

THE INFLUENCE OF GENERATION Z CONSUMER BEHAVIOR TO USE OF THE DELIVERY FOOD SERVICE APPLICATION (SHOPEEFOOD)

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ABSTRACT

Purpose: This research aims to analyze the influence of Generation Z consumer behavior in using food delivery service applications, with a focus on Shopee Food. The research background reflects technological and information developments that influence Generation Z's consumption patterns, especially in the context of food delivery services.

Design/Methodology/Approach: The sample used was 100 people from generation Z in Samarinda City. This research uses a quantitative approach with data collection techniques in the form of questionnaires given to 100 Generation Z respondents who use the Shopee Food application. Data analysis was carried out using statistical methods to identify the influence of consumer behavior, ease of use of the application, and Shopee Food's marketing strategy on consumer purchasing decisions.

Findings: The research results show that there is a significant influence between Generation Z consumer behavior in using Shopee Food, the ease of use of the application, and marketing strategies on purchasing decisions. These factors together shape Generation Z consumers' behavior in choosing food delivery services.

Research Implications: These results provide deep insight into the dynamics of Generation Z consumer behavior in the digital era, with important implications for developing marketing strategies and managing food delivery services in the future.

Keywords: Service Quality; Convenience; Innovation; Trust; Customer Satisfaction; Shopeefood

ABSTRAK

Tujuan Penelitian: Penelitian ini bertujuan untuk menganalisis pengaruh perilaku konsumen Generasi Z dalam menggunakan aplikasi layanan pesan-antar makanan, dengan fokus pada Shopee Food. Latar belakang penelitian mencerminkan perkembangan teknologi dan informasi yang memengaruhi pola konsumsi Generasi Z, khususnya dalam konteks layanan pesan-antar makanan.

Desain/Methodologi/Pendekatan Penelitian: Sampel yang digunakan adalah 100 orang dari generasi Z di Kota Samarinda. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data berupa kuesioner yang diberikan kepada 100 responden Generasi Z yang menggunakan aplikasi Shopee Food. Analisis data dilakukan dengan menggunakan metode statistik untuk mengidentifikasi pengaruh perilaku konsumen, kemudahan penggunaan aplikasi, dan strategi pemasaran Shopee Food terhadap keputusan pembelian konsumen.

Hasil Penelitian: Hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan antara perilaku konsumen Generasi Z dalam menggunakan Shopee Food, kemudahan penggunaan aplikasi, dan strategi pemasaran terhadap keputusan pembelian. Faktor-faktor tersebut secara bersama-sama membentuk perilaku konsumen Generasi Z dalam memilih layanan pesan-antar makanan.

Implikasi Hasil Penelitian: Hasil ini memberikan wawasan mendalam tentang dinamika perilaku konsumen Generasi Z di era digital, dengan implikasi penting

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untuk mengembangkan strategi pemasaran dan mengelola layanan pengiriman makanan di masa mendatang.

Kata Kunci: Kualitas Layanan; Kenyamanan; Inovasi; Kepercayaan; Kepuasan Pelanggan; Shopeefood

INTRODUCTION

The development of technology and information is growing very rapidly, currently all groups are able to access technology easily and quickly. The internet is also a means of communication, so many people use the internet as a medium for doing business. For business people themselves, with the development of technology, they are able to market their products widely and without borders, so that consumers from various regions can reach whatever they want (Dan & Mildawati, n.d.). Generation Z is the generation born between 2000 and now. Generation Z is the generation that uses their cellphones to carry out all forms of activities such as socializing, working and having fun, so it is not surprising that Generation Z is the largest portion of OFD (Online Food Delivery) users. Indonesia is a country with various types of culinary specialties, not everyone knows or understands Indonesian food, without internet media. Generation Z is said to be the largest portion of OFD (Online Food Delivery) users, because using the application saves time and energy, and there are often lots of promos through the application, payment options, and the food is varied (Faizah & Zulfaturrohmaniyah, 2023).

In 2020, Shopee-Food began marketing its products through the Shopee application, by marketing products that can last a long time, such as frozen food and packaged drinks. At the beginning of 2021, shopee-food began to try out and be able to compete with delivery services such as Go-food and Grabfood. The marketing strategy in the form of promotions is carried out with the aim of introducing and expanding the reach of the newest features, especially outside the Jabodetabek area (Calvin & Tyra, 2022). To attract consumers, Shopee holds quite large promotions and discounts using vouchers. So price changes can affect consumers because consumers vary greatly according to their perceptions, especially product costs and their total expenditure. Consumers will be more sensitive to prices that can burden their minds (expensive prices) and consumers prefer cheap prices above their expectations (Dimas et al., 2023). Ease of use of the application is also an important thing that needs to be considered by the image or brand, especially Shopee-Food. Because the first time they use the application will determine whether they will continue to use the application or switch to another application. Convenience is a condition where consumers believe that using technology is easy and does not require much effort from its use. If someone believes that an information system is easy to use, consumers will use it. In online purchasing decisions, it is believed that when consumers feel positive convenience they will tend to have an attitude towards the decision to shop online (Rahayu, 2016).

