THE ROLE OF CONSUMER EASY AND CONSUMER CONFIDENCE IN FORMING INTEREST PURCHASE ON GO-FOOD SERVICES

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Abstract: Change and development of technology is something that cannot be denied anymore in the industrial era 4.0. This can be a challenge and an opportunity for Micro, Small and Medium Enterprises (MSME) entrepreneurs depending on how the MSMEs are responding to the development of information technology. The development of information technology is accompanied by the proliferation of various online applications to facilitate people's lives in this digital age, one of which is the GoJek application. Go-Jek is the first digital-based motorcycle taxi application in Indonesia that offers a variety of services for its users, one of which is the delivery service available in the Go-Food service. This study aims to analyze the effect of perceived ease of use and trust on the repurchase interest in Go-Food features in the Go-Jek application. The sampling technique used in this study is purposive sampling using a Partial Least Square analysis tool with a population of all users of Go-Food services in the city of Surabaya. The results of this study are that without consumer confidence in the application provider, the convenience offered by an application is not able to cause the formation of repurchase interest. The results of this study are expected to be a theoretical basis for SMEs to encourage SMEs to take advantage of the opportunities gained from technological developments in this digital era.

Keywords: *Perceived Ease of Use, Trust, Repurchase Intention*

INTRODUCTION

In this globalization era, technological developments make it easier for consumers in various aspects of life. The development of this technology is something that cannot be separated from the internet and connectivity. The use of the internet for business activities has been known as Electronic Commerce (E-Commerce). Baum (1999) defines e-commerce as the use of information technology systems to carry out various business activities between two or more organizations through the internet network. One of the forms of e-commerce is online-based applications that have sprung up lately.

Repurchases and customer loyalty are important for the success of an online application (Chiu, *et al.*, 2008). Kusdyah (2012) states that repurchase intention is one part of consumer buying behavior. In this case, consumers find it suitable for the quality of the products or services offered by the company so that they are interested in making repeat purchases. The topic of repurchase interest has been widely studied by previous researchers. However, previous studies that occurred in the offline sector and limited in the online sector. Therefore, further research on repurchase intention in the online sector still needs to be done.

Consumer acceptance of technology such as online applications cannot be separated from a model compiled by Davis (1989), namely Technology Acceptance Model (TAM). Technology Acceptance Model (TAM) is a model that is widely used to explain someone's inten-

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tion related to the use of information technology (IT) (Davis, *et al.*, 1989). TAM describes that user acceptance of information technology is largely determined by two factors, namely perceived ease of use and perceived usefulness.

Perceived ease of use is the consumer's view related to the extent to which online applications can provide consumers convenience (Chiu, *et al.*, 2009). Ease of use is defined as a condition where someone believes that the use of certain applications does not require any effort. In addition, convenience also refers to convenience for consumers to understand certain technologies (Ajzen & Fishbein, 1980; Rouibah *et al.*, 2011). Adams, *et al.* (1992) explain that the intensity of use and interaction between users and applications can indicate the level of ease of use. Frequently used applications show that the technology is better known, easier to use by its users.

The research gap in this study arises because of inconsistencies from the results of previous studies regarding the effect of perceived ease of use on repurchase intention. Several previous studies concluded that the perceived ease of use that natural consumers can cause repurchase intention (Chiu, *et al.*, 2009; Renny, *et al.*, 2013, Khattab, *et al.*, 2015). In contrast, Pavlou (2003) and Oroh, *et al.* (2015) concluded that perceived ease of use had no significant effect on repurchase intention.

Other studies have found that trust is a fundamental factor used to build consumer purchase/reuse interest. In addition, trusts can maintain relationships between sellers and buyers. Trust is related to the company's ability to carry out transactions and protect personal information of consumers. Lee & Lin (2005) and Wen, *et al.* (2011) states that there is a significant relationship between perceived ease of use and trust. The re-

sults of this study imply that the perception of convenience by a customer will lead to a trust, and subsequently trust will encourage someone to buy back (Zboja & Voorhees, 2006). Based on this explanation, this research places trust as a mediating variable, the effect of perceived ease of use on purchase intention.

