

## THE RELATIONSHIP BETWEEN CONVENIENCE MOTIVATION, ATTITUDE, AND BEHAVIORAL INTENTION OF FOOD DELIVERY APPLICATIONS' USERS

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**Citation:** Wiastuti, R.D., Prawira, O., Lusyana, L., Lestari, N.S., Masatip, A., & Ngatemin, N. (2022). THE RELATIONSHIP BETWEEN CONVENIENCE MOTIVATION, ATTITUDE, AND BEHAVIORAL INTENTION OF FOOD DELIVERY APPLICATIONS' USERS. *GeoJournal of Tourism and Geosites*, 41(2), 548–554. <https://doi.org/10.30892/gtg.41228-862>

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**Abstract:** This study aims to analyze the impact of convenience motivation on behavioral intention of food delivery apps' users with the mediating role of attitude. The research object is three major Food Delivery Apps (FDA) in Indonesia namely GoFood, GrabFood, and ShopeeFood. Primary data was collected through online questionnaire to 195 samples of FDA users. Data was then analyzed with path analysis with three hypothesis. Findings show that user first assess the ease of use in operating FDA above anything else, in which driving in adopting FDA, as well as emerging the intention to purchase food through FDA. However, attitude was found mediate the relationship between convenience motivation and user's behavioral intention. The impact of convenience motivation on behavioral intention of FDA users is mediated by attitude. It means that users' intention to order food through FDA at first emerges because there is a positive attitude, where that attitude is formed when users feel that using FDA is easy. FDA are expected to prioritize ease of use from the application from its design, writing style, symbol, map, and process sequences. Small food enterprises might consider placing their products in existing FDA as consumer prefer to order from the application that familiar with.

**Key words:** attitude, behavioral intention, convenience motivation, food delivery apps, GoFood

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### INTRODUCTION

Online Food Delivery (OFD) is an internet and mobile apps-based food delivery service where the consumer can order food through smartphones, then it is delivered right to their door (Prabowo and Nugroho, 2018; Ray et al., 2019). Refer to Pigatto et al. (2017), a mobile apps-based OFD that provides service to order, pay, and track order, but not involved in the process of food making is called Food Delivery Apps (FDA). FDA is one of the fastest-growing e-commerce categories (Cho et al., 2019) due to it supports a more efficient service and can expand the target market (Sjahroeddin, 2018). The presence of FDA as intermediary service is not only used by large restaurants, but also small restaurants as well to provide delivery services (Yeo et al., 2017). Other than FDA (Ray et al., 2019; Cho et al., 2019), there are other terms used in previous studies to describe internet and apps based food delivery service, such as online food delivery platforms (Li et al., 2020), online food delivery applications (Gupta and Duggal, 2020; Gupta, 2019; Almansour et al., 2020) and O2O (Online-to-Offline) food delivery services (Roh and Park, 2019). The term used in this research is Food Delivery Apps (FDA). In general, FDA is divided into two categories. First is Restaurant-to-Consumer Delivery (Li et al., 2020) which mainly consist of fast-food restaurants, such as Domino's Pizza, Pizza Hut, McDonald's, KFC (Ignacia et al., 2018; Yeo et al., 2017). Second is Platform-to-Consumer Delivery (Li et al., 2020) or multiple restaurant intermediaries, which is a collaboration of application and various restaurants, acts as an intermediary service between producers and consumers (Ray et al., 2019), such as GoFood, GrabFood, Food Panda, and many others (Sjahroeddin, 2018). In Indonesia, GoFood and GrabFood have dominated OFD

