Determinant Of Purchase Intention on Online Menu Restaurant Through Organism Response (SOR) Model

Dewi Agustin Pratama SARI¹*, Ayatulloh Michael MUSYAFFI², Namirah BAHFEN³, Enja Sari SIMANGUNSONG⁴, Dita Indah CAHYANI⁵

¹,²,³,⁴,⁵ Universitas Negeri Jakarta
Email: dewiagustin@unj.ac.id*, musyaffi@unj.ac.id², Namirahbahfen_1702520066@mhs.unj.ac.id³, EnjaSariSimangunsong_1702520001@mhs.unj.ac.id⁴, DitaIndahCahyani_1702520067@mhs.unj.ac.id⁵
*Corresponding Author

Received: 11.01.2022 Accepted: 22.05.2022 Published: 01.08.2022 DOI: 10.47750/QAS/23.189.41

Abstract

Various innovations are also being made by business actors in the restaurant sector. One of them is the improvisation to provide various online media to serve its consumers, especially in providing menus online. In Indonesia itself, various restaurants have also started the process of transforming to digital. Several large restaurants are currently providing menu offers online, either through their direct website or through various e-commerce media. However, many studies have focused on factors related to the adoption of an application's technology and the use of UTAUT’s theory of technology adoption. While in this study, the factors that were seen focused on the Organism Response Model (SOR). This model focuses on two things in looking at the factors that affect the intensity of purchases, namely from the marketing side and the social side. The purpose of this research is to see both in terms of marketing and terms of what social factors can encourage people to have purchase intensity for online ordering services provided by service providers. From the survey results carried out, some factors encourage someone to desire food on the online menu, including the visualization of the menu, the information on the menu, and the perception of risk for COVID-19. These three things have a positive influence on consumer desires for the online menu they see. Furthermore, purchase intentions can be influenced by the consumer desire that already exists and the convenience of consumers in making food purchases online.

Keywords: Online Menu, Organism Response Model, Purchase Intention

Introduction

Various government policies aim to control the spread of COVID-19, such as the existence of a Large-Scale Social Restriction (PSBB) policy, Working from Home, Quarantine, or Imposing Restrictions on Community Activities (PPKM), have an impact on decreasing the socio-economic activities of the community. These policies certainly create limitations for people to meet directly and interact with each other [1]. Of course, this impacts various businesses, especially in service businesses, such as food service providers. Since the March 2020 pandemic, many restaurants have not allowed their customers to eat on the spot [2]. This regulation has a significant impact on restaurant sales. In addition, COVID-19 also impacts reducing personal touches that service providers can make to create consumer experiences.

Digital transformation is one of the ways that various businesses, including in the service sector, can improve the economic situation during a pandemic like now, especially in getting their consumers back.

The purchase process before the pandemic, where many purchases were made in stores physically or offline, now consumers have switched to making purchases in digital or online stores. Currently, various innovations have been made by businesses in the restaurant sector. One of them is the improvisation to provide various online media to serve consumers, especially in providing menus online.

In Indonesia itself, various restaurants have also started to carry out the transformation process to digital. Several major restaurants have now provided menu offerings online, either through their direct website or through various e-commerce media. The existence of this research is expected to provide an overview to service providers, both those who have and who do not have an online ordering system, that which factors will ultimately affect purchase intentions. So that if service providers create an online ordering system, the system created can work more efficiently because it is right on target according to what consumers want.

However, in Indonesia, there is no specific research that explains what could affect on encouraging the ordering service system program using the online system. The research first describes the online restaurant ordering system. However, the majority of research focuses on factors related to the adoption of an ordering application technology using the UTAUT technology adoption theory. Whereas in this study the factors seen focused on the Organism Response Model (SOR). Where in this model focuses on two things in looking at the factors that
influence purchase intentions, namely from the marketing side and also from the social side.

The purpose of this research is to be able to see both from the marketing side and from the social side what factors can encourage people to have purchase intentions of online ordering services provided by service providers. By looking at the results of this study, service providers will build an online ordering system that is more effective and efficient. Therefore, this research needs to be done immediately to be able to help business players in the restaurant sector in order to maximize the menu offering services through digital media. Of course, if this research is not carried out immediately, it will have an adverse impact on restaurant service providers. This is because there is no basis or suggestion for service providers in optimizing digital transformation related to online restaurant ordering systems. Furthermore, in order to support the operationalization process of this research, the researcher proposed this research scheme with the youth researcher scheme category.

