ANALYSIS OF FACTORS AFFECTING REPURCHASE INTENTION ON GRABFOOD ONLINE FOOD DELIVERY SERVICE APPLICATIONS

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ABSTRACT

The increasing trend of buying food through application services is predicted to continue to increase. This means that consumers still intend to purchase through the applications they have used before. However, currently, there are a lot of online food delivery applications available in Indonesia, so consumers will find it easier to switch to other applications. Therefore, GrabFood needs to continue to increase repurchase intention for grabfood consumers in Indonesia.

This study aims to determine consumer perceptions and analyze factors that are predicted to influence repurchase intention in the GrabFood online food delivery service application in Indonesia. From the findings, it is hoped that it will benefit GrabFood to take the proper steps in fulfilling desires and attracting consumers to repeat purchase. The method in this study is quantitative with descriptive research type processed with IBM Statistics SPSS 25 software and causal with the analysis technique used is PLS-SEM processed using SmartPLS 3.0 software, by conducting hypothesis testing.

The results of this study, based on 320 respondents who meet the criteria, show that consumer perceptions of GrabFood are good and moderate. In addition, this study shows that four of the six hypotheses are accepted, namely, each of the variables effort expectancy, perceived usefulness, social influence, and trust have a positive and significant effect on repurchase intention. Meanwhile, information quality has no positive and significant effect, and perceived risk has no negative and significant impact on repurchase intention.

Suggestions for GrabFood based on this research, GrabFood needs to improve in terms of offering effort expectancy, usability, social influence, and trust to increase consumer repurchase intention and improve the quality of information and risk prevention for better consumer perceptions of GrabFood.

Keyword: Effort Expectancy, Perceived Usefulness, Repurchase Intention, Social Influence, Trust.

1.0 INTRODUCTION

The development of technology is increasing rapidly. Many people feel the convenience with the help of continuously developing technology so that daily work is more effective and efficient (Yeo et al., 2021). Technological developments are inseparable from supporting

factors, namely the internet. It is recorded that 210,026,769 people have connected to the internet (APJII, 2022). An application that is the result of technological and internet developments can be an opportunity for businesses to market their products or services and also to reach more and more widely in meeting the needs of their consumers, so that consumers only need to make one click to get what they need more comfortably, save time, cost and effort (Sugandini et al., 2019:73). This is an ample opportunity for the culinary business because the amount of time spent by users of the online food delivery application in Indonesia has increased dramatically starting from 2021, quarter 3 (Statista, 2022). OFD income contributes to the digital economy of Rp. 78.4 Trillion. The Covid-19 pandemic supports this growth as a solution for not buying food out; this online food delivery trend is believed to continue to grow and survive after the pandemic (Sulistya, 2022). However, based on research data from Tenggara Strategics (2022) the value of GrabFood transactions in Indonesia is estimated at 20.93 trillion, which is below GoFood and ShopeeFood. Meanwhile, during the Covid-19 pandemic in 2020 and 2021, GrabFood took the lead with the highest GMV transaction value in Indonesia and Southeast Asia (Nugraheni & Irianto, 2022).

In 2021 – 2022, there are GrabFood consumer complaints submitted on the Media Konsumen website, which contain product information problems based on inappropriate prices. The difficulty of submitting complaints is because the process is complicated, consumers feel the risk is that the funds will be lost, but the food will not arrive (canceled by one party), causing the trust to decrease due to the unclear process (Yanto, 2021; Abraham, 2022)

GrabFood also occupies the third position among its big competitors regarding convenience, reflecting its low perceived usefulness compared to its competitors (Tien et al., 2019). In addition, GrabFood's ranking based on the Top Of Mind category occupies the last position, this can be categorized as a social influence factor according to Kotler et al. (2017), repurchase intention can be influenced by social influence, namely friends, family and rankings on online sites.

This is a big challenge because it is more difficult for customers to return to transactions on an electronic sales platform because they can easily switch to other platforms (Jain, 2017). In addition, it cannot be denied that profit growth is obtained from consumers who make repeated purchases because they are valuable assets that bring many benefits to the company (Permatasari et al., 2022).

Based on the phenomenon, to increase the transaction value by making consumers repurchase, it is necessary to research what factors influence customer intentions to repurchase through the GrabFood service. According to Yeo et al. (2021) revealed that the limitations of their study, which only examined Foodpanda's OFD provided suggestions for researching other applications such as GrabFood, so the purpose of this study was to adapt this research by conducting tests to find out what factors could influence repurchase intentions in a service application online food delivery with antecedent effort expectancy, perceived usefulness, information quality, perceived risk, social influence, and trust. But before that, this research must also determine how consumers perceive these variables in the GrabFood service application in Indonesia.

2.0 LITERATURE REVIEW

2.1 Repurchase Intention

Repurchase intention is the intention to repurchase from post-purchase activities of products or services by consumers for the same brand, this intention to the repurchase is due to the conformity of expectations with those received by consumers from previous purchases. This repurchase intention is different from commitment or loyalty. This makes consumers vulnerable to competitors who make them try to go and buy at other brands (Mothersbaugh et al., 2019).