This research aims to analyze the level of use of the Shopee Food application by Generation Z, assess the influence of consumer behavior on the use of the application, identify factors regarding ease of use of the application, evaluate Shopee Food's marketing strategy and identify the relationship between ease of use of the application and purchasing decisions of Generation Z consumers. to find out whether there is an influence of Generation Z consumer behavior on purchasing decisions through the Food Delivery Service Application (Shopee-food) and to find out whether there is an influence of service quality, ease of use of the application, innovation and trust on Generation Z consumer behavior in the Food Delivery Service Application (Shopeefood) (Aryanti & Andarini, 2023).

LITERATURE REVIEW

Consumer behavior

Consumer behavior is an important branch of economics and marketing that focuses on the interactions between consumers and the products or services they consume. The study of consumer behavior in food delivery services is an important effort to understand the dynamics of use of these services. In this research, an in-depth understanding of consumer behavior is very important because it provides insight into how consumers are, especially Generation Z (Din Jannah, 2019). Purchasing decisions are an important component in understanding customer behavior. This decision may be influenced by things like food type, taste, and price. Consumer behavior, as a rich and complex field of research, stretches from the stage of searching for information to the stage of selecting and using a product or service, even to the stage of discarding it. In exploring this dimension, it should be noted that consumer behavior is not just a series of mechanical actions, but also a reflection of various interrelated factors (Saerang et al., 2022).

Consumer behavior analysis is able to reveal critical patterns in purchasing decisions, including brand preferences that are formed by consumer experience and perception. In the context of food delivery service applications such as ShopeeFood, a deep understanding of the stages of consumer behavior, from menu browsing to the order receiving experience, becomes essential. Moreover, identifying psychological factors, such as risk perception and motivation, as well as social factors, such as influences from the surrounding environment or peers, provides a complete picture of the psychosocial foundations that influence consumer decisions (Indriany et al., 2022). In discussing generation Z consumer behavior, the emphasis on their interaction with technology becomes very relevant. Generation Z is known as a pioneer in technology adoption, with strong digital skills and a habit of using mobile applications as an integral part of everyday life. By understanding how generation Z interacts with technology, including in the context of food delivery service applications, we can dig deeper into how technology shapes their perceptions and preferences (Of et al., 2020).

When generation Z makes decisions regarding food delivery services, especially Shopee Food, technology factors are not only a tool for efficiency, but also create a more connected and personalized experience. Understanding these dynamics can help detail the extent to which technology plays a role in shaping the behavior of generation Z consumers in choosing Shopee Food or similar services. Therefore, consumer behavior analysis not only provides a general picture, but also opens the door to exploring how these factors interact and shape consumer decisions in more depth (Nasution & Kurnia, 2021).

Generation Z

Generation Z, also known as iGeneration, net generation, or internet generation, is a generation group that grew up in a strong digital era. They have different characteristics, which are reflected in their daily behavior. Generation Z has the ability to do many things at once, which shows how much they use technology in their daily lives. They can perform multiple tasks at once with their phones, such as sending tweets via their phones, accessing the internet via PC, using headsets to listen to music, and even ordering food via their phones. The characteristics of Generation Z are very important when it comes to using food delivery services such as Shopee Food. Generation Z has special preferences in choosing and using these services. When they order food through these apps, they tend to look for ease of access and convenience. This shows their strong relationship with technology and online activities (Utami, 2010).

Generation Z is used to the internet because they grew up in the digital era. They enjoy using apps, mobile devices, and online interactions. With food delivery services, what really appeals to them is the ability to access menus and different restaurants via the app.

Another important factor is the ease of ordering food without having to go to a restaurant or call (Putih & Wardhani, 2022). Generation Z is also familiar with the various technological features offered by delivery service applications; they know how to use these apps to order food, track orders and make payments online. This ability shows the technological capabilities of Generation Z (Akhmad & Purnomo, 2021).

This research will increase understanding of Gen Z's preferences and behavior when using food delivery applications, especially Shopee Food. It will also help explain how their preferences are formed and how technology influences their decision to use food delivery services.