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service markets (Nurhayati-Wolff, 2021). Recently, a new competitor has shown up from e-commerce company, Shopee, with ShopeeFood as their service (Kencanawardhani, 2021). From 2015 until 2019, Google Trends records that there were 15 times increased in OFD brand search in Indonesia (Putri, 2019). The growing popularity of this service attracts the curiosity and desire to try the food delivery system (Chai and Yat, 2019). According to Nielsen survey in six areas in Indonesia, 41% of respondents have used delivery service in their daily life (Pradiksa, 2019). It is supported by the data from Badan Pusat Statistik that shows there was a decrease in the growth in household consumption of food and beverages from 2017 until 2018 which indicates there is a shift in behavior that previously bought food conventionally to electronic (Alika, 2019). This supports the growth of online-based trading activities (Sjahroeddin, 2018). The rapid growth of mobile apps encourages affiliation with various industrial sectors, including the food and beverage industry (Cho et al., 2019). This affiliate is done not without reason. Globally, consumers spend US\$ 431 billion on food and personal care purchases through e-commerce (We Are Social, 01.27.2021, 233). With mobile apps, consumers can consume food practically, effectively, save time, and can choose various types of food offered through delivery services (Li et al., 2020; Verma, 2020). This shift in consumer behavior is seen as a business potential in relation to the use of mobile devices for daily routines (Pigatto et al., 2017). Ordering food through applications is gaining popularity among consumers and producers (Almansour et al., 2020).

The rise of the internet, mobile devices, mobile apps, and the emerge of FDA to provide OFD services are the result of technological advances. Technology Acceptance Model (TAM) is a theory used at the technology introduction stage, where it is explained that there are factors that influence a person's attitude and behavioral intention to accept technology, namely perceived ease of use (PEOU) and perceived usefulness (PU) (Yeo et al., 2017; Lee et al., 2017). PEOU, whose term can be replaced with convenience motivation because of the similarity in meaning, is the degree to which users feel it is easy to use technology (Prabowo and Nugroho, 2018) and in relation to FDA, convenience motivation refers to the ease of ordering, choosing food or restaurants, and tracking orders (Troise et al., 2021). Convenience motivation can affect attitude which is the level of someone's evaluation of something (Nguyen et al., 2019) which then becomes the beginning of the emergence of behavioral intention (Gupta and Duggal, 2020). Behavioral intention itself is used to predict whether in the future someone will adopt FDAs to buy food or not, because behavioral intention is related to a person's intention as a consumer (Chai and Yat, 2019). Consumer attitudes are believed to be the main predictor that can encouraged someone to have behavioral intentions towards online shopping (Marza et al., 2019). However, before that, consumers are generally influenced by the factors that make them move to use FDA. Because it is application-based, the convenience motivation factor offered by OFD services to consumers is important, such as the large number of restaurant choices (Ray et al., 2019), ease of finding information and comparing products (Sjahroeddin, 2018), ease of interaction (Pigatto et al., 2017) with efficient UI (User Interface) and UX (User Experience) design (Gupta, 2019). Convenience motivation is a term that substitutes perceived ease of use in the technology acceptance model where both have a similar meaning, which is a degree where users feel the easiness to use a system or technology (Prabowo and Nugroho, 2018). Convenience is stated as the main motivation in adopting technology because consumers must first be convinced by its value before being willing to use the technology (Chai and Yat, 2019). In OFD service context, convenience is defined as perceived time, value, and effort needed to use OFD service system (Chai and Yat, 2019). One of the reasons for food businesses' growth in Indonesia is because the easiness offered through technology advances, which is through OFD service (Ryza, 2019). Based on previous research, the reasons why consumers choose this service are the ease to operate the application and understandable features (Iisnawati et al., 2019). It is also shown in the previous research conducted on online transportation users, where users feel at ease and have adequate knowledge about the application so that they developed a sense of competence (Septiani et al., 2017). Previous OFD research Klang Valley, Malaysia, convenience motivation has a positive impact on attitude because consumers are attracted to use technology that provides ease (Yeo et al., 2017). In contrast with the research of Prabowo and Nugroho (2018) on GoFood users in 10 cities across Indonesia, convenience motivation has no positive impact on attitude where it was predicted that users do not consider or have not felt the ease, but users consider other factors so that they still use GoFood. Research conducted on OFD service where the respondents almost entirely are Sumateranese shows that there is a positive impact between convenience motivation and attitude which is supported by t-statistic value 6.078 (Novita and Husna, 2020). While in research on the GoFood system, convenience motivation has no positive impact on attitude where the main constraint faced when shopping online is difficulty in the process of product searching (Nastiti and Rachmawati, 2019). Attitude is defined as favorable or unfavorable evaluation that reflects a person's responses regarding certain activities (Hwang et al., 2019). In terms of technology, attitude is a person's preference when using technology or a device (Yeo et al., 2017). In terms of online shopping, attitude is a person's response toward purchasing transaction activity (Wahyudin et al., 2020). In the context of tourism such as online travel agent for example for the purpose of online booking, business traveler feels that they encountered many problem in the way the use technology, ranging from payment problem to trust issues (Datta, 2020; Datta, 2021). Consumers' attitude is important because it can highly affect their intention to choose, use, recommend, and endorse a product or service to other people (Gupta and Duggal, 2020). Refer to the technology acceptance model, convenience motivation and post-usage usefulness (Yeo et al., 2017) become the driving factors for the emergence of a positive attitude when using technology in online shopping (Nguyen et al., 2019). Based on a survey done by Nielsen Singapore Report, there are 10 reasons for purchasing food online, such as save time and energy to queue, save time and energy to buy food, promotion, convenient payment, discount, various options provided, best seller, save fare, far location, and convenience to order food anytime (Jayani, 2019). These show that attitude toward OFD is affected by convenience and benefits received by consumers (Jayani, 2019).