According to Kotler et al. (2022:87), based on post-purchase behavior by consumers who feel the value of a positive experience and are satisfied because they have met and exceeded their expectations, it can trigger an intention in making a repeat purchase, and vice versa if performance is lacking and does not match expectations, consumers will be disappointed and start a repurchase complaining and talking unkindly about the company. In line with the meaning of repurchase, according to Stewart (2018:71), is a post-purchase evaluation. If it is negative then it is likely not to want to buy again, complain, and look for other alternatives. If it is positive, there will be an intention to buy more often. So, repurchase intention is a consumer's willingness to plan and be sure to repurchase certain products or services in the future based on past purchasing experiences (CHA & SHIN, 2021).

2.2 Effort Expectancy

According to Yeo et al. (2021), the definition of effort expectancy refers to the ease of using services or technology. In line with the description, according to Indrawati et al. (2017:33), it is the level of ease in using a new product or service. According to Moriuchi (2019:30), the ease of features on a platform is essential to attract users. The essence of convenience is the consumer's perspective that shopping online or through media is free from physical and mental effort.

2.3 Perceived Usefulness

Perceived usefulness, according to Yeo et al. (2021), is when a system can provide many benefits and respond to requests from users/consumers. In addition, the perceived usefulness of an application for online transactions can help consumers complete shopping more quickly or save time than conventionally (Dachyar & Banjarnahor, 2017).

2.4 Information Quality

According to Jiang et al. (2021), the definition of information quality is a subjective assessment of the user on the characteristics of the information that meets the needs and purposes for which it is used. According to Prastiwi et al. (2019), information quality refers to the extent to which users can quickly get an understanding of information so that users are interested in buying the products offered from the quality of information that is detailed, accurate, and easy to understand.

2.5 Perceived Risk

According to Babin et al. (2018:235), perceived risk is negative consequences or consequences that may occur from a process of action and uncertainty. The perceived risk when purchasing online is higher than buying conventionally without intermediaries. The risks in online transactions include additional product, privacy and security risks (Ariffin et al., 2018). In line with the opinion of Yeo et al (2021), there are many perceived risks and doubts about purchasing in this online era. If you have experienced unwanted risk, consumers may change their intention to repurchase a brand and move to another brand.

Therefore, the important thing to reduce risk is to guarantee high-quality performance, return, or rework in case of failure (Johnston et al., 2020:585). In line with the opinion of Kotler et al (2022:201-203), guarantees such as high-quality products, reliable service performance, products that will perform as claimed, and offering a customer repair or refund over time, can reduce the buyer's perceived risk.

2.6 Social Influence

According to Mothersbaugh et al. (2019:6), the definition of social influence is a strong influence on a person's behavior based on individual characteristics that tend to obey certain groups or people. In addition, the definition of social influence, according to Indrawati et al. (2017b:34), is the degree to which a person responds that people who are important to him believe that this person should use the intended product/service. The social influence variable is the origin of the subject norm, social factor, and image variables.

2.7 Trust

According to Yeo et al. (2021), trust is consumer confidence in parties involved in the transaction process, which they do well, fairly, safely, and reliably and provide security. In addition, according to Dhingra et al. (2020) are confident that they will live up to their expectations and the obligations it promises. Trust is the primary key in e-commerce, e-marketplaces, and other online marketplaces because consumers cannot see and touch the product directly or disclose their personal information, so they will be more careful in making decisions. If it can be trusted, the platform will be more successful, but if it is not trusted consumers will leave it (Miao et al., 2021).

2.8 Relations Between Variables

2.8.1 The Effect of Effort Expectancy on Repurchase Intention

Effort expectancy is essential in attracting users/consumers to continue using specific applications because if it is complicated, users will feel frustrated and not use it again (Moriuchi, 2019). Based on the observations of Pham & Ahammad (2017), it is revealed that the ease and convenience of using a website or application can make consumers happy to continue shopping. So it can be concluded that effort expectations refer to the sustainability of a consumer to reuse specific applications and intend to repurchase because the simpler and easier the interaction increases and the easier it is to attract consumer perceptions to use the application so that it leads to repurchasing (Yeo et al., 2021). Thus the hypothesis proposed is:

H1: Effort expectancy has a positive and significant effect on repurchase intention.

2.8.2 The Effect of Perceived Usefulness on Repurchase Intention

A consumer chooses to shop through online sites or applications because he hopes to help complete shopping faster or save time, and other advantages that are greater than conventional (Dachyar & Banjarnahor, 2017). The benefits consumers feel from technological innovations can create repeat purchase intentions (Yeo et al., 2021). Several research results have explained that perceived usefulness is a strong factor in purchase intention (Puspitasari & Briliana, 2017; Yeo et al., 2021). Then the alternative hypothesis is:

H2: Perceived usefulness has a positive and significant effect on repurchase intention.

2.8.3. The Effect of Information Quality on Repurchase Intention

A consumer uses a website or application to find product information, make payments, and complete purchase transactions. So that the quality of information can be interpreted as delivering information that is accurate, correct, and appropriate (Faizal & Prasetio, 2020). Information that has quality content will cause users to visit or use it more often, which means that the better the information quality will affect intention (Semuel et al., 2021). In addition, according to Saputra & Santoso (2022), good information quality is significant for users' future decisions. So, good quality information consumers capture on previous purchases can increase repurchase intentions as one of the post-purchase decision processes. Then the alternative hypothesis is:

H3: Information quality has a positive and significant effect on repurchase intention.

