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Analysis of Customer Behaviour in Mobile Food Ordering Application Using UTAUT Model (Case Study: GoFood Application)

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ABSTRACT

One of the mobile application technologies that popular and enjoying extraordinary success in Indonesia is GoJek application. One of many services in Gojek app is called GoFood. GoFood provides food online service delivery that has three main users. There are merchants, Gojek drivers, and customers. Many online food ordering applications have developed, and various issues have occurred, but there has not been much research on the topic. The purpose of this research is to measure the user acceptance of GoFood apps and find out what factors influence the adoption of GoFood services. This research is using quantitative methods. Tools to get data is a questionnaire of 60 respondents. The results are validation data, and the structural model calculation uses Smart PLS tools. From the measurement results, two variables have a positive and significant effect (with a t-statistic score> 1.65) on the user's intention to use GoFood, namely the Society Influence and Perceived Control variables. There are also Functional Expectancy, Attemption, and Support System variables that have negative effects (with a t-statistic score <1.65) on the user's intention to use the GoFood application.

1. Introduction

There are more than 4 billion people as internet users in this world. Asia is the most significant internet user in this world region, with a total of 2.300.469.859 users of June 2019 or half of the internet user population in this world come from Asians people [1]. Indonesia, as one of the countries in Asia that has 264,16 million people with total internet users are 171,17 million people. It means 64,8% of people in Indonesia are internet users [2]. Indonesia has a potential market for developers or technology company to expand their products. Based on a survey by APJII [2], 93,9% of respondents said that they use a smartphone every day. That is why the development of mobile applications increases rapidly. The data revealed that 5.087 billion mobile apps downloaded during the full year 2018 [3]

One of the mobile app technology that popular and enjoying extraordinary success in Indonesia is Go-Jek Application. Gojek has more than 2,9 million downloads since 2010 [4] and becomes the number 8th mobile application of average monthly active users in 2018 [3]. Gojek is an application for ride-sharing online transportation, e-payments, food delivery, logistics, daily needs, and entertainment ticket. Gojek has more than one million drivers spread across 50 cities in Indonesia. One of many services in GoJek app is called GoFood. GoFood provides food online service delivery that has three main users; here are merchants, GoJek driver, and customer. GoFood has more than 125.000 merchants spread across Indonesia [4]. Most of GoFood merchants are Small Medium Enterprise (SME) that sell their dishes using Go-Jek application. Based on GoJek research, 93% of merchants have experience in increasing transaction volume. Not only the GoJek consumers that get a benefit form this application, but also the food business in Indonesia. GoFood has proved as a successful technology that contributes for indonesian economy in added value 44,2 trillion rupiahs in 2018. In line with that data, the researchers explain that 90% of GoJek partners can improve their family welfare by joining GoJek [5]

Based on the data described above, it can be concluded that there has been significant development over the years of food delivery services via applications. According to Alalwan [6], many online food ordering applications have developed, and various issues have occurred, but there has not been much research on the topic. Previous research was dominated by research related to intention/customer satisfaction in social media / mobile applications in general [7]. So Alalwan [6] conducted research related to mobile food ordering applications using the UTAUT2 model. In Karulkar's

research [8], Online food delivery is more popular among millennials than generation X and baby boomers. Some of the factors that cause the many uses of online food delivery are ease of decision making (categories, reviews, and ratings), convenience in transactions (using e-wallet facilities), and various benefits for consumers (various discounts or coupons). However, some of the obstacles faced by online food delivery are uncertain demand patterns, external factors such as traffic and weather, and intense competition between online food delivery service providers.

The purpose of this research is to find out what factors influence the adoption of GoFood services and the factors that significantly influence users in using GoFood services. The significance factor can be a reference for GoFood to improve its service quality. The quality of the service is how the service level meets user expectations [9]. This study uses the modified construct, which is consists of UTAUT and TPB model. Those six constructs are Functional Expectancy (FE), Attemptation (A), Society Influence (SI), Support System (SS), Perceived Control (PC), and Behavioural Intention (BI). Five variables (FE, A, SI, SS, BI) come from the Unified Theory of Acceptance and Use of Technology (UTAUT) model, and one variable (PC) comes from the Theory Planned Behaviour (TPB) model. UTAUT is one of the most popular models that also able to explain 70% of the variance related to behavioral intentions to use technology and 50% of the variance related to the usage and acceptance of the technology [10][11]. This study does not use moderator variables because it refers to several previous studies that also did not apply the overall UTAUT model [8].

