

CONSUMER EXPERIENCES, TIME SAVING ORIENTATION, AND PRICE SAVING ORIENTATION ON ACTUAL BEHAVIOR TO USE APPLICATION ONLINE DELIVERY FOOD GRABFOOD THROUGH CONVENIENCE MOTIVATION

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Abstract

The purpose of this study was to determine the effect of consumer experiences, time saving orientation, and price saving orientation on actual behavior using grab food through convenience motivation as an intervening variable. This study uses a quantitative approach and a pilot study of 30 respondents was conducted to test the research instrument. The object of this research is the people of Bekasi City by using a sample of 136 respondents. The data analysis technique in this study uses regression using the SPSS version 24 application. The results show that consumer experiences, time saving orientation, and price saving orientation variables have a significant effect on actual behavior and convenience motivation in using grab food. Meanwhile, convenience motivation is able to mediate consumer experiences, time saving orientation, and price saving orientation towards actual behavior in using grab food.

Keywords: Consumer Experiences; Time Saving Orientation; Price Saving Orientation; Convenience Motivation; Actual Behavior

INTRODUCTION

Development of internet-based information technology has a positive impact on humans, the internet helps people to be able to communicate, even conduct business transactions with other people by providing cheap, fast, and easy costs. Advances in internet-based technology are marked by the use of mobile phones (smartphones), which can be accessed anywhere. Currently internet technology is also used for buying and selling transactions, the internet provides business opportunities for business actors, business actors take advantage of progress by connecting their business to the internet network through special applications that can be accessed by smartphone users by downloading them. One example of a company that uses technology is an online service provider grab. Grab is currently widely used by various circles of society, in addition to business actors who get opportunities with technological developments, consumers are also facilitated in carrying out their consumption activities, the ease of using technology makes consumers shop or make transactions more often, not only selling goods, services Even now, it can be ordered online, for example, online motorcycle taxis in the Grab application. Through grab, consumers can use someone's services for online transportation, ordering food online, delivering goods online, and transportation services as well as other online features that are being developed.

The phenomenon of online shopping is growing rapidly and is an option for most people because it can save time without the need to visit shopping locations. One of the current phenomena is that people who live in housing only have little time to cook so they prefer to buy food online through the GrabFood feature. Food is a basic need for everyone, online food ordering systems make it easy for consumers to order what they like, besides that online consumers can easily track their orders. Consumer experiences are currently one of the

research challenges, especially those involving the service sector, such as tourism and events., especially in the continuous growth of the service industry and the increasingly fierce competition in the service industry, providing a superior customer experience is seen as a key competitive strategy, apart from The ever-changing behavior of customers makes many service businesses strengthen customer responses and meet their needs (Nasir et al., 2021). Meanwhile Yi and Nataraajan (2018) explain that the quality of service/product can cause customers to react differently in terms of the happiness that customers get based on their perception of the service/product. Internet technology helps human activities become faster, someone no longer needs to come to a restaurant to buy the food they like, but simply by opening an application to order food and the food will be delivered to the place of ordering. Time saving orientation occurs when consumers believe that using the GrabFood online food delivery service application can help consumers achieve things faster in the purchasing process. The Grab party who will carry out the process of purchasing food to the restaurant according to the order and after the order is complete the driver will deliver it to the address of the orderer Price saving orientation occurs when consumers can save money by using GrabFood services, consumers are satisfied with what they get according to the amount of money spent. Motivation is the basis of a person's enthusiasm to do something to achieve certain goals, motivation can come from oneself or from others. Convenience is a condition of fulfilling one's needs, thus affecting value and satisfaction. From this explanation, it can be concluded that convenience motivation is a person's encouragement to achieve goals so as to create a sense of comfort.

