

Analysis of GoFood Service's Impact on Student Purchasing Behavior in Supporting MSMEs in the Digital Era

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Abstract

This research aims to analyze the influence of GoFood services on student purchasing behavior in supporting Micro, Small, and Medium Enterprises (MSMEs) in the digital era. Using an extended Technology Acceptance Model (TAM), this study evaluates the relationship between GoFood service variables, support for MSMEs, the digital era as mediating variables, and student purchasing behavior. This research employs a quantitative method with closed questionnaires distributed to 101 students in East Jakarta who actively use GoFood services. Data were analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) through SmartPLS 4 software. The results show that the digital era plays an important role as a mediating variable in strengthening the relationship between GoFood services and student purchasing behavior. Directly, GoFood services do not have a significant influence on student purchasing behavior, but through the digital era, its influence becomes significant. Additionally, support for MSMEs has a significant influence on student purchasing behavior, both directly and through digital era mediation. The digital era provides great opportunities for MSMEs to increase student engagement as active consumers by providing ease of access, efficiency, and data-driven promotions. However, the digital era directly does not show a significant influence on student purchasing behavior, although it still plays a role in creating a digital ecosystem that supports MSMEs. This research concludes that the digital era is a key factor in driving students' purchasing behavior towards MSME products through the Gojek application in the GoFood service feature. Therefore, innovative digital service development strategies are needed to enhance support for MSMEs. This research provides practical implications for MSME actors, service providers like GoFood, and policymakers to strengthen the digital ecosystem that supports the growth of MSMEs in Indonesia.

Keyword: GoFood Services; Student Purchasing Behavior; Micro, Small, and Medium Enterprises (MSMEs); Digital Era; Consumer Engagement.

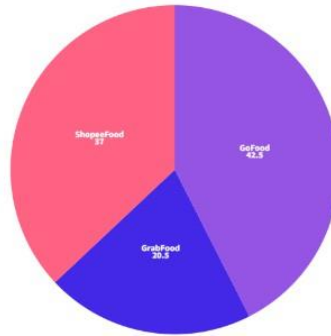
1. Introduction

In recent years, digital technology advancement has brought significant changes in various aspects of life, including how Micro, Small, and Medium Enterprises (MSMEs) operate through the growing online shopping landscape in Indonesia (Country Commercial Guide, 2024). Business digitalization has now become the main foundation in creating new products, value, and assets, with digital transformation projections. According to the Ministry of Finance, technology adoption by 2040 is predicted to generate profits of up to \$2.8 trillion through technology adoption in e-commerce and app-based transportation services (Hidayat Liu, 2022). For MSMEs, digital transformation has become a strategic step to face increasingly fierce competition in the digital era, open broader market access, and strengthen company competitiveness (Endri Haryati, 2024). The impact encompasses product development, purchase and sales transactions, branding, customer relationship management (CRM), and communication processes, which collectively strengthen company competitiveness (Erwin Panigoro, 2023).

One important manifestation of digital transformation is the emergence of food delivery service platforms like GoFood. This service not only provides convenience for consumers but also opens great opportunities for MSMEs to reach new customers, especially among young generations (Derinta Entas, 2024). GoFood has proven their brand as a market leader in food services and dominates with a 75% market share in Indonesia. According to Nielsen Singapore research in 2019, approximately 58% of Indonesia's urban population uses app-based food delivery services weekly (Silviana, 2019). The high adoption rate of these services shows that technological innovations like GoFood have successfully attracted consumer interest by offering convenience and accessibility in fulfilling daily culinary needs (Derinta Entas, 2024).

The millennial generation is heavily influenced by rapid technological development, especially in information dissemination. Gadgets and internet have become daily necessities for millennials, who have unique characteristics shaped by their surrounding environment. One of their distinctive traits is the tendency to seek instant solutions in various daily activities. Millennials tend to avoid things that require significant time investment, often leading to perceptions that they are less persistent or lazy in facing challenges deemed complicated (Djoko Hananto, 2024). Recent research from Tenggara Strategic reinforces the role of millennials and Generation Z in adopting digital services, with findings showing that these generations are the largest users of online food delivery (OFD) services in Indonesia (Junida, 2022).

Layanan Pesan Antar Makanan yang Paling Sering Digunakan Mahasiswa



Sumber : [Good Stats](#)

GoFood's success is evident not only from its popularity among consumers but also from its role in supporting MSME growth. According to data from Good Stats, GoFood has become the most frequently used food delivery service among students, with 42.5% of respondents mentioning it as top of mind. GoFood's strong position in this market reach not only demonstrates its success in attracting consumers but also reflects its role in helping MSMEs, especially in the culinary sector, to expand their market and increase their income through digital platforms (Kusumawardhani, 2022).

GoFood has not only succeeded in attracting consumers but also plays an active role in supporting the growth of culinary MSMEs in Indonesia. Through the GoFood Partner Community (KOMPAG), this platform provides education, training, and networking opportunities for culinary MSMEs, helping them adapt to the digital economy (GOJEK, 2022). Through KOMPAG, GoFood is committed to helping culinary MSMEs continue to develop, compete, and upgrade. According to the Digital Entrepreneur book, Digital entrepreneurship is defined as the process of creating value through digital technology that enables efficiency in information collection, processing, and utilization (Autio et al., 2018). In this context, GoFood not only promotes the growth of culinary MSMEs in Indonesia but also becomes a concrete example of digital entrepreneurship application in expanding markets and improving business competitiveness (Dodi Setiawan Riatmaja, 2024).