2. Related Works

2.1 IT Adoption Models

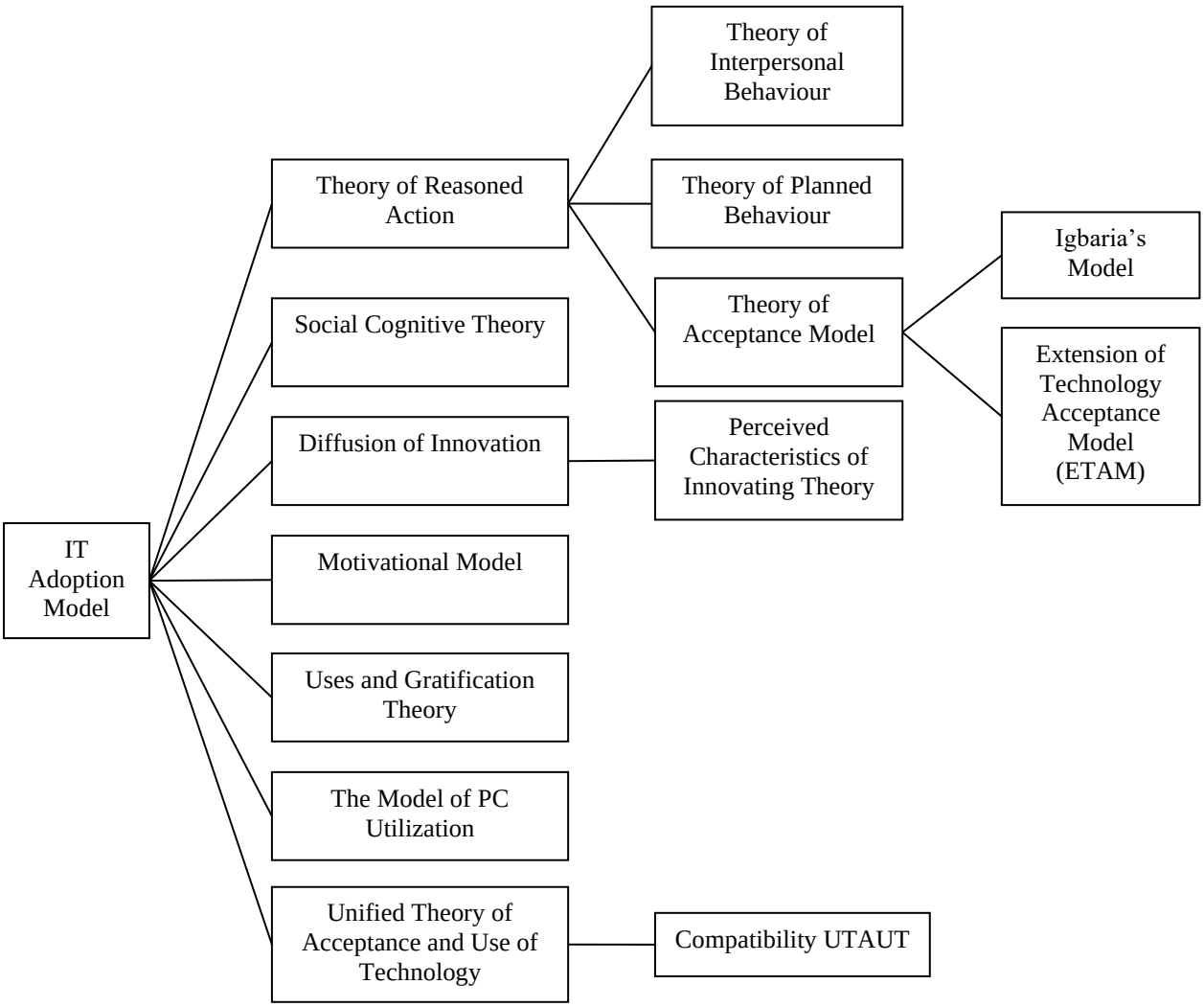

Figure 1 An Overview of IT Adoption Model

Fishbein and Azjen have developed the base of theoretical models about the acceptance and use of technology in 1975. An overview of the IT adoption models can be seen in Fig.1. The popular ideas that many researchers do are how to combine the construct that conducts to their research objectives. Therefore, many of the acceptance models were modified to following the era.