Literature Review

This study focuses on the concept of a framework based on the Organism Response Model (SOR) model. In this study, the SOR model was used to see consumer behavior related to purchase intentions in an online menu ordering program during this pandemic. This model combines both from the exponential side and from the social side. This is in line with the current problem that there are marketing changes made by various restaurants, mainly by providing online menus as well as seeing how, from the consumer's point of view this pandemic. To obtain maximum results from business, knowing business performance is impactful [3]. Therefore, in this study, there are several variables including the visual appeal menu (MVS), namely the visual menu as a marketing stimulus provided by restaurant service providers, the informativeness menu (MIF), namely information about the menu, Perception of COVID-19 (PCV), namely perception. Regarding COVID-19, Desire for Food (DSF), namely the desire for food served, Perceived convenience of online food ordering (COF), namely the perception of convenience in ordering food online, and the last one is purchase intention (PCI) which is related to purchase intentions. The following is the development of the hypothesis from this study.

H1: Menu visualization has a positive effect on consumer desires for food

In the context of ordering food menus online, it certainly limits how consumers see and feel about the product. Therefore, visualization of the menu such as photos from the menu is important as a factor to increase purchase intention, ease of choice, and increase consumer confidence [4]. The same thing was also conveyed by [5] who explained that the design of a food menu aims to attract consumers to affect restaurant sales. The visual components in designing a menu include a background, color, text, images, menu items, and the position where the price is placed [6]. Previous research has explained that an increase in visualization, such as adding photos to the menu will increase the positive attitude of consumers related to the existing menu [7]. Therefore, this is in line with the first hypothesis of this study that menu visualization will positively affect consumer desires for food.

H2: The information contained in the menu has a positive effect on consumer desires for food

In marketing, the text is widely used as part of inviting consumers to be interested in the products offered. Likewise, in the context of a restaurant, where the menu description will also make it clearer about the composition of the menu so that it will make it easier for consumers to decide which menu to choose. Several previous studies have explained that the existence of information about the nutritional content, composition, and how the menu is cooked will positively affect when consumers have the menu. Another study explains that a detailed menu description positively affects the menu consumers will choose (McCall and Lynn, 2008). This is in line with the second hypothesis of this study that the information contained in the menu positively affects consumer desires for these foods.

H3: Perception of the risk of COVID-19 has a positive effect on consumer desires for the online food menu offered.

H4: Perception of the risk of COVID-19 has a positive effect on the perception of consumer convenience in ordering food menus online

Previous studies by Lobb [8] explained that risk perception would significantly affect their purchase intention. Risk Perception has some factors, such as financial risk, functional risk, social risk, psychological risk and overall risk [9]. The consumer that have perception risk tended to have a negative attitude toward purchase intention [8]. The current COVID-19 pandemic is also one of the risks for consumers to obtain hygienic food. The perceived risk of COVID-19 encourages consumers to look for or buy food by ensuring the hygiene of the food. Therefore, in the third hypothesis, this study explains that the perception of COVID-19 has a positive effect on consumer desires for food menus provided online. Furthermore, this is also in line with the fourth hypothesis in this study, namely that the risk perception of COVID-19 affects consumer convenience when ordering food menus online.

H5: Consumers’ desire for food provided online has a positive effect on purchase intention

The desire to eat is influenced by some factors, including hunger, seeing pictures in the media or anything else [10]. Hunger sometimes has a negative emotional impact on a person. However, people will feel satisfied when their hunger has been fulfilled. The desire to eat can also be stimulated by viewing pictures and videos of people eating. During the COVID-19 pandemic, consumers are looking for food that is safer and protected from the virus. Furthermore, when there is a consumer’s desire for the menu provided, the consumer may intend to purchase. This is in line with the fifth hypothesis in this study, where the consumer’s desire for food provided online has a positive effect on purchase intentions.