2.8.4. The Effect of Perceived Risk on Repurchase Intention

It is difficult to check the quality of the products purchased, fears of financial risk are getting higher due to fear of fraud, lost, damaged, and incorrect goods, and the potential for losses to be borne by consumers, causing consumers not to dare to make repeat purchases in the future (Ahmad et al., 2019). According to Yuniarti et al. (2022), the online purchasing system is unwilling to make purchases when faced with several risks. It has been proven in their findings that perceived risk has a negative and significant effect on repurchase intention. Based on this explanation, the higher the level of perceived risk, the lower the will to repurchase. Then the hypothesis proposed is:

H4: Perceived risk has a negative and significant effect on repurchase intention.

2.8.5. The Effect of Social Influence on Repurchase Intention

According to Giri et al. (2020), social influence is the perception of many people, such as friends, family, or people who have used certain technologies before, then advise an individual to use or not use that technology. According to Yeo et al. (2021), people around them who use the same technology or application to order food online can influence someone's intention to repurchase food from the application. Then the hypothesis proposed is:

H5: Social influence has a positive and significant effect on repurchase intention.

### 2.8.6 The Effect of Trust on Repurchase Intention

Trust is essential to build good consumer relationships to create repurchase intentions from the same site or application. If consumers can appropriately trust a site or application, consumers will feel comfortable making purchases again on the same application/site (Trivedi, 2018). Yeo et al (2021) found a positive and significant influence between trust and repurchase intention because from previous purchasing experiences and producing positive experiences, consumers will trust the application, which will then repurchase and become loyal customers. Then the alternative hypothesis is:

H6: Trust has a positive and significant effect on repurchase intention.

2.9. Research Concept Framework

The increasing trend of buying food through application services is predicted to continue to increase. This means that consumers still intend to purchase through the applications they have used before. However, currently, there are a lot of online food delivery applications available in Indonesia, so consumers will find it easier to switch to other applications. This research aims to help GrabFood increase repeat purchases by its consumers in Indonesia, so that GrabFood still in the first position as online food delivery with the highest transaction value compared to its competitors. One way is to determine consumer's perceptions and the factors influencing consumer's intention to repurchase through the GrabFood service application.

According to Kotler et al. (2022), repurchase intention can occur based on consumers' positive experiences from previous purchases. Such as having simple features, being friendly to use (Trivedi, 2018), having more perceived benefits (Yeo et al., 2021), being rich in information to help make decisions faster (Semuel et al., 2021), and being free from risk (Hieronanda & Nugraha, 2021), approved by the people around him (Yeo et al., 2021), trusted in terms of health, food hygiene received and security in transactions (Thoe & Berlianto, 2022). Therefore, this study adapts the research model of Yeo et al. (2021), who conducted research in the same industry, namely online food delivery. The framework of thought can be seen in Figure 1 below:
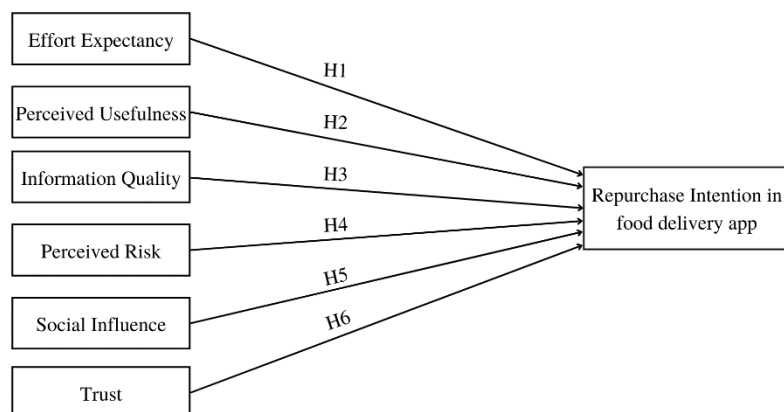
Figure 1. Research Concept Framework

Source: Yeo et al. (2021)

2.10. Research Hypothesis

Based on the relationship between variables and based on the framework in Figure 1. The alternative hypotheses in this study are:

H1: Effort expectancy has a positive and significant effect on repurchase intention in the GrabFood online food delivery service application.

H2: Perceived usefulness has a positive and significant effect on repurchase intention in the GrabFood online food delivery service application.

H3: Information quality has a positive and significant effect on repurchase intention in the GrabFood online food delivery service application.

H4: Perceived risk has a negative and significant effect on repurchase intention in the GrabFood online food delivery service application.

H5: Social influence has a positive and significant effect on repurchase intention in the GrabFood online food delivery service application.

H6: Trust has a positive and significant effect on repurchase intention in the GrabFood online food delivery service application.

3.0 RESEARCH METHODS

The type of method in quantitative research to find out the causal relationship is the SEM-PLS data analysis technique through the software SmartPLS 3.0, as well as descriptive analysis with IBM SPSS Statistics 25. A survey was conducted on individual units, namely consumers of the GrabFood service application in Indonesia, to obtain this quantitative data. This survey was conducted with a non-contrived research background, namely in actual conditions, because the involvement of researchers was minimal and did not interfere with the data. The survey was conducted in a cross-sectional manner (conducted at a specific time), starting in January 2023.

