

Table 2

Hasil analisis deskriptif

No	Variable	Average Score	Standard Deviation	Interpretation
1	Web Design	3,9	0,2603	Good
2	Subjective Norm	4,0	0,1992	Good
3	Food Quality	3,7	0,2193	Good
4	Repurchase Intention	3,9	0,3851	Good

Source: data processed 2021

Table 2 demonstrates that the respondents' responses to each variable imply that the descriptive analysis findings are good.

Validity and Reliability Test

The validity test's average score is over 0.3, based on the questionnaire's Web Design, Subjective Norm, Food Quality, and Repurchase Intention factors. When the standard value of validity is more than 0.3, the question is considered legitimate.

Meanwhile, the reliability testing is as follows:

Table 3

Reliability Test

Variable	Reliability Score	r-critical	Description
Web Design	0,647	0,6	Reliable
Subjective Norm	0,741	0,6	Reliable
Food Quality	0,784	0,6	Reliable
Repurchase Intention	0,629	0,6	Reliable

Source: Processed data (2021)

Based on the questionnaire's Web Design, Subjective Norm, Food Quality, and Repurchase Intention criteria, the validity test's average score is over 0.3. The question is legitimate if the standard value of validity is greater than 0.3.

Normality Test

A normality test is a procedure for determining whether the distribution of data on a set of variables is normally distributed or not. The results of the normality test are as follows:

Table 4

One-Sample Kolmogorov-Smirnov Test

		UnstandardizedResidual
N		125
NormalParameters[a,b]	Mean	0,0000000
	Std.Deviation	1,95572908
MostExtreme	Absolute	0,059
Differences	Positive	0,059
	Negative	-0,058
Test Statistic		0,059
Asymp.Sig(2-tailed)		0,200
a.TestdistributionisNormal		
b.Calculatedfromdata		

It can be seen from the table above that the value of Asymp. 0.200 is the Sig (2-tailed) value. As a result of the Asymp value. Because Sig (2-tailed) is bigger than the specified significance level (0.200 > 0.05), the unstandardized residual data can be assumed to have a normal distribution.

Multicollinearity Test

According to [33], the multicollinearity test is used to see if the regression model indicated any intercorrelation or collinearity between variables. The following are the tests:

Table 5

Multicollinearity Test

	coefficients[a]		
		CollinearityStatistics	
	Model	Tolerance	VIF
1	Web Design (X1)	.541	1,848
	Subjective Norm(X2)	.594	1,683
	Food Quality (X3)	.807	1,239
	a.DependentVariable:Repurchase Intention (Y)		

Source: Processed data (2021)

Three independent variables, Web Design (X1), Subjective Norm (X2), and Food Quality (X3), have tolerance values of 0.541, 0.594, and 0.807, respectively, with VIF values of 1.848, 1,683, and 1,239. Because the tolerance is larger than 0.10 and the VIF is less than 10.00, these results indicate that there is no multicollinearity between the independent variables and meet the requirements of the conventional multicollinearity assumption.

Multiple Linear Regression Test

The impact of Web Design, Subjective Norm, and Food Quality on Repurchase Intention was investigated using multiple regression analysis. The following are the outcomes of the processing:

Table 6

Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	sig.
	B	Std.Error	Beta		
1 (Constant)	7,118	1,838		3,873	0,000
Web Design (X1)	0,201	0,087	0,238	2,307	0,023
Subjective Norm (X2)	0,129	0,094	0,113	2,153	0,001
Food Quality (X3)	0,251	0,064	0,329	3,898	0,000

a.DependentVariable: Keinginan Pesan Ulang (Y)

The intercept and regression coefficient values can be constructed using the output above, resulting in the following multiple linear regression equation:

$Y = 7,118 + 0,201 X1 + 0,129 X2 + 0,251 X3 + e$ $Y = 7,118 + 0,201 X1 + 0,129 X2 + 0,251 X3 + e$

The above equation can be interpreted as follows:

$a = 7,118$ It means that if the variables Subjective Norm, Web Design, and Food Quality are all zero, the Repurchase Intention is worth 7.118 units, as seen by the regression lines intersecting the Y axis at 7.118.

$b_1 = 0,201$ This means that if the Web Design rises by one unit and the other factors remain constant, the repurchase intention rises by 0.201 units.

$b_2 = 0,129$ If the Subjective Norm variable increases by one unit and the other factors remain constant, the Repurchase Intention will increase by 0.129 units..

$b_3 = 0,251$ it If the Food Quality variable increases by one unit while the other factors stay unchanged, the Repurchase Intention will increase by 0.251 units.

