

INTENTION TO USE ONLINE FOOD DELIVERY
SERVICES IN INDONESIA: THE STUDY ON POST-
MOVEMENT CONTROL ORDER (MCO) PERIOD

BY

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ABSTRACT

Before the COVID-19 pandemic, Indonesians had a habit of eating at restaurants, malls, and cafes with family and friends. Then, the shopping pattern of the Indonesian people changed drastically from initially visiting physical stores (offline) to switching to an electronic system (online), especially in ordering online food delivery services after the COVID-19 pandemic. However, after the movement control order (MCO) ended and the Covid-19 cases disappeared, people began to leave their homes and eat in restaurants, malls, and cafes again. Movement control order (MCO) is expected to end soon. Will the demand for online food delivery services remain in the market or not after the pandemic? Therefore, the researcher decided to examine the intention to use online food delivery services in Indonesia during the post-movement control order (MCO) period. This study used the Theory of Planned Behavior, and the respondents for this study amounted to 250 respondents. Determination of the number of respondents was by using non-probability sampling with the purposive sampling method. Respondents in this study were people who had purchased online food delivery services at least once or twice. The data analysis method used is the Statistical Package for Social Sciences (SPSS) Version 22.0. The results showed that attitudes, subjective norms, and perceived control positively affected intention to use online food delivery services in Indonesia during the post-movement control order (MCO) period, which means that Indonesian people will continue using online food delivery services after the post-movement control order (MCO) period. Based on this research, it is suggested for food and beverage business owners to pay more attention in providing the best service to consumers, because they feel that buying food through providers is excellent and valuable. Promotion or discount programs can also be one of the best service alternatives offered by food and beverage business owners so that consumers remain loyal to use online food delivery services.

ملخص البحث

قبل جائحة COVID-19، كان الإندونيسيون معتادون على تناول الطعام في المطاعم ومراكز التسوق والمقاهي مع العائلة والأصدقاء. بعد ذلك، تغير نمط التسوق لدى الشعب الإندونيسي بشكل جذري من زيارة المتاجر الفعلية في البداية (غير متصل) إلى التحول إلى نظام إلكتروني عبر الإنترنت، لا سيما في طلب خدمات توصيل الطعام عبر الإنترنت بعد جائحة COVID-19. ومع ذلك، بعد انتهاء أمر مراقبة الحركة وانخفاض حالات COVID-19، بدأ الناس في مغادرة منازلهم وتناول الطعام في المطاعم ومراكز التسوق والمقاهي مرة أخرى. من المتوقع أن ينتهي أمر مراقبة الحركة (MCO) قريبًا، فيبقى تساؤل: هل سيظل الطلب على خدمات توصيل الطعام عبر الإنترنت في السوق أو لا بعد الجائحة؟ لذلك، قرر الباحث دراسة نية استخدام خدمات توصيل الطعام عبر الإنترنت في إندونيسيا خلال فترة أمر مراقبة الحركة (MCO). استخدمت هذه الدراسة نظرية السلوك المخطط، وبلغ عدد العينة لهذه الدراسة 250 مستجيبًا. تم تحديد عدد المستجيبين باستخدام طريقة أخذ العينات غير الاحتمالية بطريقة أخذ العينات الهادفة. كان المستجيبون في هذه الدراسة أشخاصًا اشتروا خدمات توصيل الطعام عبر الإنترنت مرة أو مرتين على الأقل. وطريقة تحليل البيانات المستخدمة هي الحزمة الإحصائية للعلوم الاجتماعية (SPSS) من الإصدار 22.0. أظهرت النتائج أن المواقف والمعايير الذاتية والتحكم المتصور أثرت بشكل إيجابي على نية استخدام خدمات توصيل الطعام عبر الإنترنت في إندونيسيا خلال فترة أمر مراقبة ما بعد الحركة (MCO)، مما يعني أن الإندونيسيين سيستمرون في استخدام خدمات توصيل الطعام عبر الإنترنت بعد هذا المنشور. - فترة أمر مراقبة الحركة (MCO). بناءً على هذا البحث، يُقترح لأصحاب الأعمال في مجال الأغذية والمشروبات أن يُبدوا مزيدًا من الاهتمام في تقديم أفضل خدمة للمستهلكين، لأنهم يشعرون أن شراء الطعام من خلال مقدمي الخدمة ممتاز وقيم. كما يمكن أن تكون برامج الترويج أو الخصم أيضًا أحد أفضل بدائل الخدمة التي يقدمها أصحاب الأعمال في مجال الأطعمة والمشروبات بحيث يظل المستهلكون مخلصين لاستخدام خدمات توصيل الطعام عبر الإنترنت.

APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Master of Science (Marketing).

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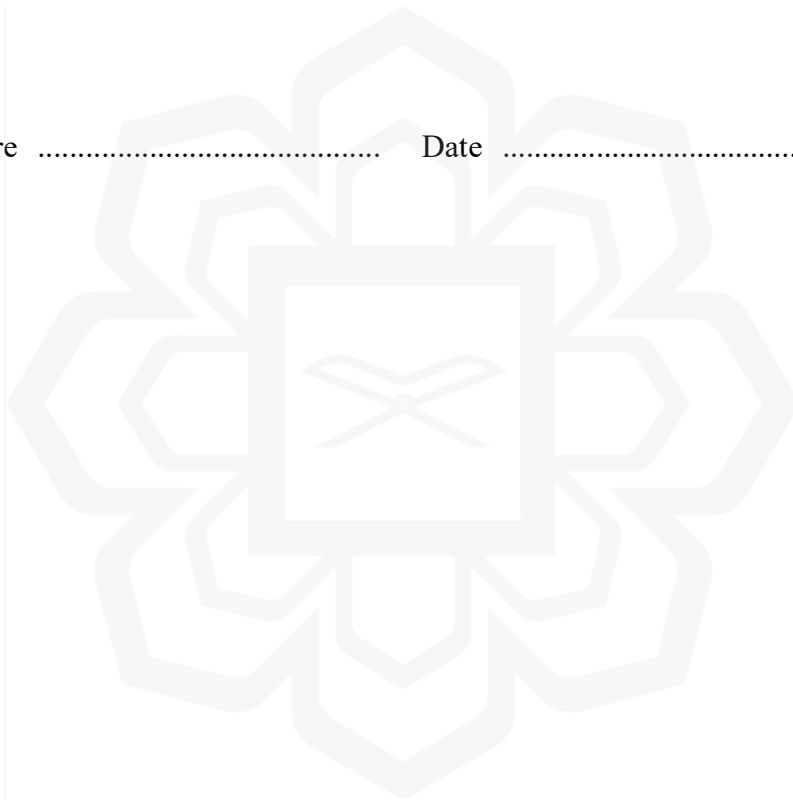
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DECLARATION

I hereby declare that this dissertation is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

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This dissertation is dedicated to my constant partner my wife, my beloved parents and my sister and brothers who made me who I am today, and my sweet in-laws who always supported me in achieving my dreams