In this study, the population is GrabFood users in Indonesia who have purchased through the GrabFood service application in the last 12 months. This population determination is based on a background phenomenon that occurs at GrabFood in Indonesia and the limitations of previous research conducted by Andrian & Berlianto (2022) with a population of GrabFood consumers who live in the islands of Java, Bali and Nusa Tenggara only. By determining this population, namely GrabFood consumers in Indonesia, it is hoped that it can complement previous research and fulfill suggestions from these researchers to conduct research in other regions.

4.0 RESULT

Table 1 Characteristics of Respondents

Characteristics	Description	Total Respondents	%
Gender	• Female	200	62.5%
	• Male	120	37.5%

Domicile	• **Sumatra Region** (North, South, West, Aceh, Bengkulu, Riau, Kep. Riau, Jambi, Lampung, Kep. Bangka Belitung)	76	23.7%
	• **Java Region** (Banten, DKI Jakarta, West Java, Central Java, DI Yogyakarta, East Java)	187	58.4%
	• **Kalimantan Region** (West, East, South, Central, North)	14	4.2%
	• **Nusa Tenggara and Bali Regions** (NTB, NTT, Bali)	9	2.7%
	• **Sulawesi Region** (West, Central, North, Southeast, South, Gorontalo)	14	4.2%
	• **Wilayah Maluku and Papua** (Papua, West, South, Maluku, North Maluku)	20	6.1%
Age	• ≤ 26 Years Old (Generation Z)	185	57.8%
	• 27 - 42 Years (Generation Y / Millennial)	89	27.8%
	• 43 - 58 Years (Generation X)	41	12.8%
	• > 58 Years Old (Generation Baby Boomers)	5	1.6%
Last Education	• Elementary School	2	0.6%
	• Junior High School	8	2.5%
	• Senior High School	148	46.3%
	• Diploma (D1-D4)	37	11.6%
	• S1/ Bachelor	108	33.8%
	• S2/ Magister	14	4.4%
	• S3/ Doktor	3	0.9%
Current Jobs	• Student	13	4.1%
	• College student	127	39.7%
	• Government Employees	37	11.6%
	• Private Employees	63	19.7%
	• Self-emplyed	32	10%
	• Housewife	32	10%
	• Etc	16	4.9%
Usage Experience	• < 1 Years	37	11.6%
	• 1 – 2 Years	134	41.9%
	• 3 – 5 Years		
	• > 5 Years	108	33.8%
		41	12.8%
Purchase Frequency	• < 1 time / month	65	20.3%
	• 1 – 2 times / month	83	25.9%
	• 3 – 4 times / month	89	27.8%
	• 5 - 6 times / month	47	14.7%
	• > 6 times / month	36	11.3%

Based on the data obtained from filling in 320 respondents who met the criteria, some characteristics of the respondents who dominated this study included. Namely, as many as 62.5% or 200 respondents were overwhelmed by the female, as many as 58.4% or 187 respondents live in Java Region, 57.8% or 185 respondents are aged ≤ 26 years (Generation Z), 46.3% or 148 respondents have a senior high school education, 39.7% or 127 respondents are college student, as many as 41.9% or 134 respondents had experience using Grab Food for 1-2 years, and as many as 27.8% or 89 respondents the frequency of buying through Grab Food was 3-4 times/month.

4.2 Descriptive Analysis

Descriptive analysis in this study is used to find out how consumers perceptions or describe each variable in the GrabFood online food delivery service application in Indonesia.

Measurement scale in this study is an ordinal scale, which according to Sugiarto (2017:237) is used to group items into certain categories by being given a number that contains a level meaning. In this study, the scale of measurement developed from an ordinal scale is to use a 5-point Likert scale, with the following details:

Table 2 Measurement Scale

Rating	Score
Strong Agree	5
Agree	4
Netral	3
Disagree	2
Strongly Disagree	1

In addition, because in this study there were perceived risk variables with question items that were negative or unfavorable, a reverse score question was carried out, namely through the SPSS software with a description of the original score being to strongly disagree = 1, disagree = 2, neutral = 3, agree = 4 and strongly agree = 5. That way, when reversed, it becomes very disagree = 5, disagree = 4, neutral = 3, agree = 2, strongly agree = 1.

