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Analysis of the Influence of Digital Information Quality, Technology Performance Expectancy, Technology Effort Expectancy, Price Value and Social Influence on Intention to Use Coffee Shop Mobile Application

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Abstract

The Purpose Of This Study Is To Examine How Factors Such As Pricing Value, Habit, Social Influence, Performance Expectancy, Information Quality, And Facilitating Conditions Affect Users' Ongoing Intention To Use Mobile Apps. Researchers Employed A Single Cross-Sectional Design For Data Gathering In This Study, Utilizing A Conclusive Descriptive Research Approach. Mobile Application Users Made Up The Study's Population. Thus, Judgmental Sampling Will Be The Type Of Sampling And Non-Probability Sampling Will Be The Technique Employed. In This Study, 100 Respondents Made Up The Sample. Multiple Linear Regression Analyses Are Used In This Research To Examine Hypotheses. The Continual Intention To Utilize Is Unaffected By The Information Quality Variable. Continuous Intention To Use Is Not Influenced By The Performance Expectation Variable. Continuous Intention To Use Is Not Influenced By The Effort Expectancy Variable. The Ongoing Intention To Use Is Unaffected By The Social Impact Variable. Continuous Intention To Use Is Influenced By The Facilitating Conditions Variable. The Ongoing Intention To Utilize Is Independent Of The Trust Variable. The Ongoing Intention To Use Is Influenced By The Price-Value Variable. The Continuous Intention To Use Is Influenced By The Habit Variable.

Keywords: Information Quality, Performance Expectancy, Effort Expectancy, Social Influence, Mobile Apps.

1. Introduction

The non-oil and gas processing business, the national GDP, and the food and beverage industry are all significantly impacted by this key sector. Even though the food and beverage business is still in the recovery stage following the pandemic, which is now in its third year, the sector's annual growth in the post-pandemic era continues to show positive growth [1]. The typical consumer still plans to order and receive their groceries and other things online. The creative industry subsector that makes the biggest contribution to GDP is the culinary industry. More than IDR 400 trillion, or around 40%, of the more than 1,000 trillion GDP of the creative economy came from the culinary subsector [2]. As a result, modern corporate players need to be more innovative in order to support Indonesia's present economic expansion, particularly in light of recent technical advancements. Due to this circumstance, a large number of new companies have emerged with technologies that boost the sector. In the world of cooking, one area that is expected to keep expanding quickly is coffee. The consumption of coffee in Indonesia has been on the rise, with a recorded increase of 4.04% from the preceding quarter. In 2021–2022, 5 million 60-kg bags of coffee were consumed in Indonesia. As a result, Indonesia is consuming more coffee than it has in the previous ten years [3].

The increasing trend of coffee consumption is also in line with the increasing trend of local coffee outlets in Indonesia. The local coffee industry is busy competing; there are many local coffee outlets spread throughout Indonesia. The coffee brand in this study is the largest local coffee outlet company in Indonesia. This startup started its business at the end of 2017 and, to date, has succeeded in having more than 1000 outlets throughout Indonesia. In the same year, its two biggest competitors have 1000 and 500 outlets, respectively [3]. This means that local coffee outlets have surpassed Starbucks as the leading coffee outlet globally. Local outlets have the majority share of the coffee market in Indonesia. The unlimited needs of society today are also influenced by the development of information and communication technology such as radio, gadgets, the internet, and computers. This has caused many new technologies to emerge that have become human needs on a daily basis. Digital consumption in

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Indonesia is increasing using an internet connection. In 2022, the number of connected mobile devices in Indonesia will reach more than 300 million people. This number increased by 4% from the previous year's period. The number of smartphone users is in line with the number of internet users in Indonesia; there were more than 200 million internet users in Indonesia at the beginning of 2022 [4].