There are several important reasons that encourage the author to examine the topic of repurchase intention. The main reason is to find out the contribution of the elements that build repurchase intention in Go-Jek's online transportation services. In addition, repurchase intention is an important variable in generating the success and profitability of e-commerce (Chiu, *et al.*, 2009). The problem with this research is how much the customer has an interest in repurchasing intention in Go-Jek online transportation services. This study also examines other variables that build and influence repurchase intention. These variables are perceived ease of use and trust.

The Go-Food feature offered by Go-Jek Indonesia can be one solution or alternative for culinary entrepreneurs, especially Micro, Small and Medium Enterprises that have limited funds for delivery services. MSME entrepreneurs through the Go-Food application can offer a delivery service without having to prepare a fleet. Thus, MSME entrepreneurs do not need to pay employees to work on delivery services. In addition, MSME entrepreneurs also do not need to have a shop to sell. The Go-Food feature in the Go-Jek application is expected to increase sales and market share of MSME entrepreneurs. Based on the explanation on this background, this study takes the title of research "The Role of Perceived Usefulness and Trust as a mediator of the effect of Perceived Ease of Use on Repurchase Intention".

METHOD

This research is a type of explanatory research and aims to determine the extent to which two or more variables are related and examine the extent to which changes in one variable occur in changes in other variables. This study analyzes and explains the relationship between Perceived Ease of Use, Trust and Repurchase Intention in Go-Food service users. This study uses the Structural Equation Model (SEM) analysis method with a Variance Based SEM approach or better known as Partial Least Square (PLS).

This research is aimed at users of Go-Food services. The location of the study was conducted in the city area of Surabaya, East Java. The research location was chosen because the Go-Food service is an online service that is much in demand by residents of Surabaya since entering in 2016. The time of the study was 2 months (March–April 2019).

The population in this study were all Go-Food service users in the city of Surabaya. The number of service users is unknown and there is no data source that can provide this information accurately. As a result, the total population is not known with certainty. Hair, *et al*. (1998) states that the sample size depends on the number of indicators used on all latent variables. The number of samples can be calculated by multiplying 5 to 10 the number of indicators. The number of samples needed in this study was 140 (14 indicators x 10 = 140 respondents). However, researchers added a spare 30% of this amount; thus, the total sample is 182 respondents. This sample size is in accordance with the guideline sample size maximum like-hood estimation: sample size is between 100–200 respondents (Ferdinand, 2006).

The sampling technique in this study included non-probability sampling. Researchers took samples from a population whose information was unknown. The approach used is a purposive sampling technique that is choosing a sample based on certain criteria. The researcher directs the selected sample according to the purpose of the study (Abdillah & Hartono, 2015).

The criteria set in the sampling are respondents who have the following criteria: 1) have an account on the Go-Jek application, 2) are users of Go-Food services in the City of Surabaya, 3) have used Go-Food services in the City of Surabaya for a minimum of twice, and 4) using Go-Food services for their own purposes.

Data sources used in this study consisted of primary data. Data collection instruments are questionnaires. The questionnaire is an efficient data collection mechanism if the researcher knows what is needed and how to measure the research variables (Sekaran, 2006). Distribution of questionnaires distributed to respondents in accordance with the characteristics of the sample that has been determined. The researcher also gave an explanation to the respondents about how to fill out the questionnaire to avoid misunderstanding of the questions given. The variable measurement technique used in this study was coding with a Likert scale (score 1–5). A score of 1 indicates the meaning of strongly disagree. Meanwhile, a score of 5 means that the notation strongly agrees.

RESULTS

Evaluation of outer model measurements is carried out with 3 (three) tests, namely: convergent validity test, discriminant validity and discriminant reliability. Besides the outer

loading value, convergent validity is also seen from the Average Variance Extracted (AVE) value. Discriminant validity test is done by comparing the cross loading value of each item against each latent variable in the model. Discriminant reliability test was tested by evaluating composite reliability and Cronbach alpha. Data that has composite reliability above 0.70 has high reliability (Abdillah & Jogiyanto, 2015). Tables 1 through 3 are the results of tests of convergent validity, discriminant validity and discriminant reliability from this study. Convergent validity test is a criterion for measuring the validity of indicators that are reflective. The results of the outer loading value in the convergent validity test are shown in Table 1.