Table 3 Rating Category Percentage

No.	Percentage	Category
1.	20% - 36%	Very Bad
2.	> 36% - 52%	Bad
3.	> 52% - 68%	Moderate
4.	> 68% - 84%	Good
5.	> 84% - 100%	Very Good

4.2.1 Consumer Perceptions of Effort Expectancy

Table 4 Consumer Perceptions of Effort Expectancy

No	Indicator	Respondent Answer Score					Total Score	Ideal Score	%	Category
		1	2	3	4	5				
1	Using the GrabFood service application can be learned easily.	13	25	26	137	119	1284	1600	80.25%	Good
2	It's very easy to make the GrabFood service application do what I want.	22	23	45	126	104	1227	1600	76.69%	Good

3	The interaction with the GrabFood service application is clear.	18	24	35	156	87	1230	1600	76.88%	Good
4	Interaction with the GrabFood service application is easy to understand.	21	21	29	143	106	1252	1600	78.25%	Good
5	The GrabFood service application is flexible to interact with.	21	26	39	145	89	1215	1600	75.94%	Good
6	The GrabFood service application is easy to use.	13	24	22	106	155	1326	1600	82.88%	Good
Total							**7534**	**9600**	**78.48%**	**Good**

Indicator Source: Yeo et al. (2021)

Overall consumer perception of the effort expectancy variable is in a good category with a score of 78.48%. This indicates that the effort expectancy of the GrabFood service still needs to be improved.

4.2.2 Consumer Perceptions of Perceived Usefulness

Table 5 Consumer Perceptions of Perceived Usefulness

No	Indicator	Respondent Answer Score					Total Score	Ideal Score	%	Category
		1	2	3	4	5				
1	The GrabFood service application is useful for ordering food online.	5	13	30	128	144	1353	1600	84.56%	Very Good
2	The advantages of ordering food online through the GrabFood service application outweigh the disadvantages.	15	32	77	121	75	1169	1600	73.06%	Good
3	The GrabFood service application makes my life more meaningful.	23	39	89	116	53	1097	1600	68.56%	Good
4	The GrabFood service app saves me time.	14	30	60	117	99	1217	1600	76.06%	Good
5	The GrabFood service application is more convenient.	18	33	57	124	88	1191	1600	74.44%	Good
Total							**6027**	**8000**	**75.34%**	**Good**

Indicator Source: Yeo et al. (2021)

Overall consumer perception of the variable perceived usefulness a in the good category with a score of 75.34%. This indicates that the perceived usefulness of the GrabFood service still needs to be improved.

4.2.3 Consumer Perceptions of Information Quality

Table 6 Consumer Perceptions of Information Quality

No	Indicator	Respondent Answer Score	Total Score	Ideal	%	Category

		1	2	3	4	5		Score		
1	The GrabFood service application provides accurate information when used.	9	25	52	166	68	1219	1600	76.19%	Good
2	The GrabFood service application provides reliable information when used.	12	23	52	161	72	1218	1600	76.13%	Good
3	The GrabFood service application provides information at the right level of detail when used.	17	23	66	137	77	1194	1600	74.63%	Good
4	The GrabFood service application presents information in an appropriate format when used.	16	26	43	150	85	1222	1600	76.38%	Good
Total							**4853**	**6400**	**75.83%**	**Good**

Indicator Source: Yeo et al. (2021)

Overall, consumer perceptions of the information quality variable are in the good category with a score of 75.83%. This indicates that the information quality of the GrabFood service still needs to be improved.

4.2.4 Consumer Perceptions of Perceived Risk

Table 7 Consumer Perceptions of Perceived Risk

No	Indicator	Respondent Answer Score					Total Score	Ideal Score	%	Category
		1	2	3	4	5				
1	I feel uncomfortable providing credit card information to make transactions on the GrabFood service application.	60	48	90	87	35	949	1600	59.31%	Moderate
2	I'm worried about making purchases on the GrabFood service application.	31	47	42	113	87	1138	1600	71.13%	Good
3	Making purchases on the GrabFood service application is risky.	31	47	46	126	70	1117	1600	69.81%	Good
4	There are many uncertainties related to purchases in the GrabFood service application.	39	43	66	110	62	1073	1600	67.06%	Moderate
5	Compared to other purchase methods, ordering food online through the GrabFood service application is riskier.	32	42	56	113	77	1121	1600	70.06%	Good
Total							**5398**	**8000**	**67.48%**	**Moderate**

Indicator Source: Yeo et al. (2021)

Overall, consumer perceptions of perceived risk variables are in the moderate category with a score of 67.48%. So it is necessary to reduce and prevent the risks that might occur in the GrabFood service.

4.2.5 Consumer Perceptions of Social Influence

Table 8 Consumer Perceptions of Social Influence

No	Indicator	Respondent Answer Score					Total Score	Ideal Score	%	Category
		1	2	3	4	5				
1	People who are important to me think that I should use the GrabFood service app to buy food.	23	62	73	115	47	1061	1600	66.31%	Moderate
2	People who influence my behavior think that I should use the GrabFood service application to buy food.	35	60	54	128	43	1044	1600	65.25%	Moderate
3	People whose opinions I value, prefer it when I use the GrabFood app to buy food.	25	65	58	103	69	1086	1600	67.88%	Moderate
Total							**3191**	**4800**	**66.48%**	**Moderate**

Indicator Source: Yeo et al. (2021)

Overall, consumer perceptions of social influence variables are in the moderate category with a score of 66.48%. This indicates that social influence on the GrabFood service still needs to be improved.