H6: The convenience of consumers making online orders has a positive effect on purchase intentions

Previous research has explained that online food ordering is done because consumers feel able to carry out the ordering process and are comfortable in carrying out the process [11]. It is further explained by Yeo et al. [12] where the convenience of consumers in ordering food online will have a positive effect on consumer intentions to purchase. This is in line with the sixth hypothesis in this study which explains that consumer convenience when conducting online ordering processes has a positive effect on purchase intentions. Based on the development of the hypothesis above, the following is an image that explains this research model.
Research Methods and Materials

This research used primary data. Primary data is data obtained to meet the data needs of research conducted by Kahle and Malhotra [13]. The data were obtained by conducting a field survey by distributing research questionnaires in multiple-choice and questions using a Likert scale. The sampling method in this study was purposive sampling. The purposive sampling method is a sampling method using a non-probability approach. This means that sampling does not depend on population randomization but uses judgment, selective and subjective from the researcher. This research begins with a desk study. This desk study aims to map current research problems from previous studies. Furthermore, the development of the instrument was carried out and continued with the collection of primary data, namely quantitative data using a questionnaire. After the data was obtained, a quantitative analysis was carried out using the Structural Equation Model (SEM) test. From the results of the provisional analysis, an instrument was developed for qualitative data collection. The use of SEM is carried out because in this study, simultaneous model testing is required. Furthermore, this study uses a Likert scale of 1-6, which consists of strongly disagree, disagree, somewhat disagree, agree, and strongly agree. The research instrument was adopted by Brewer [9].

In processing the data in this study, the research instrument was tested. Hence, the researcher tested each statement item from the research variable. Wording tests were tested to check each instrument item before testing validity, reliability, and relationship variables. The data collected was 208 respondents. Based on the frequency with which the online menu is used, most respondents in this study purchased online was 1-4 times within one month. Furthermore, there were 61% of respondents from the millennial generation or Y generation. This study also got the data about how much they were spending their money in one month. There was 56% respondents were spending 0-3 million in one month, 33% respondents were spending 4-7 million in one month, and last, there were 11% respondents were spending their money in one month. In terms of education level, most respondents had an undergraduate degree (55%).

Results and Discussion

Results

The measurement model analyzes the level of validity and reliability through analysis of outer loading, Average Variance Extracted, Composite Reliability, and Discriminant Validity. The first step is to perform outer loading analysis by evaluating each indicator where the recommended value is 0.7 [14]. Based on Table 2 below, the outer loading value for each indicator exceeds 0.7. So, it can be concluded that this research has acceptable item reliability. The second step is to assess the internal consistency reliability with a recommended value of more than 0.7 [14]. Based on Table 2, all indicators per item have an outer loading value above 0.7. This shows that each indicator item has a good internal consistency. The third step is to assess convergent validity by evaluating the Average Variance Extracted value (AVE) with a recommended value of more than 0.5 [14]. Based on Table 1, and all variables have an AVE value above 0.5. It can be concluded that the constructs in this study are valid. The fourth step is to perform an analytical test using Composite Reliability (CR) with a recommended value of more than 0.7. Based on Table 2 above, the evaluation results on the processing results show that the CR value for all variables has a value above 0.7. Thus, it can be concluded that all variables in this study are reliable.

After the measurement model is carried out, the next step is to evaluate the structural model. The structural model analysis shows the relationship between the construct and the significance value. However, before evaluating and analyzing the structural model, we must first check each of these constructs' multicollinearity using Collinearity Statistics (VIF). A research model must not have problems regarding collinearity. The recommended value for the VIF value must be above 5. Table 1 above shows the VIF values for each variable in each indicator. If the VIF value is more than 5, then each indicator's items have a multicollinearity problem. Based on Table 3 above, the VIF value for all construct items is below 5. This shows that the construct items have no problems regarding collinearity. The next step is to test the hypothesis based on data processing through SmartPLS software based on the various trials conducted above. To test the hypothesis that has been built, the step that must be done is to compare the T statistic value with the T value. If the T statistic value is greater than the t value, then the built hypothesis is accepted. Likewise, vice versa, if the T statistical value is smaller than the t value, the hypothesis is rejected. Apart from comparing the t statistic with the t value, another way to determine the hypothesis is to compare the p-value with a predetermined error rate. In this study, the predetermined error rate is 5%. Table 3 below shows the results of the values used to determine the hypothesis that was built.
Based on the results of the data from the survey conducted, it is known that there are five accepted hypotheses and one rejected hypothesis from the six hypotheses. The rejected hypothesis is the perception of the risk of Covid-19 on the perception of consumer confidence in ordering food menus online. Where the t statistical value is smaller than the t value and p-value shows above 0.05. So the hypothesis is rejected. As for the first, second, third, fifth, and sixth hypotheses, the t statistical value is bigger than the t value, and P-Values is smaller than 0.05, so that the hypothesis is accepted.

