

# Factors Influencing Purchase Intention of Cloud-based Food Delivery

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**Abstract**— The development of technology makes a lot of changes including in the culinary field. Cloud-based food delivery is increasingly used especially in Indonesia. The objective of this research is to find factor influencing purchase intention. The research model was assessed by using SmartPLS from 209 participants who using cloud based delivery food which collect using google form. Therefore, this research was made to find out if the system quality, information quality, service quality of the application affects the user satisfaction of the cloud based food delivery. Seeing the influence of user satisfaction on perceived net benefit and the influence of perceived net benefit on purchase intention with loyalty programme membership as moderation variable. The result show all the hypotheses supported except system quality not positive impact to user satisfaction. To get more purchase intention, marketplace of cloud-based food delivery need to increase user satisfaction, give more benefit for customer and continuous loyalty programme.

**Keywords**— *information system success, satisfaction, perceived net benefit, loyalty programme, purchase intention*

## I. INTRODUCTION

The advancement of technology simplifies things. The longer technology exists, the more it will become everything it seeks [1]. One of the impacts of this technological advancement leads to the digital economy, because the increasing number of companies - start-ups born based on technology make a result that is technological advancement.

The increase of food businesses is increasingly mushrooming, so many businesses in the food field are making new innovations to attract consumers [2]. One way that must be done by businesses in the field of food is the ease in the delivery and presentation of food to consumers by providing food delivery services. Food delivery service itself makes it easier for people to order food, in addition to practical users can also track the delivery Driver so that users can receive food as soon as possible. The emergence of various applications that have food delivery services itself is too much, especially for restaurants - restaurants that do provide their own food delivery services specifically for food outlets.

The famous application in Indonesia that has features in the field of food delivery service itself is the GrabFood feature, Shopee Shopeefood feature and Gofood feature. Different from the other 2 apps, Shopee is an online buying and selling platform that can be accessed using a personal phone. However, they offer their newest feature Shopeefood which launched on January 10, 2021 [3].

Purchase intentions indicate a customer's likelihood of making a future purchase of a limited number of products or services. Customer will repurchase from a brand if the brand provides a positive experience, such as a discount/cash back or another perk [4].

In terms of increasing the number of promotions offered by the application – such as free delivery, discount vouchers, and cashback earned through points – as well as a variety of other promotions offered by the food delivery service application itself [5]. Loyalty from customers is also very important to maintain the trust and performance of the food delivery service provider itself. "Customer loyalty is a consistent repurchase of a brand by a customer" [6].

Good service is the company's ability to provide services that can provide satisfaction to customers according to their needs and desires. This means that customers will feel more satisfied and continue to add transactions or consumption over time [7]. Quality is a unique and dynamic state defined by items, individuals/work, processes, and tasks, also conditions that meet or surpass the expectations of customer or consumers [8].

Customer satisfaction is an evaluation of the process of acquiring products and consuming experiences; it is contingent on quality information, the system, and the service. The expectation is connected to the consumption experience, which in turn affects the state of psychological satisfaction [9]. Marketing performance is a frequently used metric for evaluating the impact of business strategies designed to achieve optimal marketing performance or perceived net benefit [10].

However, the author receives information that the service's food delivery service is experiencing some