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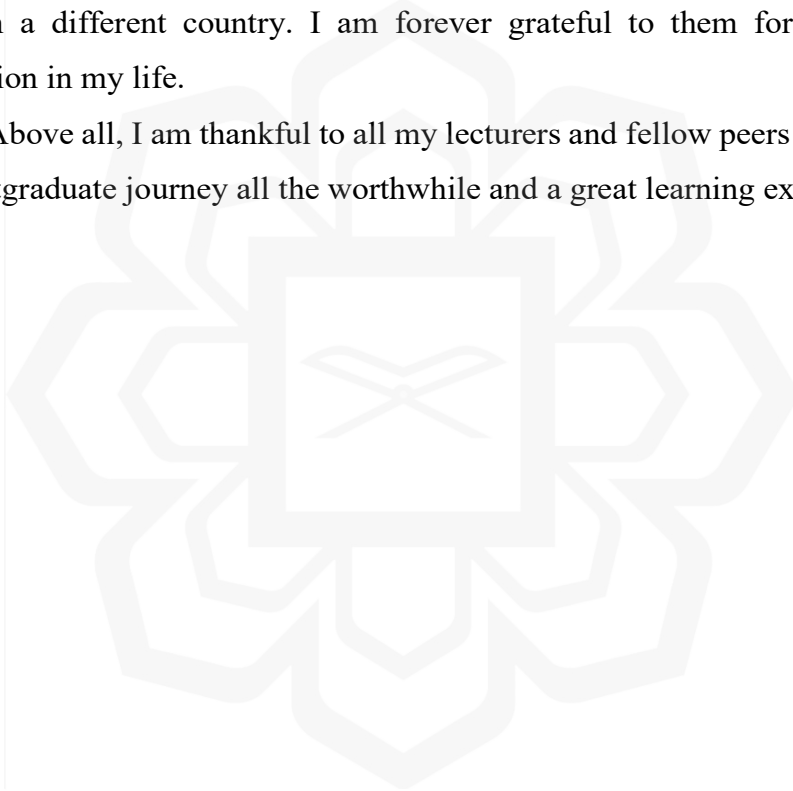


TABLE OF CONTENTS

Abstract.....	i
Approval Page.....	iii
Declaration.....	iv
Acknowledgements.....	vii
Table of Contents	viii
List of Tables	xi
List of Figures	xii
CHAPTER ONE : INTRODUCTION.....	1
1.1 Background of The Study.....	1
1.2 Problem Statement.....	9
1.3 Research Objectives.....	11
1.3.1 General Objective	11
1.3.2 Specific Objective.....	11
1.4 Research Questions.....	12
1.5 Significance of The Study	12
1.6 Organization of Study.....	13
1.7 Chapter Summary.....	13
CHAPTER TWO : LITERATURE REVIEW	15
2.1 Introduction	15
2.2 The Impact of The Covid-19 Pandemic on The Food Industry.....	15
2.2.1 The Impact of COVID-19 on MSMEs (Micro, Small and Medium Enterprises)	16
2.3 Online Food Delivery Apps Most Used During Covid-19	18
2.3.1 Gojek.....	18
2.3.2 Grab.....	19
2.4 Theoretical Underpinning	20
2.4.1 Theory Of Planned Behavior	20
2.5 Factors Influencing The Intention to Use Online Food Delivery Services in Indonesia During The Post-Movement Control Order (MCO) Period.....	21
2.5.1 Intention to Use the Online Food Delivery Services.....	21
2.5.2 Attitude Towards Use of Online Food Delivery Services.....	23
2.5.2 Subjective Norms of Using Online Food Delivery Services.....	25
2.5.3 Perceived Behavioral Control in Using Online Food Delivery Services	26
2.6 Hypotheses Development and Conceptual Framework.....	27
2.6.1 The Influence of Attitude Towards Online Food Delivery on the Intention to Use Online Food Delivery Services in Indonesia During the Post-Movement	