Research conducted on OFD in Malaysia shows a t-statistic of 4.035 so it can be said that attitude has a positive impact on behavioral intention (Yeo et al., 2017). This result is aligned with research conducted in Indonesia which states that an increase in attitude can be followed by intention to use OFD service so that behavioral intention can be predicted through attitude because there is a positive impact (Prabowo and Nugroho, 2018). Moreover, previous research says that users'

attitude can be affected by factors that lead to behavioral intention to use OFD services, such as time-saving orientation and prior online purchase experience (Novita and Husna, 2020). This is also supported by the result of research conducted on GoFood in Indonesia with a t-statistic of 4.783 which proves that there is a positive impact between attitude and behavioral intention (Nastiti and Rachmawati, 2019). In the research conducted in Italy, it is said that attitude has a positive impact on behavioral intention even though the most dominant predictors are subjective norms and perceived behavioral control (Troise et al., 2021). Behavioral intention is a tendency to respond to something favorably or unfavorably (Gupta and Duggal, 2020). In other words, behavioral intention is consumer intention to do something in the future (Wahyudin et al., 2020). Similar to the previous definition, behavioral intention is defined as consumer behavior that has an intention to use a service continuously (Purwianti and Tio, 2017). In OFD service context, behavioral intention is a person's intention to use OFD service (Novita and Husna, 2020). Prior research show that convenience motivation has a positive impact on behavioral intention (Yeo et al., 2017; Prabowo and Nugroho, 2018). Further, based on the research that focus on pandemic COVID-19, convenience motivation has positive impact toward behavioral intention which supported by respondents' demographics where 52% aged 17 to 21 years old and close to technology, also 50% are female so they prefer convenience when using OFD service (Novita et al., 2020). In line with that, research conducted on current and potential users of OFD service in Malaysia showed that convenience is one of the factors that drives someone to adopt the service continuously when the level of ease meets their expectation (Chai and Yat, 2019). The main objective of this research is to analyze the impact of convenience motivation on behavioral intention of food delivery apps' users with the mediating role of attitude. There are six research questions, which are (1) to what extent the convenience motivation of FDA user?, (2) to what extent the attitude of FDA user?, (3) to what extent the behavioral intention of FDA user?, (4) does convenience motivation positively impact attitude of FDA user?, (5) does attitude positively impact behavioral intention of FDA user?, and (6) does convenience motivation, mediated by attitude, positively impact behavioral intention of FDA user?

