



# The Influence Of Ease Of Use, Trust And Safety On The Go-Food Application To The Millenias Of Makassar City : Application Of Acceptance Model Theory

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## ABSTRACT

This study aims to determine whether the factors of convenience, trust, and security significantly affect the interest in using the Go-Food application for millennials in Makassar City. Sampling in this study uses the purposive sampling technique. Data were collected using a set questionnaire. A total of 96 respondents were successfully invited to participate and fill out the questionnaire. Data were analyzed descriptively and regression analysis to test the research hypothesis. The test of this research was conducted using the SPSS version 22 program. The results showed that the security and usability variables significantly affected the interest in using the Go-Food application. While the ease of use variable has no significant effect on the interest in using the Go-Food application.

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## 1. Introduction

This rapid advancement in technology has greatly influenced various aspects of human life, especially in business (Min, So, & Jeong, 2019; Petcharat & Leelasantitham, 2021; Saleem et al., 2022). Transaction activities in business are even easier and more practical (Arokiasamy, 2021; Bubun & Gosal, 2022). One business area currently booming is the start-up business (Niu et al., 2021; Zhong, Oh, & Moon, 2021). Start-up businesses are more synonymous with businesses that use technology, the web, the Internet, and those related to these domains (Fauzi, 2019; Choe, Kim & Hwang, 2021).

Today, one of the most popular start-up businesses is Go-Jek (Fauzi, 2018). Go-Jek implements the M-Commerce system in its use. M-Commerce is an abbreviation of mobile commerce and a trading system carried out via mobile phones (Jain, Kaul, & Sanyal, 2021; Kim, Kim, & Hwang, 2021). Go-Jek is a technology company founded by Nadiem Makarim, an Indonesian citizen who graduated with a Master of Business Administration from Harvard Business School. Go-Jek officially operated on October 13, 2010, with 20 drivers. At that time, Go-Jek only provided passenger transportation services using motorbikes. So far, Go-Jek has 19 services. One of the services that are often used is Go-Food.

Go-Food is a food delivery service. Go-Food was launched in March 2015. This Go-Food service also makes it very easy for consumers because they only need to use a smartphone connected to the Internet and then open the Go-Food feature on the Go-Jek application. Consumers can buy food or drinks through restaurants or restaurants that have collaborated with Go-Jek. The Go-Food driver will directly deliver the ordered food or drink to the consumer's destination. Go-Food is also equipped with

a Global Positioning System (GPS) to make it easier for drivers to deliver food to the consumer's destination.

One Go-food user group is millennials (Rehman et al., 2019; Papalangi, Limpo & Sampe, 2021). Millennials often find it difficult to cook food. Some are too lazy to buy food, either because the weather is not favourable or there is no vehicle to buy food (Ofori & Appiah-Nimo, 2019). However, with the Go-Food application, it is hoped can help to solve this problem. This growing Go-Food phenomenon has become one of the options often used to buy food, especially among millennials.

Millennials have access to the Internet, grew up with Web 2.0 technologies, and are shaped by the constant global spread of the Internet, social networks, smartphones, and digital connectivity (Zvarikova1, Gajanova, & Higgins, 2022). Online advances in digital technologies, such as increased Internet access and the proliferation of smartphones, are among the defining characteristics of the millennial experience (Lin et al., 2022). Millennials develop their identities and form relationships through technology and social media, storing information, knowledge and experiences on cloud-connected devices (Szymkowiak et al., 2021; Bubun & Gosal, 2022).

With their ability to use the Internet, the millennial generation makes them like convenience (Bubun & Gosal, 2022). This convenience can be an important supporting factor encouraging millennials to use Go-Food goods or services. Go-Food is certainly created to make it easy for consumers so they do not have to bother going to the desired place to eat and make it easier for consumers to order food anytime and anywhere. However, this aspect of convenience also needs to be considered because not all individuals think that Go-Food does provide convenience to users.

In addition to convenience, millennials pay great attention to trust and security (Ishfaq & Mengxing, 2021). Trust and security are among the most important things for consumers (Driediger & Bhatiasevi, 2019; Jun et al., 2021; Wu, Lu, & Huang, 2022). Consumers will use these goods or services if they have confidence in them and the funds reach them (Hong et al., 2021). This study discusses trust in the use of the Go-Food application and the safety of the delivery of these goods.