Simultaneous Hypothesis Test

Table 7

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Model	SumofSquares	df	MeanSquare	F	Sig.
1 Regression	207,507	3	69,169		
Residual	474,285	121	3,920	17,646	0,000[b]
Total	681,792	124			

a.   Predictor:(Constant),Subjective Norm, Web Design, Food Quality

b.   DependentVariable:Keinginan Pesan Ulang

Source: output attachment of SPSS (2021)

As shown in the table above. The computed F value is 17.646 with a significant value of 0.000, according to the ANOVA test. The F table is 2.68 when calculated at the threshold of 0.05, df1 = k – 1 = 4 – 1 = 3, and df2 = n - k = 125 - 4 = 121. When F count > F table is 17.646 > 2.68, it can be concluded that Web Design, Subjective Norm, and Food Quality all influence Repurchase Intention on GoFood Applications in Bandung City at the same time.

Partial Hypothesis Test

The t-test was used to see how relevant one explanatory or independent variable was in explaining the dependent variable's fluctuation. Table 8 reveals that the t-count value provided by the Web Design variable is 2.307 > t table, which corresponds to the hypothesis testing requirement that Ho is rejected and Ha is approved (1.97928). This indicates that the Web Design variable has a moderate impact on Repurchase Intention. According to the criteria for testing the hypothesis that Ho is rejected and Ha is accepted, the subjective Norm variable obtained 2.153 > t table (1.97928). This indicates that the Repurchase Intention is partially influenced by the Subjective Norm variable. Food quality is achieved at 3.898 > t table, according to the criteria for evaluating the hypothesis that Ho is rejected and Ha is accepted (1.97928). This suggests that the Food Quality variable influences Repurchase Intention to some extent.

Table 8

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Model	Unstandardized Coefficients		Standardized Coefficients	t	sig.
	B	Std.Error	Beta		
1 (Constant)	7,118	1,838		3,873	0,000
Web Design (X1)	0,201	0,087	0,238	2,307	0,023
Subjective Norm (X2)	0,129	0,094	0,113	2,153	0,001
Food Quality (X3)	0,251	0,064	0,329	3,898	0,000

b.DependentVariable:Repurchase Intention(Y)
Sumber: LampiranOutput SPSS

Coefficient of Determination

The determinant coefficient (R2), according to [33], is a method for measuring how significant the model's ability to explain the dependent variable's fluctuation is.

Table 9

Coefficient of Determination

Model	R	RSquare
1	.784[a]	.615

Predictors: (Constant), FOOD QUALITY, WEB DESIGN, SUBJECTIVE NORM
DependentVariable: REPURCHASE INTENTION

The coefficient of determination is 0.615, which suggests that the effect of the three independent factors on the dependent variable is 61.5 percent, according to the table above. Meanwhile, other variables that were not analyzed have an impact on the remaining 38.5 percent.

Discussion

The Effect of Web Design on Repurchase Intention on GoFood Applications in Bandung City.

The replies to questions about Web Design in this survey fell into the "good" category. As can be seen from the previously given results of the computation of respondents' responses, each of the proposed indicators falls into the "agree" group. The Web Design variable reveals that H0 is rejected and H1 is accepted, based on the findings of the partial hypothesis testing or t-test, indicating that the GoFood application in Bandung City has kept the quality of Web Design high enough to affect Repurchase Intention.

Previous research has found that the design of a website page is a highly important aspect in online buying activities, which supports the findings of this study. Furthermore, website design makes internet shopping easier [22, 32]. As a result, businesses who sell products through digital or online marketing should pay close attention to the quality of their site design, as this is one of the media that connects businesses and customers. Website design is also a kind of advertising for businesses that will influence repeat purchases.

The Effect of Subjective Norm on Repurchase Intention on GoFood Applications in Bandung City.

The replies to the Subjective Norm were placed in the good category in this study. As can be seen from the previously given results of the calculation of respondents' responses, each of the proposed indicators falls into the very good group. The Subjective Norm Based on the results of partial hypothesis testing or the t-test, variable demonstrates that H0 is rejected and H1 is accepted.

Other researchers' findings complement the findings of this study, indicating that attitudes and subjective norms have a major impact on online shopping decisions [19, 34]. As a result, businesses must pay close attention to how they communicate their products to the individuals in their target market, as this will influence a person's decision to buy.

The Effect of Food Quality on Repurchase Intention on the GoFood Application in Bandung City.

The responses to this study's questions about food quality are mostly positive. Based on the findings of the previously mentioned calculation of respondents' responses, each of the recommended indicators is placed in the good category. Based on the results of partial hypothesis testing or the t-test, the Food Quality variable shows that H0 is rejected and H1 is accepted.

CONCLUSION

The findings of this study show that Gojek management needs to focus on the user interface on the Web Design so that customers can easily utilize the GoFood app. In this study, it was discovered that Gojek should pay attention to the attitudes of its customers,

particularly those who are near to them, because this can influence other people to use the GoFood app. In addition to these two elements, Gojek management should consider how good the taste quality of the meal registered in the GoFood application is. Consumers, after all, expect tasty and high-quality food. The conclusions of this study have significant implications for Gojek's management in terms of continuing to enhance Web Design, Subjective Norms, and Food Quality.

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