TABLE 1
REFERENCE AND DESCRIPTION OF VARIABLE IN THIS RESEARCH

Variable / Construct name in this research	Variable / Construct Name Based on Reference	Reference	Description
Functional Expectancy	**Performance Expectancy**	[12],[13]–[15]	The extent how the system will give the benefit to consumers in carrying out certain activities and keep them satisfied
Attemption	**Effort Expectancy**	[12],[16], [17]	The complexity of the use of technology and the level of effort desired by the user
Society Influence	**Social Influence**	[12][10]	The extent how user perception regarding how soceity give the effect to their decision about the use of system
Support System	**Facilitating Condition**	[12] [15][18]	Consumer preferences for the resources/technical support was available to support their system usage level.
Perceived Control	**Perceived Control**	[19] [8]	The need to depict an individual's ability, supremacy and proficiency in various circumstances is agreed to be a human driving force.
Behavioral Intention	**Behavioral Intention**	[12] [8][19]	The willing of the people (a person subjectivity) / how they are planning to use towards performing a behaviour

The previous research about UTAUT can be seen in Table 1. UTAUT is a model developed by Venkatesh in 2003 [12], which aims to understand user behavior towards internet usage. The UTAUT model has concepts derived from various models of information technology acceptance that have proven to be a successful model that include the various factors about user behavior towards information technology [12], [20]. According to Alharbi [21] and Serbern [22], the UTAUT model is popular among information system researchers related to research on user behavior and information system acceptance. The UTAUT model can describe several characteristics into a variable, namely individual characteristics (interpreted as functional expectancy and attemptation variables) and social (interpreted as society influence variable), but the UTAUT model does not examine user satisfaction or performance effects [11].

2.2 Online Food Delivery Services

Food Delivery Service was first performed in Korea in 1768. Then in 1906, food delivery service became popular because it had begun to be widely advertised with magazines and newspaper media. Food delivery service is a service from restaurants, shops, and restaurants that deliver food products to customers. Reservations can be made using the website, telephone, and applications owned by restaurants or applications from third parties. Products that are delivered will be packaged by using a box or bag that is useful to protect the product from weather, shocks, and collisions against other objects. Customers can choose food by first selecting the restaurant that they want to visit and then see the food menu contained in the restaurant, or the customer can also choose the desired food menu based on the closest distance, the cheapest, or the favorite of the buyers. Payment can be made using credit cards, electronic money, or cash. The website or application will inform delivery times, driver locations, total food costs, delivery fees, and also provide notifications if the driver is picking up the food.

3. Research Methodology

The method in this research is a quantitative method. Quantitative methods emphasize statistical calculations. The total stages in this research model are eight stages. Detail stages in this research are identification and problem formulation, literature study, development of conceptual models, preparation of research instruments,

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collect questionnaire data, validate and analyze research data, discuss the results of data analysis research, and preparation of conclusions.

From Fig.1, at the stage of development of conceptual models, researchers conduct studies and model comparisons from previous studies related to the UTAUT model. The researcher also conducted a literature review in a paper related to the adoption of an online food ordering system. From this comparison, Karulkar's research was obtained [8] who modified the UTAUT model and Alalwan's research [6] who also conducted similar research with the UTAUT2 model. In Karulkar's research [8] also obtained items/indicators that can be used as questionnaire questions. In this study, the questionnaire was distributed to 60 respondents. From these results, data validation and structural model calculations were done using Smart PLS tools. After the calculation results appear, it is necessary to analyze the results so that we can find out how the linkages of the factors chosen in this study to the use of the GoFood food ordering application.

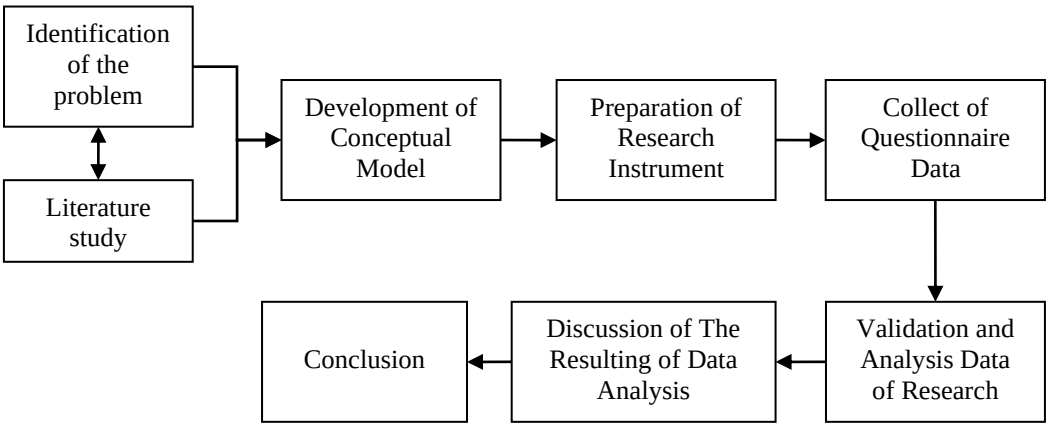

Fig. 2 Research Method

4. Research Hypotheses

This study using six main variables where five variables are exogenous variables, and one variable is an endogenous variable. The five exogenous variables are Functional Expectancy, Attemption, Society Influences, Support System, and Perception Control, while one endogenous variable in this study is Behavioral Intention. The explanation about the relationship between variables can be seen in Fig. 2, where the five exogenous variables lead to one endogenous variable.

