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The Influence of Application Usage and Ease of Application use and Pleasure on user Attitudes and Decisions to use Go-Food Applications

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ABSTRACT:*The purpose of this study was to analyze and determine the effect of application usability, ease of use of applications, and pleasure on attitudes and decisions to use the Go-Food application.*
The relationship between variables in this study was analyzed using the method of Structural Equation Modeling – Partial Least Square. The data in this study were obtained through a questionnaire filled out by 150 respondents in the city of Samarinda.
The results of this study indicate that the usefulness of the application has a significant effect on user attitudes, the ease of use of the application has a significant effect on user attitudes, pleasure has a significant effect on user attitudes, application usability has a significant effect on the decision to use, the ease of use of the application significantly affects the decision to use, pleasure has a significant effect on the decision to use, and user attitudes have a significant effect on the decision to use.
KEY WORD: *Usability, Ease of Use, Pleasure, Attitude, Decision to Use*

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I. INTRODUCTION AND LITERATURE REVIEW

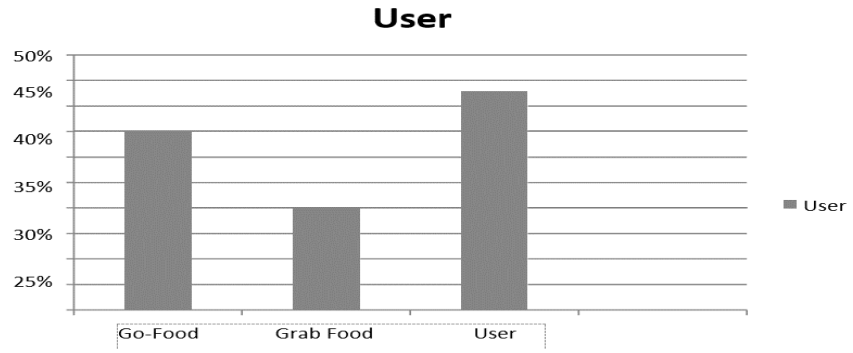
1.1 Introduction

The development of the internet is due to the development of infrastructure and the ease of getting a smartphone. Business actors also take advantage of these technological advances to connect their businesses to the internet through special applications that can be accessed by users by downloading them on existing services. One of the services that can be downloaded on this smartphone is the Go-Food service in the Gojek application.

Gojek is one of the application-based transportation in Indonesia. The company was founded in 2010 in Jakarta by Nadiem Makarim. This application itself can be downloaded via Google Play on Android and IOS users in the App Store. Of all the services provided by Gojek, this research focuses on Go-Food services.
Go-Food is one of the service features available on the Gojek application. With delivery service provided by the Go-jek company, using the COD (Cash on Delivery) system and using a digital payment service, namely Go-Pay.

The Go-Food service makes it easier for application users who want to order food without having to leave the house. This service buys and delivers food orders that have been ordered to its users. The service involves several parties, namely users, restaurants, and Go-Jek. In this service there is a mechanism, namely the user opens the Go-Jek application feature, after that there is a list of restaurants along with the price list contained in the Go-Food application, then the user can choose the menu from the restaurant to be ordered. Gojek will buy food and pay for the food first according to the price on the application and then Go-jek will deliver food to users, and users make payments in cash or using Go-pay, using Go-pay services makes it easy for consumers who don't have enough cash. You can also top up Go-Pay by topping up your Go-Jek account balance to use for Go-Food orders. The Go-Food application also provides attractive promos that service users can enjoy on the application. Only by using a smartphone owned by someone can choose and buy it without having to waste time and energy to go to the intended seller.The following is a list of survey tables conducted by the CLSA survey agency in 2021:

Figure 1. Application User Survey

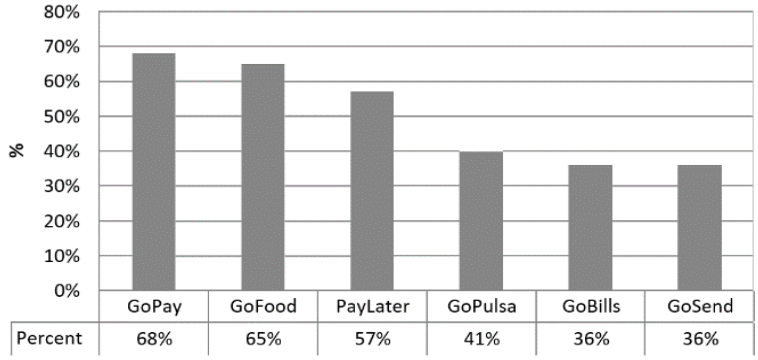


Source:www.clsa.com

From the survey data according to the CLSA survey agency in 2021, it was recorded that 35% of users chose Go-Food and 20% chose Grab Food. While 43% use both applications. According to the survey results, Go-Food has more loyal customers, where the top three advantages of using the application are 'familiarity with the application, user dependence on Go-Pay e-wallet, and user-friendliness.

The following is a table of Gojek services that are often used during the pandemic.

Figure 2. Gojek Service Table



Source: www.katadata.com

Go-Pay and Go-Food are the two Gojek services that are most often used during the corona pandemic, according to research from the Demographic Institute of the Faculty of Economics and Business, University of Indonesia (LD FEB UI). It is noted that consumers are using Go-Pay (68%) and Go-Food (65%) more often than before the pandemic. The use of PayLater and GoPulsa services is also increasingly in demand by consumers, namely 57% and 41%, respectively. Likewise with Go-Bills and Go-Send services, both of which are in demand by 36%. This research was conducted through an online survey method in September 2020 on 4,199 respondents who actively used Gojek services during the past month.

1.2 Literature Review

The Relationship between Application Usability and User Attitude

Usefulness has a significant effect on attitudes, this is following research conducted by (Cebeci et al., 2020) entitled "Exploring the determinants of intention to use self-checkout systems in a supermarket chain and its application" proving that usefulness has a significant effect on attitude.

The Relationship between Ease of Use of Applications on User Attitude

Ease of Use has a significant effect on Attitude, this is following research conducted by (Rahmat, 2019) entitled "The Influence Of Perceived Ease Of Use And Usefulness Of The Academic Registration System On The Attitude Of Using Online Study Plan Card (Krs)" proves that Ease of Use has a positive and significant effect on the attitude of system users. Likewise, (Munoz-Leiva et al., 2017) "Determinants of intention to use the mobile banking apps: An extension of the classic TAM model" proves that Perceived Ease Of Use has a positive and significant effect on Attitude. (Attitude).

The Relationship between Pleasure and User Attitude

Pleasure has a significant effect on Attitude, this is following research conducted by (Cabero-almenara et al., 2019) entitled "Adoption of augmented reality technology by university students" proving that Pleasure has a positive and significant effect on Attitude. Likewise, what is done by (Marza et al., 2019) entitled "The Influence of Convenience, Enjoyment, Perceived Risk, And Trust on The Attitude Toward Online Shopping" proves that Pleasure has a significant effect on Attitude?

The Relationship between Application Usability and Decision to Use

Usefulness has a significant effect on decisions to use, this is following research conducted by (Arta & Azizah, 2020) entitled "The Effect of Perceived Usefulness, Perceived Ease Of Use and E-Service Quality on Decisions to Use Go-Food Features in the Gojek Application" proves that the user has a significant effect on the decision to use, the usefulness of the application felt by go-food users makes consumers have the desire to use the go-food application to make food purchases**.**

The Relationship between Ease of Use of Applications on Decisions to Use

Ease of use has a significant effect on Decision to Use, this is following research conducted by (Kurniaputra&Nurhadi, 2018) entitled The Effect of Perceived Ease, Risks and Benefits on Customer Decisions to Use Mobile Banking Bri in Surabaya, proving that Perceived Ease of Use (Ease of Use)) has a significant effect on the Decision to Use.

The Relationship between Pleasure and Decision to Use

Pleasure has a significant effect on Decision to Use, this is following research conducted by (Salam & Taufik, 2020) entitled "The Effect of Perceived Enjoyment on the Decision of Digital Payment Utilization in Millennial Generation" proving that Pleasure has a positive and significant effect on Decisions Use.

The Relationship between User Attitudes to Decisions to Use

Attitude has a significant effect on the decision to use, this is following research conducted by (Novandari, 2020) entitled "The Influence of Perceived Benefits, Perceptions of Ease, Perception of Risk and Perception of Price on Consumers' Attitudes and Decisions to Use Go-Pay", proving that Attitudes significant effect on the Decision to Use.