Control Order (MCO) Period.....	27
2.6.2 The Influence of Subjective Norms of Using Online Food Delivery on the Intention to Use Online Food Delivery Services in Indonesia During Post-Movement Control Order (MCO) Period	28
2.6.3 The Influence of Perceived Behavioral Control in Using Online Food Delivery on the Intention to Use Online Food Delivery Services in Indonesia During the Post-Movement Control Order (MCO) Period.....	30
2.7 Chapter Summary	32
CHAPTER THREE : RESEARCH METHODOLOGY	34
3.1 Introduction	34
3.2 Research Method	34
3.2.1 Quantitative Research.....	35
3.3 Research Instrument.....	35
3.4 Sampling Procedure.....	36
3.4.1 Sampling Technique	37
3.4.2 Sample and Sample Size.....	38
3.5 Data Collection	39
3.6 Questionnaire Design	40
3.6.1 Measurement Item	42
3.7 Data Analysis.....	44
3.7.1 Descriptive Analysis	44
3.7.2 Exploratory Factor Analysis (EFA)	45
3.7.3 Reliability Analysis.....	45
3.7.4 Correlation Analysis (PEARSON).....	46
3.7.5 Multiple Regression Analysis	46
3.8 Chapter Summary	47
CHAPTER FOUR : DATA ANALYSIS AND FINDINGS	48
4.1 Introduction.....	48
4.2 Data Screening	48
4.2.1 Missing Data.....	48
4.3 Descriptive Analysis	49
4.3.1 Respondents' Profile.....	49
4.3.2 Descriptive Statistics of Measurement Items and Constructs.....	50
4.4 Exploratory Factor Analysis (Efa).....	53
4.5 Reliability Analysis	55
4.6 Correlation Analysis	56
4.6 Multiple Regression Analysis.....	56
4.7 Chapter Summary	59
CHAPTER FIVE CONCLUSIONS AND DISCUSSION	60

5.1 Introduction	60
5.2 Discussion of Research Questions	60
1. What is the influence of attitude towards online food delivery on the intention to use online food delivery services in Indonesia during the post-movement control order (MCO) period?	61
2. What is the effect of subjective norms of using online food delivery on the intention to use online food delivery services in Indonesia during the post-movement control order (MCO) period?	62
3. What is the influence of perceived behavioral control over online food delivery on the intention to use online food delivery services in Indonesia during the post-movement control order (MCO) period?	63
5.3 Implications of The Study	64
5.3.1 Theoretical Implication	64
5.3.2 Managerial Implication	64
5.4 Limitations and Future Research	66
5.5 Conclusion	67
BIBLIOGRAPHY	68
APPENDICES APPENDIX 1: QUESTIONNAIRE	85
Part A:	86
Part B:	86
Part C:	88
Section 1:	88
Section 2:	89
Section 3:	90
Section 4:	91
APPENDIX 2: NORMAL PLOT OF REGRESSION	92

LIST OF TABLES

Table 3.1	Measurement Items in the Questionnaire	42
Table 4.1	Profiles of the Respondents	50
Table 4.2	Descriptive Statistics of Measurement Items and Constructs	51
Table 4.3	KMO and Bartlett's Test	53
Table 4.4	Exploratory Factor Analysis	54
Table 4.5	Construct's Reliability	55
Table 4.6	Correlation Analysis	56
Table 4.7	Model Summary of Regression Analysis	57
Table 4.8	ANOVA	57
Table 4.9	Results of the Hypothesis Testing	58

LIST OF FIGURES

Figure 2.1 Conceptual Framework of This Study

32



CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The passing of time has allowed technology to progress vastly in its development. Technology has an essential role in running the digital industry. One of them is a technology that uses smartphones to access information based on online media (Hastuti, 2020). According to the Association of Internet Network Providers (APJII), the growth rate of internet users in Indonesia until the second quarter of 2020 reached 73.7% of the population, which means that 196.7 million people are using internet in the country (Purnayasa, 2020). These internet users use the internet for various purposes, one of which is conducting online transactions. Nurhayati (2021) supports this opinion that e-commerce is developing rapidly and is in great demand by internet users. The development of online transactions also helps sellers to start something new, such as the food industry. Sellers have begun to provide online food delivery services to survive competitively and not lose to other competitors (Kristin et al., 2021). According to Ali (2021), an online food delivery service can be defined as any food delivery transaction of monetary value made via a mobile handheld device, such as a smartphone or personal digital assistant, delivered to a specific location on their doorstep. Items shipped can include appetizers, snacks, drinks, desserts, or groceries and are usually shipped in boxes or bags. Delivery officers will usually drive a car if, in big cities where the distance between homes and restaurants is close, they can use bicycles or motorized scooters.