The positive impact of digital platforms like GoFood on MSMEs has become increasingly apparent, especially during the Covid-19 pandemic. This platform became a lifeline for many small businesses forced to switch to online sales models due to physical restrictions (Muhammad Zudhy Irawan, 2022). Studies show that the adoption of digital technology, including the use of e-commerce platforms and digital marketing strategies, has enabled MSMEs to expand their market reach and improve sales performance (Endri Haryati, 2024).

Millennial and Gen Z generations play a key role in adopting these digital services. Their characteristics, heavily influenced by technological developments and the tendency to seek instant solutions in daily activities, make them the primary users of online food delivery services (Generation Z and Millennials' food-sharing behaviour: a cross-generational analysis of motivations, satisfaction and behavioural intention, 2024). According to the International Journal of Transportation Science and Technology, impulsive buying behavior among students is influenced by financial literacy and media exposure, which becomes an important consideration for platforms like GoFood in designing their marketing strategies (Muhammad Zudhy Irawan, 2022).

Although GoFood has proven successful in attracting consumers and helping MSMEs through digital services, in this context, a deep understanding of factors influencing technology adoption and usage by consumers and MSMEs becomes crucial. Analysis of factors affecting intention to use and behavioral intention among students in supporting MSMEs through the Gojek application is essential. By developing the TAM Theory model, which explains how external factors, such as digital platforms like GoFood, influence technology acceptance and usage by its users, both consumers and MSME actors. According to Ardhiel, TAM suggests that technology acceptance is influenced by two main factors: perceived usefulness and perceived ease of use, which in turn shape behavioral intention to use the technology (Kusumatriawan, Technology Acceptance Model (TAM), 2021). According to Davis (1989), TAM theory states that in utilizing technology, the intention to act is not determined by general attitudes towards an action, but rather by specific beliefs related to how technology is used (Dodi Setiawan Riatmaja, 2024).

This research, titled 'Analysis of GoFood Service's Impact on Student Purchasing Behavior in Supporting MSMEs in the Digital Era,' aims to fill the understanding gap by analyzing factors that influence students' intentions and behavior in using GoFood to support MSMEs. By applying an extended TAM model, this research will explore how perceived usefulness and perceived ease of use of GoFood, along with other contextual factors, influence students' intentions and behavior in using the service. The research results are expected to provide valuable insights for developing more effective strategies to encourage technology adoption among MSMEs and increase consumer support for local businesses through digital platforms. Thus, this study not only contributes to academic understanding of digital consumer behavior but also has significant practical implications for MSME development in Indonesia's digital economy era.

2. Literature Review

2.1 GoFood Service

According to Fahrul Ardani based on Community Development, Go-food is an application-based food delivery service originating from Indonesia by PT Gojek Indonesia. The Gofood application provides convenience for customers in ordering and purchasing food or beverages easily from culinary businesses registered on the smartphone platform. By utilizing smartphones and opening the GOJEK application, students can easily order and purchase food or beverages from MSMEs or culinary businesses registered with the GOJEK application. Using GoFood Service provides more advantages to sales compared to sales without applications (Fahrul Ardani, 2023).

According to Kusumatriawan in the Technology Acceptance Model (TAM) research, a person's intention to use technology is determined by their perception of ease of use and perceived benefits in using that technology (Kusumatriawan, 2021). In this case, GoFood service offers real benefits and ease of access, which encourages users, such as students, to use this application. This aligns with TAM theory that positive perceptions of technology will encourage users to use it.

According to Herwanto et al., 2013, customer perception of service quality provided relates to their evaluation of the service quality delivered (Juliana, 2019). In this case, positive experiences with the GOJEK Application encourage them to recommend Gofood to others and can enhance Gofood's branding.

According to Kotler's explanation (2007), Discount is a primary price adjustment to reward customers for purchasing decisions such as early payment and larger purchase amounts. Additionally, Kotler also states that discount is a price reduction given by sellers to buyers as a form of appreciation for purchase actions that benefit the seller (Nuruni Ika Kusuma WARDANI, 2021). Based on the International Journal of Environmental, Sustainability, and Social Sciences in citations from Boyad (2009) and Putra (2016), discount is described as a simple sales promotion in the form of temporary price reductions that attract buyers' interest and encourage them to make more confident purchasing decisions.

According to Schiffman and Kanuk (2008:485) and Indrasari (2019:70), purchase decision-making involves selecting between two or more available alternatives. Based on this theory, we can conclude that purchase decision-making is a consumer attitude that forms when choosing a product after evaluating available options (Nurul Dwi Komariah, 2024).

2.2 Supporting MSMEs

According to (Rama Dwi Rendra Graha, *The Impact of Online Motorcycle Taxi Development on Economic Growth*, 2024), GoFood's development has positive impacts, such as the rating and review system that improves service quality and customer security. This makes it easier for people to access Micro, Small, and Medium Enterprises (MSMEs) registered on the platform.

