Decisions to Use Go-Food Services: Cultural, Social, Personal, and Psychological

Tumini

Departmen of Management, Universitas Panca Marga, Indonesia

Corresponding Author: Tumini (tumini@upm.ac.id)

ARTICLE INFO

ABSTRACT

The aim of this research is to examine the important role of several factors in determining the decision to use Go-Food services. The factors tested include cultural, social, personal and psychological factors. This research was conducted in Mayangan District, Probolinggo City. The method used a quantitative approach and the help of SPSS analysis tools. The research results show that cultural, social and personal factors do not influence a person's decision to use Jada Go-Food. Meanwhile, psychological factors have an influence on a person's decision to use Go-Food services. Research findings show that in the context of Mayangan District, Probolinggo City, cultural, social and personal factors do not play an important role in deciding to use Go-Food services, while psychological factors are considered to play an important role. The implication is that Go-Food service providers and marketers can focus more on marketing strategies that emphasize psychological aspects in an effort to increase adoption and decisions to use Go-Food services in the region.

Keywords: Cultural, Social, Personal, Psychological

INTRODUCTION

Indonesia is famous for its diversity, from culture, language, to culinary delights, each region has its own special features (Buchanan et al., 2018; Sulistyan et al., 2022; Yatminiwati et al., 2021). As time goes by, the purchasing process is no longer carried out in the conventional way, namely by bringing buyers and sellers together (Nalendra et al., 2021). The existence of increasingly developing technology means that the purchasing process can be done remotely (Irawan et al., 2019; Sopanah et al., 2023). One implementation in terms of using services that is supported by existing technological sophistication is the emergence of a service called Go-Food (Istanti et al., 2020).

Using Go-Food services is also influenced by consumer behavior which has several factors that can influence these activities (Prabowo & Nugroho, 2018). Cultural, social, personal and psychological factors are factors that can influence consumer behavior in local communities (Di Crosta et al., 2021; Guthrie et al., 2021; Melović et al., 2021). These factors that influence consumer behavior can encourage someone to make purchasing decisions or use a service (Riskawati et al., 2021). The stages that buyers go through in making choices about the products and services they want to buy are called the purchasing decision process (Sulistyan et al., 2017; Sulistyan et al., 2019).

One of the cities that has been touched by the sophistication and convenience of Go-Food is Probolinggo City where according to Probolinggo City Sectoral Statistics Data for 2019 this city

has 5 sub-districts, one of which is Mayangan District which has the largest area in Probolinggo City with an area reaching 8,655 km2. Mayangan District consists of 5 subdistricts, namely Jati Subdistrict, Mangunharjo Subdistrict, Wiroborang Subdistrict, Mayangan Subdistrict, and Sukabumi Subdistrict.

The formulation of the problem in this research is whether each independent variable consisting of cultural factors, social factors, personal factors and psychological factors significantly influences consumer behavior regarding the decision to use Go-Food services in the people of Mayangan District, Probolinggo City? Apart from that, the problem formulation in the research is which factor has the dominant influence among the cultural, social, personal and psychological factors that influence consumer behavior regarding the decision to use Go-Food services in the people of Mayangan District, Probolinggo City?.

The aim of carrying out this research is to find out each independent variable consisting of cultural factors, social factors, personal factors and psychological factors that significantly influence consumer behavior towards the decision to use Go-Food services in the Mayangan District, Probolinggo City. Apart from that, this research also aims to determine the factors that have a dominant influence among cultural, social, personal and psychological factors that influence consumer behavior regarding decisions to use Go-Food services in the people of Mayangan District, Probolinggo City.