Technology (Digital Marketing)

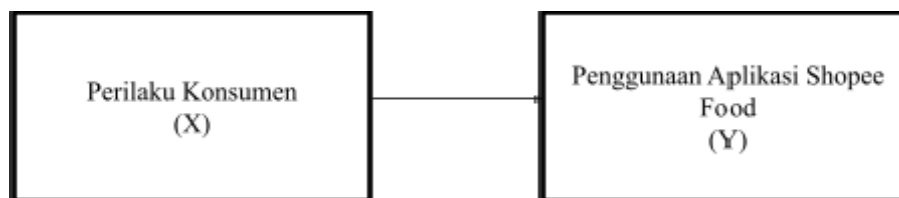
An important aspect of this research is digital marketing, because the use of technology and digital platforms is very important in various aspects of modern business, including food delivery services. Digital marketing includes the use of various online channels, such as online advertising, social media, and search engine optimization, to reach audiences and promote these services to them (Informatics & Lpi, 2019). In this case, digital marketing is the main tool that helps Gen Z get to know food delivery services like Shopee Food. Digital marketing allows platforms like Shopee Food to provide information about partner restaurants, menus, promotions and other special features to customers efficiently through online platforms. In addition, it is very important to create an effective marketing strategy to understand online customer behavior, including their preferences for ordering food (Ratama et al., 2022).

According to this research, digital marketing can also influence the preferences and behavior of Gen Z customers. Online advertising campaigns and advertisements carried out by delivery platforms can influence customers' decisions to choose various services. In addition, discounts and promotional vouchers that are often included in digital marketing can also influence customers' decisions to purchase goods. Therefore, digital marketing plays an important role in changing consumer preferences and behavior and the way they view food delivery services. Therefore, understanding how digital marketing is used in the food delivery service industry is key in this research to explore Generation Z's preferences and behavior in using food delivery service applications, especially Shopee Food (Novita & Wijaya, 2021).

Research Framework

The framework for thinking in this research is presented in the following picture:

Figure1. Thinking Framework



Hypothesis

A hypothesis means a temporary answer that reviews a population position that will be tested to obtain the accuracy of the data obtained (Sugiyono, 2013). The answer is

still new based on empirical facts obtained by data collection. Based on the framework of thought, this research hypothesis is used to analyze whether there is an influence between consumer behavior variables (X) on the use of the Shopee Food Application (Y). The test uses a simple linear regression test to measure each independent variable against the dependent variable.

So the author formulates a hypothesis which is a temporary conclusion from the research as follows:

H1: Consumer behavior variables are thought to have a positive relationship and have a significant influence on the use of the Shopee Food Application.

RESEARCH METHODS

Quantitative method research uses data in the form of numbers which are then processed statistically. Data was obtained from the results of a survey filling out questionnaires by Generation Z respondents in the city of Samarinda. In the Simple Regression Test and Classical Assumption Test, after obtaining the data processing survey results, the data is then presented, interpreted and analyzed in paragraph form to answer the problem. Non-Random Sample is a technique used in sampling this research, where the researcher determines sampling using specific limits based on the research objectives and is expected to be able to provide answers to research problems. Non-random techniques provide research samples with different opportunities for each member of the population.

The research method used is a quantitative method with data collection techniques through questionnaires given to 100 respondents to collect information regarding the preferences and behavior of Generation Z consumers regarding the use of food delivery service applications (ShopeeFood).

RESULTS AND DISCUSSION

Validity test

The data tested for validity comes from collecting questionnaire data. A questionnaire is declared valid if each statement item shows a calculated R correlation $>$ R table with a significance value $<$ 0.05 (5%).

The following are the results of observations of questionnaire data from the Validity Test which have been processed using SPSS software, the results of data processing are presented in the following table:

Table 1.
Validity Test

No	Pernyataan	R hitung	R tabel	Keterangan
X Perilaku Konsumen				
1	X.1	0,861	0,195	Valid
	X.2	0,814	0,195	Valid
	X.3	0,855	0,195	Valid
	X.4	0,829	0,195	Valid
	X.5	0,20	0,195	Valid

X.6	0,573	0,195	Valid
X.7	0,494	0,195	Valid
X.8	0,491	0,195	Valid
X.9	0,452	0,195	Valid

Source: Data processed by researchers (2023)

Obtained The validity test of the variables obtained is R count > from R table 0.195, meaning that all the statement items in the questionnaire are proven to be valid and able to measure consumer behavior variables towards the use of food delivery service applications, especially Shopeefood.

Reliability Test

It is declared Reliable if it provides value *cronchbach alpha* greater than 0.60. Based on calculations using SPSS software, the results of the processed data can be seen as follows:

Table 2.
Reliability Test

Variabel	Cronchbach Alpha	Alpha	Keterangan
Perilaku Konsumen (X)	0,867	0,60	Reliabel

Source: Data processed by researchers (2023)

Each variable has a Cronbach alpha value > 0.60, so it can be concluded that the measuring instrument used *reliable*.