## MATERIALS AND METHODS

There are three variables in this research. First, convenience motivation as independent variables, measured by four indicators adopted from Yeo et al. (2017). Second, attitude as mediating variables, measured by seven indicators adopted from Cho et al. (2019) and Yeo et al. (2017). Third, behavioral intention as dependent variables, measured by seven indicators adopted from Nguyen et al. (2019) and Oliveira et al. (2016). All indicators are measured with five point Likert scale with five being strongly agree, four being agree, three being neutral, two being disagree, and one being strongly disagree (Purwanto, 2018). Primary data was collected through survey with questionnaire. Due to COVID-19 restriction, questionnaire was distributed online in June to July 2021 using google document with open access link through various social media platform. As a result, 203 questionnaire was obtained, in which eight did not meet the minimum filling time criteria and therefore left 195 questionnaires to be further analyzed. Sample criteria are Indonesian citizen, acknowledge and had experience order food from minimum one of the existing Food Delivery Apps (FDA) in mobile phone device such as GoFood, GrabFood, or ShopeeFood. There are two parts in the questionnaire with the first part demand respondent demographic profile (gender, age, education, domicile, occupation) and FDA profile (interval use, the most ordered cuisine, driving factors). While second part demand for indicators for three variables, in sum of 18 research questions.

Pilot study was conducted with 30 samples to test the validity and reliability for all research instruments (Ismail et al., 2018). As a result, Cronbach's Alpha value are higher than 0.6 with  $r_{count}$  higher than  $r_{table}$ . Thus, all research instrument is valid (Riyani et al., 2017) and reliable (Taherdoost, 2016), and therefore further continue with all samples. To answer research question one and two, data was analyzed with statistic descriptive with mean value (Kurniawan, 2018). Moreover, to answer research questions three, data was analyzed using path analysis (Wulandari and Adnyani, 2016), including analyzing the total effect, indirect effect, and direct effect between variables (Datsgeer et al., 2020; Cepeda et al., 2017). Figure 1 show research framework with three hypothesis as that are tested using t-test (Santoso, 2018).

**H<sub>1</sub>:** Convenience motivation has a positive impact on attitude

**H<sub>2</sub>:** Attitude has a positive impact on behavioral intention

**H<sub>3</sub>:** Convenience motivation through attitude as mediation has a positive impact on behavioral intention

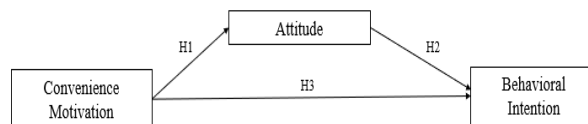


Figure 1. Research Framework

## RESULTS AND DISCUSSION

### Demographic Profile

The majority respondents of this research are 66.7% female, 49.7% within 19 to 22 years old, 67.7% as college student, and 64.6% domicile in Bekasi area (Greater Jakarta). Further, Figure 2 shows data about Food Delivery Apps (FDA) use frequency to order food. Refer to Figure 2, most respondent frequently use FDA to order for food once to two times a week (32.8%) and once to three times a month (32.3%), followed by three to four times a week (27.2%), and on everyday basis (7.7%). In addition, Figure 3 define the main driving factor on why respondent order food through FDA. The three main determinant factor are interesting promotional program offered by FDA (15.8%) such as discount, cashback, coupon, referral program, e- wallet promo, followed by the ease of use in operating the application (15.2%) and the ease of process in ordering food (13.5%). However, some respondent were also determined by other factors, for example easy to track the ordered food (9.9%), availability of various food or cuisine choices (9.5%), availability of diverse restaurant (9.5%), availability of product information (9.2%), affordable delivery fee (8.2%), driver's attitude and behavior (4.7%), and accurate order (4.5%). Further, Figure 4 elaborate the type of food that respondent chooses the most when they order food through FDA. Surprisingly, fast food was chosen as the most food ordered (45.1%), even higher compared to Indonesian cuisine with only 12.3% ranked the third. The second most ordered is beverages (17.9%) such as coffee, tea, boba drink, and *kopi kekinian*. The rise of beverages

in Indonesia and Jakarta particularly boom since 2018. Up to now, there are various local chain beverage store compete one another to win the heart and the mind of beverage lovers. Just to name a few both local and international chain brand such as Kopi Janji Jiwa, Kopi Kenangan, Kopi Kulo, HAUS, Menatea, Kopi Soe, Chatime, KOI, and Starbucks.