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can lead to a positive attitude for GrabFood consumers. Actual behavior is consumer behavior, when consumers have a good assessment of a product or service, the resulting behavioral intention is positive so that consumers can use the service repeatedly, and will make consumer relationships with online stores stronger. GoFood is currently the top of mind in online food delivery service providers, therefore consumers prefer GoFood services over GrabFood, this is also because GoFood is known for its fast and easy-to-use services. In addition, GoFood was launched first, so that consumers are more familiar with and trust GoFood to use it. Wulandari and Iryanie (2019) in their research explained that users who used the GoFood application in the last 1-2 years amounted to 53% compared to users who used GrabFood, which was 25%. The smaller percentage of GrabFood users and the convenience of online food delivery service users using GoFood are problems for GrabFood in an effort to increase the percentage of users who use GrabFood services, this makes this problem interesting to study more deeply. The purpose of this study is to examine the effect of consumer experiences, time saving orientation, price saving orientation on the actual behavior of the people of Bekasi city in using grab food. In addition, this study also examines the role of convenience motivation in mediating the relationship between consumer experience, time saving orientation, and price saving. orientation towards the actual behavior of the people of Bekasi City in using grab food

LITERATURE REVIEW

Actual Behavior

Actual behavior (actual behavior) is a real action or activity that is carried out (Fathinah and Baridwan, 2015). Meanwhile, Lin (2008) explains that actual behavior is an individual's intention to perform a behavior which is a function of attitudes toward behavior and subjective norms, where a person will react or decide depending on the behavioral intentions that are formed or developed.

Consumer Experiences

Consumer experiences play an important role in the service/service domain (Adhikari and Bhattacharya, 2016), where consumers receive a superior experience from a service or product that can increase customer satisfaction and customers become loyal customers (Meeprom and Silanoi, 2020) . Service companies rely on their customers to jointly encourage and create interactions and relationships by offering services. Shared experiences change the focus of individual consumers on service companies, which are the basis of those experiences (Prebensen and Foss, 2011). A co-created consumer experience stems from how consumers decide to participate and interact with a service or product with a focus on a particular time and space. Binkhorst and Den Dekker (2009) explain that cocreation experiences in service industry focus on goals deserve attention because service is one of the greatest sources of experience through which people construct their own unique narratives. Therefore it can be said that value creation in the service experience considers the role of the customer and service provider as a producer and provider of the co- ceation process.

Time Saving Orientation

Time saving orientation describes someone who has the intention to save time in online shopping (Jensen, 2012). This is in accordance with previous studies which explained that changes in customer lifestyle make it more difficult for someone to shop at the physical location of the store (Wu, 2003). Several previous studies explained that the shopping process will be convenient when service providers create a program that facilitates the shopping

process program that customers want, namely an easy-to-use program (Chiu et al, 2014; Yeo et al., 2017).

Price Saving Orientation

A price-saving orientation is a financial benefit that people get from using technology, because it helps them receive goods or services at a lower price. This is also conveyed by Rodriguez and Trujillo (2014) who explain that time saving orientation is the benefit that users get until finally they can find the best product at the lowest price so that users can make financial savings. Further, Jun et al. (2014) explained that price savings will result in lower prices while time savings are related to people buying products and services on websites. Meanwhile Yeo et al. (2017) explained that customers will compare the prices offered by various online food delivery service provider applications that provide lower prices and will see it as a more efficient platform. Price sensitive customers will tend to choose the channel that offers the best value including attractive discounts and promotions, and will be judged on the quality of the service provided.

Convenience Motivation

Convenience motivation is a person's encouragement to achieve goals so as to create a sense of comfort (Ma'ruf, 2018), this is in line with the research of Chang et al. (2012) explained that the value of convenience affects shopping motivation which is a determinant of consumer intention to shop on the internet. (Ma'ruf, 2018) defines convenience motivation or convenience motivation as referring to the value given to the active search for a product that creates personal comfort and saves time in certain activities.