This study uses the Theory Acceptance Model (TAM) thinking. TAM theory only focuses on the individual factors of users in adopting new technologies (Lee, Kozar, & Larsen, 2003; Lu, Papagiannidis, & Alamanos, 2019; Waris et al., 2022). Pitchay, Ganesan, Zulkifli and Khaliq, (2021) state that social influence has long been considered an important element in explaining adoption behaviour. Therefore, the adoption of online food delivery services by SMEs in the food business is sometimes influenced not only by individual factors but also by social influences (Lai & Wang, 2021). Referring to the context of the business environment, in every strategy used by managers in the company, managers always consider all factors that can directly or indirectly affect business performance, such as customers, suppliers, competitors, technology, regulations, and economic conditions (Wen, Pookulangara). & Josiam, 2022).

The Technology Acceptance Model (TAM) is a popular theory related to adopting new technologies (Lee, Kozar, & Larsen, 2003; Lu, Papagiannidis, & Alamanos, 2019; Choe, Kim, Hwang, 2021). Then, Jain, Kaul and Sanyal (2021) describe that people consider using or not using an application to the extent that they believe it will help their job performance better. So, it refers to the perceived usefulness variable. Furthermore, although potential users understand that the new technology is useful, they may not use the latest technology because the system is difficult to use (Jun et al., 2021). Then, it refers to the perceived ease of use variable (Petchrat & Leelasantitham, 2021). Based on previous empirical studies, personal beliefs consisting of TAM dimensions, namely perceived usefulness and ease of use, are important predictors of intention to use electronic payments and online consumer behaviour (Szymkowiak et al., 2021). In the context of Go-Food services, then food traders can continue to adopt Go-Food services if they feel Go-Food services are useful and contribute to their

convenience and ease to use. However, empirically, millennials think that the Go-Food application is easy, reliable and safe.

More specifically, this research is directed at answering whether interest, trust and safety affect millennials' interest in using the Go-Food application. So the aim is to analyze the convenience, trust and security factors in using the Go-Food application.

## 2. Methods

This research was conducted in Makassar City with a population of millennials who have the Go-Food application and have used the application. Data were collected using a questionnaire. One hundred questionnaires were circulated to millennials, and 96 questionnaires were successfully returned and filled out completely.

There are four variables studied, namely ease (X1), measured by 4 indicators. Namely, the Go-Food application is easy to understand. The Go-Food application is practical. The Go-Food application is easy to use freely anytime and anywhere (mobile), and knows how to use it. Using the Go-Food application. Trust (X2) is measured by guaranteed satisfaction, attention and frankness. Security (X3) Measured by transaction security, claim service and replacement of goods that do not match. Usage is the activity of using something or buying something in goods and services. In this study, Go-Food users must have used the Go-Food application on their smartphones.

The data were analyzed descriptively to get an idea of the millennials' response to the convenience, trust, security and interest in using Go-Food services. To test the research hypothesis, multiple regression analysis was applied.

## 3. Results and Discussion

### 3.1 Respondent's Background

From the research conducted, gender is grouped into male and female. The gender of the respondents can be seen in Table 1 below:

**Table 1.**  
Gender

Gender	Total	Percentage
Male	42	43,8
Female	54	56,3
Total	96	100,0

*Source: Analysis data collected for the study*

The table above shows that the sex mix of respondents consisted of male respondents, as many as 42 respondents or 43.8% of all respondents, while female respondents were 54 respondents or 56.2% of all respondents.

The respondents' age criteria were classified from the research: 17-20 years, 21-24 years, and 25-28 years. From receiving respondent data through questionnaires obtained the following table 2:

**Table 2.**  
Respondents

Age	Total	Percentage
17-20	25	26
21-24	61	63,5
25-28	10	10,4
Total	96	100,0

*Source: Analysis data collected for the study*

From the table above, it can be seen that the age of respondents consisting of 17-20 years is 25 respondents or 26% of all respondents, 21-24 years is 61 respondents or 63.5% of all respondents, 25-28 years consists of 10 respondents. Or 10.5% of the total respondents.

**3.2 Descriptive analysis**

From the data processing results, it is known that more than some of the total respondents in the first statement, as many as 47 respondents answered agreed with a percentage of 49% and the overall standard deviation value of 0.605. In the second statement, 45 respondents gave agreed answers with a percentage of 46.9% and an overall standard deviation of 0.622. In the third statement, there were 52 respondents who answered strongly agreed with the percentage of 54.2% and the overall standard deviation of 0.648. In the fourth statement, 47 respondents gave an agreeable answer with a percentage of 49% and an overall standard deviation value of 0.578.