Aliyah (2024) states that Micro, Small, and Medium Enterprises (MSMEs) play an important role in driving a country's economic growth. In Indonesia, the MSME sector is the backbone of the economy, making significant contributions to national income and creating job opportunities for local communities (Ulfa Roudhotun Nurul Janah, 2024).

According to OJK (Financial Services Authority), capital is crucial in encouraging MSMEs to improve quality and compete at the global level. One financial institution that offers special capital facilities for export-oriented MSMEs is the Indonesian Export Financing Agency (LPEI). LPEI supports MSMEs in penetrating international markets and helps them promote their products in international markets (Financial Services Authority (OJK), n.d.).

Kevin Aluwi (Co-CEO of GOJEK) emphasized the close relationship between MSMEs (Micro, Small, and Medium Enterprises) and Gojek, particularly through the GoFood service. Gojek encourages the digitalization and growth of MSMEs in Indonesia and Southeast Asia. The pandemic has accelerated the digitalization of MSMEs, enabling them to adapt to rapid market changes (Zhafira, 2020). Digitalization helps MSMEs become more creative in providing goods or services, utilize data for decision-making, and build the competitive advantages needed to survive and thrive in today's era of globalization.

Nur Wahyuni (2023) stated that students can play a role as facilitators in helping MSMEs understand and implement digital technology through training on digital marketing, inventory management, and customer communication. They can also develop custom mobile applications that simplify transactions and interactions with customers, such as payment systems, online ordering, and loyalty programs. These innovations help MSMEs increase customer engagement and ensure their customers remain safe (Wahyuni, 2023).

2.3 Student Purchasing Behavior

According to Fandy Tjiptono (2016:22), consumer behavior is a series of actions directly related to efforts to acquire and select products or services, including decisions that

precede and follow these actions (Kumbara, 2021). These actions involve the entire process experienced by consumers in selecting, purchasing, and evaluating the products or services they use. However, research by Ting et al. (2011) shows a positive influence between students' dependence on smartphones and their future purchasing behavior. Student purchasing behavior is defined as the decisions and actions taken while shopping, influenced by past experiences and evaluations they conduct (Tri Widodo, 2016).

According to Hasan, as cited by Dwi Sartika (2024), the convenience and various benefits offered by online shopping applications also influence students' shopping behavior, making them more likely to follow all stages of purchasing digitally. The ease of access and incentives provided by online applications have the potential to change students' shopping patterns, as they increasingly make purchases on digital platforms.

In a study from the journal on economic education and economic science, consumer behavior toward a particular product can be analyzed using the utility theory, which refers to the satisfaction a person gains from consuming a product. This theory suggests that the higher the satisfaction derived from consuming a product, the greater the utility value of that product (Lassefrianti, 2023).

According to Hasan, as cited by Kartika & Prasetyo (2022), repurchase intention refers to a consumer's desire to make repeat purchases in the future based on previous experiences (Cecilia Yeo, 2023). This intention arises as a result of the consumer's experience and the level of satisfaction they feel during transactions. In the context of digital platforms like GoFood, repurchase intention is an important indicator of customer loyalty and the platform's ability to retain consumers sustainably.

2.3 Digital Era

The digital era is crucial in changing behavior and technology usage among university students. According to Faris Hadinata, the digital era is a period where information and communication technology becomes an inseparable part of human life. In this era, information can be accessed and disseminated quickly through various digital devices such as computers, smartphones, and tablets. Rapid technological advancement has changed how we work, communicate, and interact with our surroundings. (Faris, 2024). This change shows that modern society is increasingly dependent on technology in daily life.

According to Ulfiyana, the digital era brings many changes that significantly influence individual mindsets in various activities. Thus, these behavioral changes reflect the learning process that occurs within individuals. (Ulfiyana Ambarsari, 2022). These changes create new ways of decision-making and data processing. For example, students more frequently use digital platforms for shopping, searching for information, and interacting, which changes how they consume goods and services. This indicates that behavioral changes due to technological advancement are more similar to a learning process rather than mere adaptation.

According to Soegoto et al (2020), current technology functions as a tool to meet human needs and simplify work. The digitalization of small and medium enterprises (SMEs) is defined as the process of implementing digital technology in every aspect of business, not just in marketing. Society 5.0 prioritizes individuals and relies on technology to solve global problems. This concept also emphasizes the importance of integrating technological

advancement and humanity so that humans can coexist well with technology. (Nurmi Laziva, 2024).

According to David Rogers, a professor at Columbia Business School, accessibility in digital marketing is crucial. Customers now prefer platforms that facilitate information search and interaction anywhere. Services like Gojek, Grab, and GoFood reflect this change, where consumers don't just want to receive product offers but desire more meaningful interactions with marketers. (Adha, 2022) In the digital era, successful businesses must innovate to provide content that aligns with customer interests. This research aims to analyze GoFood's influence on student purchasing behavior and reveal how GoFood supports SME growth by involving students as active consumers in decision-making.