Table 1 *Outer Loading* **for Each Indicator**

Variable	Indicator	Item	Outer Loading	Note
Perceived Ease of Use (PEU)	Does not require a lot of mental effort	PEU2	0.759	Valid
	Easy to use	PEU3	0.880	Valid
	Easy to get the system to do what he/she wants to do	PEU4	0.783	Valid
		PEU5	0.855	Valid
Trust	Ability	T1	0.678	Valid
	Benevolence	T3	0.739	Valid
		T4	0.700	Valid
		T5	0.818	Valid
	Integrity	T6	0.801	Valid
Repurchase Intention	Repurchase	RI1	0.864	Valid
	Revisit the application	RI2	0.914	Valid
	Recommendation	RI3	0.876	Valid

Source: Processed Primary Data, 2019

The outer loading value of some items is <0.50, they are PEU1 and T2. As a result, these items must be eliminated from the model. All indicator variables observed in this study were valid and met the convergent validity test requirements. Discriminant validity test is a measurement of the validity of the indicators that form latent variables. The results of the discriminant validity test analysis using the Fornell-Larcker test are shown in Table 2.

Table 2 The Results of Fornell Larcker Test

	Perceived Ease of Use	Trust	Repurchase Intention
Perceived Ease of Use	0.821		
Repurchase Intention	0.407	0.885	
Trust	0.492	0.597	0.749

Sumber: Processed Primary Data, 2019

Based on Table 2 the roots of AVE are 0.821, 0.885, and 0.749 of all constructs and are greater than the correlation value between latent variables. Thus, it was concluded that the construct fulfilled valid requirements based on discriminant validity test criteria.

Table 3 Composite Reliability, Cronbach Alpha, dan AVE

Construct	Composite Reliability	Cronbach Alpha	Average Variance Extracted (AVE)	Note
Perceived Ease of Use	0.892	0.843	0.674	Reliable
Repurchase Intention	0.783	0.862	0.783	Reliable
Trust	0.864	0.806	0.561	Reliable

Source: Processed Primary Data, 2019

Table 3 states that all indicator variables observed in this study are reliable. Evaluation of the inner model is done in three ways, namely: (1) R-Square (R^2), (2) Q-Square Predictive Relevance (Q^2), and (3) Goodness of Fit (GoF). The value of R^2 indicates the strength of the influence caused by the dependent variable on the independent variable. R^2 also shows the strengths and weakness of a research model. The value of R^2 for the trust variable is 0.242, and repurchase intention is 0.373 (Table 4). The R^2 values of these three variables are categorized as weak or near moderate models (Ghozali & Latan, 2012). This means that the variable trust and repurchase intention can be

explained by the variable perceived ease of use of 24.2%, and 37.3%. Meanwhile, the remaining 75.8% and 62.7% are explained by other variables outside the model.

Q-Square Predictive Relevance (Q^2) is a measurement of how well observations are made and can give results to the research model. The results of the Q2 calculation in this study are:

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$$
$$= 1 - (1 - 0.373)(1 - 0.242)$$
$$= 0.525$$

Based on the calculation results above, it can be concluded that this research model is categorized as a moderate model. This means that 52.5% of repurchase intention variables can be predicted by the accelerated ease of use, and trust variables. Meanwhile the remaining 47.5% can be explained by other variables not contained in this research model.

Goodness of Fit (GoF) is a measurement of the overall accuracy of the model and is considered as a single measurement of the outer model and the inner model as follows:

Tabel 4 The Evaluation of *Goodness of Fit* (GoF)

Variable	R-Square (R²)	AVE
Perceived Ease of Use		0.674
Trust	0.242	0.783
Repurchase Intention	0.373	0.561
Average	**0.308**	**0.673**

Source: Processed Primary Data, 2019

GoF = √rata-rata AVE x rata-rata R²
GoF = √0.308 x 0.673
GoF = 0.455

Based on these calculations, a GoF value of 0.455 was obtained. It was concluded that the structural model of this study generally had a good predictive nature (moderate GoF) (Ghozali & Latan, 2012). This means that this model has a high ability in explaining empirical

data. Hypothesis testing is conducted to determine the effect of the perceived ease of use variable on repurchase intention, both directly and indirectly through perceived usefulness or trust. Therefore, testing the hypothesis in this study is divided into two parts: testing the direct effect and testing the indirect effect or testing with mediating variables. The results of testing the direct effect for the first hypothesis up to the fifth hypothesis using smartPLS 3.0 and the results are shown in Table 5.