The relationship between consumer experiences and convenience motivation

In a competitive market, it is important for businesses to know the customer experience and its impact both by word of mouth and loyal customers. In addition, customers can become active participants in the co-creation of their experiences. Customers who experience both positive and negative experiences will create memories of their relationship with the business and affect the emotional bond between the customer and the service provider. Previous studies have shown that customer experience can contribute to higher levels of customer happiness (Brakus et al, 2009; Buonincontri et al., 2017). Then the hypothesis raised is:

H₁: consumer experiences have a positive effect on convenience motivation

The relationship between time saving orientation and convenience motivation

Gentry and Calantone in (Yeo et al., 2017) the perceived benefits of shoppers that certain technologies will help increase shopping productivity. Customers see online shopping as beneficial because it saves time, reduces effort, and is efficient. Likewise, ease of use of technology is how easy it is to use new media when shopping on the web. The easier it is to use, the more time you can save. The perception that a system is easy to use will make the shopping process, ease of use more attractive. Meanwhile, Daud (2019) explained that time saving orientation is a factor that has a high impact on online purchases. Meanwhile, Ambarwati and Isnugroho (2018) explained that reducing the cost of searching for information can be interpreted as saving time, because consumers find shopping online interesting and can save time, it will affect consumer convenience in using online food delivery applications. So the second hypothesis is raised:

H₂: time saving orientation has a positive effect on convenience motivation

The relationship between price saving orientation and convenience motivation

Price is the benefit that users get until finally they can find the best product at the lowest price, so users can make financial savings (Rodriguez and Trujillo, 2014). Meanwhile, Jensen (2012) explains that price savings in using technology, for example making purchases online or through websites do not represent the costs incurred by consumers, but the use of technology allows lower prices to be obtained. When consumers feel they can save costs, it will affect the convenience of consumers to use applications in purchases. So the hypothesis raised is:

H₃: price saving orientation has a positive effect on convenience motivation

The relationship between convenience motivation and actual behavior

Chang et al. (2012) explained that the value of convenience affects shopping motivation which is a determinant of consumer intention to shop on the internet. Meanwhile, Ma'ruf (2018) explains that convenience motivation is a person's encouragement to achieve goals so as to create a sense of comfort. Furthermore, Ma'ruf explained that convenience motivation refers to the value given to the active search for a product that creates personal comfort and time savings in certain activities. When consumers have the drive to create a sense of comfort, there will be real actions or activities carried out, which are called actual behavior. From the description above, the hypothesis is raised:

H₄: Convenience motivation has a positive effect on actual behavior

METHODOLOGY

This study uses a quantitative descriptive approach whose main purpose is to provide an overview or description of a situation objectively, where then the data and information are collected to draw conclusions and suggestions. This research was conducted in the city of Bekasi using 136 respondents obtained using the Slovin formula. The data analysis technique used is the regression method using SPSS version 24.

RESULTS

A. Data Quality Test

Uji Validity Test

The 36 questions asked to the respondents, it was found that all statement items had an rcount value greater than the r table, which was 0.1684. So it can be conclude

Reliability Test

The test results show that the Cronbach alpha value of each variable, namely consumer experience, has a value of 0.846; time saving orientation has a value of 0.669; price saving orientation has a value of 0.772; convenience motivation has a value of 0.786; and actual behavior has a value of 0.602. So it can be concluded that the statement in the questionnaire is reliable because it has a Cronbach alpha value > 0.60

B. Classic Assumption Test

Normality Test

The results of the normality test using SPSS showed that the Kolmogrov-Smirnov test value showed a normally distributed variable, this can be seen from the Asymp.Sig.(2-tailed) value of 0.200 > 0.050 this proves that the data is normally distributed. In addition, the results of the normality test.