According to Adenovlin, the digital era has changed how people use food delivery services like Go-Food. However, the condition of Go-Food users often shows that people don't wisely use the application, especially its features, which can lead to consumptive behavior. This shows people's interest in certain products, driving them to continue purchasing goods through this platform, which can result in new lifestyles that may have negative impacts. Nevertheless, electronic applications like Go-Jek and Go-Food clearly influence people's lifestyles. (Adenovlin Bonivasya Sinaga, 2023).

3. Material and Method

This research uses a quantitative approach to analyze the impact of GoFood services on student purchasing behavior in Jakarta, with a focus on its role in supporting MSMEs in the digital era. Quantitative research aims to gain a deeper understanding of the studied phenomenon by analyzing problems based on empirical data collected through established theories, designs, and hypotheses. In this study, the Technology Acceptance Model (TAM) is used to explore how GoFood services influence student purchasing behavior by measuring the extent to which GoFood services are considered useful (Perceived Usefulness, PU) and easy to use (Perceived Ease of Use, PEOU) by students. TAM is also used to explain factors that influence technology adoption in the context of digitalization and the use of applications to support MSMEs in the digital era. Data was collected through closed questionnaires distributed to students in Jakarta via social media, such as Instagram Story and WhatsApp.

3.1 Design Study

This research adopts a quantitative method for data collection, focusing on students in East Jakarta who use GoFood services. The main objective of this research is to analyze the influence of GoFood services on student purchasing behavior in supporting MSMEs in the digital era, utilizing the Technology Acceptance Model (TAM) to evaluate two main variables: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), with Digital Era as a mediating variable. The target population for this research is students residing in East Jakarta, chosen due to the high number of students and MSMEs utilizing GoFood to expand their market. The research began in October, with stages including problem identification, background development, literature review, and hypothesis formulation. Data was collected through closed questionnaires distributed online to 101 students who met the following criteria:

1. Residing in DKI Jakarta
2. Over 18 years of age
3. Active GoFood users
4. Have conducted transactions on GoFood within the last six months.

The sample was selected using purposive sampling technique. Primary data was obtained through closed questionnaires given to respondents, while secondary data was obtained from previous research and statistical data related to GoFood. Data collection was conducted by distributing online questionnaires using a Likert scale, shared through WhatsApp and Instagram.

The Likert scale used in this research is as follows:

Description	Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

The data collection stages include literature review, questionnaire distribution, data analysis using SmartPLS 4, and drawing conclusions based on the obtained analysis results.

3.2 Data Analysis

This research uses SmartPLS 4 with a PLS SEM approach to analyze the relationships between independent variables, mediating variables, and dependent variables in a structural model. In the context of PLS SEM analysis, mediating variables play an important role in explaining or connecting the influence of independent variables on dependent variables through existing mediation paths.

The analysis process with mediating variables through SmartPLS includes several steps as follows:

1. **Descriptive Statistical Analysis:** This method is used to describe or explain the collected data without the purpose of drawing general conclusions. Data is obtained through closed questionnaires with a Likert scale consisting of five statement choices. Descriptive statistical analysis helps researchers better understand the variables being studied and identify patterns or meanings in the data.
2. **Measurement Model (Outer Model):** The first step in the analysis is evaluating the measurement model for independent, mediating, and dependent variables, to ensure that the indicators used have good convergent and discriminant validity. This is important to ensure that each variable is measured accurately.

Rule Of Thumb Model Structural

Validity	Parameter	Rule Of Thumb
Convergent Validity	Loading Factor	Value should be > 0.70 for each variable

Discriminant Validity	Cross Loading	> 0.70 with corresponding variable
	AVE vs Correlation	AVE value > correlation
	HTMT	Criterion < 0.90

- Structural Model (Inner Model):** After the measurement model, relationships between independent, mediating, and dependent variables are analyzed through the structural model. Here, the mediating variable acts as a connector that tests the indirect effect that arises between independent and dependent variables.
- Testing PLS Model Goodness and Fit:** PLS is a variance-based SEM analysis method used to test theoretical models with a focus on prediction. Various measures are used to assess whether the proposed model fits the data, such as R square, Q square, SRMR, PLS Predict, and Goodness of Fit Index (GoF Index). The model is also tested for its robustness through checks such as linearity tests of relationships between variables, endogeneity analysis, and sample heterogeneity using the FIMIX-PLS approach. These steps ensure that the developed model is not only theoretically sound but also empirically robust.

Rule of Thumb" for Goodness of Fit

Criteria	Rule Of Thumb
R-Square	0.67 (strong), 0.33 (moderate), 0.19 (weak)
Q-Square	0.50 (strong), 0.25 (moderate), 0 (weak)
SRMR	0.80 - 0.10 (Schmelleh et al., 2003)
Goodness Of Fit Index (GoF)	0.10 (low GoF), 0.25 (medium GoF), 0.36 (high GoF) (Yamin, 2021)

- PLS Predict Testing:** The next stage is the PLS Predict test which aims to evaluate the model's ability to predict response variables based on measured independent variables. PLS Predict is used to validate the predictive power of the PLS model. To ensure that the PLS model has good predictive power, these test results are compared with the base model (linear regression). The PLS model is considered superior if the RMSE (Root Mean Squared Error) or MAE (Mean Absolute Error) values are lower compared to the linear regression model.