4.2.6 Consumer Perceptions of Trust

Table 9 Consumer Perceptions of Trust

No	Indicator	Respondent Answer Score					Total Score	Ideal Score	%	Category
		1	2	3	4	5				
1	The GrabFood service application can be trusted.	8	17	49	159	87	1260	1600	78.75%	Good
2	The GrabFood service application provides guarantees.	11	20	66	144	79	1220	1600	76.25%	Good
3	The GrabFood service application is responsible.	9	22	59	145	85	1235	1600	77.19%	Good
4	GrabFood lived up to my expectations.	17	24	50	138	91	1222	1600	76.38%	Good
5	I believe that the GrabFood service application provides the best choice for me	10	36	50	123	101	1229	1600	76.81%	Good
Total							**6166**	**8000**	**77.08%**	**Good**

Indicator Source: Yeo et al. (2021)

Overall, consumer perceptions of the trust variable are in the good category with a score of 77.08%. This means that triggering trust in the GrabFood service application still needs to be improved.

4.2.7 Consumer Perceptions of Repurchase Intention

Table 10 Consumer Perceptions of Repurchase Intention

No	Indicator	Respondent Answer Score					Total Score	Ideal Score	%	Category
		1	2	3	4	5				
1	The likelihood that I will consider making a repurchase on the GrabFood service application is high.	13	42	62	149	54	1149	1600	71.81%	Good
2	I will consider buying food back using the GrabFood service application	10	41	57	154	58	1169	1600	73.06%	Good

3	The probability that I will repurchase food using the GrabFood service application is high	11	43	50	134	82	1193	1600	74.56%	Good
4	I am willing to repurchase food from the GrabFood service application	20	15	42	126	117	1265	1600	79.06%	Good
Total							**4776**	**6400**	**74.63%**	**Good**

Indicator Source: Yeo et al. (2021)

Overall, consumer perceptions of the repurchase intention variable are in the good category with a score of 74.63%. This indicates that GrabFood still needs to trigger consumer repurchase intentions.

4.3 Outer Model

4.3.1 Convergent validity

It aims to measure and assess the correlation between item scores/component scores with the construct score. That way, the criteria for an indicator can be valid and very good if the loading indicator value is > 0.700 (Ghozali, 2021). Here are the results:

Table 11 Convergent Validity Results

Variable	Indicator	Loading Factor (>0.700)	Description
Effort Expectancy	EE1	0.896	Valid
	EE2	0.925	Valid
	EE3	0.910	Valid
	EE4	0.916	Valid
	EE5	0.899	Valid
	EE6	0.928	Valid
Perceived Usefulness	PU1	0.799	Valid
	PU2	0.891	Valid
	PU3	0.835	Valid
	PU4	0.853	Valid
	PU5	0.899	Valid
Information Quality	IQ1	0.859	Valid
	IQ2	0.906	Valid
	IQ3	0.917	Valid
	IQ4	0.912	Valid
Perceived Risk	PR1	0.771	Valid
	PR2	0.921	Valid
	PR3	0.909	Valid
	PR4	0.914	Valid
	PR5	0.891	Valid
Social Influence	SI1	0.925	Valid
	SI2	0.950	Valid
	SI3	0.927	Valid
Trust	T1	0.874	Valid
	T2	0.888	Valid
	T3	0.872	Valid
	T4	0.911	Valid

	T5	0.871	Valid
	RI1	0.830	Valid
Repurchase Intention	RI2	0.886	Valid
	RI3	0.916	Valid
	RI4	0.896	Valid

4.3.2 Discriminant Validity HTMT

Aims to measure the extent to which a construct is different from other constructs or is unique. The criteria show that the model has good discriminant validity if all HTMT values (between the two constructs) are less than 0.900 (Ghozali, 2021). Here are the results:

Tabel 12 Discriminant Validity HTMT

	EE	IQ	PR	PU	RI	SI	T
EE							
IQ	0.842						
PR	0.534	0.516					
PU	0.818	0.804	0.516				
RI	0.742	0.703	0.487	0.823			
SI	0.463	0.599	0.326	0.604	0.619		
T	0.771	0.818	0.595	0.831	0.814	0.603	

4.3.3 Reliability Test

In this study, the reliability test was assisted by SmartPLS 3.0 tools, the measurement (outer) model. With 2 criteria that must be met, namely Cronbach's Alpha and Composite Reliability (Ghozali, 2021).

Tabel 13 Inner Model R-square

Variabel	Cronbach's Alpha (>0.700)	Composite Reliability (>0.700)	Description
Effort Expectancy	0.960	0.968	Reliabel
Perceived Usefulness	0.908	0.932	Reliabel
Information Quality	0.921	0.944	Reliabel
Perceived Risk	0.929	0.946	Reliabel
Social Influence	0.927	0.954	Reliabel
Trust	0.930	0.947	Reliabel
Repurchase Intention	0.906	0.934	Reliabel

Inner Model

Aims to specify and describe the relationship between latent variables. The evaluation used is to look at the R-Square and Q-Square tests. As well as the value of F^2 for the effect size.

R-square

On the dependent latent variable, to indicate whether the model is "good" if it is worth 0.67, "moderate" is worth 0.33 or "weak" is worth 0.19. R-Square Adjusted to assess the ability of

the independent latent variable to explain the dependent latent variable (Ghozali, 2021). Here are the results:

Tabel 14 Inner Model R-square

Variabel	R-square	R square Adjusted	Criteria	Description
Repurchase Intention	0.680	0.674	>0.67	Good

It can be seen that this model is good with a value of 0.680. In addition, the Adjusted R Square value is 0.674, which means that changes in the repurchase intention variable are affected by the variables in this study by 67.4% while the remaining 32.6% are influenced by other variables.

