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Behavior Generation Millennials in Use Go-Food Application

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A B S T R A C T

In the era of revolution industry fourth, progress technology information has change style life today 's generation, especially generation born millennials _ between 1980 to 2000. Generation _ millennial identify characteristic features what's unique is: 1) user content creation (UGC), 2) technology and literacy information, 3) consumer behavior and 4) tendencies lazy. In study This technique analysis descriptive And linear regression is used For data analysis . In the era of revolution industry fourth, importance development technology information will bring change fundamental in style life public everyday, Wu & Chiu (2015). Development This have impact direct and no directly towards method public Work And life. Change This push modern society towards consumerism. Millennials, too known as Generation Y, includes people born between 1980 and 2000 and _ aged around 15 to 34 years oldPg This in accordance with Average age of students : between 19 and 34 years

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INTRODUCTION

In an era of progress technology moment this, online business that has develop fast, including service booking food provided through smartphone application (Muhammad, Abid, & David, 2018). Ordering process food become more simple Because You Can order food When just and where just without must direct to shop or mall.Services booking popular online food is Go-food, part from Go- Jek application .

Study This aim for explore influence behavior generation millennial to decision use Go-food application. Factors like create content user (UGC), utilization technology and information, behavior consumerism, and trend lazy become focus study This. Generation millennials, which includes birth 1980 to 2000, identified as living generation _ on replacement millennium And famous with various designation such as Gen-Y, Net Generation, and so on (Gurtner, Sebastian, & Katja, 2016; Singh & Anijali , 2014).

Expansion Go- Jek business, which was developed by Nadiem Makarim in Indonesia, includes service new like Go-food, a feature delivery possible foods consumer order food from restaurant through application Gojek. Profit the Go-food feature is not only felt by consumers get it convenience in order food however Also by Gojek as provider service that can add income through Go-food orders. Besides that's it, the perpetrator business Also see potency increase turnover through service delivery food this (Sonali, Diddi, Briittanny, & Katie, 2019). Decision, as results from thinking about something problem, taken through a thorough process and chosen with consider available alternatives (Dictionary Large Indonesian).

Study This adopt approach descriptive quantitative with objective for dig and explain pattern use Go-food application among generation millennial. Approach descriptive quantitative is method research that utilizes calculation statistics and analysis descriptive for disclose connection between variable study. Besides that, analysis multiple linear regression applied in study This For investigate influence variables study to moderate phenomenon _ researched.

Study conducted in Makassar City, involving 50 respondents who had use Go-food application. Participants chosen in a way accidental, encompassing various layer society, like students, workers office, and laborer daily. Election sample respondents use Technique accidental Sampling, where election done in a way random and without structure certain, so reflect diversity in population that becomes focus study.

LITERATURE REVIEW

Decision to Use

According to Engel (2000: 78), the decision of use refers to consumer decisions regarding the selection of what to use, the place of implementation, the time of implementation, and how to carry it out. In a similar perspective, Schiffman (2004: 547) describes the decision of use as a selection from various existing alternatives, emphasizing that the existence of several options becomes an important condition for making decisions. The conclusion to buy has an impact on the decision-making process, with the availability of more than one option considered a must in decision making (Kotler, 2007: 74).

Peter and Olson's (2013) view describes use decision as an integration process that involves combining knowledge and evaluation of two or more alternatives, followed by the selection of one of them. Decision making starts with a need that needs to be met, which is then related to several options. Therefore, evaluation is necessary to determine the best option based on consumer perception. Consumers' alternative choices are influenced by underlying needs that drive them to make choices deemed most suitable. The decision-making process takes time and involves information retrieval, judgment, consideration, and adjustment to goals (Sweeney and McFarlin, 2008).

According to Kotler (2001: 226), indicators of use decisions involve (1) stability in the use of products or services, (2) habits in use, (3) providing recommendations to others, and (4) reusing.

Perceived Usefulness

Schiffman and Kanuk (2008: 137) explain that perception is an individual's process of selecting, organizing, and interpreting stimuli into meaningful and rational images. The individual acts on his perception, regardless of the extent to which the accuracy of that perception reflects reality. Similarly, the presence of technology will be perceived differently by each individual. Some see the technology as providing convenience and benefits, while others may think otherwise. The formation of an accurate perception in consumers creates a positive impression and gives an appropriate assessment, so that consumers are interested in using it.

According to Shomad and Purnomosidhi (2012), perceived usefulness is a measure in which the use of a technology is believed to bring benefits to its users. The stronger the consumer belief that an application can improve performance and productivity, the more likely consumers are to decide to make an online purchase (Lim Yi Jin, et al., 2014). Adiyanti &; Pudjiharjo (2014) also argue that when a service is considered useful in its use, many consumers are increasingly interested and decide to use the service.