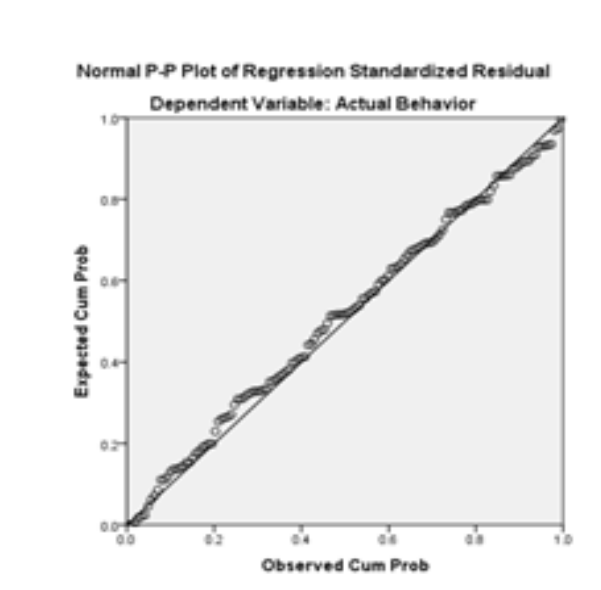


Figure 1. Normality Test

Meanwhile, using the P-Plot also resulted that the data spread around the diagonal line, which means that the analyzed data has met the assumption of normality.

Multicollinearity Test

Table 1. Multicollinearity testing

Independent Variable	Calculation		Result
	Tolerance	VIF	
Consumer Experiences	0,321	3,166	There is no multicollinearity
Time Saving Orientation	0,798	1,252	There is no multicollinearity
Price Saving Orientation	0,758	1,319	There is no multicollinearity
Convenience Motivation	0,269	3,719	There is no multicollinearity

The results of the multicollinearity test shown in table 1 show that the tolerance value obtained for each variable is smaller than the VIF value, so it can be concluded that there is no multicollinearity in the multiple regression model.

Heteroscedasticiy Test

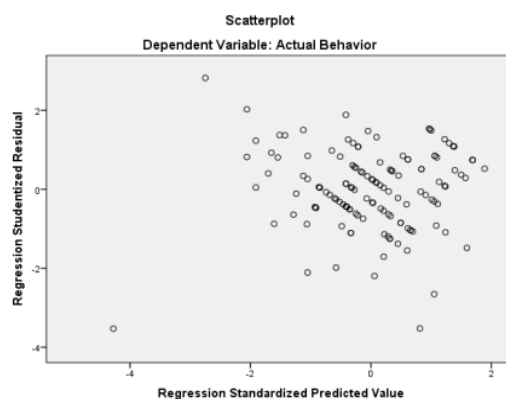


Figure 2. Heteroscedasticity Test

The results of the heteroscedasticity test shown in Figure 2 show that the points spread

randomly without forming a particular pattern, and are well spread above and below the number 0 on the Y axis. So it can be interpreted that there is no heteroscedasticity in the regression model, so this model is feasible to use. to predict actual behavior based on the variables that influence it, namely consumer experiences, time saving orientation, price saving orientation, and convenience motivation.

C. Multiple Linear Regression Analysis

Based on the results of the analysis, the regression equation is obtained as follows:

$$Y = 5,157 + 0,157X_1 + 0,178 X_2, + 0,579X_3 + e$$

Which means that if the variables of consumer experience, time saving orientation, price saving orientation, and convenience motivation are assumed not to exist, then the actual behavior has a value of 5.157.

D. Hypothesis Testing

t-test Result

From the results of the t test, it is known that the consumer experiences variable (X1) obtained a t-count value of $3.934 > 1.657$ (t-table) with sig. $0.000 < 0.05$. So it can be concluded that the value of Ho is rejected and Ha is accepted, which means that consumer experience (X1) has a significant effect on actual behavior (Y). In the time saving orientation variable (X2), the t-count value is $3.749 > 1.657$ (t-table) with a sig of $0.000 < 0.05$ (α). So it can be concluded that Ho is rejected and Ha is accepted, which means that time saving orientation (X2) has a significant effect on actual behavior (Y). In the variable price saving orientation (X3), the t-count value is $7.389 > 1.65639$ (t-table) with sig. of $0.000 < 0.05$ (α). So Ho is rejected or Ha is accepted, which means that price saving orientation (X3) has a significant effect on actual behavior (Y).

