

# The Influence of Price Value on Consumer Purchase Intention on the Food Delivery Application with the Attitude Variable as Mediation

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## Abstract

The study aims to test the influence of price value on consumer purchase intentions on the Food Delivery Application (FDA), using the variable of attitude as a mediator. questionnaires as the main tool in quantitative research approaches. Purposive sampling was used to choose samples of up to 100 responders. The findings of the structural equation modeling (SEM) analysis demonstrate that pricing value and attitude have a positive and substantial relationship. However, price value does not directly influence consumer purchase intentions, whereas the relationship between price value and purchasing intention is mediated by attitude. Implicitly, service providers should focus on pricing strategies that provide good value for consumers to harness this influence and drive business growth.

## Keywords

Attitude; food delivery application; price value, purchase intention

## INTRODUCTION

In Indonesia, technology is developing at a very quick pace. The growing number of internet users is proof of this. As of March 2021, Indonesia had 212.35 million internet users, placing it third in Asia for total internet users (Kusnandar, 2021). Mobile businesses can collaborate with suppliers through various mobile applications thanks to the internet. (Suhartanto et al., 2019). In addition, the delivery sector, including the food service sector, has been transformed by digital technology. (Hirschberg et al., 2016). The rapid spread of the internet worldwide has benefited marketing and consumers. (C. H. Lee et al., 2011; Troise et al., 2021). Significant growth in the number of internet users has opened up a number of new opportunities for online businesses, especially in the context of market expansion. (San Lim et al., 2016).

The Indonesian government implemented several measures during the COVID-19 pandemic to promote the expansion of online meal delivery services. The COVID-19 pandemic has changed the paradigm of business operations, making them highly dependent on online transactions. (Alaimo et al., 2020; Chang & Meyerhoefer, 2021; Galati et al., 2020; Troise et al., 2021). Along with this development, the restaurant industry also

launched food delivery services via the internet as one of the latest innovations (S. Ali et al., 2020). In the global context of the 2020 pandemic, internet food delivery services proved to be profitable, making it easier for consumers to obtain ready-to-eat meals, while also providing significant opportunities for food providers to continue operating. (Li et al., 2020).

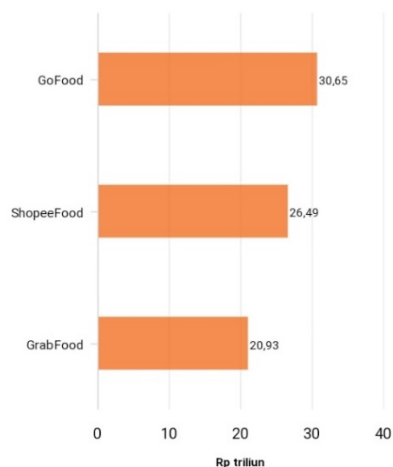


Figure 1 Data on Transaction Values of Food Delivery Services in Indonesia.

Source: Katadata, 2024

In order to avoid direct interactions between individuals, the use of cashless payment methods has become a key driver in

the increasing number of customers utilizing food ordering services through FDA. (Yang et al., 2021). The widespread adoption of mobile applications on the internet has made food delivery businesses from restaurants to homes dominant players in the global market share. (Hirschberg et al., 2016). Consumers can easily connect with various food service providers through online food delivery platforms (FDA). (Bates et al., 2020).

Prior research has demonstrated that a number of elements, including restaurant listings, user-friendliness, customer experience, and the ability to search for restaurants, affect consumers' propensity to use food delivery services (FDA) (Kaur et al., 2021). In a study conducted by (J. H. Lee, 2019), it was found that customer satisfaction with food delivery applications (FDA) in Korea is greatly influenced by factors such as reliability, responsiveness, timeliness, and food quality. Meanwhile, in China, the prioritized factors are cost-effectiveness, timeliness, responsiveness, and food quality.

With the variable attitude acting as a mediator, a method that applies the Theory of Planned Behavior (TPB) can assist in comprehending how Price Value affects consumer purchase intention when placing food orders through a food delivery application (FDA). TPB has been extensively utilized in studies in a number of domains, including as the environment, health, and consumer behavior (Kim et al., 2013; Zhang et al., 2018). For example, (Mouakket, 2015) applied the TPB in a study on the desire of students in the United Arab Emirates to continue using Facebook. Meanwhile, (Roos & Hahn, 2019) examined customers' potential value and trust structure toward collaborative consumption using the TPB. (Hwang & Kim, 2019) on the other hand, adopted the TPB to explore consumer views on environmental values in food delivery services using unmanned aerial transportation.