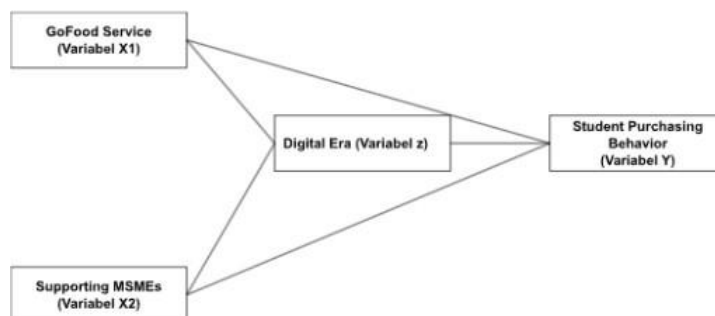


Figure 1. Research Model

Based on the literature review that has been carried out, the hypothesis of this research is:

H1: GoFood services are positively influenced by the development of the digital era.

H2: Supporting MSMEs (Micro, Small, and Medium Enterprises) is positively influenced by the development of the digital era, and conversely, the digital era supports MSMEs.

H3: GoFood services significantly positively influence the purchasing behavior of students.

H4: Supporting MSMEs can influence the purchasing behavior of students, especially if they are given the option to purchase MSME products through applications like GoFood.

H5: The digital era significantly positively influences the purchasing behavior of students.

H6: GoFood services positively influence the purchasing behavior of students through the mediation of the digital era.

H7: Supporting MSMEs positively influences the purchasing behavior of students through the mediation of the digital era.

4. Result

Description Of Respondent Characteristic

This study involves 101 active students in East Jakarta using purposive sampling. The criteria for selecting respondents include being over 18 years old, actively using GoFood, and having made transactions in the last 6 months. These criteria aim to ensure that respondents have current experiences relevant to the purchasing behavior of students in supporting small and medium enterprises (SMEs).

The characteristics analyzed include age, gender, and frequency of GoFood usage. Age data is used to identify which age groups most frequently use GoFood, gender analysis examines differences in purchasing behavior based on gender, and the frequency of GoFood usage serves as an indicator of support for SMEs in Jakarta.

1. Frequency by Gender

No	Gender of Respondent	Frequency	Percentage
1	Male	32	31,7%
2	Female	69	68,3%
3	Total	101	100%

Out of 101 respondents, 31.7% are male and 68.3% are female. This indicates a predominance of female respondents, although the contribution of male respondents remains significant for a deeper analysis of the differences in characteristics between the two groups.

2. Frequency by Age

No	Age Range	Frequency	Percentage
1	18 Years	6	5,9%
2	18-20 Years	50	49,5%
3	21-23 Years	43	42,6%
4	Over 23 Years	2	2%

The majority of respondents fall within the age range of 18-23 years, with 49.5% aged 18-20 and 42.6% aged 21-23. Participation from age groups outside this range is very small, indicating that the survey is more relevant to young students.

3. Frequency by GoFood Usage in the Last 6 Months

No	GoFood Usage in Last 6 Months	Frequency	Percentage
1	1-2 times	9	8,9%
2	3-5 times	50	49,5%
3	More than 5 times	42	41,6%

The majority of respondents, 49.5%, used GoFood 3-5 times in the last 6 months, indicating that this service is a primary choice for food delivery. Additionally, 41.6% of respondents reported using GoFood more than 5 times, suggesting a highly active user group. Only 8.9% used the service 1-2 times, reflecting an opportunity to increase engagement from less active users.

Measurement Model (Outer Model):

1. Results of Outer Loading Test

The Outer Loading Test aims to assess the validity of indicators in the measurement model within Partial Least Squares Structural Equation Modeling (PLS-SEM). An indicator is considered valid if its Outer Loading or loading factor exceeds 0.7.