METHODS

This research uses associative research with a causal approach, applying quantitative methods with two data sources: primary data from respondent questionnaire results and secondary data from articles, journals and previous research. The research population involved the people of Mayangan District, Probolinggo City who use Go-Food services, with a very large population, and a sample of 100 respondents was selected using the Roscoe calculation technique. The research was completed with data analysis using SPSS, including validity and reliability tests to ensure the validity and reliability of the questionnaire. Classic assumption analysis involves tests of normality, multicollinearity, heteroscedasticity, and autocorrelation to check the feasibility of the model. Next, the research uses multiple regression analysis to evaluate the influence of the independent variable on the dependent variable, with determination analysis (R^2) to measure the ability of the independent variable to explain the dependent variable. This research includes hypothesis tests such as the t test (partial) to evaluate the influence of individual independent variables on the dependent variable, as well as dominant tests to identify the variables that most influence the dependent variable in the context of this research. With a careful approach to methodology and data analysis, this research is expected to make a significant contribution to understanding the causal relationships between the variables studied..

RESULTS AND DISCUSSION

Validity Test and Reliability Test
The results of validity and reliability testing in this research were produced and explained in table 1 as follows:

Table 1. Validity Test Results

Item	Significance Value	Margin of Error (0,05 or 5%)	Cronbach Alpha	Information
Culture				
1	0,000	0,05	0,874	Valid and
2	0,000	0,05		Reliable

3	0,001	0,05		
Social				
1	0,000	0,05	0,791	Valid and
2	0,000	0,05		Reliable
3	0,000	0,05		
Personal				
1	0,000	0,05	0,830	Valid and
2	0,001	0,05		Reliable
3	0,001	0,05		
4	0,000	0,05		
Psychological				
1	0,000	0,05	0,772	Valid and
2	0,000	0,05		Reliable
3	0,000	0,05		
4	0,000	0,05		
Service Use Decisions				
1	0,000	0,05	0,779	Valid and
2	0,000	0,05		Reliable
3	0,000	0,05		
4	0,000	0,05		
5	0,000	0,05		

Source: Data Processed (2022)

Based on table 1 of the validity test results above, it is known that all of the statement items in the questionnaire have a significance value of <0.05, so it can be concluded that the statement items as a whole are for the variables cultural factors, social factors, personal factors, psychological factors, and service use decisions. used in research conducted by researchers is declared valid. The validity test above for each item of the variable has a significance value below the margin of error, namely 0.05 or 5%. From the results of the reliability test above, it can also be seen that all of the variables used in this research are reliable (stable over time). This can be analyzed from Cronbach Alpha which has a value greater than the specified reliability value of 0.60.

Classic assumption test
a. Normality test
Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,54601609
Most Extreme Differences	Absolute	0,077
	Positive	0,077
	Negative	-0,067
Test Statistic		0,077
Asymp. Sig. (2-tailed)		0,148[c]

Source: Data Processed (2022)

Referring to table 2 of the normality test results above, it can be observed carefully that the significance value is 0.148 > 0.05. From this greater significance value, it can be concluded that the residual value is normally distributed.

b. Multicollinearity Test

Referring to table 3 of the multicollinearity test results below, the tolerance value for the cultural factor (X1) is 0.569. Meanwhile, the tolerance value for social factors (X2) was 0.5455, the tolerance value for personal factors (X3) was 0.422 and the tolerance value for psychological factors (X4) was 0.628. Judging from the tolerance value of each independent variable which has a tolerance value > 0.10, it can be said that in this model there is no multicollinearity..

Tabel 3. Hasil Uji Multikolinieritas

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	5,692	1,581		3,599	0,001		
Culture	0,033	0,146	0,022	0,225	0,822	0,569	1,756
Social	0,217	0,142	0,168	1,531	0,129	0,455	2,197
Personal	0,020	0,135	0,017	0,148	0,882	0,422	2,368
Psychological	0,709	0,114	0,583	6,227	0,000	0,628	1,593

Source: Data Processed (2022)

c. Heteroscedasticity Test
Based on the heteroscedasticity test output in table 4 below, it was found that the significance value of each independent variable where the cultural factor as X1 had a significance value of $0.130 > 0.05$. In addition, social factors as X2 have a significance value of $0.264 > 0.05$ and personal factors as X3 have a significance value of $0.458 > 0.05$ and psychological factors as X4 have a significance value of $0.567 > 0.05$.