1.3 Research Objectives

Source of data used in this study are primary data. Primary data is data collected and processed by researchers directly from respondents. In this case, the data was obtained through a questionnaire distributed to the people of Samarinda City who had used the go-food application.

1.4 Research Methodology and Data Analysis

Data collection in this study was carried out by distributing a list of questions in the form of a closed questionnaire to be filled out by Go-Food application users in Samarinda City through a combination of methods, namely offline with physical questionnaires (hardcopy) and online using a tool, namely Google Form. Priority is given to filling out the questionnaire using Google Form, while physical questionnaires are only given to respondents who cannot use Google Form.

In this study, the data analysis used the Partial Least Square (PLS) approach. PLS (Partial Least Square) is used to estimate the partial least squares of regression models, otherwise known as projections on the latent structure. PLS is a predictive technique that is an alternative to Ordinary Least Square (OLS) regression, or Structural Equating Modeling (SEM).

PLS is useful when several independent variables/predictors are highly correlated with each other, or when the number of predictors exceeds the number of cases. PLS combines the features of Principal Component Analysis and multiple regression. The procedure for using PLS is carried out in two stages. First, by removing a set of latent factors that explain as much as possible the covariance between the independent and dependent variables. Second, predict the value of the dependent variable by using the independent variable decomposition (Sarwono, 2013).

Based on the research objectives, the hypothesis test design that can be made is a hypothesis test design, in this study it is presented based on the research objectives. The level of confidence used is 95%, so the level of precision or the limit of inaccuracy is (a) = 0.05.

Partial testing is used to see the effect of all exogenous variables on endogenous variables. t-test can be obtained by the formula (Rangkuti, 2005).

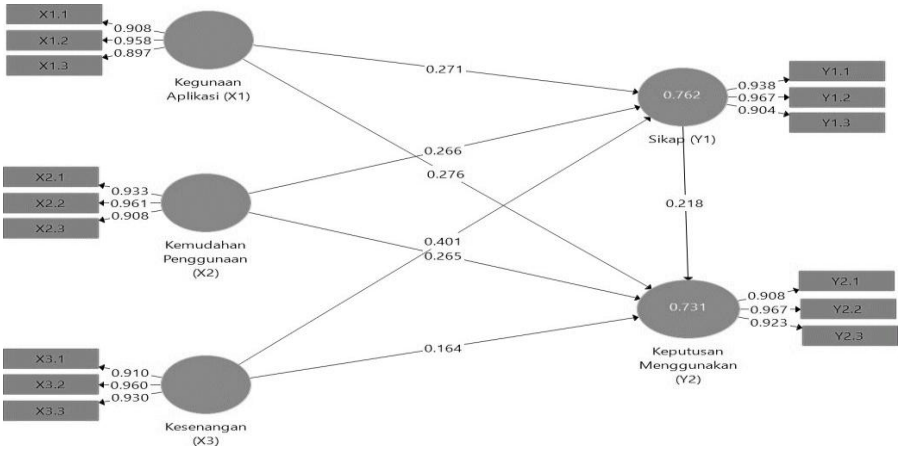
$$|t_{hitung}| = b/sb$$

Where:
b : Regression Coefficient
Sb : Standard Error

Measurement Model Evaluation

Evaluation of the measurement model is a stage that aims to evaluate the validity and reliability of the construct. The measurement of the outer model has three criteria, namely: convergent validity, discriminatory validity, and composite reliability. This study consists of five constructs, namely: Application Usability, Ease of Use of Applications, user attitudes, user decisions. There are three stages in using analysis.

Figure3.Result Display PLS Algorithm



Source: Results of data analysis, 2021.

Convergent Validation

Convergent Validity aims to determine the validity of each indicator's relationship with its latent variable. The convergent validity of the measurement model with reflective indicators is assessed based on the correlation between item scores or component scores with latent variable scores or construct scores calculated by PLS. The convergent validity value is said to be high if it has a correlation of more than 0.70 with the construct being measured.