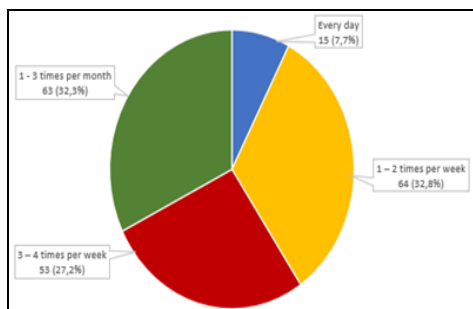


Figure 2. Interval Use of FDA

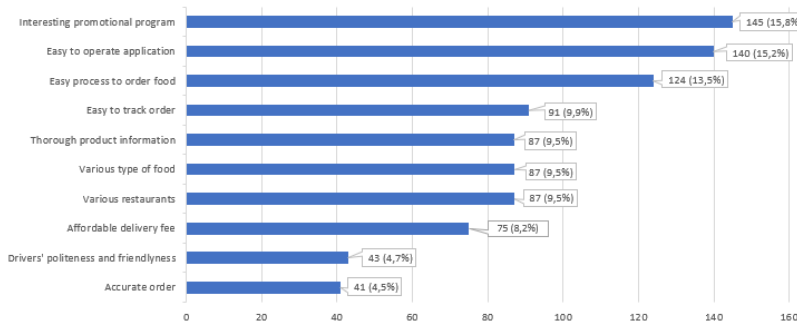


Figure 3. Drivers Ordering Food

### Descriptive Statistic of Convenience Motivation, Attitude, and Behavioral Intention

Refer to Table 1, the first research variable of convenience motivation mean value is 4.56, meaning that respondents agree with convenience motivation on Food Delivery Apps (FDA). The standard deviation shows that the distribution of respondents' answers closes to the mean value. FDA indeed save time, save energy, and provide various food options so that respondents can purchase whatever food they want without having to come directly to the restaurant. Furthermore, the features shown in FDA are easy (X1), understandable (X2), operate friendly (X3) even for new users (Respondent C, 2021). Therefore, respondents agree that overall, ordering food through FDA provides ease (X4). The second research variable of attitude mean value is 4.23, meaning that respondents agree with attitude on FDA. The standard deviation shows that the distribution of respondents' answers closes to the mean value. It can be indicated that respondent show their attitude towards FDA purchase as wise (M1), good (M2), sensible (M3), rewarding (M4), and useful (M5). In addition, respondent show that they have desire to order food through FDA (M7). The third research variable of behavioral intention mean value is 3.71, meaning that respondents show neutral on behavioral intention on FDA. The standard deviation shows that the distribution of respondents' answer is further from the mean. It can be indicated that respondent plan to use FDA in the future (Y3), intend to purchase food through FDA shortly