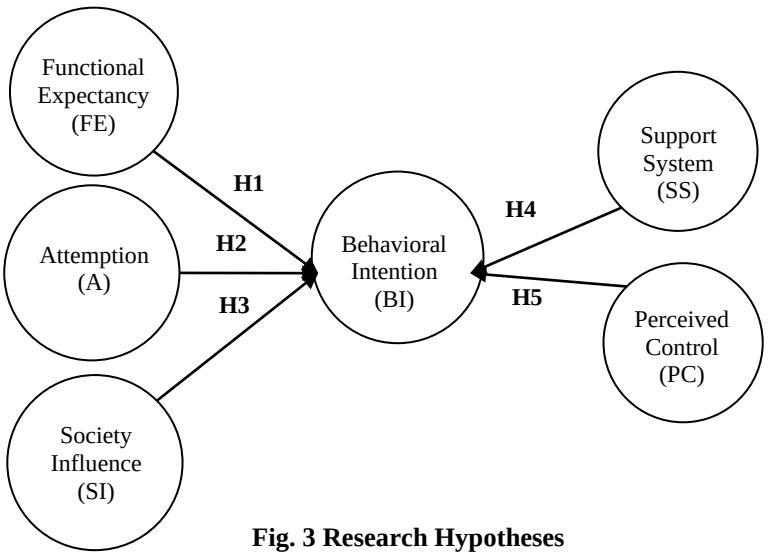

Fig. 3 Research Hypotheses

H1 : Functional Expectancy has a positive effect on Behavioral Intention of GoFood's user

The functional Expectancy variable is defined as the extent to which the use of Gofood services will benefit consumers in carrying out certain activities. Functional Expectancy is also defined to see the extent to which users expect that using the Gofood service will help them to benefit from doing a job [10]. Several previous studies mention that Functional Expectancy is one of the most important indicators of an intention to use technology [23][24].

H2 : Attemption has a positive effect on Behavioral Intention of GoFood's user

The attemptation variable can be interpreted as the expected complexity of the use of technology and the level of effort desired by the user [12]. In Aldholay's research [25] said that students perceived learning through the internet as clear, easy to use and easy to understand could contribute to the growth of internet usage.

H3 : Society Influence has a positive effect on Behavioral Intention of GoFood's user

Society Influence can be interpreted as consumers are influenced by peers and other individuals in the social environment in convincing them to use Gofood services. Society Influence can also be defined as the level of importance of the opinion of society towards an individual regarding whether they should use the system or not [12]. Venkatesh [10] stated that the Society Influence variable has a positive influence on system usage behavior.

H4 : Support System has a positive effect on Behavioral Intention of GoFood's user

Support Systems variable can be interpreted as consumer preferences for the resources/technical support was available to support their system usage level [12]. Guo [26] stated that an important Support System could significantly affect to individual system usage. The users should understand the system and back-up the information for ensuring that system was well-utilized.

H5 : Perceived Control has a positive effect on Behavioral Intention of GoFood's user

Perceived Control variable can be interpreted as the need to depict an individual ability, supremacy, and proficiency in various circumstances is agreed to be a human driving force. Behavioral control refers to the "response availability, which may have a direct influence on the objective characteristics of an event" [8]. Control beliefs can be defined as sensing the existence of facets that ease or hinder the performance of behavior. In all, perceived behavioral control is a sum total of control belief facets, at a particular point of time, depending on the power the facet holds [8].

In this study is using five variables and 22 items/indicators. In the Functional Expectancy variable measured by four indicators, the Attemption variable is measured by four indicators; the Society Influence variable is measured by three indicators-; the Support System variable is measured by four indicators-; the behavioral intention variable is measured by four variables, and the perceived control variable is measured by four indicators. The mapping between variables and indicators is explained in Table 2. All indicators are measured using a Likert scale with a range of 1 to 5. Each score has the intention of the number 1 - Strongly Disagree ; number 2 - Disagree, number 3 – Neutral ; number 4 - Agree ; and 5 - Strongly Agree. The results of the distribution of questionnaire will calculated using Smart-PLS.