Consumers who view that a system developed is useful will feel that their expectations of the system are met, so consumers tend to make decisions in its use. Consumers will make online purchases due to perceived benefits, such as increased convenience, cost and time savings, and increased product choices compared to traditional shopping. In this context, service providers also need to convey information about the use of services properly, so that consumers get adequate information to make transactions (Kim, et al., 2007). According to Jogiyanto (2007: 14), perceived usefulness can be identified through indicators such as (1) Work Faster, (2) Useful, (3) Increase Productivity, (4) Effectiveness, and (5) Work Performance.

Perceived Ease of Use

According to Davis (1989), perceived ease of use is the extent to which someone believes that the use of technology is easy and does not require hard effort from its users. Successful perceived ease of use should ensure that use can be made as clearly as possible without involving processes that make it difficult for users. Information system users believe that information systems that are more flexible, easy to understand, and easy to operate characterize ease of use (Turban et al., 2010). Ease of use gives an indication that a system is designed to

make it easier for users and not to make it difficult. This implies that the service will be easy to understand and operate, making it easier for consumers to learn how to use the service.

If someone believes that a service is easy to use and does not require excessive effort in making transactions, then consumers are most likely to use the service. Conversely, if consumers believe that using services is not easy and requires extra effort in transactions, then consumers will most likely avoid using these services (Hartono, 2008).

Ease of use creates a feeling within a person that the system is useful, thus creating comfort when using it. The feeling of comfort obtained will significantly affect the positive attitude of consumers in using services (Jati and Laksito, 2012). Yunanto (2016) identifies perceived ease of use through indicators such as (1) Ease of learning, (2) Ability to do what users want easily, (3) Convenience that increases user desire, and (4) Ease of operation.

E-service Quality

Voss, et al. (2004), define services in an electronic environment (e-service) as the delivery of services through the use of new media, namely applications. Meanwhile, Zeithaml, et al. (2002) stated that the quality of e-service is the extent to which an application can facilitate customers effectively and efficiently starting from the process of shopping, purchasing, to delivery of products or services. The presence of e-service is considered the right step to overcome the obstacles that often arise in traditional services, especially related to the limitations of the company's own facilities. Unlike traditional service systems, e-services offer convenience to obtain information between consumers and service providers electronically (Bressolles & Durrieu, 2011).

The quality of e-service allows consumers to be accessed more flexibly, because it can be done anytime and anywhere, while the response time from the company is also considered fast. Thus, customers can be more efficient in making transactions. If consumers feel a good experience during online transactions and feel confident in the security of online transactions in an application, then the tendency of consumers to use the service will be higher (Koufaris & Hampton, 2002). In addition, if product suitability, consumer personal data security is guaranteed, and application functions are in accordance with consumer expectations, then the decision to use services for consumers will increase (Ihsan and Siregar, 2019).

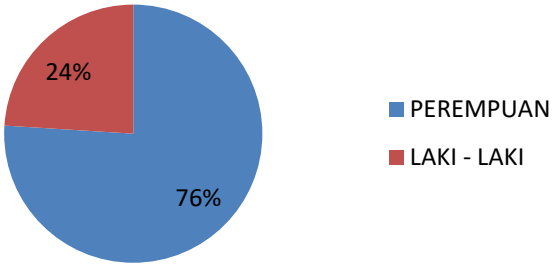
Thus, each company is expected to be able to develop the quality of e-service to meet and facilitate services to consumers virtually, so as to meet and meet the service needs desired by consumers.

METHODOLOGY

This study adopts a quantitative descriptive approach with the aim of exploring and explaining the pattern of Go-food application use among millennials. The quantitative descriptive approach is a research method that utilizes statistical calculations and descriptive analysis to reveal relationships between research variables. In addition, multiple linear regression analysis was applied in this study to investigate the influence of research variables on the phenomenon being studied.

The study was conducted in Makassar City, involving 50 respondents who had used the Go-food application. Participants were selected axidentally, covering various walks of life, such as students, office workers, and day laborers. The selection of respondent samples uses the Axial Sampling Technique, where the selection is carried out randomly and without a certain structure, thus reflecting the diversity in the population that is the focus of the study.

RESULTS AND DISCUSSION



Figue 1. Description Respondent
Source: Data Analysis (2023)

Existing data on illustrate that part big the respondent becomes subject study This is women, reached 76%, while respondent man only as much as 24%. This matter indicated that Go-food application more often used by circles Woman.