Table 5 The Results of Direct Influence Hypothesis Analysis

Hypothesis	Correlations	Path Coefficients	t-hitung	t-tabel	*p-values*	Description
H1	*Perceived Ease of Use → Repurchase Intention*	0,149	0.794	1.96	0,428	Not significant
H2	*Perceived Ease of Use → Trust*	0,492	3,714	1.96	0,000	significant
H3	*Trust → Repurchase Intention*	0,524	3,656	1.96	0,000	Significant

Source: Processed Primary Data, 2019

The results of data analysis show that the path coefficient of the perceived ease of use effect on repurchase intention has a positive value of 0.149 with a t-statistics value of 0.794 and a significance level (p-value) of 0.428. While the value of t-statistics <1.96 and p-values> 0.05, the relationship of the variables was declared significant. It was concluded that perceived ease of use had no significant effect on repurchase intention. In other words, hypothesis 1 is rejected

The results of data analysis showed that the path coefficient of perceived ease of use to trust has a positive value of 0.492 with a t-statistics value of 3.714 and a significance level (p-value) of 0.000. Because the value of t-statistics> 1.96 and p-values <0.05, the relationship of these variables is significant. It was

concluded that perceived ease of use had a significant effect on trust and hypothesis 2 was accepted.

The results of data analysis show that the path coefficient of trust's influence on repurchase intention has a positive value of 0.524 with a t-statistics value of 3.656 and a significance level (p-values) of 0.00 Because the value of t-statistics> 1.96 and the value of p-values <0.05, the relationship these variables are declared significant. It was concluded that trust has a significant effect on repurchase intention. Thus, hypothesis 3 is accepted.

Indirect effect testing is performed using the Sobel test with the help of the Sobel Test Calculator. This test aims to determine the significance of the indirect effect between variables. If the t-value of the mediation variable> t-table value (t-table = 1.96) and p-values <0.05, it is concluded that the exogenous variable has an indirect effect on endogenous variables through the mediating variable. Table 6 shows a summary of the Sobel Test results from the mediating role of Perceived Usefulness and Trust

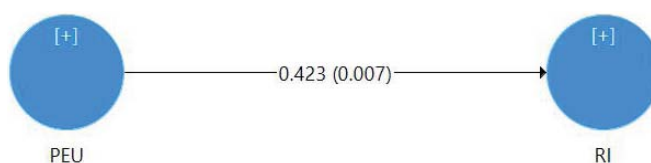Table 6 **The Results of Direct Influence** Hypothesis **Analysis**

Hypothesis	Correlation	z-value	p-values	Description
H4	*Perceived Ease of Use → Trust→Repurchase Intention*	2.497	0.013	Significant

Source: Processed Primary Data, 2019

The Sobel Test results show that trust mediates the effect of perceived ease of use on repurchase intention with z-values of 7.17 and p-values of 0.000. Given the z-values> 1.96 and p-values <0.05, the variables are significantly related. It was concluded that trust mediates the effect of perceived ease of use on
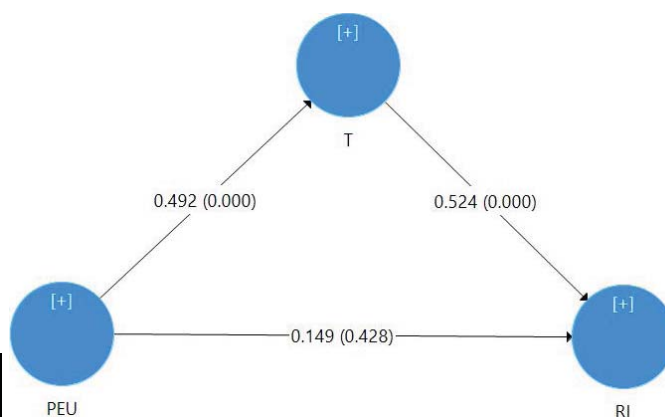
repurchase intention. Thus, the fourth hypothesis is accepted.

Furthermore, to determine the mediating nature of the trust variable, whether the variable is perfect mediation (full mediation) or partial (partial mediation), it can be done by comparing the beta coefficient values on the direct influence between exogenous variables on endogenous variables with the value of the beta coefficient on the effect of not straight away.