TABLE 2
VARIABLES AND ITEMS IN THIS RESEARCH

Variable / Construct	Item Code	Item / Indicator
Functional Expectancy (FE)	FE1	I believe the Gofood's service will be a useful service in my daily activities
	FE2	I believe my chance to achieve the important things will increase if i use Gofood's service
	FE3	I believe the food that I order will come quickly to me
	FE4	I believe my productivity will increase if i use Gofood's service
Attemption (A)	A1	It's easy for me to learn how to use Gofood
	A2	I think Gofood is easy to understand and clear
	A3	I found that Gofood is easy to use
	A4	Being skillful at using Gofood is easy for me
Society Influence (SI)	SI1	My important people suggest that I should use Gofood
	SI2	Many people influence my behavior thinks that I should use Gofood
	SI3	The opinion from people i respected prefer that I use Gofood

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Support System (SS)	SS1	To use GoFood, I have the required resource
	SS2	To use GoFood, I have the required knowledge
	SS3	I use the compatible technologies to operate GoFood app
	SS4	I can get help from others when I have difficulties using Gofood
Behavioral Intention (BI)	BI1	Future, I will use Gofood ordering
	BI2	Future, I will probably use Gofood again
	BI3	I will tell my friends that they should use Gofood
Perceived Control (PC)	PC1	With enough effort I can get very good value for money spent
	PC2	I have some sense of control over how the situation will be resolved, in case of a problem
	PC3	By taking an active part in the Gofood, I can have considerble influence as a consumer
	PC4	Gofood lets the customer be in charge

5. Data Analysis and Results

PLS is an analysis method of structural equation models (SEM) based on components or variances that can simultaneously test measurement models as well as structural model testing. The measurement model is used to test the validity and reliability of the data. Variant-based SEM aims to predict models for theory development. Therefore, PLS is a causal prediction tool used for developing theories [27]. Here are the advantages of using PLS [27] :

1. Able to model many dependent variables and independent variables (complex models)
2. Able to manage multicollinearity problems between independent variables
3. Results remain robust even if there are abnormal and missing data
4. Generate independent latent variables directly based on cross-products that involve the dependent latent variable as a predictive power
5. Can be used on reflective and formative constructs
6. Can be used on small samples
7. Does not require data that is normally distributed
8. It can be used on data with different types of scales, namely nominal, ordinal, and continuous.

This study uses a target of 60 students as respondents. From the questionnaire that has been distributed, the results obtained can be seen in Table 3 that 98.3% of respondents have used GoFood services with a user age between 15-20 years of 51.7% and 20-25 years of 48.3%. Male respondents were dominated respondents by 63.3% and women by 36.7%.

TABLE 3
CHARACTERISTIC OF RESPONDENT

Profile	Category	Percentage
Gender	Male	63.3%
	Female	36.7%
Age	15 – 20	51.7%
	20 – 25	48.3%
Ever use of GoFood Service	Yes	98.3%
	No	1.7%

5.1.1 Assessment on SEM-PLS

PLS path modeling has two main models, namely the outer model and the inner model with the following details [28]:

1. Measurement model or outer model

   It is an element in PLS path modeling which consists of construct relationships and indicators

2. Structural model or inner model

   An element in PLS path modeling which consists of relationships between constructs. In this structural model, there are also two types of latent variables, namely: 1) exogenous variables that are represented by the direction of the arrow coming out of the construct and 2) endogenous variables that are represented by the direction of the arrow entering from another construct.

5.1.2 Evaluation of Measurement Model

In the measurement model, there are two types of indicators, namely reflective or formative type. At this measurement stage, three aspects that must be measured, namely convergent validity, composite reliability, and discriminant validity. Convergent validity is achieved when indicators in a construct are highly correlated/positive and have sufficient outer loading scores [27]. The high value of outer loading in a construct indicates that these indicators have characteristics in general [28]. Outer loading is only measured on a reflective construct. Measurement is calculated on the standard load of each variable that has factors with a value higher than 0.708 [28].

TABLE 3
CONVERGENT VALIDITY TEST RESULT

Item Code	Functional Expectancy	Effort Expectancy	Society Influence	Support System	Behavioral Intention	Perceived Control
FE1	0.380					
FE2	0.178					
FE3	0.284					
FE4	0.984					
A1		0.157				
A2		0.821				
A3		0.526				
A4		-0.201				
SI1			0.804			
SI2			0.940			
SI3			0.946			
SS1				0.872		
SS2				0.797		
SS3				0.842		
SS4				0.696		
BI1					0.876	
BI2					0.773	
BI3					0.857	
PC1						0.796
PC2						0.685
PC3						0.616
PC4						0.639

In table 3, it can be seen that there are nine indicators under 0.708. Three indicators are found in the Functional Expectancy variable, namely FE1, FE2, and FE3. Three indicators are found in the Attemption variable, namely A1, A3, and A4. The last three indicators are in the Perceived Control variable, namely PC1, PC2, and PC3. From those results, it can be concluded that the three variables found a mismatch between the attributes of measurement results and theoretical concepts that explain the attributes of these variables. The reason is due to the mismatch of question items in describing these variables as a whole. The solution to this problem is replacing the question items in order to describe the variables better.