For the confidence variable, it is known that in the first statement, there are more than a portion of the total respondents, as many as 56 respondents, gave the answer agreeing with a percentage of 58.3% and the overall standard deviation value of 0.614. In the second statement, 43 respondents answered strongly agreed with the percentage of 44.8% and the overall standard deviation of 0.715. In the third statement, 43 respondents answered strongly agreed with the percentage of 44.8% and the overall standard deviation of 0.667. In the fourth statement, 49 respondents gave the answer agreeing with a percentage of 51% and the overall standard deviation value of 0.730. In the fifth statement, 47 respondents gave an agreeable answer with a percentage of 49% and an overall standard deviation value of 0.677.

Based on the analysis, it can be seen in the first statement that there are more than a part of the total respondents, as many as 47 respondents who answered strongly agree with a percentage of 49% and the overall standard deviation value of 0.578. In the second statement, 39 respondents answered strongly agreed with the percentage of 40.6% and the overall standard deviation of 0.893. In the third statement, there were 51 respondents who answered strongly agreed with the percentage of 53.1% and the overall standard deviation of 0.706.

**3.3 Hypothesis testing**

To determine the effect of ease of use, trustworthiness and security, a multiple linear regression analysis was carried out, and the results are shown in Table 3 below:

Table 3.  
Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	2.470	1.652		1,496	0,138
	Ease of use	.134	.090	.135	1,480	0,142
	Trust	.158	.063	.254	2,490	0,015
	Delivery safety	.284	.073	.370	3,868	0,000

Source: Analysis data collected for the study

From the SPSS version 22 output table above, researchers can provide an analysis of the results of hypothesis testing as follows:

1. Ease of use (X1) produces the at-count value of 1.480 < 1.986 and a significance value of 0.142 > 0.05, so it can be concluded that Ease (X1) has no significant effect on interest in using the Go-Food application (Y).
2. Trust (X2) produces the at-count value of 2.490 > 1.986 and a significance value of 0.015 < 0.05, so it can be concluded that Trust (X2) has a significant effect on interest in using the Go-Food application (Y).

3. Security (X3) produces the at-count value of  $3.868 > 1.986$  and a significance value of  $0.00 < 0.05$ , so it can be concluded that Security (X3) has a significant effect on interest in using the Go-Food application (Y).  
Simultaneously, ease, trust, and security significantly influence Go-Food application of  $0.000 < 0.050$  or F empirical  $117.805 > 2.70$  F table. It can be concluded that Ease (X1), Trust (X2), and Security (X3) together have a significant effect on Interest Use of (Y) Go-Food.

#### 4. Conclusion and Suggestions

##### 4.1 Conclusion

Based on the results of the data analysis that researchers have done in the previous chapter, there are several conclusions as follows:

- a. Ease (X1) has no significant effect on the interest in using the Go-Food application at Atma Jaya University Makassar students. It can be proven by the results of a significance value of  $0.142 > 0.05$ .
- b. Trust (X2) has no significant effect on the interest in using the Go-Food application among Atma Jaya University Makassar students. This can be proven by the results of a significance value of  $0.015 > 0.05$ .
- c. Security (X3) significantly affects the interest in using the Go-Food application among Atma Jaya University Makassar students. This can be proven by the results of a significance value of  $0.00 < 0.05$ .
- d. The Adjusted R (R<sup>2</sup>) value has a value of 0.347 (34.7%). This shows the variables of Ease (X1), and Trust (X2). Security (X3) affects Interest in Use (Y) of the Go-Food Application. Meanwhile, the remaining 0.653 (65.3%) are influenced by other variables outside of this study. This means that the independent variable has an effect even at a weak level on the dependent variable.

##### 4.2 Suggestions

Based on the results of research, discussion, and conclusions that have been obtained, the following suggestions can be given:

- a. For Companies: The Go-Jek company should further improve the quality of its application services, especially on Go-Food services, so that more and more people are interested in using Go-Food.
- b. For Further Researchers, In this study, the researcher was limited in only being able to get 96 respondents. It is hoped that further researchers will be able to increase the number of respondents to achieve responses from more respondents to provide better research results in the future.
- c. Further researchers are also expected to be able to develop other factors that can influence the interest in using Go-Food.

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