Simple Linear Regression Test

Table 3. Results of Multiple Linear Regression Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Say.
	B	Std. Error			
1	(Constant)	3,197	1,596	2,003	,048
	totalx	,683	,048	,818	,000

Source: Data processed by researchers (2023)

Based on Table 3, the regression equation $Y=3.197 + 0.683X_1$ is obtained. So from this equation it can be explained that:

1. Value a = 3.197. This means that if the Consumer Behavior variable (X1) has a value of 0, then the Shopee Food Application Usage variable (Y) will increase by 3,197.
2. The b1 value = 0.683. This means that for every 1 point increase in Consumer Behavior, on average it causes an increase in Shopee Food Application Usage of 0.683 points.

Simultaneous Test (F Test)

Table 4.
Results of Simultaneous ANOVA Test (F Test).^a

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1094,987	1	1094,987	201,618	,000 ^b
	Residual	543,101	100	5,431		
	Total	1638,088	101			

Source: Data processed by researchers (2023)

Based on Table 4. The results of the F Test calculation obtained a value of 201.618 and a significance value of $0.000 < 0.05$ probability value, this shows that H₀ is rejected and H₁ is accepted, meaning that the consumer behavior variable has a significant influence on the variable using the Shopee Food Application (Y).

Correlation Coefficient (R) and Determination Coefficient (R²)

Table 5.
Results of Correlation Coefficient (R) and Determination Coefficient (R²)

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	,818 ^a	,668	,665	2,330	

Source: Data processed by researchers (2023)

From the table above, it is known that the Correlation Coefficient (R) = 0.818 or 81.8%, it can be concluded that there is a very strong correlation between consumer behavior variables regarding the use of the Shopee Food Application in Samarinda City ($>0.75 - 0.99$: Correlation very strong).

Coefficient of Determination (R²) = 0.668 or 66.8%, meaning that 66.8% of use of the Shopee Food Application in Samarinda City is influenced by consumer behavior. the remaining 33.2% is influenced by other variables not studied.

Hypothesis Test

On the basis of decision making, if the significance value is <0.05 , then the Hypothesis is accepted, which means that partially there is an influence between Consumer Behavior (X) on the use of the Shopee Food application (Y), and if the significance value is >0.05 , then the Hypothesis is rejected. This means that partially there is no influence of consumer behavior (X) on the use of the Shopee Food application (Y).

So based on the calculation results using SPSS, the output results that have been processed can be seen in the following table:

Table 5.
Results of Correlation Coefficient (R) and Determination Coefficient (R²)
Coefficients^a

Unstandardized Coefficients			Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	3,197		2,003	,048
	totalx	,683	,048	,818	14,199

Source: Data processed by researchers (2023)

Based on the results in this table, it can be concluded that the consumer behavior variable (X) has a significant effect on the use of the Shopee Food application (Y), where the consumer behavior variable (X) has a value of 0.000. This value can be said to mean that if the value is smaller than alpha ($0.000 < 0.05$), it can be said that consumer behavior partially has a significant influence on the use of the Shopee Food application.

Discussion

Based on data processing from research results and analysis that researchers have carried out using SPSS tools, the research results can be interpreted as the influence of consumer behavior (X) on the use of the Shopee food application (Y). Receiving a value of $0.000 < 0.05$, the research results illustrate that consumer behavior (X) significantly influences the use of the Shopee food application (Y). Consumer behavior determines the decision making process in purchasing Consumer behavior is how a person, both individually and in groups, considers, chooses, buys, uses, and evaluates a product in order to meet their needs (Harris et al., 2022). The results of this research show that consumer behavior influences purchasing decisions in using the Shopee food application by generation Z in the city of Samarinda. Supported by research (Donabella & Manzilati, 2022) states that consumer behavior significantly influences the purchasing decisions of Shopee food application users.

CONCLUSION

From the results of the research conducted, it can be concluded that consumer behavior will increase purchasing decisions when using the Shopee food application, that consumer behavior has a very strong influence on the use of applications from food delivery services (shopee food). So Shopee food needs to pay attention to the services of its application, such as continuing to improve service performance so that it can influence every consumer decision.

SUGGESTION

Based on the results of research and discussions regarding consumer behavior towards using food delivery services (Shopee food), several suggestions can be given to consumers who use the Shopee food application. First, practical suggestions for the Shopee food application are expected to be able to improve service quality, trust, comfort and consumer satisfaction. The Shopee food application is expected to be able to provide convenience so that consumers can feel more free in making transactions, so that this can influence consumer attitudes regarding satisfaction with the Shopee food application.

Second, academic advice for future researchers in preparing further research is to pay attention to innovation in using the Shopee food application, so that users feel satisfied

and trust Shopeefood.

IMPLICATIONS

The implication of this research is that Shopeefood pays attention to service quality, innovation and trust in consumers because it will affect the quality of the Shopeefood application. Apart from that, it can be used as innovation and motivation in the technological era.

RESEARCH LIMITATIONS

The limitations of this research were in the data collection section due to the fact that it took along time to collect respondents which did not meet the researcher's time target.

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