This has resulted in the recent years after COVID-19 changing people's consumption patterns. Online food delivery (OFD) services have become an inseparable part of people's daily lives. Most consumers use OFD to support productivity, try the latest culinary trends, and socialize. In particular, delivery services in Southeast Asian countries will grow by 30%. In Southeast Asia, there are six delivery services that are popular. Seeing the huge opportunities in online food delivery services, industry players have started to utilize digital platforms to continue the growing trend [5]. In Indonesia itself, it is recorded that 40% of coffee drinkers are starting to frequently visit grab-and-go outlets. One of the first Indonesian coffee shops to offer an online ordering application is the subject of this study. Established in 2018, the organization places a high value on innovation and consistent service across a range of domains, including consumer services-supporting products and applications. The strategy used was carried out in line with the increase in the number of outlets. With the help of apps, customers can seamlessly move between online and physical environments [6]. Because companies can also use information stored in applications about consumer habits to offer products and services that are more appropriate to their market share. This will provide convenience and add value that will make customers want to use the application. Since the application was launched in 2018, it has continued to experience positive user growth, making it the first coffee specialty company to utilize a mobile application to support business growth [7].

As the COVID-19 pandemic begins to end, not much has changed in customer behavior. Because, according to the statement from the store manager, the number of customers who come to the store directly is greater. Based on the information the author got, 40% of customers make orders via the application. Meanwhile, the other 60% chose to order directly through the cashier at the store. Therefore, there are still a few customers who use the application for transactions. According to a statement from the store manager, currently many customers are using third-party apps (GoFood, GrabFood, and Shopee Food) not only to get promos but also to use them to pick up drinks directly at the store or for self-pickup [8]. If you compare online customers via the application and the third app, the percentage is the same, namely 50% ordering via the third app (GoFood, GrabFood, and Shopee Food) and the other 50% via the application. Following a variety of menu choices, in-app payment options, and personalized food preferences, app usability is one of the most crucial features of a food delivery service. This shows that application usability is one of the most important factors that can increase the number of users of food delivery services [9]. Ordering via the application is very influential in prioritizing the experience for consumers; therefore, in increasing the number of application users, the company carries out an upselling strategy for new customers who come to the store by offering an application because it is basically a start-up company; therefore, one way to return investment is through capital gain [10].

Capital gains funding is when a startup raises money by selling equity in the company to investors. Investors buy equity at a certain price, and then if the company is successful, they can sell the equity back to the company at a higher price, resulting in capital gains [11]. In this case, the store manager also has a certain target in a month to get new application users [12]. Based on the reasons respondents did not use the application, the first was because the desire to drink coffee appeared suddenly, such as when they wanted to do assignments or hang out with friends. Second, customers buy coffee when they accidentally pass by the store [13]. The third reason is simply wanting to know the coffee recommended by the barista because customers find it easier to make requests, and finally because customers find the application difficult to open and the promotions offered are still somewhat greater in other food delivery service applications [14]. There are several reasons why Indonesian people prefer shopping for food online, namely saving time, attractive promotions and advertising, easy payments, attractive discounts, lots of choices, and saving on shipping costs.

2. Research Methods

In this study, researchers used a conclusive research design of the descriptive research type with a single cross-sectional design for data collection. Because researchers only collect data once from the same sample group. Researchers use this method because they aim to study the influence of these variables. Researchers also explain phenomena or events related to objects, industries, organizations, and environments related to research. Researchers use the survey method by giving out questionnaires to participants, who then respond to several questions by rating them on a scale of 1 to 5 (Likert scale) in accordance with their responses. In this study, researchers used primary data and secondary data, with primary data obtained through distributing questionnaires to respondents who met the study participation criteria and secondary data from various sources such as research journal articles, books, and websites as a reference for this research. The population in this study were mobile application users. A sample is a list or set of instructions for identifying a target population that represents an object. There are no lists or guidelines available in this research; the research does not have a sampling frame because the researcher does not have population data to use as survey participants. So the technique that will be

used is non-probability sampling, and the type of sampling is judgmental sampling. The sample in this study was 100 respondents. This research uses IBM SPSS to manage pretest data. In this study, researchers used a validity test where indicator questions were prepared first as a measuring tool to measure variables. Hypothesis testing in this research uses multiple linear regression analyses.