Reliability shows the level of consistency and stability of measuring instruments or research instruments in measuring a concept or construct. The valid constructs are usually reliable, whereas reliable constructs are not always valid [27]. The instrument is said to be reliable if it is measured twice or more, the resulting value remains consistent with the same statement or object. Composite Reliability is a measure used to check how well a model is measured by the indicators specified. The value of composite reliability varies from 0 to 1. Specifically, composite reliability explains related question items that are repeated and have similar meanings. Redundant question items will be detrimental to the assessment of item validity. Based on Hair's research [28] composite reliability which has a value of 0.6-0.7 then in the acceptable category, 0.7-0.9 which means satisfactory and 0.9 or> 0.95 which means not desirable because it shows that all indicators on the variables measure the same phenomenon and cannot be a valid measurement for a construct.

In Table 4, there are three variables that do not meet the standard composite reliability, namely Functional Expectancy, Attemptation, and Society Influence. From the three variables, it can be concluded that the measurement indicators of each variable have a high level of similarity so that it appears redundant. The solution to the improvement of composite reliability value is to make improvements to the question items so that there are no questions that have redundant intentions that confuse respondents in answering.

TABLE 4
COMPOSITE RELIABILITY TEST RESULT

Variabel	Composite Reliability
Functional Expectancy (FE)	0.546
Attemption (A)	0.363
Society Influence (SI)	0.927
Support System (SS)	0.879
Behavioral Intention (BI)	0.874
Perceived Control (PC)	0.780

Cross loading can be called as "item level discriminant validity" [29]. Measurements are made on each indicator that measures a construct and must have a higher correlation on the construct compared to other constructs. In other words, the indicators of each construct must be higher than the indicators of the other constructs. This type of measurement using cross loading is the type most widely used in discriminant validity.

TABLE 5
DISCRIMINANT VALIDITY TEST RESULT

Indicator	Behavioral intention	Effort Expectancy	Support System	Perceived Control	Functional Expectancy	Society Influence
B11	**0.876**	-0.348	0.219	0.477	0.143	0.385
B12	**0.773**	-0.067	0.178	0.302	0.086	0.399
B13	**0.857**	-0.268	0.425	0.351	0.412	0.462
A1	0.038	**0.157**	0.442	0.210	0.212	0.347
A2	-0.217	**0.821**	0.336	0.155	0.113	0.179
A3	-0.048	**0.526**	0.585	0.195	0.312	0.314
A4	0.120	**-0.201**	0.583	0.304	0.297	0.466
SS1	0.288	0.103	**0.872**	0.330	0.368	0.438
SS2	0.296	0.059	**0.797**	0.293	0.428	0.522
SS3	0.296	-0.040	**0.842**	0.501	0.233	0.510
SS4	0.197	0.100	**0.696**	0.413	0.361	0.386
PC1	0.456	-0.155	0.171	**0.796**	-0.032	0.324
PC2	0.262	0.054	0.453	**0.685**	0.148	0.421
PC3	0.130	-0.027	0.345	**0.616**	0.038	0.194
PC4	0.260	0.208	0.501	**0.639**	0.300	0230
FE1	0.027	0.107	0.378	0.254	**0.380**	0.350
FE2	-0.053	0.133	0.353	0.220	**0.178**	0.216
FE3	0.008	0.229	0.493	0.394	**0284**	0.348
FE4	0.259	-0.010	0.442	0.141	**0.984**	0.174
SI1	0.371	-0.097	0.561	0.361	0283	**0.804**
SI2	0.495	-0.046	0.482	0.401	0.094	**0.940**
SI3	0.459	-0.054	0.544	0.410	0.136	**0.946**

In table 5, five indicators do not have a high correlation on the construct. These results prove that the five indicators do not show a good correlation with other indicators because they are not able to be the difference between one construct and another. For the example of A1 indicator on the Attemption variable, the A1 score is only 0.157, where the score is smaller than the A1 score on the Support System, Perceived Control, Functional Expectancy, and Society Influence variables. A1 score should be higher on the Attemption variable than other variables. The solution that can be considered to solve the problem is to erase the five indicators.