For research in the early stages of development, a loading value measurement scale of 0.5 to 0.6 is considered adequate (Ghozali, 2006). As the research will be used a limit loading factor of 0.50. The loading factor value > 0.7 can be said to be valid, but the rule of thumbs interpretation of the loading factor value > 0.5 can be said to be valid. From this table, it is known that all the loading factor values of the indicators of Application Usability, Ease of Use of Applications, Pleasure, User Attitudes and Decisions to Use are greater than 0.70, and the t-statistic value is above 1.96 or has a p-value below 0. 0.05, it can be concluded that each indicator can be said to be valid and significant to measure the SmartPLS construct. The measurement evaluation of the outer model can be seen in detail in Figure 1 and is described as follows.

Table1. Outer Loading (Mean, STDEV, T-Values)

	OuterLoading	SampleMean(M)	StandardDeviation(STDEV)	T Statistics(|O/STDEV|)	P Values
X1.1	0.908	0.904	0.028	32.385	**0.000**
X1.2	0.958	0.957	0.011	88.179	**0.000**
X1.3	0.897	0.893	0.028	31.959	**0.000**
X2.1	0.933	0.930	0.019	48.502	**0.000**
X2.2	0.961	0.960	0.012	80.796	**0.000**
X2.3	0.908	0.903	0.023	38.632	**0.000**
X3.1	0.910	0.907	0.022	41.341	**0.000**
X3.2	0.960	0.958	0.011	86.795	**0.000**
X3.3	0.930	0.929	0.016	57.482	**0.000**
Y1.1	0.938	0.937	0.017	54.851	**0.000**
Y1.2	0.967	0.966	0.009	110.747	**0.000**
Y1.3	0.904	0.901	0.026	34.174	**0.000**
Y2.1	0.908	0.905	0.025	35.792	**0.000**
Y2.2	0.967	0.966	0.008	116.709	**0.000**
Y2.3	0.923	0.921	0.019	47.882	**0.000**

Source: Results of data analysis, 2021.

Discriminant Validity

Discriminant validity serves as proof that the latent construct predicts the size of their block better than the size of the other blocks. Ghozali (2008) states that Discriminant Validity with the reflective indicator measurement model can be assessed from the cross-loading measurement with the construct. The indicator is said to be valid if the loading value on the intended construct is greater than the loading value with other constructs, Hussein (2015). The model has good discriminant validity if each loading value of each indicator of a latent variable has the largest loading value with other loading values on other latent variables. The results of the discriminant vadility test are obtained as follows:

Table2. Cross Loading

	KegunaanAplikasi(X1)	KemudahanPenggunaAplikasi(X2)	Kesenangan(X)	SikapPengguna(Y1)	KeputusanMenggunakan(Y2)
KA1.1	**0.908**	0.730	0.697	0.722	0.752
KA1.2	**0.958**	0.774	0.696	0.744	0.734
KA1.3	**0.897**	0.859	0.679	0.744	0.724
KP2.1	0.831	**0.933**	0.687	0.732	0.751
KP2.2	0.817	**0.961**	0.716	0.753	0.759
KP2.3	0.749	**0.908**	0.820	0.802	0.756
K3.1	0.704	0.786	**0.910**	0.771	0.709
K3.2	0.708	0.729	**0.960**	0.735	0.675
K3.3	0.687	0.709	**0.930**	0.776	0.737
SP2.1	0.722	0.764	0.806	**0.938**	0.723
SP2.2	0.758	0.798	0.777	**0.967**	0.725
SP2.3	0.767	0.733	0.709	**0.904**	0.768
KM2.1	0.751	0.735	0.671	0.744	**0.908**
KM2.2	0.709	0.742	0.699	0.696	**0.967**
KM2.3	0.774	0.784	0.750	0.763	**0.923**

Source: Results of data analysis, 2021.

Based on the cross-loading value in table 2, it can be seen that all the indicators for each variable in this study (bold values) have met discriminant validity because they have the largest outer loading value for the variables they form and not for other variables. Thus, all indicators in each variable in this study have met discriminant validity.

Composite Reliability dan Cronbach's Alpha

The construct reliability test was measured by composite reliability and Cronbach's alpha from the indicator block that measured the construct. In addition, composite reliability also compares the AVE root value with the correlation between constructs where if the AVE root value is higher than the correlation value between constructs, then good discriminant validity is achieved. In addition, an AVE value greater than 0.5 is highly recommended (Tasha Hoover, 2005 in Ghozali, 2011). Besides that, the construct is declared reliable if the value of composite reliability and Cronbach alpha is above 0.60. The following are the results of testing composite reliability and Cronbach's alpha.