Lidwina (2021) noted that 74.4% of internet users in Indonesia used food delivery applications in the past month. This percent is the highest percentage in the world. Brazil followed closely in second place, with 66.6% of internet users using food delivery apps in the past month. After that, Malaysia, China, and the United Arab Emirates have 66.5%, 66.4%, and 65.1%, respectively. Meanwhile, the use of food delivery applications globally is an average of 55.5%. There are still many countries whose percentage is below the average. One of them is Japan which is only 15.9%. In addition, the market value of online food delivery services in Indonesia has the potential to reach US\$16 billion or equivalent to RP225.6 trillion by 2025. This potential opens up opportunities for new players in the sector (Jayani, 2021).

Indonesia is currently facing a national disaster in the COVID-19 pandemic, which has been found to spread rapidly and widely in Indonesia. The COVID-19 pandemic allegedly attacks both our health and the global economy, including Indonesia (Fatoni et al., 2020). Several efforts continue to be made by the government to deal with the spread of the COVID-19 virus, including by introducing the Movement Control Order (MCO) in stages in areas that are indicated highly likely to accelerate the spread of the COVID-19 virus. The implementation of MCO at least has a significant impact on community activities. The MCO continues, but the necessities of life during the MCO period must always be met. Therefore, the implementation of the MCO by the government has resulted in most people carrying out daily activities at home, whether it is work or school. There are several consequences of the COVID-19 pandemic, including consumer behavior changing from offline to online (Sofia et al., 2021). The needs of the Indonesian people when facing COVID-19 include food, clothing, medical equipment, and even then, people were required to buy them online.

During the pandemic, Indonesians buy food through delivery, which is a new habit and is predicted to last long. This phenomenon is beneficial for the owners of Indonesian online application companies, namely Gojek and Grab. Since the COVID-19 pandemic hit Indonesia, the demand for online motorcycle taxi services has decreased drastically by 60-70% and 80-90% for areas that implement MCO. On the other hand, the need for food delivery services such as Gofood and Grabfood increased by 20%, and delivery services increased by around 10%. (Prasetiyawan & Nurhidayah, 2020).

Henceforth, during the pandemic, online food delivery services began to turn into a necessity, as the increase in online shopping by the Indonesian people is getting wider (Yuswohady, 2020). Research on online food delivery has been widely carried out globally (Gunden et al., 2020; Romeo-Arroyo et al., 2020; Yeo et al., 2017). However, in Indonesia, research that discusses online food delivery itself is still limited to several categories, for example, analysis by looking at customer satisfaction only (Sjahroeddin, 2018), millennial experiences (Suhartanto et al., 2019), and customer loyalty in online food delivery (Ilham, 2018; Suhartanto et al., 2017). Research also discusses the online food delivery application itself (Prabowo & Nugroho, 2019; Ray et al., 2019). Due to the reasons above, the researcher decided to examine the perception of online food delivery services with various existing aspects.

Previously, in 2020, several areas had implemented the MCO to prevent the spread of COVID-19. The MCO has been the Indonesian government's policy since early 2021 to deal with the COVID-19 pandemic in Indonesia. Before implementing the MCO nationwide, the government had implemented it in a few regions in Indonesia. The MCO took place in several areas where the COVID-19 infection

was first spread, namely on the islands of Java and Bali (Nofriandi, 2021). The Indonesian government implemented the MCO from January 11 to 25, 2021. This two-week MCO was carried out based on the Instruction of the Minister of Home Affairs (Mendagri) Number 1 of 2021 and was implemented in the Java and Bali regions. According to Airlangga Hartanto, as Chair of the COVID-19 Handling Committee and National Economic Recovery (HCNER), the initial initiative for submitting MCO was with the regional government, while the MCO was with the central government (Ridwansah, 2021). There are several levels that the Indonesian government has taken in controlling MCO, which will be described below.