	Pemuatan luar (Outer loadings)	Keterangan
X1.1.1 <- Layanan Gofood (X1)	0.821	Valid
X1.1.2 <- Layanan Gofood (X1)	0.764	Valid
X1.2.1 <- Layanan Gofood (X1)	0.701	Valid
X1.2.2 <- Layanan Gofood (X1)	0.749	Valid
X1.3.1 <- Layanan Gofood (X1)	0.807	Valid
X1.3.2 <- Layanan Gofood (X1)	0.757	Valid
X1.4.1 <- Layanan Gofood (X1)	0.777	Valid
X1.4.2 <- Layanan Gofood (X1)	0.708	Valid
X1.5.1 <- Layanan Gofood (X1)	0.802	Valid
X1.5.2 <- Layanan Gofood (X1)	0.721	Valid
X2.1.1 <- Mendukung UMKM (X2)	0.743	Valid
X2.1.2 <- Mendukung UMKM (X2)	0.730	Valid
X2.2.1 <- Mendukung UMKM (X2)	0.772	Valid
X2.2.2 <- Mendukung UMKM (X2)	0.723	Valid
X2.3.1 <- Mendukung UMKM (X2)	0.716	Valid
X2.3.2 <- Mendukung UMKM (X2)	0.845	Valid
X2.4.1 <- Mendukung UMKM (X2)	0.879	Valid
X2.4.2 <- Mendukung UMKM (X2)	0.864	Valid
X2.5.1 <- Mendukung UMKM (X2)	0.882	Valid
X2.5.2 <- Mendukung UMKM (X2)	0.778	Valid
Y1.1.1 <- Perilaku Pembelian Mahasiswa (Y)	0.799	Valid
Y1.1.2 <- Perilaku Pembelian Mahasiswa (Y)	0.813	Valid
Y1.2.1 <- Perilaku Pembelian Mahasiswa (Y)	0.789	Valid
Y1.2.2 <- Perilaku Pembelian Mahasiswa (Y)	0.821	Valid
Y1.3.1 <- Perilaku Pembelian Mahasiswa (Y)	0.851	Valid
Y1.3.2 <- Perilaku Pembelian Mahasiswa (Y)	0.901	Valid
Y1.4.1 <- Perilaku Pembelian Mahasiswa (Y)	0.883	Valid
Y1.4.2 <- Perilaku Pembelian Mahasiswa (Y)	0.866	Valid
Y1.5.2 <- Perilaku Pembelian Mahasiswa (Y)	0.827	Valid
Z1.1.1 <- Era Digital (Z)	0.923	Valid
Z1.1.2 <- Era Digital (Z)	0.881	Valid

Z1.2.1 <- Era Digital (Z)	0.865	Valid
Z1.2.2 <- Era Digital (Z)	0.801	Valid
Z1.3.1 <- Era Digital (Z)	0.890	Valid
Z1.3.2 <- Era Digital (Z)	0.883	Valid
Z1.4.1 <- Era Digital (Z)	0.926	Valid
Z1.4.2 <- Era Digital (Z)	0.752	Valid
Z1.5.1 <- Era Digital (Z)	0.761	Valid

The outer loading test results indicate that all indicators are valid with values above 0.7. For the GoFood Services variable (X1), the highest indicator is X1.1.1 with a value of 0.821, demonstrating user convenience in finding food and drink options. For the Supporting MSMEs variable (X2), the indicator X2.5.1 has a value of 0.882, highlighting the important role of students in assisting MSMEs in utilizing digital technology. In the Student Purchasing Behavior variable (Y), the dominant indicator is Y1.3.2 with a value of 0.901, showing the influence of incentives like points and cashback. Meanwhile, for the Digital Era variable (Z), the indicator Z1.4.1 with a value of 0.926 reflects how the use of GoFood enhances users' knowledge about local culinary options and MSMEs

Discriminant Validity Test (Cross Loading, Fornell-Larcker & HTMT)

1. Results of the Fornell-Larcker Test

	Era Digital (Z)	Layanan Gofood (X1)	Mendukung UMKM (X2)	Perilaku Pembelian Mahasiswa (Y)
Era Digital (Z)	0.856			
Layanan Gofood (X1)	0.453	0.762		
Mendukung UMKM (X2)	0.538	0.679	0.796	
Perilaku Pembelian Mahasiswa (Y)	0.404	0.387	0.522	0.840

The diagonal values are the square roots of the AVE and represent the correlations

The results of the Fornell-Larcker test indicate that the variables Digital Era (Z), GoFood Services (X1), Supporting MSMEs (X2), and Student Purchasing Behavior (Y) have valid values, with AVE roots ranging from 0.856 to 0.796. The evaluation of discriminant validity is based on the Fornell and Larcker criteria, which ensures that each variable in the study is theoretically and empirically distinct. The Digital Era variable has an AVE root of 0.856, which is higher than its correlations with other variables, namely GoFood Services (0.453), Supporting MSMEs (0.538), and Student Purchasing Behavior (0.404). This indicates that the Digital Era variable meets the discriminant validity criteria. The same applies to the GoFood Services, Supporting MSMEs, and Student Purchasing Behavior variables, where the AVE roots of each are greater than their correlations with other variables.

2. Results of the HTMT Test

	Era Digital (Z)	Layanan Gofood (X1)	Mendukung UMKM (X2)	Perilaku Pembelian Mahasiswa (Y)
Era Digital (Z)				
Layanan Gofood (X1)	0.470			
Mendukung UMKM (X2)	0.559	0.719		
Perilaku Pembelian Mahasiswa (Y)	0.420	0.397	0.552	

The results of the HTMT test show values recommended by Hair et al. (2019) for discriminant validity, which are more sensitive in detecting discriminant validity. The recommended value is below 0.90. The test results indicate HTMT values below 0.90 for variable pairs, thus achieving discriminant validity. These variables share item measurement variation against the items measuring them more strongly than the variance in other variable items. From the HTMT calculations, the obtained values are as follows: Digital Era (Z) and GoFood Services (X1) = 0.470; Digital Era (Z) and Supporting MSMEs (X2) = 0.559; Digital Era (Z) and Student Purchasing Behavior (Y) = 0.420; GoFood Services (X1) and Supporting MSMEs (X2) = 0.719; GoFood Services (X1) and Student Purchasing Behavior (Y) = 0.397; Supporting MSMEs (X2) and Student Purchasing Behavior (Y) = 0.552.

