

## ***THE EFFECT OF CONSUMER TRUST AND USE OF ONLINE OJEK SERVICES ON PURCHASE OF FOOD THROUGH THE MESSAGE BETWEEN GRABFOOD FEATURE IN COMMUNITIES IN DKI JAKARTA (NON THOUSAND ISLANDS)***

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### **Abstract**

*Purchasing food through the Grabfood delivery feature for people in DKI Jakarta is determined and influenced by many factors. This study aims to determine the effect of consumer trust and the use of online motorcycle taxi services on purchasing food through the Grabfood delivery feature for people in DKI Jakarta (non-thousand islands). This research is a quantitative research. The object of this study is the people of DKI Jakarta aged eighteen and over using the Grabfood delivery feature, with an unknown population. The sample in this study amounted to 115 respondents determined using the Malhotra formula. The analytical method used in this study is multiple regression analysis. The results of this study indicate that consumer trust and the use of online motorcycle taxi services have a partial effect on food purchases. The variables of consumer trust and the use of online motorcycle taxi services simultaneously have a positive and significant effect on food purchases.*

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### **Abstrak**

Pembelian makanan melalui fitur pesan antar Grabfood pada masyarakat di DKI Jakarta ditentukan dan dipengaruhi oleh banyak faktor. Penelitian ini bertujuan untuk mengetahui Pengaruh Kepercayaan Konsumen Dan Penggunaan Jasa Ojek Online Terhadap Pembelian Makanan Melalui Fitur Pesan Antar Grabfood Pada Masyarakat di DKI Jakarta (Non Kepulauan Seribu). Penelitian ini merupakan penelitian yang bersifat kuantitatif. Adapun objek dalam penelitian ini yaitu masyarakat DKI Jakarta yang berusia delapan belas tahun keatas pengguna fitur pesan antar Grabfood, dengan populasi yang tidak diketahui. Sampel pada penelitian ini berjumlah 115 orang responden ditentukan dengan menggunakan rumus malhotra. Metode analisis yang digunakan dalam penelitian ini adalah analisis regresi berganda. Hasil dari penelitian ini menunjukkan bahwa, kepercayaan konsumen dan penggunaan jasa ojek online berpengaruh secara parsial terhadap pembelian makanan. Variabel kepercayaan konsumen dan penggunaan jasa ojek online secara bersamaan berpengaruh positif dan signifikan terhadap pembelian makanan.

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## INTRODUCTION

The era of revolution 4.0 has had a lot of impact on changes in human life, especially in the world of technology. One of the impacts of the changes that have occurred is marked by the emergence of new technologies that facilitate human life in various fields, ranging from industry, offices, communications, and the most rapidly growing is the field of transportation. This field of transportation can be said to be fast because of the very development of online transportation which has been proven to help humans in their daily lives.

Along with the development of technology and the times, online transportation applications not only provide motorbike and car taxi features, but also provide other features such as goods delivery features, shopping features and the most popular is the food delivery feature which has proven to be very helpful for people, especially in pandemic era like this.

The attraction used by provider applications for this feature is the frequent promos and discounts provided by this feature to its users which can make it even more popular. With all the advantages and conveniences obtained, in a short time it turns out that this feature has been able to make some people addicted to its use. According to Hidayatullah quoted from (Kadek, Fauzan, 2020) it is the convenience of technology that makes people dependent and attached to this food delivery feature, which then creates a tendency for lazy and consumptive behavior in society (Yanti, Sujana, & Zukhri, 2017).

Based on pre-research that I conducted in 5 regencies in Jakarta, such as South Jakarta, West Jakarta, East Jakarta, Central Jakarta and North Jakarta, the Grab food feature is the most popular and is used by the public to buy food through the delivery feature. The following is a diagram of the results of the pre-research conducted by the researchers.

**Figure 1.1 Researcher Research Pre-Research Diagram**



This is what makes researchers want to conduct this research with the aim of finding out why this Grab food feature can be the most popular among people in Jakarta. Consumers can often use certain goods or service products because of their trust and ease of use, for this reason the researcher wants to see whether consumer trust has a big influence on the high use of this Grab food feature in the city of Jakarta.