Table 4. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	4,151	1,017		4,080	0,000
Culture	-0,144	0,094	-0,199	-1,529	0,130
Social	-0,102	0,091	-0,163	-1,123	0,264
Personal	0,065	0,087	0,113	0,746	0,458
Psychological	0-,042	0,073	-0,071	-0,575	0,567

Source: Data Processed (2022)

Multiple Regression Analysis
The results of multiple linear regression analysis in this study are explained in table 5 as follows:

Table 5. Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R^2
	B	Std. Error	Beta			
(Constant)	5,692	1,581		3,599	0,001	0,456
Culture	0,033	0,146	0,022	0,225	0,822	
Social	0,217	0,142	0,168	1,531	0,129	
Personal	0,020	0,135	0,017	0,148	0,882	
Psychological	0,709	0,114	0,583	6,227	0,000	

Source: Data Processed (2022)

Based on table 5 above, it can be seen that the constant value (α value) is 5.692 and for cultural factors (β value) it is 0.033 while the social factor (β value) is 0.217. Likewise for personal factors

(β value) it is 0.020 and for psychological factors (β value) it is 0.709. So the multiple linear regression equation can be obtained as follows:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 \dots\dots b_nX_n$

$Y = 5{,}692 + 0{,}033X_1 + 0{,}217X_2 + 0{,}020X_3 + 0{,}709X_4$

Which mean:
1. Constant value (α) = 5.692
   This constant value means that if the independent variable consisting of cultural factors (X1), social factors (X2), personal factors (X3) and psychological factors (X4) has a value of zero then the decision to use the service has a positive value of 5.692.
2. Regression coefficient X1 (cultural factor) = 0.033
   This regression value means that if there is a one unit increase in cultural factors, it will influence the increase in decisions to use services by 0.033 with other variables considered constant.
3. Regression coefficient X2 (social factors) = 0.217
   This regression value means that if there is a one unit increase in social factors, it will influence the increase in decisions to use services by 0.217 with other variables considered constant.
4. Regression coefficient X3 (personal factors) = 0.020
   This regression value means that if there is a one unit increase in personal factors, it will influence the increase in decisions to use services by 0.020 with other variables considered constant.
5. Regression coefficient X4 (psychological factor) = 0.709
   This regression value means that if there is a one unit increase in psychological factors, it will influence the increase in decisions to use services by 0.709 with other variables considered constant.

Based on the output results in table 5 above, the Adjusted R Square value (coefficient of determination) is 0.456. This means that the independent variable expressed with the symbol (X) which consists of cultural factors, social factors, personal factors and psychological factors influences consumer decisions regarding the dependent variable expressed with the symbol (Y), namely the decision to use services by 45.6 %. Meanwhile, the remaining 54.4% is influenced by other variables not included in this research.

The results of hypothesis testing in this research are as follows:
1. For the cultural variable, the value of tcount (0.225) < ttable (1.661) indicates that H0 is accepted. This means that the cultural factor variable (X1) does not influence consumer behavior regarding decisions to use Go-Food services.
2. For the social variable, the value of tcount (1.531) < ttable (1.661) shows that H0 is accepted. This means that the social factor variable (X2) does not influence consumer behavior regarding decisions to use Go-Food services.
3. For personal variables, the value of tcount (0.148) < ttable (1.661) shows that H0 is accepted. This means that the personal factor variable (X3) does not influence consumer behavior regarding decisions to use Go-Food services.
4. In the psychological variable, the value of tcount (6.227) > ttable (1.661) shows that H0 is rejected. This means that the psychological factor variable (X4) significantly influences consumer behavior regarding decisions to use Go-Food services.

In the output results of table 5 above, the dominant test can be seen in the independent variable which has the largest Standardized Coefficients Beta value. The dominant test output provides a statement that variable X4 namely, psychological factors are the variables that have the most dominant influence in influencing consumer behavior regarding decisions to use Go-Food services in the Mayangan community, Probolinggo City with a Standardized Coefficients Beta value of 0.583.