Purwokerto is a highly potential market for the culinary business. The strategic location of Purwokerto allows many people to stop by, rest, or engage in tourism activities. Tourism in Purwokerto encompasses various aspects, including nature tourism, cultural tourism, religious tourism, and educational tourism. (FAHMI, 2021). Many eateries in Purwokerto market their products on Food Delivery Applications. (FDA). Along with the increasing digital literacy of consumers regarding Food Delivery Applications (FDA), it has led to many consumers making purchases through Food

Delivery Applications (FDA). The researcher is interested in discussing and investigating whether price value has a favorable impact on consumers' purchase intention when ordering meals through meals Delivery Applications (FDA), with attitude acting as a mediating component, given the current phenomena gap and study gap. The urgency of this research is that the results can be used by the company as a consideration in marketing its products through Food Delivery Applications. (FDA).

### **Price value**

Price Value can be defined as the amount of value that must be surrendered or sacrificed by an individual to obtain a product (Zeithaml, 1988). Customers use price value as a guide when making selections about what to buy, with product costs being tailored to their budget (Beneke & Zimmerman, 2014; Hasibuan et al., 2022). Many studies affirm that Price Value plays a central role in consumers' intention to order food online. (Alalwan, 2020; Cho et al., 2019). Price, product quality, and social media promotion all significantly influence what consumers decide to buy, according to research findings (Saputri et al., 2024). Price, essentially, is the cash value that must be offered by someone in the context of trading services or products through a purchase agreement. (Nagle & Muller, 2018). Customers are more inclined to buy when the pricing is deemed reasonable (Chiang & Jang, 2007). According to (I. Ali et al., 2010), customers assess price savings based on service quality, both of which reflect a positive attitude.

### **Attitude**

Attitude is a tendency of behavior that includes ideas, feelings, thoughts, and emotions. (Rosenberg, 1960). The definition of attitude is the extent to which someone views online shopping as a good idea and feels satisfaction in online shopping. (Vijayasathy, 2004). According to (Ajzen, 1991), attitude refers to an individual's evaluation of a specific behavior, whether it is considered pleasant or not. Behavioral beliefs influence intentions and subsequent behavior through attitudes. (Fishbein & Ajzen, 1972). Attitude can be explained as the overall reaction of consumers when using a certain device or technology (Ajzen, 1991). According to (Ajzen, 1991), attitude consists of the product of "behavioral beliefs" and "outcome evaluations" that a person possesses. Furthermore, (Park & Kim, 2013) When a user

interacts with specific technologies and gadgets, their attitude can be defined as their preferences.

### **Purchase intention**

Purchase Intention is a measure of the individual's readiness to perform a specific task, as explained by (Ajzen, 2002). (S.-H. Hsu & Bayarsaikhan, 2012) show that the strength of a person's plan to engage in a particular conduct is reflected in their purchase intention. Additionally, buy intention is a measure of a customer's willingness to try to make a purchase. (Aldhmour & Sarayrah, 2016). (Elbeck & Mandernach, 2008) state that Purchase Intention encompasses a person's readiness to buy a specific product. The primary factors influencing the decision to buy a product or service are product quality, celebrity endorsements, and brand image (Tabar & Farisi, 2023). Purchase intention, in this context, refers to the subjective assessment of consumers reflected after conducting a general evaluation of the purchase of a product or service. (S. C. Hsu, 1987). More specifically, in the context of online platforms, Purchase Intention describes the willingness of consumers to purchase tourism products or services online. (Buhalis et al., 2020). The importance of Purchase Intention as a predictor of online purchasing behavior is also emphasized by (Peña-García et al., 2020). This study supports the findings of (Imam et al., 2024), who demonstrated how trust mediates the relationship between electronic payment systems and purchasing intention. The test results show that electronic payment methods positively affect consumer trust, which in turn raises purchase intention. However, the e-payment method itself has no discernible effect on purchase intention in the absence of trust.

### **RESEARCH METHODS**

According to (Sugiyono, 2018), who demonstrated how trust mediates the relationship between electronic payment systems and purchasing intention. The test results show that electronic payment methods positively affect consumer trust, which in turn raises purchase intention. The population of this study includes consumers residing in Purwokerto who order food or beverages through FDA platforms such as Go Food, Grab Food, and Shopee Food, and the number is unknown.

A sample is a portion of the quantity and characteristics possessed by a population, as

explained by (Sugiyono, 2018). In sampling, an appropriate method is required to ensure the representativeness of the sample so that it can optimally reflect the population. To determine the minimum sample size in this study, the author used the Lemeshow Formula. The Lemeshow Formula was used because the population in this study does not have a clear boundary or an unlimited number.

This study used a quantitative research methodology, which is defined as (Sugiyono, 2018), is founded on the positivist school of thought. This approach uses research equipment to gather data in order to examine a certain population or sample. The results of the data analysis are quantitative and statistical in nature, aimed at testing the established hypothesis. This research takes the form of a survey conducted on FDA consumers using a questionnaire.