The results of the t-test of the Consumer Experiences, Time Saving Orientation, and Price Saving Orientation variables on the Convenience Motivation variable

The test results on the mediating variable showed that the consumer experience variable obtained a t-count value of $13.732 > 1.65639$ (t table) with sig. $0.000 < 0.05$ (α). So it can be concluded that Ho is rejected or Ha is accepted which means that consumer experience (X1) has a significant effect on convenience motivation (M). variable time saving orientation (X2) obtained t-count of $2.760 > 1.65639$ (t table) with sig. $0.007 < 0.05$ (α) or the significance value is less than 0.05. Then H0 is rejected or Ha is accepted, which means that time saving orientation (X2) has a significant effect on convenience motivation (M). variable price saving orientation (X3) obtained t-count of $3.864 > 1.65639$ (t table) with sig. $0.000 < 0.05$ (α) or the significance value is less than 0.05. Then H0 is rejected or Ha is accepted, which means that price saving orientation (X3) has a significant effect on convenience motivation (M).

T-test results of Consumer Experience, Time Saving Orientation, and Price Saving Orientation variables on Actual Behavior with Convenience Motivation Mediated

From the results of the t-test, it was found that the consumer experience variable (X1) obtained a t-count value of $0.974 > 1.65639$ (t table) with sig. $0.332 < 0.05$ (α) or the significance value is less than 0.05. Therefore, H0 is rejected or Ha is accepted, which means that consumer experience (X1) has no significant effect on actual behavior after entering the mediating variable (M). Then for the variable time saving orientation (X2), the t-count is $3.209 > 1.65639$ (t table) with sig. $0.002 < 0.05$ (α) or the significance value is less than 0.05. Then H0 is rejected or Ha is accepted, which means that time saving orientation (X2) has a

significant effect on actual behavior after entering the mediating variable (M). For the variable price saving orientation (X3), the t-count is $6.432 > 1.65639$ (t table) with sig. $0.000 < 0.05$ (α) or the significance value is less than 0.05. Then H0 is rejected or Ha is accepted, which means that price saving orientation (X3) has a significant effect on actual behavior after entering the mediating variable (M). For the variable convenience motivation (M) obtained t-count of $2.062 > 1.65639$ (t table) with sig. $0.041 < 0.05$ (α) or the significance value is less than 0.05. Then H0 is rejected or Ha is accepted, which means that convenience motivation (M) has a significant effect on actual behavior.

f-Test

Table 2. f-Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	482.343	3	160.781	52.863	.000 ^b
	Residual	401.473	132	3.041		
	Total	883.816	135			

a. Dependent Variable: Actual Behavior

From the results of table 3 above, it can be seen that if the f-count value is $52.863 > 2.44$ (f-table) with a sig value. $0.000 < 0.05$ (α) or a significance value of less than 0.05. Therefore, H0 is rejected or Ha is accepted, which means that simultaneously hedonic motivation (X1), time saving orientation (X2), and price saving orientation have a significant effect on actual behavior (Y).

E. Coefficient of Determination Test

From the results of the coefficient of determination, the Adjusted R Square value is 0.535 or 53.5%. This means that 53.5% of actual behavior variables can be explained by variations of the three independent variables, namely hedonic motivation, time saving orientation, and price saving orientation. While the remaining 46.5% is explained by other reasons that are outside the variables in this study.

Table 3. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 ^a	.546	.535	1.744

DISCUSSION

Based on the test results and data analysis of the effect of consumer experience on actual behavior, the results of the consumer experience variable (X1) obtained a t-count value of $3.934 > 1.65639$ (t table) with sig. $0.000 < 0.05$ (α). This means that consumer experience is a factor that can influence consumers to do something or take real action. This means that the consumer experience for the online food delivery application will be followed by concrete actions by carrying out the food purchase process on the GrabFood online food