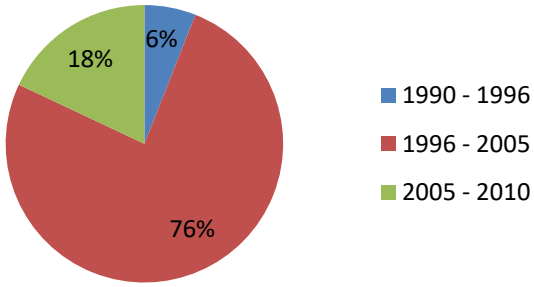


Figure 2. Year of Birth
Source: Data Analysis (2023)

Through observation seen that majority respondents, based on year birth, birth between from 1996 to 2005, it reached 76%. Group birth 1990-1996 contributed around 6%, meanwhile respondents who were born between from 2005 to 2010 it reached 18%.

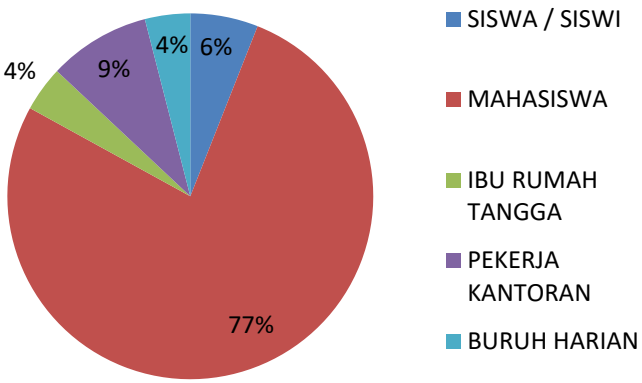


Figure 3. Work
Source: Data Analysis (2023)

Based on the data above can is known that the majority of respondents become sample in study This has status as student that is as much as 77%, then worker office as much as 9%, then as students as much as 6% and the least spread profession as Mother House ladder that is as much as 4%. This matter show that part big distribution respondents is a where are the students they more often using go-food inside his life daily.

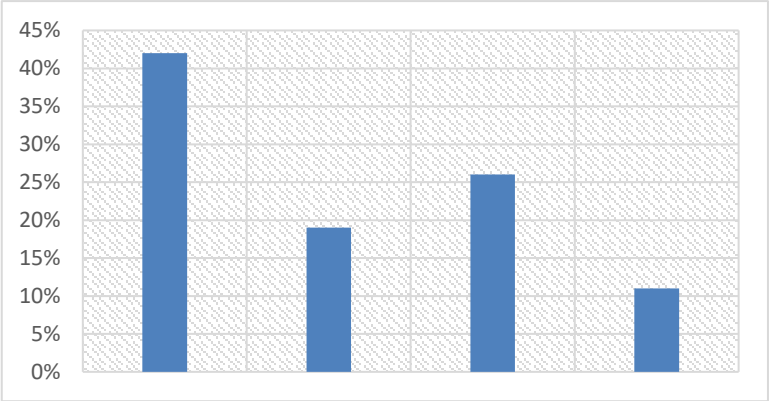


Figure 4. User Generated Content (UGC)
Source: Data Analysis (2023)

Based on illustration on on seen that mark every indicator given UGC (user-generated content) variables from respondents is by 42%. These results show the average value is around 42%. This means that ratings and reviews appear on Go-food application influences decision respondents For use these applications (Siegmar , Otto, & Florian, 2014).

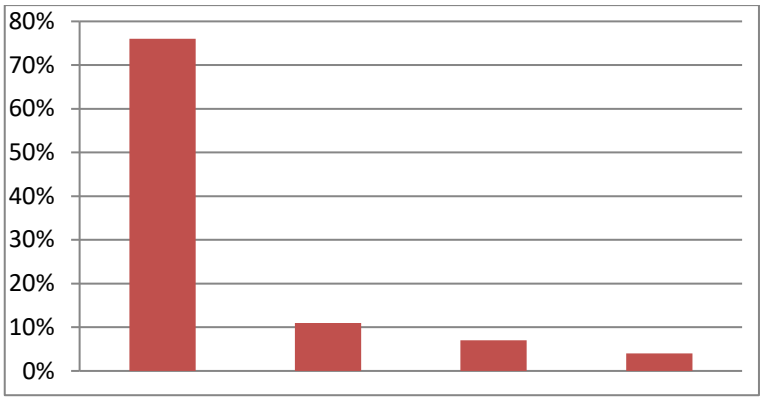


Figure 5. Tilise Technology and Information
Source: Data Analysis (2023)

Based on existing illustrations _ on every indicator was at 11.4 %. Results This consistent with results earlier that showed that average score value usage variables technology and informationis around 11.4% (Vicente, Maria, & Julen, 2013). These results show that respondents choose using Go-food as more solutions _ efficient in operate activity everyday (Kautish, Pradeep and Rejesh, 2020). Approach This possible You avoid queue and own more Lots flexibility in choice dining you. Besides that, the Go-food application helps respondents accept information price and menu without must visit shop grocery nearest in a way direct.