3. Results of the HTMT Test

	Era Digital (Z)	Layanan Gofood (X1)	Mendukung UMKM (X2)	Perilaku Pembelian Mahasiswa (Y)
X1.1.1	0.292	0.821	0.506	0.278
X1.1.2	0.339	0.764	0.468	0.166
X1.2.1	0.297	0.701	0.461	0.233
X1.2.2	0.326	0.749	0.548	0.334
X1.3.1	0.393	0.807	0.599	0.430
X1.3.2	0.392	0.757	0.551	0.304
X1.4.1	0.338	0.777	0.505	0.253
X1.4.2	0.289	0.708	0.417	0.155
X1.5.1	0.413	0.802	0.579	0.368
X1.5.2	0.320	0.721	0.464	0.303
X2.1.1	0.464	0.534	0.743	0.429
X2.1.2	0.408	0.514	0.730	0.386
X2.2.1	0.450	0.448	0.772	0.350
X2.2.2	0.318	0.541	0.723	0.326
X2.3.1	0.250	0.392	0.716	0.475
X2.3.2	0.417	0.550	0.845	0.466

X2.4.1	0.480	0.602	0.879	0.473
X2.4.2	0.414	0.593	0.864	0.402
X2.5.1	0.484	0.544	0.882	0.415
X2.5.2	0.529	0.650	0.778	0.417
Y1.1.1	0.237	0.268	0.438	0.799
Y1.1.2	0.399	0.342	0.477	0.813
Y1.2.1	0.289	0.334	0.426	0.789
Y1.2.2	0.308	0.332	0.362	0.821
Y1.3.1	0.348	0.213	0.434	0.851
Y1.3.2	0.366	0.358	0.420	0.901
Y1.4.1	0.408	0.336	0.487	0.883
Y1.4.2	0.338	0.387	0.443	0.866
Y1.5.2	0.334	0.349	0.438	0.827
Z1.1.1	0.923	0.400	0.476	0.370
Z1.1.2	0.881	0.444	0.450	0.335
Z1.2.1	0.865	0.399	0.443	0.359
Z1.2.2	0.801	0.299	0.440	0.261
Z1.3.1	0.890	0.345	0.476	0.354
Z1.3.2	0.883	0.461	0.533	0.367
Z1.4.1	0.926	0.454	0.470	0.320
Z1.4.2	0.752	0.395	0.488	0.395
Z1.5.1	0.761	0.238	0.330	0.334

All measurement items in the indicators show higher cross-loading results for each measured latent variable compared to the indicators of other latent variables, confirming that the construct exhibits high discriminant validity.

Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Era Digital (Z)	0.953	0.957	0.961	0.732
Layanan Gofood (X1)	0.920	0.928	0.932	0.580
Mendukung UMKM (X2)	0.935	0.939	0.945	0.633
Perilaku Pembelian Mahasiswa (Y)	0.947	0.950	0.956	0.705

Based on the reliability and validity analysis, all variables in this study demonstrate excellent reliability levels. This is evidenced by the Cronbach's alpha values for each variable exceeding 0.7, indicating high internal consistency. Additionally, the composite reliability

(rho_c) for all variables is above the minimum threshold of 0.6, with the highest value for the Digital Era (Z) variable at 0.961 and the lowest for the GoFood Service (X1) variable at 0.932. This indicates that the research instruments are reliable measurement tools. In terms of convergent validity, the Average Variance Extracted (AVE) values for all variables exceed 0.5, showing that the indicators effectively explain the variance of their respective variables. The Digital Era (Z) variable has the highest AVE value of 0.732, while the GoFood Service (X1) has the lowest at 0.580, which still meets the criteria for convergent validity. Thus, it can be concluded that all variables—Digital Era (Z), GoFood Service (X1), Supporting SMEs (X2), and Student Purchasing Behavior (Y)—possess reliable and valid research instruments. This ensures that the data obtained from the questionnaire can be used for further analysis and support the research conclusions.

5. Discussion

The Positive Influence of GoFood Services on the Digital Era

The analysis indicates that GoFood Services (X1) significantly impacts the Digital Era (Z), with a path coefficient of 0.163 and a p-value of 0.002. This suggests that advancements in digital technology positively affect GoFood services. The digital era has introduced conveniences such as smartphone app access, digital payment methods, and data-driven promotions, all contributing to increased usage of GoFood. According to the Technology Acceptance Model (TAM), perceived usefulness and perceived ease of use are key factors driving users to adopt digital technologies, including services like GoFood. Thus, the digital era plays a crucial role in enhancing the relevance of GoFood services, particularly among students who heavily rely on technology in their daily activities.

The Mutual Positive Influence of Supporting SMEs and the Digital Era

The analysis shows that the Supporting SMEs (X2) variable significantly influences the Digital Era (Z), with a path coefficient of 0.200 and a p-value of 0.008. This finding indicates that digitalization offers significant opportunities for SMEs to expand their market reach through platforms like GoFood. Conversely, SMEs that actively utilize digital technology also strengthen the digital ecosystem, creating a mutually supportive relationship between the two elements. Digital entrepreneurship theory suggests that digitalization enables SMEs to enhance operational efficiency, broaden market access, and create value through technology-based innovations. Therefore, the digital era not only supports SMEs but also strengthens their position in an increasingly competitive market.