delivery service application. Meanwhile, for the effect of time saving orientation on actual behavior, it was found that the time saving orientation variable obtained a t-count value of $3.749 > 1.65639$ (t table) with sig. $0.000 < 0.05$ (α). This means that when consumers feel they can save time using online food delivery applications, they tend to often use online food delivery service applications. GrabFood. Furthermore, for the effect of price saving orientation on actual behavior, the results show that the Price Saving Orientation variable has a t-count value of $7.389 > 1.65639$ (t table) with sig. $0.000 < 0.05$ (α). This means that Price saving orientation occurs when consumers can save money and take real action by using the GrabFood online food delivery service provider application, consumers are satisfied with what they get because it matches the amount of money spent. For the influence of convenience motivation on actual behavior, the results of the mediation variable Convenience Motivation obtained a t-count value of $2.062 > 1.65639$ (t table) with sig. $0.000 < 0.05$ (α). This shows that convenience motivation is a person's encouragement to achieve a goal or a real action, so that the sense of security felt by consumers in the online food delivery service application GrabFood will be followed by real action by making a purchase process using the online food delivery application GrabFood. Based on the test results and data analysis for the influence of consumer experience on convenience motivation, it was found that consumer experience obtained a t-count value of $13.732 > 1.65639$ (t table) 101 with sig. $0.000 < 0.05$ (α), this result shows that when consumers feel that using the GrabFood food delivery service application, they will get a special experience, it will create comfort. Based on the test results and data analysis for the effect of time saving orientation on convenience motivation, it was found that time saving orientation obtained t-count of $2.760 > 1.65639$ (t table) with sig. $0.007 < 0.05$ (α) or a significance value less than 0.05, these results indicate that when consumers feel that using the GrabFood online food delivery service application can save time, it will create convenience. Based on the test results and data analysis for the effect of price saving orientation on convenience motivation, the results for price saving orientation obtained a t-count value of $3.684 > 1.65639$ (t table) with sig. $0.000 < 0.05$ (α), these results indicate that when consumers use the GrabFood online food delivery service application and feel that what they get is in accordance with what is issued, it will create comfort.

Based on the test results and data analysis of the influence of consumer experience on actual behavior with convenience motivation as a mediation, then after entering the convenience motivation variable into the equation between consumer experience and actual behavior, the result is that there is no influence of consumer experience on actual behavior. So it can be concluded that convenience motivation absolutely mediates the relationship between consumer experience and actual behavior.

Based on the test results and data analysis of the effect of time saving orientation on actual behavior with convenience motivation as a mediation, after consumer experience on actual behavior with convenience motivation as a mediation, then after inserting the variable convenience motivation into the equation between consumer experience and actual behavior, the result is that there is no influence of consumer experience on actual behavior. So it can be concluded that convenience motivation absolutely mediates the relationship between consumer experience and actual behavior. Based on the test results and data analysis of the effect of time saving orientation on actual behavior with convenience motivation as a mediation, after entering the convenience motivation variable into the equation between time saving orientation on actual behavior the result is that there is a significant effect, so it can be concluded that convenience motivation partially mediates the relationship. between time saving orientation and actual behavior. Based on the test results and data analysis of the effect of price saving orientation on actual behavior with the convenience motivation variable as a mediation, after entering the convenience motivation variable into the equation between price saving orientation on actual behavior the result is that there is a significant effect, so it can be

concluded that convenience motivation partially mediates the relationship between price saving orientation and actual behavior.

CONCLUSION

Based on the results of this study which states that consumer experience has a positive and significant effect on actual behavior. Meanwhile, a time saving orientation has a positive and significant effect on actual behavior. Furthermore, price saving orientation has a positive and significant effect on actual behavior. Consumer experience on actual behavior with the intervening convenience motivation variable has an absolute effect, meaning that convenience motivation mediates consumer experience on actual behavior. Meanwhile, time saving orientation to actual behavior with intervening convenience motivation variable has a partial effect, meaning that convenience motivation partially mediates time saving orientation to actual behavior. Furthermore, price saving orientation towards actual behavior with intervening convenience motivation variable has a partial effect, meaning that convenience motivation partially mediates between price saving orientation towards actual behavior. For further researchers who are interested in the same theme, it is hoped that they can examine the same theme by adding other variables not examined in this study such as hedonic motivation, atmosphere/visual appeal, or value co-creation.

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