From January 11 to 25, 2021, the MCO was implemented in seven provinces in Java and Bali, namely the Provinces of the Special Capital Region of Jakarta, West Java, Banten, Central Java, Special Region Yogyakarta, East Java, and Bali. Several districts or cities in each province are prioritized to implement MCO (Adimaja, 2021). Four elements are used as parameters for regions, communities, or cities in the application of MCO, namely having (1) a death rate above the national average death rate, (2) a cure rate below the national average cure rate, (3) the active case rate is above the national average active case rate, and (4) the hospital bed occupancy rate for the intensive care unit (ICU) and isolation rooms is above 70% (Doni, 2021). Restrictions on community activities are regulated in the Instruction of the Minister of Home Affairs Number 1 of 2021, namely: The government limited the workplace or office capacity by implementing work-from-home (WFH) basis by 75% and work-from-office (WFO) by 25%. To impose stricter health protocols, teachers and students were told to carry out online teaching and learning activities. Important sectors related to the community's basic needs could still

operate with 100% operations under more stringent regulation of working hours, capacity, and implementation of health protocols. Restaurant activities such as eating or drinking by dining in were reduced by 25%, and food services via delivery or take-away were still permitted by adhering to the restaurant's operating hours with stricter implementation of health protocols, while the working hours for shopping centers and malls were limited until 19.00 WIB. Allow construction activities to run 100% with the more stringent implementation of health protocols. Religious practices in places of worship were allowed with a capacity limitation of 50% with stricter health protocols implemented.

The government has extended the MCO through the Instruction of the Minister of Home Affairs Number 2 of 2021. The second volume of the MCO was held from January 26 to February 8, 2021. In this second stage, the operating hours of shopping centers and malls are changed to 20.00 WIB. Meanwhile, based on the monitoring results of 73 cities that have implemented the MCO, 29 cities are still in the high-risk zone, 41 cities are in the medium risk zone, and the remaining 3 cities are in the low-risk zone (Naufal, 2021). After being implemented in two phases and yet it produced ineffective results, the MCO was changed to a micro-based MCO from February 9, 2021 to February 22, 2021. The micro MCO was implemented in several areas in 7 provinces. However, there are arrangements to establish COVID-19 handling posts at the village and sub-district levels (Farasonalia, 2021). The operating hours of shopping centers and malls were more loosely regulated, namely until 21.00 WIB, as well as less stringent office restrictions by allowing 50% of the employees to work from the office while the other 50% are to work from home (Warsito, 2021). In micro MCOs, constraints are imposed on villages. Based on the

Instruction of the Minister of Home Affairs Number 3 of 2021, there are four control zones for the spread of COVID-19 in each town, namely: Green zone — there are no cases of Covid-19 transmission in one village (Redaksi, 2021). Yellow zone — 1 to 5 houses confirmed positive in one village during the last seven days (A. Saputra, 2021). Orange zone — 6 to 10 houses have confirmed positive cases of COVID-19 in a village for the past seven days (Alya, 2021). Red zone — more than ten houses have confirmed positive cases of COVID-19 in one village during the last seven days (Eko, 2021). After being implemented for two weeks, the government extended the micro MCO many times. On June 7, 2021, the Head of the COVID-19 Handling Task Force, Ganip Warsito, evaluated the Micro MCO, learning from the surge in COVID-19 cases in Kudus, Central Java (Warsito, 2021). The Emergency MCO takes effect from July 3 to 25, 2021, targeting a decrease in the addition of daily confirmed cases to below 10,000 patients per day. This program was implemented in 136 districts and cities throughout Indonesia by differentiating the level of treatment based on the assessment value by using an approach between transmission rate indicators and response capacity, including the availability of beds in hospitals (Naufal, 2021; Wicaksono, 2021). The tightening of activities carried out include (Arnani, 2021; Tristia, 2021): 100% work from home for the non-essential sector (Narda, 2021). All teaching and learning activities were conducted online (Satria, 2021). For essential sectors, a maximum of 50% of the working staff from the office (WFO) was applied with a health protocol, and for critical sectors, a maximum of 100% of WFO was allowed with a health protocol. The operating hours of supermarkets that sells daily necessities were limited until 20.00 local time with a 50% visitor capacity (Farisi, 2021). Activities at shopping centers, malls and