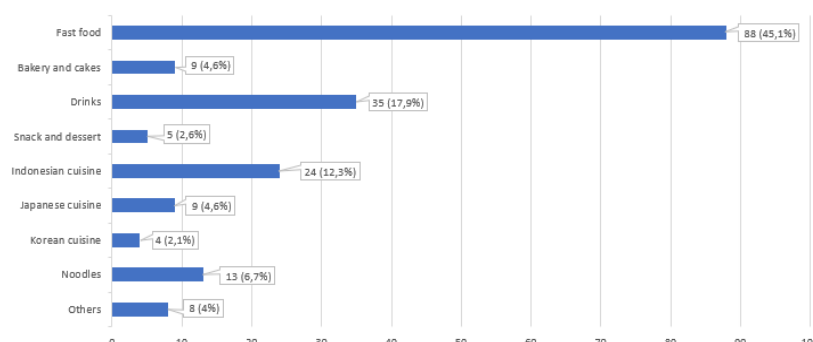


Figure 4. Type of Food Ordered through FDA

they want without having to come directly to the restaurant. Furthermore, the features shown in FDA are easy (X1), understandable (X2), operate friendly (X3) even for new users (Respondent C, 2021). Therefore, respondents agree that overall, ordering food through FDA provides ease (X4). The second research variable of attitude mean value is 4.23, meaning that respondents agree with attitude on FDA. The standard deviation shows that the distribution of respondents' answers closes to the mean value. It can be indicated that respondent show their attitude towards FDA purchase as wise (M1), good (M2), sensible (M3), rewarding (M4), and useful (M5). In addition, respondent show that they have desire to order food through FDA (M7). The third research variable of behavioral intention mean value is 3.71, meaning that respondents show neutral on behavioral intention on FDA. The standard deviation shows that the distribution of respondents' answer is further from the mean. It can be indicated that respondent plan to use FDA in the future (Y3), intend to purchase food through FDA shortly

(Y1), and further intend to recommend FDA to friends (Y1). However, the findings show in contrary where respondents tend to neutral in purchasing food regularly in the future through FDA (Y2), neutral in willingness to try using FDA in daily life (Y5), neutral in willingness to give financial account data (Y5) and personal information (Y6) needed to run FDA.

Table 1. Descriptive Statistic

	Indicator	Mean	SD
<b>Convenience Motivation (Adopted from Yeo et al., 2017)</b>			
X1	Ordering food through food delivery apps is easy	4.55	0.57
X2	Interaction through food delivery apps is clear and understandable	4.55	0.58
X3	Easy to operate features in food delivery apps	4.54	0.59
X4	Overall, ordering food through food delivery apps provides ease	4.59	0.55
<b>Attitude (Adopted from Cho et al., 2019; Yeo et al., 2017)</b>			
M1	Purchasing food through food delivery apps is wise	4.12	0.85
M2	Purchasing food through food delivery apps is good	4.07	0.82
M3	Purchasing food through food delivery apps is sensible	4.65	0.62
M4	Purchasing food through food delivery apps is rewarding	3.91	0.92
M5	Using food delivery apps is useful	3.99	0.89
M6	In favor of using food delivery apps to order food	4.48	0.64
M7	Desire to purchase food through food delivery apps	4.38	0.75
<b>Behavioral Intention (Adopted from Nguyen, et al., 2019; Oliveira, et al., 2016)</b>			
Y1	Intend to purchase food through food delivery apps shortly	4.04	1.02
Y2	Predict to purchase food through food delivery apps regularly in the future	3.67	1.08
Y3	Intend to recommend food delivery apps to friends	4.01	0.96
Y4	Plan to use food delivery apps in the future	4.28	0.77
Y5	Will try to use food delivery apps in daily life	3.76	1.05
Y6	Willing to give financial account data needed to run food delivery apps	3.05	1.20
Y7	Willing to give personal information needed to run food delivery apps	3.15	1.13

Table 2. Hypothesis Results

Note: CM (Convenience Motivation), ATT (Attitude), BI (Behavioral Intention)

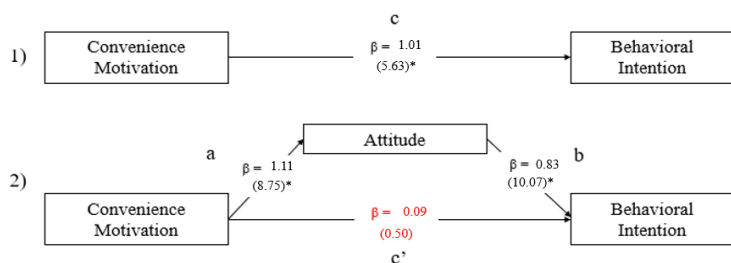
Hypothesis	$\beta$	T-Value	P-Value	Result
H <sub>1</sub> : CM → ATT	1.11	8.75	0.00	Accepted
H <sub>2</sub> : ATT → BI	0.83	10.07	0.00	Accepted
H <sub>3</sub> : CM → BI	0.09	0.50	0.62	Rejected