Data collection techniques use observation, interviews, and questionnaires. Data analysis techniques use Measurement Model Testing (Outer Model), Structural Model Testing (Inner Model), and Bootstrapping Hypothesis Testing.

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Measurement Model Testing (Outer Model): defining how each block of indicators relates to the latent variable. Further explanation about the measurement model (outer model) using Convergent Validity, Discriminant Validity, and Composite Validity.

Structural Model Testing (Inner Model): the inner model test is the next phase to be carried out following the outer model test. In order to assess the significance between the variables in the structural model, the p-value on each path and the R-square on the dependent variable are used.

Hypothesis testing (Bootstrapping): In bootstrapping, the information and features of the original data are used to create faux data (shadow data), which means that the shadow data shares similarities with the original data (Akalili, 2014). The bootstrapping approach involves resampling with replacement, which involves sampling with replacement from the data sample (Kastanja, 2014).

### **RESULTS AND DISCUSSION**

#### **Profile description of respondents**

The 100 research participants are customers who have placed food orders with the FDA.

The characteristics of the respondents can be seen in table 1 below:

Table 1 Respondent Characteristics

	Information	Amount
Age	15-24 year	92
	25-34 year	6
	Others	2
Gender	man	34
	Women	66
The application used	Go Food	37
	Grab Food	26
	Shopee Food	37
	Student/university student	86
Work	Private employee	9
	Others	5
	Frequency of use	
Rarely	54	
Often	46	

Source: primer data, 2024

Based on data obtained from 100 respondents, it was found that the age group of 15–24 years had a significant number of respondents, totaling 92 people. Meanwhile, the age group of 25–34 years and others had a lower number of respondents, only comprising 6 people and 2 people from the total respondents. Furthermore, it was observed that out of this number, 34 respondents were male, while the remaining 66 respondents were female. Next, based on the applications used, 37 people used the Go Food application, 26 people used Grab Food, while 37 people used Shopee Food. Based on the majority of respondents' occupations, which is 86 people, they have the status of students or university students. Meanwhile, 9 respondents are categorized as private employees, and there are 5 other respondents with different types of occupations. Next, it can be concluded that 54 respondents use Shopee Food infrequently, while 46 other respondents use this service frequently.

### Validity and Reliability Test

Table 2 results of the Validity and Reliability Test

Indicator	Validity		Reliability	
	Validity		Cronbach Alpha	reference value
<b>Attitude</b>			0.706	0.6
ATT1	0.739			0.5
ATT2	0.716			0.5
ATT3	0.773			0.5
ATT4	0.680			0.5
<b>Purchase Intention</b>			0.845	0.6
PI1	0.825			0.5

PI2	0.836	0.5
PI3	0.780	0.5
PI4	0.861	0.5
<b>Price Value</b>	0.705	0.6
PV1	0.748	0.5
PV2	0.773	0.5
PV3	0.845	0.5

Source: primer data, 2024

The results of the validity test on the variables of price value, time-saving orientation, attitude, and purchase intention indicate that all items in these variables are valid and reliable. When each variable's Average Variance Extracted (AVE) value is 0.5 or higher, it means that the construct can account for at least 50% of the variance of its items (Wong, 2013). Furthermore, the standard Cronbach's Alpha value exceeding 0.6, in accordance with the guidelines proposed by (Juliandi, 2018), indicates that the question items on that variable are reliable.

### Path Coefficients

Table 3 Hypothesis Testing of Path Coefficients

	Original sample (O)	Sample mean (M)	T statistics ( O-STDEV )	P values	Conclusion
ATT>PI	0.682	0.688	10.987	0.000	accepted
PV>ATT	0.318	0.336	3.029	0.002	accepted
PV>PI	0.026	0.028	0.362	0.717	rejected

Source: primer data, 2024

Table 3 presents the results of the path coefficient hypothesis test. The value of the path coefficient indicates the strength of the relationship between one variable and other latent variables. If the P-value < 0.05, this indicates that variable X has a significant influence on variable Y, and therefore, the hypothesis is accepted. If the t-statistic value > 1.96, it indicates that the effect is significant. (hipotesis memiliki pengaruh yang signifikan).

### R-square

Table 4 R-square value

	R-square	R-square adjusted
<b>Attitude</b>	0.101	0.092
<b>Purchase Intention</b>	0.477	0.466

Source: primer data, 2024

Table 4 above shows that the model described in this study is appropriate, which means that the latent variables with the dimensions of attitude and purchase intention

effectively explain the moderate dependent variable.