**Discussion**

Based on the field survey that has been carried out, it is known that the visualization menu has a positive effect on consumer desires for food. This is following what was conveyed by previous research that the design of food menus provided by online restaurant service providers can increase consumer confidence so that it is expected to increase consumer desire for these foods [4]. The results of this study support previous research by Hou et al. [7], which explains that an increase in visualization in the online menu will increase the positive attitude of potential consumers towards the online food menu. A pandemic situation that makes it difficult for someone to visit a restaurant supports visualization through other media such as online to make it easier for someone to identify the food they will consume.

In addition, the online display or visualization affects the presence of a person in responding to the food to be consumed. The information contained in the online menu is also known to impact consumer design for food positively. The clearer the information provided by the service provider will affect the food consumers that will consume. This is supported by the current pandemic conditions where limited people will come to a restaurant. People need an overview or information about the food in the online menu media they read. This is in line with previous research that explains that the existence of information about the composition, nutritional content, and how service providers carry out making food has a significant positive impact on consumer desire for food [15].

Furthermore, this study also looks at the influence of the perceived risk of COVID-19 on consumer desires for online food menus offered. The survey results that have been conducted show that the perception of the risk of COVID-19 has a positive effect on consumer desires for online food menus offered. The results of this study are in line with previous research by Nazmi [16], which said that the presence
of risk will affect purchase intentions. The current pandemic condition certainly makes one of the considerations for consumers to make transactions offline, which will be considered riskier when making purchases offline than online purchases. Therefore, people’s perceptions of COVID-19 will positively affect consumer desires for online food menus.

However, the perception of COVID-19 on consumers is known not to affect consumers’ perceptions of convenience in ordering food menus online. This is different from previous research, which explains that a person’s perception of the risk of COVID-19 has a positive influence on a person’s convenience in ordering food online. The author suspects that the factors that influence the convenience of consumers in ordering food menus online are related to the ability to adopt technology and the ease of technology itself in being used by consumers.

Furthermore, in this study, it is also known that consumer desire for food provided online has a positive effect on purchase intention. This means that when someone desires the online menu they see, it will be in line with the person’s purchase intention for the online menu they have seen. The current pandemic condition encourages people to reduce the intensity of shopping offline and encourages people to shop online, such as relying more on the online menu displays they see when buying food online.

Furthermore, this study also saw that the convenience of consumers in ordering food online had a positive effect on purchase intentions. This is in line with research by Yeo et al. [12], which explains that when consumers feel comfortable buying food online, it will have a positive effect on the consumer’s purchase intention. In line with the pandemic situation, some people feel uncomfortable when they have to interact with other people. Therefore, consumers will be more comfortable with making purchases online. So that consumer convenience has a positive influence on purchase intentions.

Conclusion

This research focuses on the Organism Response Model (SOR). This model focuses on two things in looking at the factors that influence purchase intentions, namely from the marketing and social sides. This research is expected to see both from the marketing and social side. Furthermore, this research focuses on the factors that can encourage people to have purchase intentions for online ordering services provided by service providers, especially during this COVID-19 pandemic condition where many business models are—changed to online, including the food and beverage industry. From the survey results carried out, some factors can encourage someone to desire food on the online menu, including the visualization of the menu, the information in the menu, and the perception of risk for COVID-19. These three things have a positive influence on consumer desires for the online menu they see. Furthermore, purchase intentions can be influenced by the desires that already exist in the consumers themselves and the convenience of consumers in making food purchases online.

From the results of the research conducted, there are both managerial and academic implications. Furthermore, based on managerial implications, the results of this study can be used primarily for online food service providers. Service providers can focus more on the visual form and information provided in the online menu. The more attractive the visualization according to consumers and the information provided by the online menu is informative, it will encourage consumers’ intention to make an online purchase. This is undoubtedly an opportunity for service providers, especially food and beverage service providers, during a pandemic situation like today. In a pandemic condition like this, service providers can focus more on visualizing the online menu displayed and the information provided on the website or online menu application that consumers can access.

Furthermore, for the theoretical implications, in this study, it is sufficient to provide a more comprehensive picture of the factors that encourage consumers to make purchases through the menu in the application or website. The first research explained the online restaurant ordering system. However, most of the research focused on factors related to the technology adoption of an ordering application using the UTAUT technology adoption theory. While in this study, the factors that were seen focused on the Organism Response Model (SOR). This model focuses on two things in looking at the factors that influence purchase intentions, namely from the marketing and social sides.

References