The Impact of GoFood Services on Student Purchasing Behavior

The testing results reveal that GoFood Services (X1) does not have a significant direct influence on Student Purchasing Behavior (Y), with a path coefficient of 0.003 and a p-value of 0.795. This indicates that, directly, GoFood services do not significantly affect student purchasing behavior. However, theoretically, GoFood has the potential to influence purchasing behavior through features like discounts, cashback, and ease of access. According to Kotler (2007), discounts and promotions are effective strategies for encouraging consumer purchasing decisions. In this context, despite the statistical results not supporting a direct influence, GoFood remains an important factor affecting students' preferences for purchasing SME products through digital platforms.

Supporting SMEs Influences Student Purchasing Behavior

The research findings indicate that Supporting SMEs (X2) significantly affects Student Purchasing Behavior (Y), with a path coefficient of 0.409 and a p-value of 0.000. This suggests that students are more likely to support SMEs when they have easy access to applications like GoFood. As active consumers, students can help SMEs by purchasing local products. This finding aligns with utility theory, which states that students tend to choose products that provide maximum satisfaction, including SME products sold on digital platforms.

The Digital Era's Influence on Student Purchasing Behavior

The testing results show that the Digital Era (Z) does not have a significant direct influence on Student Purchasing Behavior (Y), with a path coefficient of 0.169 and a p-value of 0.091. Although statistically insignificant, the digital era plays an important role in shaping student purchasing behavior. The digital era allows students to access information and make purchases more quickly and efficiently. Additionally, advancements in digital technology change students' mindsets in decision-making, leading them to prefer digital platforms that offer convenience and efficiency.

GoFood Services Influence Student Purchasing Behavior through Digital Mediation

The testing results indicate that the Digital Era (Z) serves as a significant mediating variable that strengthens the influence of GoFood Services (X1) on Student Purchasing Behavior (Y). Although the direct influence of GoFood on Student Purchasing Behavior is not significant, its influence through the Digital Era becomes significant, with a path coefficient of ****0.163**** and a p-value of 0.002. This aligns with TAM theory, where digital technology enhances the perceived usefulness and ease of use of services like GoFood, encouraging students to use these services more frequently. Thus, the Digital Era is a key factor that strengthens the relationship between GoFood Services and Student Purchasing Behavior.

Supporting SMEs Influences Student Purchasing Behavior through Digital Mediation

The testing results show that the Digital Era (Z) mediates the relationship between Supporting SMEs (X2) and Student Purchasing Behavior (Y) significantly. The direct influence of Supporting SMEs (X2) on Student Purchasing Behavior (Y) is significant, with a path coefficient of 0.409 and a p-value of 0.000. Additionally, the indirect influence through the Digital Era (Z) is also significant, with a path coefficient of 0.200 and a p-value of 0.008. This indicates that the Digital Era strengthens the relationship between Supporting SMEs and Student Purchasing Behavior. Digital entrepreneurship theory supports this finding, stating that digitalization provides significant opportunities for SMEs to enhance their exposure in the digital market. In this context, students as active consumers can easily discover and purchase SME products through platforms like GoFood. Therefore, the Digital Era not only strengthens the relationship between Supporting SMEs and Student Purchasing Behavior but also creates a mutually supportive ecosystem between consumers and SMEs.

6. Conclusion, Implication, and Recommendation

This research emphasizes the critical role of the digital era in advancing GoFood services while bolstering the sustainability of Small and Medium Enterprises (SMEs). The digital era enables students to be more actively engaged in supporting SMEs through their

shopping behaviors. Although the direct influence of GoFood on student purchasing behavior is not significant, the digital era effectively integrates GoFood services with student consumption habits. Digital technology provides consumers with easier access, time savings, and innovative promotions that ultimately enhance their interest in SME products. The findings demonstrate that students are more inclined to support SMEs when local products can be easily found via digital platforms like GoFood.

The implications of this study suggest that the digital landscape significantly transforms how consumers interact with local products and services. As students increasingly rely on digital platforms, initiatives to enhance user experience and accessibility will be crucial for supporting local economies. The relationship between consumers and SMEs is becoming mutually beneficial, as platforms like GoFood not only facilitate transactions but also promote the sustainability of local economies. Therefore, the continuous innovation and improvement of digital services are vital for creating an inclusive ecosystem that nurtures SME growth and fosters positive consumer behavior in the digital age.

Recommendation

1. Gojek should enhance the GoFood app features by adding personalized food recommendations and analyzing consumer behavior data for more relevant promotions.
2. Digital platforms like GoFood need to provide training to SMEs in digital marketing and business management to become more competitive.
3. Incentive programs for SME products should be expanded to attract more consumers, including students, to support local businesses.
4. Improve digital literacy among students through seminars and campaigns to raise awareness about the importance of supporting SMEs.
5. Students can act as ambassadors to promote the importance of supporting SMEs through digital platforms.

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