4.4.2 Effect Size Test

Effect size or F^2 value to interpret whether the latent variable predictor has a significant influence if it is worth 0.35, medium if it is worth 0.15, or small if it is worth 0.02 (Ghozali, 2021).

Table 15 Inner Model Effect Size

Variable	f^2	Criteria	Description
Effort Expectancy	0.043	>0.02	Weak
Perceived Usefulness	0.082	>0.02	Weak
Information Quality	0.010	<0.02	Ignored
Perceived Risk	0.001	<0.02	Ignored
Social Influence	0.056	>0.02	Weak
Trust	0.109	>0.02	Weak

Based on the table it can be seen that several independent variables in this study can affect repurchase intention, but this effect from each variable based on the F^2value is weak and the 2 variables can be ignored.

4.4.3 Q-Square

Q-Square aims to measure how well the observed values produced by the model (Ghozali, 2021). The following is the result of blindfolding output on SmartPLS 3.0:

Table 16 Q-Square Value Results

Variable	Q-square	Criteria	Description
Repurchase Intention	0.514	> 0	Has predictive relevance

Based on the table above, it can be concluded that the observed values generated by the model have good predictive relevance.

4.5 Model Fit Test

To find out the suitability of the model, it can be evaluated by looking at the value based on the SRMR value category which can be said to be good if it is less than 0.08, the NFI value is

more than 0.90 and the rms_Theta value is close to 0 (Ghozali, 2021). The following are the results of the fit model test on this research:

Table 17 Model Fit Test

	Value	Criteria	Description
SRMR	0.051	<0.08	Good
NFI	0.888	>0.90	Marginal
rms_Theta	0.125	Approach 0	Marginal

It can be seen that the model meets the fit requirements, because based on SRMR the resulting value is <0.08 which is categorized as a good model or a strong fit, besides that based on NFI and rms_Theta both are marginal towards a strong fit because the resulting values are close to the criteria.

4.6 Hypothesis testing

Whether there is influence or not can be seen from the t-value, to see whether the effect is significant or not, it is seen based on the p-value. The acceptance criteria in this one-tailed study with an alpha of 5% use a critical value of 1.645 and a significance of 0.05. So if the t-value on the SmartPLS output for the right side produces a value > 1.645, then the alternative hypothesis is accepted, and if < 1.645, then the alternative hypothesis is rejected. For the left side, if the t-statistic < -1.645, the alternative hypothesis is accepted; t-statistic> -1.645, then the alternative hypothesis is rejected. In addition, if the output p-value produces < 0.05, then it has a significant effect, and if > 0.05, it is not significant.

Table 18 Hypothesis Testing

Hypothesis	Description	t-value	p-value	Result
H1	EE → RI	2.912	0.002	Accept
H2	PU → RI	4.091	0.000	Accept
H3	IQ → RI	1.397	0.081	Reject
H4	PR → RI	0.483	0.315	Reject
H5	SI → RI	3.362	0.000	Accept
H6	T → RI	3.850	0.000	Accept

Based on Table 18 above, it can be seen that the alternative hypotheses accepted are H1, H2, H5, and H6 while H3 and H4 are rejected.

5.0 DISCUSSION

1. Effort Expectancy Has a Positive and Significant Influence on Repurchase Intention

The results of the first hypothesis test, t-value 2.912, which is greater than the critical value of the right-hand curve of 1.645 and with a p-value of 0.002 which is less than 0.05. So effort expectancy has a positive and significant effect on repurchase intention. This means that when effort expectancy increases, there will also be an increase in the repurchase intention of GrabFood consumers. The results are in line with the research of Andrian & Berlianto (2022) and Trivedi (2018) that repurchase intentions can increase if the application is easy to use, such

as simple or friendly features. Because applications with a high level of convenience will create cheerful emotions and encourage repurchase intentions (Chen et al., 2018).

2. Perceived Usefulness Has a Positive and Significant Influence on Repurchase Intention

The results of the second hypothesis test, t-value 4.091 which is greater than the critical value of the right-hand curve of 1.645 and with a p-value of 0.000 which is less than 0.05. Then there is influence. This means that when perceived usefulness increases, there will also be an increase in the repurchase intention of GrabFood consumers. The results are in line with research according to Yeo et al. (2021) that many benefits make consumers increase their intention to repurchase (Nurjanah et al., 2022), which is also due to the added value they get from using a system (Andrian & Berlianto, 2022).

3. Information Quality Has No Positive and Significant Influence on Repurchase Intention

The results of the third hypothesis test obtained a t-value of 1.397 which is less than the critical value of the right-hand curve of 1.645 and a p-value of 0.081 which is more than 0.05. So there is no influence. This means that when there is an increase in information quality, there will be no increase in GrabFood consumer repurchase intention. The results are in line with research according to Yeo et al. (2021) there is no effect because the accuracy and reliability of the information are not so important for consumers who only need the use of an application. It can be concluded that, because the conditions in this study are the same as to determine the effect on repurchase intention, it means that consumers have previously had a purchasing experience so that the quality of information will not be noticed by consumers because consumers will buy again if the previously perceived usefulness has the same benefits larger so that consumers do not need to see or read the information again to make repeat purchases.