trade centers were closed (Handoyo, 2021). Restaurants and restaurants did not accept dine-in and only allowed take-away orders (Yanwardhana, 2021). The continuity of construction activities at the construction sites and project sites were allowed to operate fully at 100% by implementing stricter health protocols (Pratama, 2021). Places of worship such as mosques, prayer rooms, churches, temples, monasteries, pagodas, and other public places that function as places of worship were not allowed to hold worship in congregation together as a community. Worship is carried out at home or private places of residence (Nurita, 2021). Public facilities such as parks, tourist attractions, and other public areas were temporarily closed (Umbari, 2021). Art, cultural, sports, and social activities, or any locations for arts, culture, sports facilities, and social activities that can cause crowds and crowds were temporarily closed (Chusna, 2021). Public transportation, which includes mass transportation, taxis both conventional and online, and rental vehicles, is enforced to adhere with a maximum capacity setting of 70% by implementing stricter health protocols (Akba, 2021). Wedding receptions may not be held (Akbar, 2021). Travelers who used long-distance transportation modes such as airplanes, buses, and trains must show a proof of vaccination card (minimum one vaccine dose) and H-2 PCR for planes and antigen (H-1) for other long-distance transportation modes (Mudassir, 2021).

Indonesia has set the vaccination target of 70% of the total population in priority cities and districts to be achieved by no later than August 2021 (Pradipta, 2021). Meanwhile, the Ministry of Health noted that 30,230,233 people in Indonesia had received two doses of the Covid-19 vaccine as of Thursday, August 19, 2021. This number is equivalent to 54.3% of the total recipients of the first dose of 55,637,234

people (Kemenkes, 2021). This vaccine aims to reduce the risk of coronavirus infection that can cause symptoms of the disease. The COVID-19 vaccine is injected to encourage the body to form antibodies that fight coronavirus infection. It takes time before antibodies are developed and can function optimally. Generally, antibodies are included within one month after the first dose of the COVID-19 vaccine. However, the performance of the new antibody will be maximized 28-35 days after the second injection of the corona vaccine (Makarim, 2021). Minister of Health Budi Gunadi Sadikin stated that residents who had received the COVID-19 vaccine injection would receive a certificate of the COVID-19 vaccine and were given a more straightforward protocol but are advised to still keep their distance. The COVID-19 vaccine certificate will be a requirement for the public to access public services, from public transportation to shopping centers (Nur, 2021). On the other hand, the government has also relaxed the MCO to increase the possibility of people going out and dining in (Alika, 2021), and this is what researchers want to examine on the intention to use online food delivery services in Indonesia during post-MCO period.

The theory of planned behavior (TPB) is a framework proposed by Ajzen (1991) to understand consumer behavior. The TPB postulates attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). This multi-attribute theory has long dominated efforts in the hospitality industry to explain individual behavior or intentions (Han et al., 2016; Shi et al., 2017; Yeh et al., 2021). In addition, many attempts to include additional variables in the TPB have been made to increase the predictability of consumer intentions. For example, Yang, Lee, and Zo (2017) proposed a TPB-based theoretical framework with additional barriers and facilitators to better study the