**Intervening variable**

Table 5 Intervening variable

	Original sample (O)	Sample mean (M)	T statistics	P values	Conclusion
PV> ATT> PI	0.216	0.232	2.804	0.005	accepted

Source: primer data, 2024

Table 5 above shows the relationship between the variables mediated by attitude, where a good attitude for variable X towards variable Y can provide a significant relationship. This means that the relationship between the independent variable and the dependent variable indirectly also has an influence or correlation.

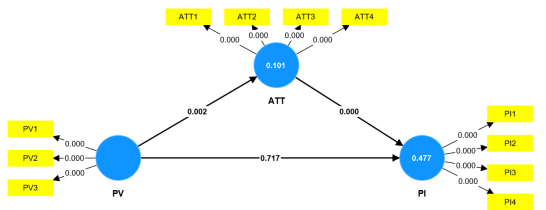


Figure 2 Hypothesis Test Results Based on Bootstrapping Results

Source: primer data, 2024

**The Influence of Price Value on Attitude**

The results of the analysis and hypothesis testing in this study indicate that price value has a significant and positive impact on consumer attitude in the context of purchases through Food Delivery Applications (FDA). This research is consistent with previous findings reported by (Veronica & Kusdibyo, 2021), which concluded that price value has a positive influence on consumer attitudes towards local food. This finding is in line with the theory proposed by (Zeithaml, 1988), which reveals that price value reflects the value given or sacrificed by consumers to obtain the product. Therefore, the formation of consumer attitudes can occur when consumers feel that the price offered by the company is commensurate with the quality they receive.

**The Influence of Attitude on Purchase Intention**

The results of the analysis and hypothesis testing in this study reveal that attitude has a significant and positive impact on consumer purchase intention in the buying process through Food Delivery Applications (FDA). This study aligns with the findings of

previous research by (Allah Pitchay et al., 2022), which states that attitude has a positive and significant effect on consumer purchase intention. These findings are also consistent with the theory proposed by (Limayem et al., 2000), which asserts that attitude towards online shopping is the most significant factor influencing online shopping intention. Thus, consumer purchase intention can be formed if consumers consider ordering food through a Food Delivery Application (FDA) as a positive choice.

**The Influence of Price Value on Purchase Intention**

The findings of this study's research and hypothesis testing show that pricing value has no bearing on consumers' intentions to make a purchase through the Food Delivery Application (FDA). This study supports the conclusions of (Degirmenci & Breitner, 2017), They assert that, in contrast to price value and range confidence, the environmental performance of electric vehicles has a greater impact on attitudes and purchase intentions. Research backs up these conclusions (S. W. Lee et al., 2019), It claims that when it comes to the sustainable usage of delivery applications, price value is not a major determinant of consumers' purchase intents. This finding is also consistent with the hypothesis that a high price can be seen as a sign of superior quality in a positive context, but in a negative context, it is read as a sacrifice made by the customer (Völckner & Hofmann, 2007). Therefore, consumer purchase intention is not directly influenced by the price offered by the seller on the Food Delivery Application.

**The Influence of Price Value on Purchase Intention with Attitude as a Mediating Variable**

The relationship between price value and purchase intention, mediated by the variable attitude, shows a strong and significant relationship. The results of this study also reinforce the previous research conducted by Delafrooz et al., (2011), which used attitude as a mediating variable and argued that attitude mediates the relationship between utilitarianism, comfort, and price. However, in (Chu, 2018) study, it was found that attitudes towards organic food do not mediate the relationship between price perception and purchase intention. Nevertheless, these findings align with the theory that the concept of price value serves as a foundation for

consumers in the purchasing decision-making process. (Beneke & Zimmerman, 2014). Therefore, the better consumers perceive the value for the price of a product, the more positive their attitude towards purchasing that product.

## CONCLUSION

This study uses attitude as a mediating variable to investigate how price value affects purchase intention. Following the research, only three hypotheses were found to be significantly true based on the data analysis results. According to the study's findings, pricing value significantly and favorably affects customer attitudes. Through the FDA, price value has no direct impact on consumers' intentions to make a purchase. Conversely, through the FDA, customer sentiment significantly and favorably influences consumers' intentions to make purchases. Additionally, the link between price value and customer purchase intention is mediated by consumer attitude through the FDA.

Given the study's limitations, it is advised that future research carry out additional studies using other samples and research participants in order to produce more pertinent findings. The development of more intricate variables, such as social value, conditional value, epistemic value, and other characteristics that are still connected to customer buy intention on food delivery applications, might be taken into consideration in the following research stage.

The Food Delivery Application (FDA) can implement a number of recommendations based on the previous discussion to preserve and enhance the caliber of its sales offerings. In order to encourage customers to purchase through the Food Delivery Application (FDA) and save money while ordering food, the FDA may want to increase its promotions, such as offering discounts and free shipping.

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