4. Perceived Risk Has No Negative and Significant Influence on Repurchase Intention

The hypothesis test results showed that the t-value for the fourth hypothesis was 0.483 which is more than the critical value of the left-hand curve of (-1.645) and with a p-value of 0.315 which is more than 0.05. So there is no effect. This means that when there is a decrease in perceived risk, there will not be an increase in the intention in repurchasing GrabFood consumers. The results are in line with research according to Yeo et al. (2021) because consumers feel that it is not a big problem to provide personal information when using an application, because on average an application requires user personal data and information. This is the same because the industry under study is online food delivery. GrabFood itself in terms of payment methods has various methods, so consumers can choose the cash payment method if they are worried about the risk of personal data security threats from other payment methods that use personal information.

5. Social Influence Has a Positive and Significant Influence on Repurchase Intention

The results of the fifth hypothesis test obtained a t-value of 3.362, which is greater than the critical value of the right-hand curve of 1.645, and a p-value of 0.000 which is less than 0.05. So social influence has a positive and significant effect on repurchase intention. This means that when there is an increase in social influence, it will cause an increase in the repurchase

intention of GrabFood consumers. The results are in line with research according to Yeo et al. (2021) social influence exerts influence because it is very important for consumers to get approval and recommendations from family or friends when using existing applications, with their respective advantages and disadvantages.

6. Trust Has a Positive and Significant Influence on Repurchase Intention

The results of the sixth hypothesis test obtained a t-value of 3.850, which is greater than the critical value of the right-hand curve of 1.645, and a p-value of 0.000 which is less than 0.05. Then trust has a positive and significant effect on repurchase intention. This means that when there is an increase in trust, it will cause an increase in GrabFood consumer repurchase intention. The results are in line with research according to Yeo et al. (2021), Andrian & Berlianto (2022) and Thoe & Berlianto (2022) trust has an influence because consumers in choosing a platform are more selective about their trust in the safety and cleanliness of the food they receive. It can be concluded that after the previous purchase and the claims given are appropriate, then trust will arise so that intention in repurchasing will appear in the future.

6.0 CONCLUSIONS AND RECOMMENDATIONS

6.1 Conclusions

Based on the research and discussion results, consumer perceptions of the variables in this study are in a good category: effort expectancy, perceived usefulness, information quality, trust, and repurchase intention. Meanwhile, perceived risk and social influence are in the moderate category. The factors influencing repurchase intention in the GrabFood service application are effort expectancy, perceived usefulness, social influence, and trust. Meanwhile, information quality and perceived risk have no effect.

6.2 Recommendations

The results obtained have passed the testing stage by processing data and conducting analysis. So there are several suggestions to help GrabFood increase consumer repurchase intention. However, this study also has several limitations. Namely, it only examines online food delivery GrabFood, and the independent factors or variables used to adapt from previous studies. So that from the results and limitations of this study, several suggestions need to be conveyed, including:

1. Suggestions for GrabFood regarding the effort expectancy variable, namely opening features and adding media or ways to interact with several parties (sellers and GrabFood help centers) to make it easier and more flexible so that repurchase intentions will also appear.
2. Suggestions for GrabFood regarding the perceived usefulness variable, namely by improving the overall service to the maximum so that overall the benefits from using GrabFood can be felt better, and the intention to repurchase will also increase.

3. Suggestions for GrabFood regarding the information quality variable, namely that it needs to improve based on the level of detail, the information filter function must match consumer needs, namely, the information that comes out must be adequately what is requested. Even though information quality has proven to have no effect, GrabFood must still pay attention to this matter for better consumer perception.

4. Suggestions for GrabFood regarding the perceived risk variable, namely the need to reduce risks that have the potential to occur and be felt by consumers by ensuring the security of consumer information and increasing the security of transactions. Even though perceived risk has no effect, GrabFood must pay attention to this for better consumer perception.

5. Suggestions for GrabFood regarding social influence variables by adding testimonials from role models that need to be improved and displayed by (Widodo & Putri, 2021), and also, according to Brilliany & Indrawati (2022) can be increased through opinion leaders in the social community, so GrabFood must try to enter the social community and find opinion leaders in the community to recommend using GrabFood to its members. That way, the intention to repurchase will also increase.

6. Suggestions for GrabFood regarding the trust variable, namely by providing guarantees to give consumers a sense of trust. Besides, according to Widodo et al. (2021), reputation can increase trust by consistently providing accurate and reliable information. By increasing trust through guarantees and prestige, the intention to repurchase will also increase.

7. Suggestions for GrabFood regarding the repurchase intention variable, namely increasing variable effort expectancy, variable perceived usefulness, variable social influence, and variable trust. Then the repurchase intention will also increase.

8. Subsequent research, it is recommended to add other factors or variables that are predicted to have an influence on repurchase intentions, which were not examined in this study.

9. Subsequent research can use different objects and methods and tools, because in this study using the same methods and tools as previous research, different research results were obtained.

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