3. Results and Discussion

Based on the results of the hypothesis test that has been carried out, researchers can conclude that the information quality variable has no influence on the continuous intention to use. The information quality variable's t-calculated value of 0.8 serves as evidence for this. Meanwhile, the significance value is 0.414. Based on the data from the questionnaire, most respondents had an average of 4.2 for the information quality variable. This proves that users have not considered information quality as an important factor in their intention to continue using the application. Good or bad information does not influence the user's intention to reuse it. Users pay less attention to information quality because all information can be obtained through various other sources, such as social media, websites, or third-party apps. In addition, users who are considered to have a habit of using similar applications tend to be less sensitive to new information. Previous research on payment applications, where information quality does not have a positive relationship with continuous intention to use, is in support of these findings. The same thing was also found from the results of other research regarding e-wallet applications, where information quality did not have a positive relationship with continuous intention to use.

Based on the results of the hypothesis test, the performance expectation variable has no influence on the continuous intention to use. The t-calculated value of the performance expectation variable is 1.2. Meanwhile, the significance value is 0.3. Based on questionnaire results, most respondents had an average of 4.2 for the performance expectancy variable. This proves that the number of benefits received by users when using the application has not influenced their intention to continue using the service. This can be interpreted as meaning that users are not satisfied with the online food delivery application for improving their purchasing experience. However, ordering directly at the store or using a third app might better meet their performance expectations. So it can be concluded that this is not in accordance with previous research conducted on online food delivery applications that performance expectations have a positive influence on continuous intention to use. Previous research on the factors that affect the use of mobile applications, where performance expectancy does not have a positive relationship with continuous intention to use, supports these findings.

The effort expectancy variable has no effect on the continuous intention to use, according to the hypothesis test results. due to the fact that the effort expectancy variable's t-calculated value is 1.9. The significance value is currently 0.07. The majority of respondents had an average of 4.3 for the effort expectancy variable, according to the questionnaire data. Previous research on the Shopee Food application, which concluded that performance expectancy has no significant link with continuous intention to use, supports these results. In this case, consumers think that their decision to stick with Shopee's meal delivery service is unaffected by how convenient it is to use. It is also noted in other studies that, in terms of OVO mobile payments, effort expectancy and continuity intention do not significantly correlate. This is due to the fact that the user's decision to stick with OVO in the future is not greatly influenced by the amount of work they put into utilizing it. The continuous intention to use is unaffected by the social impact variable, according to the hypothesis test results. since the social influence variable's t-calculated value is 0.96. In the meantime, 0.3 is the significant value. The majority of respondents had an average score of 4.1 on the social impact dimension, according to the questionnaire data. Previous studies have demonstrated that social influence has no beneficial association with users' intention to continue using meal delivery applications, which is consistent with these results. Apps for food delivery have gained popularity, therefore users are not using them because of peer pressure. Research on fitness and sports applications likewise supports this, showing no substantial association between social influence and inclination to continue.

The facilitating conditions variable has an impact on the continuous intention to use, according to the hypothesis test results. due to the fact that the enabling conditions variable's t-calculated value is 2.9. In the meanwhile, 0.004 is the importance value. The majority of respondents had an average of 4.2 for the facilitating conditions variable, according to the questionnaire data. Additionally, researchers found that potential users are more likely to stick with an application if it requires more resources to utilize. These findings support the earlier research hypothesis, which indicates that continuous intention for mobile shopping apps is positively impacted by enabling conditions. This is consistent with studies employing the UTAUT model, which likewise discovered a strong correlation between facilitating conditions and ongoing intention to use. The continuous intention to use is unaffected by the trust variable, according to the hypothesis test results. The trust variable has a t-calculated value of 1.83. The significance value is currently 0.07. Based on questionnaire results, most respondents had an average of 4.2 for the trust variable. So researchers can conclude that users do not really pay attention to privacy and security when using the application. As a result, neither the volume nor the quality of the user's personal information will affect whether or not they continue to use the application. Consumers who shop for low value or price will still shop on e-commerce even though they have concerns about security or privacy. This gives the authors insight into consumer

privacy concerns regarding in-app transactions. Companies may need to remember that consumers are never without privacy concerns. However, the results of this research strongly suggest that companies must ensure that the privacy and security of customer data are well protected when adopting e-commerce technology, because this can indirectly reduce customer risk perceptions.