Consumer trust itself does not just exist in consumers, but many factors that make up that trust can arise in the product or service that will be used (Purnama, 2016). These factors such as product quality, product ease of use, product price, and other factors. If you look at the quality of the product, Grab food can be said to be the same as its competitors and also has added value, namely it has been around for a long time, lots of promos, and

has also reached various types of restaurants and even small MSMEs. Because of that, Grab Food can be the most popular among the people in DKI Jakarta.

If consumers already have trust in a product or brand, according to Lee, consumers accept all risks for their trust because of the positive expectations promised by the brand or feature which give positive feelings called trust to consumers (Ramadhan, 2019). Therefore the key to the success of a product or online feature is consumer trust and researchers want to see whether consumer trust and the ease of using online motorcycle taxi services are one of the factors causing the high use of the Grab food feature in the city of Jakarta (non-thousand islands).

In this food delivery system, all applications, including Grab Food, also use online motorcycle taxi services to deliver food to consumers' places. As the era of online motorcycle taxi transportation develops, it can be said to be a new lifestyle in the era of revolution 4.0, the existence and ease of use of online motorcycle taxi transportation is what makes this transportation one of the solutions to the traffic jams in the capital, where more and more private vehicles are increasing. the density of vehicle queues during working hours can slow down travel, therefore people feel helped by this online motorcycle taxi mode of transportation (Ramdhani, Muzadid, Alamanda, & Fahrurroji, 2019).

Based on the problems and also the facts mentioned above, it is what makes the researcher want to conduct this research.

## **LITERATURE REVIEW**

### **Consumer Trust**

According to Chen Chen, consumer trust is a consumer's willingness to trust a product, service or brand based on beliefs and expectations resulting from honesty, kindness, and ability, as well as the performance generated by the environment (Chen & Chen, 2010). Apart from that, Yousafzai also argues in (Malian, 2021) that consumer trust is a trust that is owned by consumers and believes that the seller will fulfill and provide all of his obligations as expected by the consumer himself.

The indicators used to measure consumer trust variables are: seller honesty in transactions, seller's responsibility to buyers, and the belief that the company has a good reputation as stated by Nuraini in (Malian, 2021).

### **Use of Online Ojek Services**

The use of online motorcycle taxi services in this study is included in economic activities, namely distribution. According to Tjiptono quoted from (Heryanto, 2015) distribution is an activity that aims to market a product that seeks to expedite and facilitate the arrival of goods or services from producers to consumers, so that these products can be used according to their uses. In addition, distribution can also be interpreted as a group of organizations whose job is to create a process for distributing goods or services from producers to consumers for trading and then using them according to their functions (Thessa, Silvy, 2018).

The indicators used to measure the variable use of online motorcycle taxi services are: marketing channels (marketing), number of distributors, convenience, and completeness of the services proposed by Philip Kotler in (Selvie, Sylvia, 2017)

### **Food Purchase**

Purchasing food in this study is included in economic activity, namely consumption. Consumption is an activity of buying a certain product in the form of goods or services carried out by consumers with the aim of meeting their daily needs (Elvina, 2018). In addition, Lalu Sukirno in (Hanum, 2019) defines that consumption is a spending activity carried out by households for goods or services to meet the needs of the people who do the work.

The indicators used to measure food purchase variables are: product choice, brand choice, purchase amount, time of purchase, and method of payment. In addition, researchers also provide additional indicators, namely promotions or discounts that are given as stated by Kotler and Keller in (Warayuanty, 2015). In addition, researchers also provide additional indicators, namely promotions or discounts given.

## RESEARCH METHODOLOGY

This research was conducted using a quantitative approach. The purpose of this study was to determine the effect of consumer trust (X1) and the use of online motorcycle taxi services (X2), on food purchases (Y). The data analysis technique uses multiple linear regression analysis. The research population is the people of DKI Jakarta who use the GrabFood inter-message feature, an unknown number. The sample in this study used a sampling technique with proportional random sampling. The sample size is 115 DKI Jakarta residents who use the GrabFood delivery feature.

Data collection in this study was carried out using a questionnaire with several statements which were distributed to the people of DKI Jakarta who use the GrabFood delivery service (non-Thousand Islands) as the unit of analysis. For each questionnaire item using alternative answers in the form of a Likert scale using 5 answer choices, namely STS, TS, RG, S, and SS.