5.2 Evaluation of Structural Model

The process of measuring the path coefficient is done by using bootstrapping, which has a total sample of 300. The critical value for the two-tailed test is 1.65 with significance level is 10% ; 1.96 with significance level is 5%

; and 2.57 with significance level is 1%. Assessment of the significance of the path coefficient could be seen from the value of t-test (critical ratio) in the bootstrapping process (resampling method). If the t-statistic value ≥ 1.96, it can be said to have a significant relationship [28]. Whereas P-Values can be interpreted as a measure of the probability of strength of evidence to reject or accept a null hypothesis (H0). The more the value of P-Values, the stronger the evidence is to reject the null hypothesis. P-Values with the small category (P-Values ≤ 0.05), which indicate strongly against the null hypotheses, while categorized as large (P-values> 0.05), indicate weak against the null hypothesis. The null hypothesis is a hypothesis that shows no significant difference between one data group and another. The hypothesis plays an important role in the perception of the difference between experiment and observation [30].

TABLE 6
PATH COEFFICIENT SCORE

Path	Original Sample	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Functional Expectancy (FE) -> Behavioral Intention	0.197	-0.006	0.253	0.652	0.514
Attemption (A) -> Behavioral Intention	-0.259	-0.178	0.217	1.242	0.215
Society Influence (SI) -> Behavioral Intention	**0.353**	0.321	0.155	**1.910**	**0.057**
Support System (SS) -> Behavioral Intention	-0.081	0.090	0.174	0.186	0.852
Perceived Control (PC) -> Behavioral Intention	**0.314**	0.333	0.141	**2.328**	**0.020**

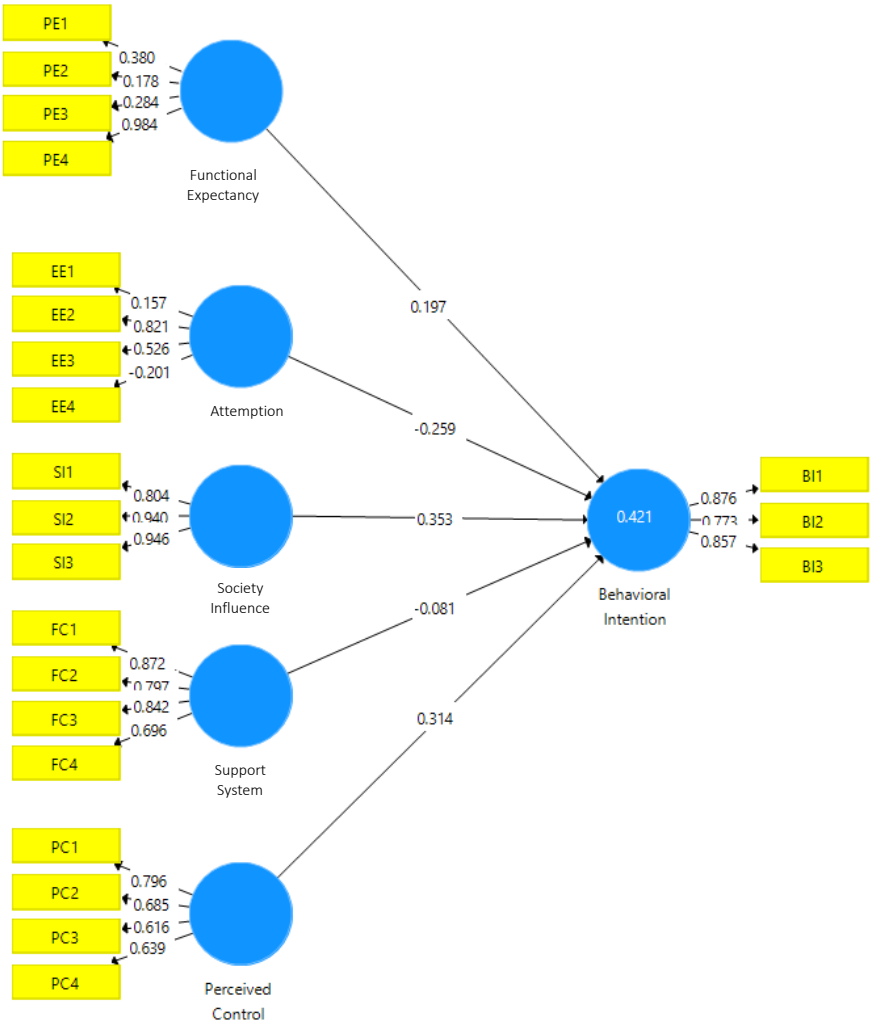

Figure 4 Strutural Model Measurement Result

The output of the measurement model using Smart PLS application can be seen in Fig. 3. While the explanation below is detailed of the path coefficient calculation that related to the data in Table 6. A summary of the five hypothesis tests can be seen in Table 7.