Discussion

The Influence of Cultural Factors on Service Use Decisions

In the research conducted by this researcher, the results showed that cultural factor variables did not influence consumer behavior regarding decisions to use Go-Food services in the people of Mayangan District, Probolinggo City. This statement is supported and proven by the results of statistical calculations with the tcount value for the cultural factor variable being smaller than ttable, namely 0.225 < 1.661 with a significance value greater than the predetermined margin of error value, namely 0.822 > 0.05.

In this analysis, it can be concluded that H0 is accepted and Ha is rejected (Yildiz et al., 2018), which means that the cultural factor variable does not influence consumer behavior regarding the decision to use Go-Food services in the people of Mayangan District, Probolinggo City. This cultural factor has no influence because culture, subculture and social class cannot influence consumers in using Go-Food services in everyday life.

The Influence of Social Factors on Service Use Decisions

In research carried out by researchers, the results showed that social factor variables did not influence consumer behavior regarding decisions to use Go-Food services in the people of Mayangan District, Probolinggo City. This statement is supported and proven from the results of statistical calculations with the t value for the social factor variable being smaller than t table, namely 1.531 < 1.661 with a significance value greater than the predetermined margin of error value, namely 0.129 > 0.05.

So from this research it can be concluded that H0 is accepted while Ha is rejected (Kim & Lee, 2021), which means that social factor variables do not influence consumer behavior regarding decisions to use Go-Food services in the people of Mayangan District, Probolinggo City. Social factors in society do not contribute to consumers using Go-Food services because consumers use Go-Food services not to gain recognition from other people but because of the convenience offered by Go-Food in terms of culinary purchases.

The Influence of Personal Factors on Service Use Decisions

The research carried out by researchers currently shows that personal factor variables do not influence consumer behavior regarding decisions to use Go-Food services in the people of Mayangan District, Probolinggo City. The results of this research are proven by the statistical results with the tcount value for the personal factor variable which has a value smaller than ttable, namely 0.148 < 1.661 with a significance value of 0.882 > 0.05.

So this research can conclude that H0 is accepted while Ha is rejected, which means that personal factor variables do not influence consumer behavior regarding decisions to use Go-Food services in the people of Mayangan District, Probolinggo City. In this research, cultural factors do not influence consumer behavior regarding the decision to use Go-Food services because consumers use Go-Food services not as a form of lifestyle but because they can save time and energy in the process of purchasing culinary delights through Go-Food.

The Influence of Psychological Factors on Service Use Decisions

In this research, the results were obtained that psychological factor variables significantly influence consumer behavior regarding decisions to use Go-Food services in the people of Mayangan District, Probolinggo City. This researcher's statement is also supported and proven by the results of statistical calculations with the tcount value for the psychological factor variable being greater than ttable, namely 6.227 > 1.661 with a significance value smaller than the predetermined margin of error value, namely 0.000 < 0.05.

So from this analysis it can be concluded that Ha is accepted while H0 is rejected, which means that psychological factor variables significantly influence consumer behavior regarding the

decision to use Go-Food services in the people of Mayangan District, Probolinggo City. The decision to use Go-Food services is influenced by psychological factors due to the encouragement and perception and other psychological impulses in each consumer.

Influence of Dominant Variables
The independent variable (X) which exerts a dominant influence on a dependent variable (Y) can be seen in the Beta Coefficients table by comparing the Standardized Beta Coefficients values for each variable. In research carried out by researchers, the result was that psychological factors had the largest beta coefficient value among other beta coefficient values, namely 0.583.