Picture 1
Direct Influence of *Perceived Ease of Use on Repurchase Intention*

Source: Processed Primary Data, 2019

Picture 2
Indirect Influence of *Perceived Ease of Use on Repurchase Intention* through *Trust*

Source: Processed Primary Data, 2019

Based on the above calculation, it is known that the direct effect coefficient of the Perceived ease of use variable on Repurchase Intention is 0.423 with a significance level (0.007) <0.05. Meanwhile, the coefficient of indirect effect Perceived ease of use on Repurchase

Intention dropped to 0.149 and became insignificant (0.428> 0.05). The figure shows that the effect of Perceived ease of use on Trust (a) is significant with a p-value of 0,000 less than 0.05, and the influence of Trust on Repurchase Intention (b) is significant with a p-value of 0,000 less than 0.05. Based on the concept of Hair (2010), if a and b are significant, but c is not significant, then Z can be stated as perfect mediation.

DISCUSSION

Of the four hypotheses, there are three hypotheses that can be proven true, namely there is a significant influence on (1) Perceived ease of use on trust (2) Trust on repurchase intention (3) the role of trust mediation on the influence of perceived ease of use on repurchase intention. Meanwhile, the remaining 1 (one) hypothesis was declared unacceptable because Perceived ease of use had no significant effect on repurchase intention.

The Effect of Perceived Ease of Use on Repurchase Intention

Based on the results of data analysis, it was concluded that the first hypothesis was rejected. This shows that the perceived ease of use of the Gojek application that is felt by Go-Jek consumers in Surabaya does not have a significant effect on repurchase intention. Perceived ease of use is a view of the degree to which each individual can feel the ease and freedom of interacting with existing technology (Davis, 1989). The results of this study contradict the results of the study of Davis (1989); Yoon (2012); Renny et al. (2003), and Chiu, *et al.* (2008) which states that perceived ease of use has a significant effect on repurchase inten-

tion. However, this study is in line with research conducted by Oroh et al. (2015) which states that directly perceived ease of use has no significant effect on repurchase intention.

This might happen because consumers tend to choose applications that are easy and they trust, rather than trusting applications that only offer convenience but do not have high credibility (Oroh, *et al.*, 2015). In this digital era, it is clear that many fake applications are circulating in the apps store and Google Playstore. These fake applications often contain malware that can steal users' personal information. There are also quite a lot of fake applications that are scammers of all information entered by customers, such as credit cards, personal data, and so forth.

Consumers might try to make a purchase for the first time only by presenting ease of use in an online application (Adel, 2014; Yoon, 2012). However, to repurchase, consumers need to have confidence in an application that the application can be trusted, able to maintain the security of personal information from consumers, and so forth. Consumers tend to prefer the applications they need, that is, the ease and credibility of the application. This is evidenced by the fourth hypothesis in this study which states that trust mediates the effect of perceived ease of use on repurchase intention.

Effect of Perceived Ease of Use on Trust

This study found that the second hypothesis was accepted: perceived ease of use perceived by Go-Jek consumers in Surabaya had a significant effect on forming consumer trust. This finding is in line with the results of the study of Wen, *et al.* (2011) which states that there is a significant relationship between perceived ease of use with trust. Perceived ease

gives rise to a trust in a company providing goods or services. Confidence is needed in making purchases of goods or services, especially in online transactions. Trust becomes a catalyst for transactions between sellers and buyers that makes consumers have put their hopes in sellers and are satisfied with the goods or services offered (Pavlou, 2003). Consumer trust is related to the ability of online companies to carry out transactions and protect personal information of consumers. The convenience that consumers get when making transactions to get the goods or services they need increases their confidence that the company is able to meet their needs and expectations.

In this industry 4.0 era, all online transactions are always related to mobile phones. In fact, to make online transactions, consumers are always asked to provide information related to personal data and mobile numbers. This can explain how important consumer confidence has a role in the online transaction process. Mobile marketers must find ways and allocate sufficient budget to convince consumers that the applications they develop are honest and trustworthy. This finding is in line with previous research on e-commerce, especially research focusing on discussing online shopping (Wen, *et al.*, 2011; Hellier, *et al.*, 2013)

The ease of transactions that Go-Jek consumers in the city of Surabaya feel to get services increases trust. For them, Go-Jek is able to meet their expectations well. Flexibility in interacting with Go-Jek drivers can increase customer confidence. Go-Jek has the intention to provide attention and service to its customers. In addition, the inclusion of tariff information on the application that matches the amount of money that must be paid to the driver, will increase consumer confidence that Go-Jek al-

ways maintains its service reputation. Therefore, it can be interpreted that the convenience obtained by consumers by using Go-jek can increase their trust in the company.