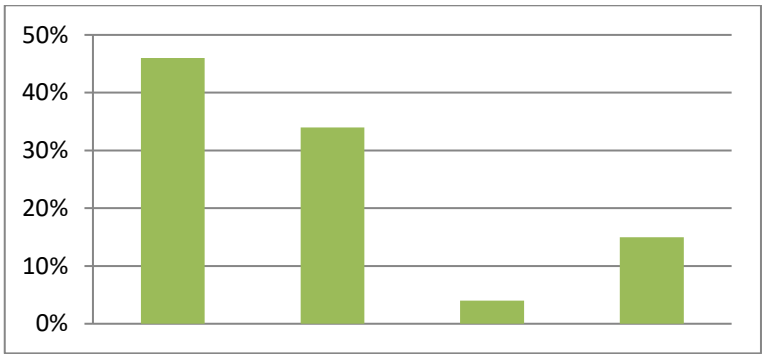


Figure 6. Consumptive
Source: Data Analysis (2023)

Based on above average _ mark on all variable delivered consumers _ respondent 1 is amounting to 34.6%. Based on this information is wrong One thing to think about respondent moment use Go-food application is Go-Pay and other digital wallets (Brochado, Ana, Nidia, & Fernando. 2017). Respondent Also consider possible Go-food they choose menu prices based on budget they.

With analyze the average variable behavior lazy given _ from respondent that is variable behavior lazy reached 70% (Uitto, Jelle, & Seppo, 2015). This information shows that Wrong One reason respondents using Go-food is Because they No need Again cook and go eating (Suki & Norazah, 2014). Situation This make user GoFood feel comfortable, especially those who have timetable congested and solid, and in context here, order food via Go- food optimal solution (Gonzalez, Eva, Reto, & Lorena, 2015).

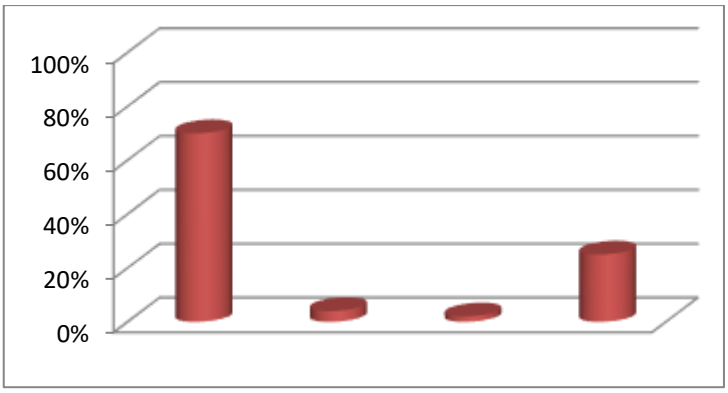


Figure 7. Decision use Go-Food Application
Source: Data Analysis (2023)

Moment use respondents respondents based on Figure 8 above, the average value for each indicator variable decision show variable decision moment use gofood app.31.4 % This Can describe about consideration about consideration respondent, who is consideration for the entry program return who received, no cook or cook or program occupied ones. Playing energy cooling caused by fact that cooling mantle always felt satisfied with services offered _ by driver, because Mantry Cooling No always know type distance and food, so user food goal goal food goal food goal food goal target Application No doubtful it is recommended that friends can use application food moment need food.

CONCLUSION AND RECOMENDATION

Based on results data analysis, can take conclusion as following. 1) User Generated Content (UGC) does not own impact significant to decision generation millennial in use Go-food application. 2) With utilise technology and information influential positive and significant to decision generation millennial in use GoFood application. 3) Behavior consumer influential positive and significant to decision generation millennial in use application Gofood. 4) Trends behavior lazy influential positive and significant to decision generation millennial in use GoFood application. 5) Behavior consumer become factor most importantly when generation millennial use application GoFood.

FURTHER STUDY

This research still has limitations so it is necessary to carry out further research related to the topic of Millennial Generation Behavior in Using Go-Food Applications in order to perfect this research and increase readers' insight.

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