Thus, in this research it can be concluded that H0 is accepted while Ha is rejected, because the dominant variable in this research is the psychological variable with the largest beta coefficient value among the other variables, namely 0.583. This can be a supporting reason that psychological factors are the factors that most influence the decision to use Go-Food services in the people of Mayangan District, Probolinggo City. By obtaining the results of the psychological factor variable which is the dominant variable (Di Crosta et al., 2021; Mahfud et al., 2020), it can be concluded that the people of Mayangan District, Probolinggo City prioritize motivation, perception, learning as well as beliefs and attitudes in deciding to use Go-Food services.

CONCLUSION

From the research output results that have been carried out by researchers in the community of Mayangan District, Probolinggo City as the research object, it can be concluded that cultural factor variables do not influence consumer behavior towards decisions to use Go-Food services in the community of Mayangan District, Probolinggo City. Meanwhile, social factor variables do not influence consumer behavior regarding decisions to use Go-Food services in the people of Mayangan District, Probolinggo City. Apart from that, personal factor variables do not influence behavior regarding decisions to use Go-Food services in the people of Mayangan District, Probolinggo City. Psychological factor variables significantly influence consumer behavior regarding decisions to use Go-Food services in the people of Mayangan District, Probolinggo City. In this research, the psychological factor variable is the dominant factor compared to cultural, social and personal factors that influence consumer behavior regarding decisions to use Go-Food services in the people of Mayangan District, Probolinggo City with the largest Standardized Coefficients Beta value, namely 0.583.

Limitations of this study may involve a number of factors. First, the sample size which may be limited to 100 respondents may not cover sufficient diversity in the population, so the generalizability of the results may be limited. Second, this research uses quantitative methods with a focus on primary data through questionnaires, so the qualitative aspects of individual perceptions and experiences may not be fully represented. In addition, focusing on the people of Mayangan District, Probolinggo City could hinder the generalization of these findings to other regions or populations.

Suggestions for further research include developing more in-depth aspects, such as in-depth interviews or case studies, to better understand the context and nuances of using Go-Food services. It is also worth considering the use of more representative sampling techniques to increase the generalisability of the results. In addition, exploring other factors that may influence consumer behavior towards Go-Food services, such as economic aspects or local regulations, can provide a more comprehensive understanding. In further development, research could involve collaboration with Go-Food service providers or related parties to obtain additional perspectives and more in-depth data.

REFERENCES

Buchanan, L., Kelly, B., Yeatman, H., & Kariippanon, K. (2018). The Effects of Digital Marketing of Unhealthy Commodities on Young People: A Systematic Review. *Nutrients*, *10*(2). https://doi.org/10.3390/nu10020148

Di Crosta, A., Ceccato, I., Marchetti, D., La Malva, P., Maiella, R., Cannito, L., Cipi, M., Mammarella, N., Palumbo, R., Verrocchio, M. C., Palumbo, R., & Di Domenico, A. (2021). Psychological factors and consumer behavior during the COVID-19 pandemic. *PLoS One*, *16*(8), e0256095. https://doi.org/10.1371/journal.pone.0256095

Guthrie, C., Fosso-Wamba, S., & Arnaud, J. B. (2021). Online consumer resilience during a pandemic: An exploratory study of e-commerce behavior before, during and after a COVID-19 lockdown. *Journal of Retailing and Consumer Services*, *61*, 102570. https://doi.org/10.1016/j.jretconser.2021.102570

Irawan, R., Nawangsih, N., & Sulistyan, R. B. (2019). Pengaruh Promosi, Produk dan Harga terhadap Keputusan Pembelian Produk Onderdil Astra Honda Motor (AHM) pada UD. Rasa Motor di Lumajang. *Jobman: Journal of Organization and Bussines Management*, *1*(3), 121-129.