Based on the results of the hypothesis test, the price value variable has an influence on the continuous intention to use. Because the t-calculated value of the price value variable is 3.5. Meanwhile, the significance value is 0.001. Based on questionnaire results, most respondents had an average of 4.3 for the price value variable. So researchers can conclude that the price value offered in the application influences users' continuous usage intentions. These results are in accordance with previous research hypotheses, which show that price value has a positive influence on continuous intention in mobile shopping apps. The same thing was also found regarding the factors influencing the adoption of electric vehicles by taxi drivers in China. Using the UTAUT model, they also found that price value had a positive influence on continuous intention to use. The habit variable has an influence on the continuous intention to use. Because the t-calculated value of the habit variable is 5.2. Meanwhile, the significance value is 0.000. Based on the data from the questionnaire, most respondents had an average of 4.2 on the habit variable. So the author can conclude that the habitual behavior of using similar application services will increase the intention to use application services continuously. These results are in accordance with research related to mobile food apps. shows that habit has a positive influence on continuous intention to use. This demonstrates how individual habits can affect the use of food delivery services. Furthermore, previous research also shows that habits have a positive impact on customers' continued intention to reuse mobile food apps.

The findings of the researchers' study indicate that price value, habit, and facilitating conditions all positively affect ongoing intention to use. The variables' effects on continuous intention to use, however, are independent of information quality, performance expectancy, effort expectancy, social influence, and trust. It is therefore envisaged that the findings of this study will be able to offer feedback or recommendations for applications in an attempt to boost continuous intention to use. The study's findings demonstrate that content quality significantly affects how long application users can stay engaged. Based on their interactions with the system, each person's assessment of how well certain aspects work is reflected in the facilitating conditions. Users will assess whether providing information that is accurate, relevant, easy to understand, and has an attractive appearance will increase satisfaction with the application. Efforts that companies can make to increase user sustainability in terms of facilitating conditions include improving facilitating conditions both externally and internally. The first attempt on the external side is that an application requires a connection and devices to access the application. Currently, the application can be used on both iOS and Android. Even on an iPad or tablet, if you have a sufficient connection, users can access the application easily. Based on the author's data, users agree on the importance of connections and devices to access applications. Meanwhile, based on the author's observations at coffee outlets, these outlets still do not have Wi-Fi, so customers have to use public Wi-Fi whose network is not necessarily stable. Therefore, the company can install Wi-Fi at every outlet. This is one of the most important factors, especially in outlets that have a leisure concept. Apart from making it easier to access orders, a connection is also needed for customers who want to do work using the internet while drinking coffee at the store.

The second external effort can further improve the quality of admin services, so that communication with admins is faster and costs less. Even though it has provided tutorial access for new users, it turns out this is related to data collected from respondents, who believe that getting help from other parties will really help customers make transactions using the application. Apart from admin, researchers suggest that companies should also always educate baristas so they can help customers when they have difficulties or if they have questions directly. Furthermore, efforts are made on the internal side, especially in terms of the application menu, to have a complete and accurate menu according to each store we choose. also fast in updating all information on each product to be up-to-date, such as collaboration menus with public figures or other brands to other newest menu choices. In the application menu section, it provides information regarding menus that contain coffee and non-coffee, as well as merchandise options that can be obtained through the application. To continue to engage users who continue to use the application, create an exclusive menu that is only available and can be ordered via the application. Apart from the menu in the application, the first effort on the internal side also needs to pay attention to the memory side because memory is an important resource in every software development environment, especially in mobile operating systems, which are often limited by physical memory. Applications that require large amounts of memory are often difficult for some users' devices to use. The second effort is to be able to add a best-seller category to the menu in the application. This can make it simpler for new users or users who want to make a purchase at a new store to discover what menus other users frequently buy at that store. Apart from that, you can add "like button" information like the menu example in the Go-Food application. Customers can learn from this information that many other customers enjoyed the menu.