### HYPOTHESIS RESULTS AND DISCUSSION

Hypotheses was tested using T-test and summarized in Table 2. T-table value in this research is 1.972 with 0.05 as the

level of significance and degree of freedom 193 (n-2). Refer to the fourth research question, convenience motivation has positive impact on attitude (H<sub>1</sub>) is accepted because t-value (8.75) > t-table (1.972) with effect size of 1.11 on path coefficient and p-value (0,00) < 0,05. This finding is in line with the research conducted by Yeo et al., (2017) and Novita and Husna (2020) which also proved that there is a positive impact between convenience motivation and attitude. Refer to the fifth research question, attitude has positive impact on behavioral intention (H<sub>2</sub>) is accepted because t-value (10.07) > t-table (1.972) with effect size of 0.83 on path coefficient and p-value (0.00) < 0.05. This finding is in line with the research conducted by Prabowo and Nugroho (2018); Nastiti and Rachmawati (2019); Nguyen et al. (2019); Gupta and Duggal (2020); Troise et al. (2021); and Al-Gharaibeh and Arifin (2021) which also proved that there is a positive impact between attitude and behavioral intention. Refer to the sixth research question, convenience motivation through attitude as mediation has positive impact on behavioral intention (H<sub>3</sub>) is rejected because t-value (0.50) < t-table (1.972) with effect size of 0.09 on path coefficient and p-value (0.62) > 0.05. This finding is in line with the research conducted by Yeo et al. (2017) and Novita and Husna (2020) which also proved that attitude mediation role between convenience motivation and behavioral intention.

Figure 5 shows the results of the total effect and indirect effect test. In total effect test (c), a positive effect was found because t-value (5.63) > t-table (1.972) and the significance value (0.00) < 0.05. Therefore, this research can be continued to the next test by adding the intervening variable. Next, the result of the indirect effect test shows that there is a positive effect in (a) and (b), while in contrary no positive effect in (c). Hence, according to Kenny and Baron (1986), it can be concluded that there is a mediation effect. Furthermore, mediation happened in this research is full mediation. This is because there was a positive effect in (c) at first, but when attitude was added to the research model, there is no positive effect found in (c). Full mediation happened in this research showed that the impact of convenience motivation on behavioral intention is fully mediated by attitude. Based on the finding, it can be said that convenience in using FDA has a positive impact on respondents' perception toward time, value, and effort. Respondents' willingness to adopt FDA to their everyday life is developed because of their evaluation of the perceived value, such as practicality, save time and energy, and many other conveniences offered by FDA. Moreover, a clear and understandable interaction through FDA creates a satisfying experience for respondents as users because it makes the process of choosing a restaurant, choosing food, making payment, tracking orders, and evaluating the order easier. Otherwise, users tend to have no interest in adopting FDA if in practice they are faced with several constraints, such as difficulty to operate FDA and complicated systems. Convenience in using FDA can strengthen users' attitude and intention to continue using FDA. It is aligned with the statement of Prabowo and Nugroho (2018) which stated that convenience motivation can be used to figure out someone motivation and attitude toward long- term use. Therefore, convenience motivation becomes an important driving factor that can influence users' attitude toward FDA as mentioned in the Technology Acceptance Model (TAM) so that FDA service providers should pay attention well to this factor. In addition, for FDA users that already had experience in ordering food through FDA because that experience contributes to forming their attitude and decision in the future (Prabowo and Nugroho, 2018). If user or customer are satisfied, then the attitude formed tends to be positive and they are driven to repurchase food through FDA in the future. In contrast, if they experienced bad experiences, it would form a negative attitude and lead to tendency of not using FDA anymore in the near future.