Istanti, E., Sanusi, R., & Daeng, A. (2020). Impacts of Price, Promotion and Go Food Consumer Satisfaction in Faculty of Economic and Business Students of Bhayangkara University Surabaya. *Ekspektra : Jurnal Bisnis dan Manajemen*, *4*(2), 104-120. https://doi.org/10.25139/ekt.v4i2.3134

Kim, H. K., & Lee, C. W. (2021). Relationships among Healthcare Digitalization, Social Capital, and Supply Chain Performance in the Healthcare Manufacturing Industry. *Int J Environ Res Public Health*, *18*(4), 1417. https://doi.org/10.3390/ijerph18041417

Mahfud, T., Triyono, M. B., Sudira, P., & Mulyani, Y. (2020). The influence of social capital and entrepreneurial attitude orientation on entrepreneurial intentions: the mediating role of psychological capital. *European Research on Management and Business Economics*, *26*(1), 33-39. https://doi.org/10.1016/j.iedeen.2019.12.005

Melović, B., Šehović, D., Karadžić, V., Dabić, M., & Ćirović, D. (2021). Determinants of Millennials' behavior in online shopping – Implications on consumers' satisfaction and e-business development. *Technology in Society*, *65*, 101561. https://doi.org/10.1016/j.techsoc.2021.101561

Nalendra, A. R. A., Winarno, S. H., Priadi, A., Hermawan, E., Purnomo, M. W., & Putra, A. S. (2021). The Effect OfGoods Prices And Buyer Trust On The E-Commerce Sales System For Purchasing Goods Online. *International Journal of Science, Technology & Management,*, *2*(3), 561-567. https://doi.org/10.46729/ijstm.v2i3.235

Prabowo, G. T., & Nugroho, A. (2018). Factors that Influence the Attitude and Behavioral Intention of Indonesian Users toward Online Food Delivery Service by the Go-Food Application. Proceedings of the 12th International Conference on Business and Management Research (ICBMR 2018),

Riskawati, M., Sulistyan, R. B., & Lukiana, N. (2021). Is Consumer Loyalty Judging from the Cafe Atmosphere and the Conformity of The Taste of the Product? *International Journal of Accounting and Management Research*, *2*(1), 30-35. https://doi.org/10.30741/ijamr.v2i1.686

Sopanah, A., Iswari, H. R., Nurdiyansyah, F., & Sulistyan, R. B. (2023). Eksistensi Dan Peningkatan Kemandirian Ekonomi Sanggar Gong Pro Melalui Pelatihan Digital Marketing. *Jurnal Abdimas Bina Bangsa*, *4*(2), 1355-1365. https://doi.org/0.46306/jabb.v4i2.656

Sulistyan, R. B., Carito, D. W., Cahyaningati, R., Taufik, M., Kasno, K., & Samsuranto, S. (2022). Identification of Human Resources in the Application of SME Technology. *Wiga : Jurnal Penelitian Ilmu Ekonomi*, *22*(1), 70-76. https://doi.org/10.30741/wiga.v12i1.799

Sulistyan, R. B., Pradesa, H. A., & Kasim, K. T. (2017). Peran Mediasi Kepuasan dalam Pengaruh Kualitas Pelayanan dan Citra Institusi terhadap Retensi Mahasiswa (Studi Pada

Mahasiswa Perguruan Tinggi di Lumajang). *Jurnal Penelitian Ilmu Ekonomi WIGA*, *7*(2), 77-87. https://doi.org/10.30741/wiga.v7i2.337

Sulistyan, R. B., Setyobakti, M. H., & Darmawan, K. (2019). Strategi Pemberdayaan Masyarakat melalui Program Pembentukan Destinasi Wisata dan Usaha Kecil. *Empowerment Society*, *2*(2), 1-7. https://doi.org/10.30741/eps.v2i2.457

Yatminiwati, M., Setyobakti, M. H., Sulistyan, R. B., & Ermawati, E. (2021). Social Entrepreneurship in MSME Development. *International Journal of Environmental, Sustainability, and Social Sciences*, *2*(3), 239-243. https://doi.org/10.38142/ijesss.v2i3.111

Yildiz, H., Heitz-Spahn, S., & Belaud, L. (2018). Do ethnocentric consumers really buy local products? *Journal of Retailing and Consumer Services*, *43*, 139-148. https://doi.org/10.1016/j.jretconser.2018.03.004