Effect of Trust on Repurchase Intention

Based on the results of data analysis, it can be concluded that the third hypothesis is accepted. This shows that the trust felt by Go-Jek consumers in Malang City has a significant effect on repurchase intention. This means that the higher the consumer's trust in an application, the higher the interest in repurchasing from that consumer.

This agrees with the results of research Pavlou (2003); Yoon C (2009); Aren, *et al.*, (2013); Adel (2014); Oroh, *et al.*, (2015). They explained that trust had a positive effect on repurchase interests. In general, trust is seen as a set of beliefs, especially those relating to company integrity. Integrity is the belief that the company will be honest and honor its commitments. Based on Theory of Planned Behavior (Ajzen, 1980) trust is believed to create good judgment by consumers and tends to increase customer intentions to continue to buy products from the company. Therefore, this trust has motivated customer behavior and attitudes towards online transactions and interest in repurchasing.

Chen, *et al.* (2007) states that building consumer confidence in applications is important in an online trading environment, where transactions are anonymous. In conducting online transactions, consumers do not make direct contact either with the seller or with the product offered. The consumer's decision to make an online purchase depends entirely on the information provided by the merchant and the consumer's perception of an application.

In short, consumers will only deal with parties they trust rather than parties whose credibility is unknown. This finding is in line with research conducted by Chiu, *et al.* (2008); Renny, *et al.* (2013) and Bulut (2015). Go-Jek's consumer confidence in Malang is gained from the experience they feel when they get the Go-Jek service. Go-jek's ability to secure transactions for example with e-wallet facilities on Go-Pay, providing tariff information that matches expectations, attention and good services make consumers believe that Go-Jek has good intentions to provide satisfaction and benefits for consumers. Trust in transportation services is really needed. Many cases of crime occur when consumers use transportation facilities such as kidnapping, robbery, sexual harassment, and tariffs that are not in accordance with the initial agreement. This greatly affects the consumer's decision to use transportation again. Go-Jek provides an evaluation page by giving 1-5 stars to drivers that must be filled by consumers after getting the Go-Jek service. This is to ensure that the Go-Jek driver has provided good service and not doing things that are less commendable to its customers. In addition, the inclusion of driver identity can also increase customer confidence in using Go-Jek transportation. This trust will increase the interest of Go-jek consumers to repurchase intention.

The Effect of Perceived Ease of Use on Repurchase Intention through Trust

Sobel Test results show that Perceived Ease of Use has a significant effect on Repurchase Intention through Trust. Thus, trust can be concluded to be a mediating variable of the influence of the Perceived Ease of Use and Repurchase Intention. Trust is categorized as full mediation (full mediation) on the effect of Perceived Ease of Use on Repurchase. These results indicate that trust is able to perfectly mediate the relationship between perceived ease of use to repurchase intention, which means that without consumer confidence in the provider of the application, the ease offered by an application is not capable of causing the formation of repurchase intention. Online transportation is currently preferred by the public because of its ease of access and access

to services. But the use of online transportation also has some risks. These risks are usually related to criminal cases such as kidnapping, robbery, sexual harassment, and rates that are not in accordance with the initial agreement. This makes consumers tend to consider aspects of the trust (trust) of service providers in making decisions about the use of transportation again.

In this context, the perception of trust is based on three components, namely ability, benevolence, and integrity (Mayer, *et al.*, 1995). Go-Jek's ability to meet customer needs well, provide satisfaction and always maintain the company's reputation makes Go-Jek consumers in Malang believe that Go-Jek is a reliable online transportation. This trust triggers a consumer interest in repurchasing Go-Jek services. Consumers who have the perception of the ease of using the Go-Jek application to obtain the services needed and are accompanied by a high level of trust in the services provided by Go-Jek are able to increase their interest in making repurchases in the future. The results of this study contribute to the study of the development of the theory of TAM (Technology Acceptance Model) in the use of technology. However, this research object is still limited to one online transportation provider with the research area only in the city of Surabaya. Future studies

can examine other transportation service providers in various cities in Indonesia to achieve more general results. In addition, further research can use other variables such as perceived usefulness, perceived enjoyment, or information quality as mediating variables.

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