individual acceptance of innovative home services. Recently, (Kim & Hwang, 2020) have been serious about drones' pro-environmental role in food delivery services. They deepened the study of TPB by using consequence insight as a critical moderator for addressing consumer intention formation. Meanwhile, in the realm of technology adoption, many studies have paid attention to the perception of discovery, which refers to consumer perceptions that various products and services involve innovation attributes, such as novelty and uniqueness. The challenge of finding, namely the development of new products and services that match the needs of consumers and the market, is unavoidable in today's market competition (Gruber et al., 2008). Likewise, many studies have articulated the perceived role of discovery to establish competitive advantage and create better opportunities using consumer adoption of new technologies (Han et al., 2015; Kim et al., 2021; Ottenbacher & Harrington, 2009). Therefore, the literature shows that a clear understanding of consumers' perceptions of inventions is crucial to explaining their behavior towards new products or services. Researchers will use this theory to measure the intention to use online food delivery services in Indonesia during the post-MCO period.

1.2 PROBLEM STATEMENT

The results of a survey conducted by market research company Kantar Worldpanel Indonesia revealed that people's consumption outside the home reached 61% and continued to increase with changes in people's behavior (Murhayati, 2018). In addition, according to Executive Director of Consumer Insight NielsenIQ in Singapore (2019) it surveyed 1,000 respondents in seven main cities in Indonesia, namely, Jakarta, Yogyakarta, Bandung, Surabaya, Balikpapan, Medan, and Makassar. With the rapid development of digital technology, 95% of urban folks reportedly

eat out, while 58% of them reportedly also order ready-to-eat dishes through food delivery services (Utami, 2019). The survey results explained that Indonesian people preferred to dine in at restaurants, malls, and cafes before the pandemic because it was their habit to dine in with their family and friends (Sompotan, 2012). On the other hand, during the COVID-19 pandemic, the Demographic Institute Research, Faculty of Economics and Business, University of Indonesia recorded 97% of digital spending to order food online, while online delivery services followed closely behind it at 76%. Expenditures for online transportation and shopping for daily necessities online were 75% and 74% respectively. The COVID-19 pandemic has also prompted most consumers to make online donations 54% (Annur, 2020). The research results show that the Indonesian people's shopping pattern has changed drastically from initially visiting physical stores (offline) to switching to an electronic system (online), especially in ordering online food delivery services. Even before the current pandemic, the share of online markets such as e-commerce used to be in great demand by millennials but is now in need by all ages, from the younger generation to the older generation during the pandemic (Nugraha, 2020).

Now, the Government has relaxed the policy on restricting visitors at malls in line with the extension of MCO Level 4 (Anggraini, 2021). Starting from Tuesday, August 17, 2021, visitors are allowed to dine at restaurants, malls, or cafes (Pebrianto, 2021). As a result, the government has recorded 13.6 million more visitors entering malls checking in via the Peduli Lindung application. Moreover, strict health protocols are still being carried out using the implementation protocol currently running using the Peduli Lindung application to screen visitors (Luhut, 2021). This phenomenon shows that the Indonesian people have been able to leave

their homes and dine in and shop in several public sectors such as shopping centers, industry, sports, and others. However, after the MCO ended and the COVID-19 cases disappeared, people began to leave their homes and eat in restaurants, malls, and cafes as the pandemic is expected to end soon. At this point, one will wonder if a similar trend continues. Will the demand for online food delivery services continue to be in demand or not after the pandemic is over?

Therefore, to fill this gap, this study looks at the intention to use online food delivery services in Indonesia during the post-MCO period.

1.3 RESEARCH OBJECTIVES

The research objective specifies what the research is trying to achieve (Jamal, 2012). As a result, the study's objectives are divided into two categories: general objectives and specific objectives.

1.3.1 General Objective

The general objective of this study is to investigate the intention to use online food delivery services in Indonesia during the post-movement control order (MCO) period.

1.3.2 Specific Objective

This study aims to achieve the following objectives:

- 1) To examine the influence of attitude towards online food delivery on intention to use online food delivery services in Indonesia during the post-movement control order (MCO) period.
- 2) To examine the influence of subjective norms of using online food delivery on intention to use online food delivery services in Indonesia during the post-movement control order (MCO) period.