1. Hypotheses 1

In Table 6, it can be concluded that the correlation between the construct of Functional Expectancy and Behavioral Intention has a T-Statistic value of 0.652 (significance <1.65). The original sample value is 0.197, which shows a positive direction. Thus, the H1 hypothesis in this study states that "Functional Expectancy has a positive affect on the Behavioral Intention of GoFood's user" is rejected.

2. Hypotheses 2

In Table 6, it can be concluded that the correlation between the Attemption construct and Behavioral Intention has a T-Statistic value of 1.242 (significance <1.65). The original sample value is -0.259, which shows a negative direction. Thus, the H2 hypothesis in this study states that "Attemption has a positive affect on the Behavioral Intention of GoFood's user" is rejected.

3. Hypotheses 3

In Table 6, it can be concluded that the correlation between the construct of Society Influence and Behavioral Intention has a T-Statistic value of 1,910 (significance> 1.65). The original sample value is 0.353, which shows a positive direction. Thus, the H3 hypothesis in this study states that "Society Influence has a positive affect on the Behavioral Intention of GoFood's user" is accepted.

4. Hypotheses 4

In Table 6, it can be concluded that the correlation between the construct of the Support System and Behavioral Intention has a T-Statistic value of 0.186 (significance <1.65). The original sample value is -0.081, which shows a negative direction. Thus, the H4 hypothesis in this study states that "Support System has a positive affect on the Behavioral Intention of GoFood's user" is rejected.

5. Hypotheses 5

In Table 6 it can be concluded that the correlation between the construct of Perceived Control and Behavioral Intention has a T-Statistic value of 2.328 (significance> 1.65). The original sample value is 0.314, which indicates a positive direction. Thus, the hypothesis H5 in this study states that "Perceived Control has a positive affect on the Behavioral Intention of GoFood's user" is accepted.

TABLE 7
HYPOTHESES TEST RESULT

Hypotheses	Correlation	Information
H1	*Functional Expectancy -> Behavioral Intention*	Rejected
H2	*Attemption -> Behavioral Intention*	Rejected
H3	*Society Influence -> Behavioral Intention*	Accepted
H4	*Support System -> Behavioral Intention*	Rejected
H5	*Perceived Control -> Behavioral Intention*	Accepted

6 Discussion

Based on the calculations in Table 6, three hypotheses are rejected, namely the relationship between Functional Expectancy on Behavioral Intention, Attemption on Behavioral Intention, and Support System on Behavioral Intention. All three hypotheses have a T-statistic score below 1.65 (significance level of 10%). This is also supported by the P-Values score, which has a score of more than 0.05. It means that these hypotheses are tending the null hypothesis. This is contrary to the two accepted hypotheses, namely the relationship between the

Society Influence variable on Behavioral Intention and the Perceived Control variable on Behavioral Intention. Both hypotheses have a T-statistic score above 1.65 and P-values less than 0.05, which can be interpreted as less likely to be a null hypothesis.

Functional Expectancy is related to the benefits provided by GoFood for respondents. According to researchers, there is no relationship between Functional Expectancy with behavioral intention due to the insignificant needs of respondents (students) for GoFood features. This is also directly proportional to Attemption and to facilitate conditions, where respondents find it easy to use the GoFood feature and have access/facilities to use it, but because GoFood is not the main thing needed by students. This could be due to financial limitations and their ease of buying food around them, so they do not need to use the GoFood application. This could be different if the majority of respondents in this study were respondents who had worked and had a fairly high activity density.

In contrast to the Society Influence and perceived control variables, which are proven to have a positive relationship with the user's behavioral intention to use GoFood. This could be due to the characteristics of Gen Z. All respondents in this study fall into the Gen Z category who tend to like social life, including being more easily influenced by people around them and their tendency to be more independent and able to control their own choices [31][32].

In this study, there are still many limitations, including the questionnaire items that do not yet have a good validity and reliability score. It is better if this questionnaire is not focused on just one respondent's characteristics so that it can enrich information related to factors that influence user intentions to use the application GoFood.

7 Conclusion

In this study, it can be concluded that there are two evaluations made, the first is the measurement of the model, and the second is the measurement of the relationship between variables. In the measurement between variables, it was found that positive and significant factors influenced the user's intention to use the GoFood application, namely the Society Influence and Perceived Control variables. Both of these variables are influenced by psychological factors of respondents who fall into the category of Generation Z who are easily influenced by the surrounding environment and have a tendency to be more independent than previous generations. While the variables that are proven not significantly affect user intentions to use the GoFood application are the Functional Expectancy, effort expectancy, and Support System variables. These three variables do not significantly affect the user's intention to use GoFood because of the influence of habits and background of Gen Z, who is a student.

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