## RESULTS AND DISCUSSION

12 respondents, 28 respondents from West Jakarta, 13 respondents from North Jakarta, and 20 respondents from East Jakarta. With the total number of respondents as many as 115 respondents. This shows that the majority of users of the Grabfood food delivery feature for the people of DKI Jakarta (non-Thousand Islands) are mostly directed to people who live in South Jakarta.

Furthermore, the number of respondents based on age can be broken down by the number of respondents aged 18-28 years as many as 90 people and those aged 29-38 years as many as 25 people. This shows that the majority of users of the Grabfood food delivery feature among the people of DKI Jakarta (non-Thousand Islands) are more likely to be people aged 18-28 years.

Whereas the number of respondents according to employment status can be broken down by the number of respondents who have employment status as students as many as 60 people, employees or workers as many as 46 people, and those who have not or do not work as many as 9 people. This shows that the majority of users of the Grabfood food delivery feature in the people of DKI Jakarta (non-Thousand Islands) are more likely to be people who have student employment status.

Based on the statistical analysis test, the independent variables and the dependent variable show the same results, namely the mean value is greater than the standard deviation, which means that the data deviations that occur are low so that the values are spread evenly.

### **Normality test**

The results of the normality test for the variable consumer trust and the use of online motorcycle taxi services show a significance value of  $0.200 > 0.05$ , so it can be concluded that the residual data is normally distributed.

### **Multicollinearity Test**

The results of the normality test for the variable consumer trust and the use of online motorcycle taxi services show a significance value of  $0.200 > 0.05$ , so it can be concluded that the residual data is normally distributed.

### **Heteroscedasticity Test**

The results of the heteroscedasticity test of consumer trust and the use of online motorcycle taxi services showed a significance value of 0.138 and 0.055. Based on these data, it can be concluded that there is no symptom of heteroscedasticity because it has a significant value  $> 0.05$ .

### **Linearity Test**

The results of the linearity test between the variables of consumer trust and the use of online motorcycle taxi services for food purchases obtained significant results of 0.052 and 0.114. So it can be concluded that the variables of consumer trust and the use of online motorcycle taxi services have a relationship with the food purchase variable because it has a significance value of  $> 0.05$ . Thus it is clarified that the model used is appropriate due to linearity.

### **Multiple Linear Regression Analysis**

A simple regression equation was found from the data found, namely  $Y = 8.898 + 0.442X_1 + 0.342X_2$ . The constant value is 8.898 and the regression coefficient is  $+0.0443X_1$  and  $+0.342X_2$ . The regression coefficient shows that food purchases increase by 0.443 with each increase in consumer confidence, and food purchases also increase by 0.342 with each additional use of online motorcycle taxi services.

### **T test**

The t-count value of the consumer trust variable ( $X_1$ ) is 7.846 with a significant level of 0.000. Because the significance value is smaller than alpha,  $H_a$  is accepted and  $H_0$  is rejected. This means that the consumer confidence variable ( $X_1$ ) partially has a significant effect on food purchases.

The t-count value of the variable use of online motorcycle taxi services ( $X_2$ ) is 4.578 with a significant level of 0.000. Because the significance value is smaller than alpha,  $H_a$  is accepted and  $H_0$  is rejected. This means that the variable use of online motorcycle taxi services ( $X_2$ ) partially has a significant effect on food purchases.

If the t-count  $>$  t-table then  $H_0$  is rejected and  $H_a$  is accepted. The value in the t-table is 1.198. Then the value of t-count  $>$  t-table so that it can be concluded that  $H_a$  is accepted, which means that there is a partial effect on consumer trust and the use of online motorcycle taxi services for purchasing food through the GrabFood delivery feature for people in DKI Jakarta (Non Thousand Islands).

## **F test**

Based on the results of the F test, the F-count value is 127.656 and the significance value is  $0.000 < 0.05$ , it means that  $H_0$  is rejected and  $H_a$  is accepted and it can be concluded that the variable consumer trust and the use of online motorcycle taxi services together have a significant effect on food purchases.