Note: 1) Total Effect; 2) Indirect Effect;  $\beta$  = path coefficient, (t-value), \*  $p < 0.05$

Figure 5. Total Effect and Indirect Effect of Path Analysis

Attitude is a degree of evaluation toward certain activities (Hwang et al., 2019). After being influenced by convenience motivation, the degree of evaluation toward FDA use becomes positive. It is proved by the findings which shows that users have preferences in using FDA because it is wise, good, sensible, rewarding, and useful so that users are in favor of using FDA and have the desire to purchase food through FDA. Refer to Gupta & Duggal (2020), attitude has an important role because of its impact on someone's tendency to use and recommend FDA to other people in the future.

This research shows that the tendency or behavioral intention is impacted by attitude. Later, users have the desire and plan to try, use, and recommend FDA to purchase food because users have a positive attitude. This findings are supported due to recent condition in COVID-19 pandemic in Indonesia, in which dine- in restriction thus boost the options of ordering food through FDA (Novita et al., 2020). The existence of FDA in Indonesia has also encouraged people to stay at home thus minimize crowd in restaurant premises and support social distancing. User can also request for FDA driver to place the food order outside their home, leaving no single contact persons. This process indeed eliminates direct contact that might be dangerous for COVID-19 contamination. Worry no about the payment as all FDA in Indonesia have e-wallet for the food payment such as GoPay for GoFood, OVO for GrabFood, and ShopeePay for ShopeeFood. Based on Momentum Works report entitled "Food Delivery Platforms in Southeast Asia", Online Food Delivery (OFD) service in Indonesia in 2020 had gross merchandise value (GMV) of US\$ 3.7 million (Jatmiko, 2021). Furthermore, OFD service in Indonesia is predicted to increase 11.5% each year starting from 2020 until 2024 (Aprilianti and Amanta, 2020). OFD also becomes the biggest income contributor from overall sales through e-commerce in 2018 (Statistics Indonesia, 12.18.2019, 14). Therefore, OFD service provided through FDA deemed to have a good prospect in midst of the large Indonesian market (Eka, 2021).

**CONCLUSION**

There are six conclusions obtained from six research questions. The first conclusion shows that promotional program

and ease of use become the main driving factor in adopting Food Delivery Apps (FDA) such as GoFood, GrabFood, and ShopeeFood in everyday life to order food. The convenience of using FDA is one of the factor that motivate customer to order food through online platform. This is supported by the fact that FDA in Indonesia have higher download rate in Play Store and Apple Store compared to other restaurant official mobile apps. Not to mention regular promotion program provide by FDA in a form of cashback, voucher, referral, and discount that attract customer to keep on ordering more and more. The second conclusion shows that respondents have a positive attitude toward the use of FDA due to its sensibility and practical. They show that that have desire and in a favor of using FDA to order for food. The third conclusion shows that intention and plan to order food through FDA is neutral. In other words, the intention and plan are not always there. The fourth conclusion shows that convenience motivation has a positive impact on attitude of FDA users which indicates that users' positive attitude toward FDA is influenced by easiness to use FDA.

On the contrary, low convenience motivation will lead to lower attitude towards FDA. The fifth conclusion shows that attitude has a positive impact on behavioral intention of FDA users which indicates that users' intention to order food through FDA is influenced by their positive attitude and evaluation. The sixth conclusion shows that the impact of convenience motivation on behavioral intention of FDA users is mediated by attitude. It means that users' intention to order food through FDA at first emerges because there is a positive attitude, where that attitude is formed when users feel that using FDA is easy. From this conclusions, several suggestions arise for both FDA management and food enterprises. FDA are expected to prioritize ease of use from the application design, writing style, symbol, map, and process sequences as it will enhance attitude towards the use of FDA in a long term. In addition, FDA should also maintain its diverse promotion program to attract new and repeater customer. The more FDA provide diverse food variety and menu from different type of cuisine, the more choices users has, that eventually led to broaden user market. Meanwhile, for existing and newcomer's small food enterprises might consider placing their products in existing FDA based on practical use consideration. Moreover, consumer prefer to order from the application that they are familiar with rather than through direct company mobile application that they are not familiar with. In Indonesia, GoFood from GoJek and GrabFood from Grab are two major FDA used by many throughout various region.

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