As can be seen from the research results, price value has an influence on continuous use intentions. Efforts that companies can make to increase user continuity in using the application are to increase the price-value side. As is known in the background, applications often provide various promotions to their users. such as Euphoria Week,

FOREveryday, Friday Feast Day, and others. Based on the author's respondent data, on average, respondents like to look for promotions and compare prices and postage between the application and other food delivery applications. Therefore, the author suggests giving discounts to existing menus as well as paying more attention to postage costs. Such as giving discounts on postage if the distance between the store and the customer's location is under 7 km or by providing free discounts on shipping for every purchase of several menu items through the application. These things can provide more customer value than if customers purchased via other food delivery applications. Customers download the application only to claim existing promotions. After that, many customers immediately deleted or uninstalled the application again. Therefore, just relying on promotions alone cannot retain users to continue using the application in the future. So far, there has also been a point system that is earned when users frequently buy through the application. The more often you order via the application, the more points the user will get. These points can be exchanged for purchases in subsequent transactions. Therefore, researchers suggest that to continue to create a long relationship between users and the application, they can create rewards for users. This reward is called daily check-in, where users will get points just by opening the application every day. The rewards given can be in various forms, such as points or vouchers.

Habit has a significant influence on the sustainability of application users. These findings prove that consumers' habits of using applications play an important role in shaping consumers' intentions to use services again. Efforts that companies can make to increase user sustainability in using the application continuously are to look at it from the habit side. To get long-term user engagement, the author suggests not only being a transaction processing application, but the application can also be used as a medium for users and a brand to become one. Based on the results of the author's research, users who are used to using similar applications feel less enthusiastic when using new applications. In the application, when a user orders using the self-pickup method, the user is not notified whether our order has been processed or not. Has not provided clear information about the time of the customer's order. Therefore, the author recommends continuing to update the order process in the application. If the order has been confirmed, it is being made. The estimated time for the order to be completed is until the order is ready to be picked up by the customer. It would be better to add information if the outlet is busy during busy hours, which causes our orders to be delayed or slightly hampered. Detailed information like that will really help customers save more time and increase their daily productivity because they can do other things while waiting for their order to be completed. This is also an important factor in avoiding miscommunication between customers and the store.

4. Conclusion

The continuing intention to use it is unaffected by the information quality variable. Users' intention to stick with the program has not been influenced by the quality of the information they find. This indicates that the user's intention to utilize the information again is unaffected by its quality. The quality of content in applications is not as important to users because it can all be found in other places, such social media, websites, or third-party apps. Furthermore, people who are thought to often use comparable apps have a tendency to be less receptive to new information. The ongoing intention to use is unaffected by the performance expectation variable. This demonstrates that users' intentions to stick with the service are unaffected by the quantity of benefits they obtain from utilizing the application. This might be taken to indicate that consumers' happiness with the application's ability to enhance their shopping experience has not increased. Instead, in order to better satisfy their performance expectations, users typically buy directly from the store or use other food delivery applications. The continuous intention to utilize is unaffected by the effort expectancy variable. In this instance, it suggests that consumers do not think that the service's usability will influence their choice to keep using the application.

The ongoing intention to use is unaffected by the social impact variable. This indicates that while deciding whether to utilize the program, users do not consider the opinions of their peers. Because advertising and other added value within the app pique users' interest in using it, not social pressure from others in their immediate vicinity. The continual intention to utilize is influenced by the facilitating conditions variable. This implies that a program will continue to be used by more potential users the more resources needed to use it. The ongoing intention to utilize is independent of the trust variable. This demonstrates that users of the application are not particularly concerned about security and privacy. Therefore, the quantity or quality of the user's personal data won't have an impact on their decision to keep using the program. The ongoing intention to use is influenced by the price-value variable. This demonstrates how the application's price value affects users' intents to use it continuously. This research demonstrates that users believe an application can give good value when compared to utilizing other meal delivery applications if it offers a wide range of appealing promos. The continuous intention to use is influenced by the habit variable. This demonstrates that the intention to continue using application services will increase when similar habitual behavior is observed when using them.

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