Table3.CompositeReliabilitydan Cronbach'sAlpha

Variabel	Cronbach'sAlpha	rho_A	CompositeReliability	Average VarianceExtracted(AVE)
Application Use	0.911	0.911	0.944	0.849
Ease of Use of the App	0.927	0.927	0.954	0.873
Enjoyment	0.926	0.926	0.953	0.871
User Attitude	0.930	0.930	0.956	0.878
Decision to Use	0.925	0.926	0.953	0.870

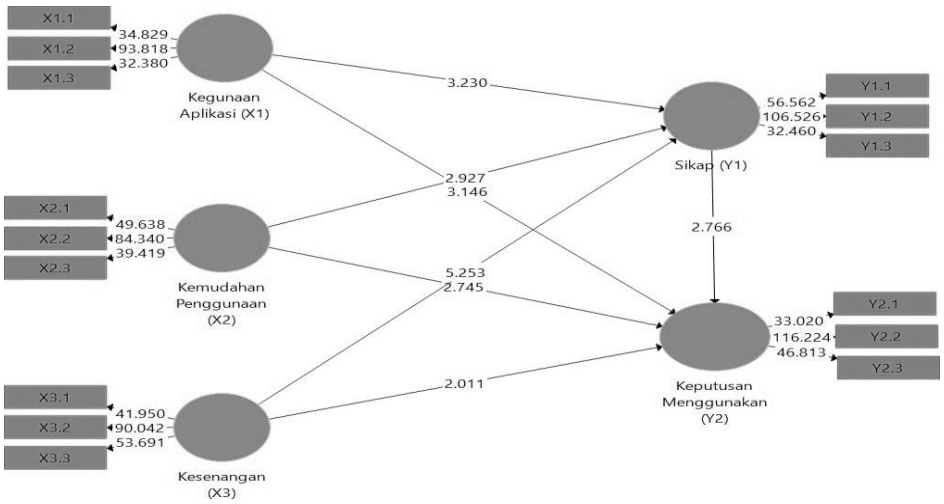
Source: Results of data analysis, 2021.

From the output results above, all constructs have composite reliability and Cronbach's alpha values above 0.60. So it can be concluded that the construct has good reliability. The AVE value for 5 constructs is greater than 0.5, therefore it can be stated that the evaluation of the measurement model has good discriminant validity.

Evaluation of the Inner Model

The evaluation of this inner model is used to measure and explain the relationship between one variable and another. The evaluation of the inner model can be evaluated using R2 and the predictive relevance value of Q2). The structural model of this research is as follows:

Figure3.Result Display PLS Bootstrapping



Source: Results of data analysis, 2021.

R-Square (R2)

Assessing the model with PLS, it begins by looking at the R-Square for each dependent latent variable. Table 4 is the result of the R-Square estimate using SmartPLS. Here are the R-Square (R2) values:

Table4.Score R-Square (R2)

Variable	**R-Square(R^2)**
Sikap(Y1)	0.762
KeputusanMenggunakan(Y2)	0.731

Source: Results of data analysis PLS, 2021.

Table 4 above shows the results of the R-Square (R2) value for the attitude variable (Y1) of 0.762, thus indicating that 76% of the attitude variable (Y1) can be influenced by the application usability variable (X1), ease of use of the application (X2) and pleasure. (X3). While the remaining 24% is influenced by other variables outside the study. Then the value of R-Square (R2) for the decision variable to use (Y2) is 0.731, this shows that 73% of the decision variable to use (Y2) can be influenced by the application usability variable (X1), ease of use (X2), pleasure (X3) and attitude (Y1) while the remaining 27% is influenced by other variables.