## **Coefficient of Determination**

The table results show that the  $R^2$  value is 0.695 or the same as 69.5%. Finally, the influence of consumer trust (X1) and the use of online motorcycle taxi services (X2) on food purchases (Y) is 69.5% and the magnitude of other variables that influence the food purchase variable (Y) is 30.5%.

## **DISCUSSION**

### **a. Effect of Consumer Confidence (X1) on Food Purchases (Y)**

Based on the results of the research that has been done, the results show that consumer trust has a significant effect on purchasing food through the Grabfood delivery feature. The results of this study also support the statement (Morgan & Hunt, 1994) which says that a group of people or several people who have trust in an exchange of good integrity (honesty) can lead to trust in making a purchase.

Meanwhile, in Nuraini's opinion, the trust of consumers in the DKI Jakarta community using the Grabfood delivery feature used in this study is measured using three indicators, namely good corporate image, responsibility, and honesty (Malian, 2021).

In addition, Lin and Lu also argue that consumer trust is a relationship given by consumers to a company or place of business where consumers give their trust in order to get a product or service that has been offered by the company in a professional manner, in other words, to get the best service. Tower, (2019).

The results of this study are in line with research conducted by Menara (2019), Ramadhan (2019) and Lestari (2020) which explain that consumer trust has a significant effect on buying food or using services online.

### **b. Effect of Using Online Ojek Services (X2) on Food Purchases (Y)**

Based on the results of the research that has been done, the results show that the use of online motorcycle taxi services has a significant effect on purchasing food through the Grabfood delivery feature for people in DKI Jakarta. In this case the use of online motorcycle taxi services is said to be one of the economic activities, namely distribution, because the role of online motorcycle taxi services here is to deliver food from producers to consumers where this is the duty of the distributor.

As for what is used in this study is the opinion of Selvie and Sylvia, he describes distribution indicators that can be measured using four indicators, namely marketing, number of distributors, convenience, and completeness of services (Selvie, Sylvia, 2017).

In addition, Thessa and Silvyva also argue that distribution acts as a group of organizations whose job is to create a process for distributing goods or services from producers to consumers for trading and then using them according to their functions (Thessa, Silvyva, 2018). This is also in line with online motorcycle taxi services where they are a service provider which is made to facilitate people's daily lives in any field, one of which is delivering food from producers to consumers.

The results of this study are in line with research conducted by Ali, Kharis & Karlina (2018), Rosa & Yunita (2018), and (Panji, Jaka, n.d.) which explains that the use of online

motorcycle taxi services has a significant effect on purchasing food through the GrabFood delivery feature. to the people in DKI Jakarta.

## CONCLUSION

The results of the research and analysis that have been carried out by the researchers are aimed at answering the formulation of the problem that has been raised in CHAPTER 1 and also to answer the problems and conclusions of this study entitled "The Influence of Consumer Trust and Use of Online Ojek Services on the Intensity of Food Purchases Through the Grabfood Delivery Feature" For Communities in DKI Jakarta (Non Thousand Islands)", including:

1. Based on the results of data analysis, it can be concluded that consumer trust influences food purchases. This means that the higher the trust of consumers (people of DKI Jakarta), the level of food purchases through the Grabfood delivery feature in DKI Jakarta will increase.
2. Based on the results of data analysis, it can be concluded that the use of online motorcycle taxi services has an effect on buying food. This means that the higher the use of online motorcycle taxi services, the level of food purchases through the Grabfood delivery feature in DKI Jakarta will increase.

## Limitations

This study took samples in the DKI Jakarta area where this area is the capital city which is the center of government and the center of the economy, which means that more and more people need features and services to help facilitate their daily lives. Therefore, further research is needed. by using different respondents in terms of geography.

In this study, researchers only examined 2 factors, namely consumer trust and the use of online motorcycle taxi services, so this research can only provide information about how much influence these two variables have on buying food through the Grabfood delivery feature for people in DKI Jakarta. Meanwhile, the influence of other factors or variables that are not included in this study cannot be known in detail.

This study took a small sample due to the limitations of researchers in sampling, therefore it is hoped that future researchers can take a larger sample from this study. This research also has not considered the possibility of income factors that can influence food purchases through the Grabfood delivery feature. Further research is needed to criticize the consumption theory according to J.M.Keynes where it is suspected that income factors can influence consumption activities



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