Research Hypothesis Testing

Hypothesis testing in this study is used to test the effect between each variable. Each hypothesized relationship will be simulated using the bootstrapping method. The bootstrapping method aims to minimize the problem of abnormal research data. The test results through the bootstrapping method are as follows:

Table 5. Research Hypothesis Testing Results

PathCoefficients						
Hypothesis	**Variable**	**OriginalSample(O)**	**Sample*Mean*(M)**	**StandardDeviation(STDEV)**	**T Statistics(|O/STDEV|)**	**PValues**
H1	Application Usability->User Attitude	0.271	0.275	0.086	3.152	**0.002**
H2	Ease of Use of App-> Attitude User	0.266	0.265	0.089	2.978	**0.003**
H3	Fun -> User Attitude	0.401	0.396	0.075	5.365	**0.000**
H4	Application Use-> Decision Use	0.276	0.280	0.087	3.164	**0.002**
H5	Ease of Use of Application-> Decision Use	0.265	0.265	0.097	2.730	**0.007**
H6	Fun -> Decision to Use	0.164	0.171	0.082	1.986	**0.048**
H7	User Attitude -> Decision to Use	0.218	0.206	0.079	2.769	**0.006**

Source: Results of data processing with PLS, 2021.

The results of the estimation of the structural model with all PLS Algorithm estimation methods show the path coefficient value through the T-statistical test > 1.96 and P-value < 0.05.

1.5 Findings and Interpretation

Based on research that has been carried out by research with the title The Effect of Application Usefulness and Ease of Use of Applications and Pleasure on User Attitudes and Decisions to Use Go-Food Applications (Case Study of Go-Food Application Users in Samarinda City)", the conclusions are as follows:

Application usability variables have a positive and significant effect on user attitudes. Based on the test results, it can be concluded that the first hypothesis is accepted and has a direct influence on the User Attitude variable.

The Ease of Use of Applications has a positive and significant effect on User Attitudes. Based on the test results, it can be concluded that the second hypothesis is accepted and has a direct influence on the User Attitude variable.

The Pleasure variable has a positive and significant effect on the User's Attitude. Based on the test results, it can be concluded that the third hypothesis is accepted and has a direct influence on the User Attitude variable. The stronger the pleasure felt by the user, the higher the user's attitude towards the application.

Application usability variable has a positive and significant effect on the decision to use. Based on the test results, it can be concluded that the fourth hypothesis is accepted and has a direct influence on the Decision to Use a variable.

The Ease of use Variable has a positive and significant effect on the Decision to Use. Based on the test results, it can be concluded that the fifth hypothesis is accepted and has a direct influence on the Decision to Use a variable.

The Pleasure variable has a positive and significant effect on the Decision to Use. Based on the test results, it can be concluded that the sixth hypothesis is accepted and has a direct influence on the Decision to Use a variable.

Attitude variable has a positive and significant effect on the Decision to Use. Based on the test results, it can be concluded that the seventh hypothesis is accepted and has a direct influence on the Decision to Use a variable.

Based on the conclusions obtained, the researchers provide the following suggestions:

The usefulness of the application is proven to affect increasing the attitudes of users of the go-food application. To further improve user attitudes through the usability of the application, go-food must provide more information on the usability of the application and the benefits obtained when using the go-food application. Go-food users can also find out more about the healthy, closest, best-selling menu features so that users can be happier using the go-food application with the various features provided.

The ease of use of the application is proven to affect increasing the attitudes of go-food users in Samarinda City. For user attitudes to continue to improve through the ease of use of the application, go-food must pay more attention to the ease of accessing the go-food application. If the user is confused when using the go-food application, the user can use the menu options listed on the start page of the go-food application, so there is no confusion in accessing application services.

Pleasure is proven to affect increasing the attitudes of go-food users. So that users' attitudes continue to improve through the pleasure they feel when using the go-food application. With the increasing number of promos given, the discounted shipping costs offered to create feelings of pleasure for the attitude of application users.

The usefulness of the application is proven to influence the decision to use the go-food application. For the decision to use go-food to increase through the usability of the application, then go-food must further improve the usability of the application, an application that supports the daily needs of users in terms of food needs.

The ease of use of the application is proven to influence the decision to use the go-food application. So that the decision to use go-food increases through the ease of use of the application, go-food improves through the ease of application, applications that provide fast responses, are easy to use and the features provided are easy to understand.

Pleasure is proven to influence decisions to use go-food applications. For the decision to use the go-food application to increase through fun, go-food increases it through fun, happy with the attractive promos provided, happy with the appearance of the application features provided.

User attitudes are proven to influence decisions to use the go-food application. For the decision to use the go-food application to increase through the user's attitude, good must make more efforts to make the attitude that users feel happy to use the application, security when transacting also affects attitudes towards future applications, attractive design, benefits for users when using the go-food application also affect on future user behavior.

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