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Factors Influencing Purchase Intention Toward the Shopeefood Application (A Study of Residents and Employees in Bizpark Kalibaru, Bekasi)

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ABSTRACT *This study examines how perceived service quality, price, and promotion relate to purchase intention toward ShopeeFood among prospective users in Bizpark Kalibaru, Bekasi, Indonesia. Drawing on consumer behavior literature and using the theory of planned behavior as an interpretive lens, the study addresses the pre-adoption stage of online food delivery. A quantitative survey involving 100 residents and employees who reported never using ShopeeFood was analyzed through partial least squares structural equation modeling (PLS-SEM). The reported path coefficients indicate positive and statistically significant associations between purchase intention and service quality (β = 0.186; t = 2.331), price perception (β = 0.329; t = 3.823), and promotion (β = 0.495; t = 7.367). The model reports R^2 = 0.85. Promotion has the largest standardized coefficient in this sample, followed by price perception and service quality. The findings contribute context-specific evidence on prospective consumers rather than repeat users and suggest that clear promotional communication, transparent price value, and credible service assurances may support first-time adoption. Causal and population-wide interpretations remain limited by the cross-sectional, nonprobability sample.*

Keywords: *Service Quality; Price Perception; Promotion; Purchase Intention; Online Food Delivery.*

ABSTRAK *Penelitian ini mengkaji bagaimana persepsi kualitas layanan, harga, dan promosi berhubungan dengan niat beli terhadap ShopeeFood di kalangan calon pengguna di Bizpark Kalibaru, Bekasi, Indonesia. Dengan mengacu pada literatur perilaku konsumen dan menggunakan teori perilaku terencana sebagai kerangka interpretatif, penelitian ini membahas tahap pra-adopsi layanan pengiriman makanan daring. Survei kuantitatif yang melibatkan 100 penduduk dan karyawan yang melaporkan belum pernah menggunakan ShopeeFood dianalisis melalui pemodelan persamaan struktural kuadrat terkecil parsial (PLS-SEM). Koefisien jalur yang dilaporkan menunjukkan hubungan positif dan signifikan secara statistik antara niat beli dengan kualitas layanan (β = 0,186; t = 2,331), persepsi harga (β = 0,329; t = 3,823), dan promosi (β = 0,495; t = 7,367). Model ini melaporkan R^2 = 0,85. Promosi memiliki koefisien terstandarisasi terbesar dalam sampel ini, diikuti oleh persepsi harga dan kualitas layanan. Temuan ini memberikan bukti yang spesifik terhadap konteks mengenai calon konsumen, bukan pengguna berulang, dan menunjukkan bahwa komunikasi promosi yang jelas, nilai harga yang transparan, serta jaminan layanan yang kredibel dapat mendukung adopsi pertama kali. Interpretasi kausal dan pada skala populasi secara keseluruhan tetap terbatas oleh sifat sampel yang bersifat cross-sectional dan nonprobabilitas.*

Kata kunci: *Kualitas Layanan; Persepsi Harga; Promosi; Niat Membeli; Layanan Pengiriman Makanan Online.*

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INTRODUCTION

Digital platforms have transformed how consumers identify, evaluate, and access food services. Online food delivery (OFD) platforms combine restaurant listings, digital payment, promotional communication, and logistics into a single purchasing interface. As a result, consumers may assess not only the food offered but also anticipated service reliability, total expenditure, and incentives before deciding whether to place a first order. In Indonesia, ShopeeFood competes with established app-based delivery alternatives, making the question of how prospective users form purchase intentions relevant to both marketing theory and platform management.

The local literature offers mixed evidence about key predictors. Sugiyanto et al. (2022) reported a nonsignificant service-quality relationship but a significant price relationship in their study of food delivery applications in Jakarta. Conversely, Ermini et al. (2023) found service quality and sales promotion relevant to purchase intention in a food-service context. Suyoto and Sitinjak (2022) likewise identified relationships involving service quality and promotion, albeit in a different retail setting. These differences may reflect distinct industries, respondent profiles, measurement approaches, and consumer decision stages. Therefore, rather than assuming universally consistent associations, an additional test is warranted in a defined pre-use population.

International scholarship provides an important comparative perspective. Yeo et al. (2017) investigated OFD services with attention to convenience motivation, price- and time-saving orientation, consumer attitude, and behavioral intention. Alalwan (2020) examined mobile food-ordering application features and factors related to electronic satisfaction and intention to reuse among customers in Jordan. The latter study emphasizes continued use after adoption; the present study focuses instead on potential first-time users. Its distinctive research question is whether perceptions of service quality, the value of price, and promotional communication are associated with purchase intention before direct experience of ShopeeFood. This is a contextual contribution, not a claim that the variables are novel worldwide.

The study consequently asks: (1) Does perceived service quality have a positive relationship with intention to purchase through ShopeeFood? (2) Does favorable price perception relate positively to purchase intention? (3) Does promotion relate positively to purchase intention? Empirically, the research evaluates all three predictors together for 100 residents and employees in the Bizpark Kalibaru area of Bekasi. Theoretically, it extends the discussion of pre-adoption intention by distinguishing anticipated service attributes from post-use satisfaction. Practically, it offers suggestions for entry-stage communication and value propositions in app-mediated food delivery. These contributions are specific to the sampled location and should not be generalized to all Indonesian consumers without further evidence.

LITERATURE REVIEW AND HYPOTHESES

Theory of Planned Behavior and Consumer Purchase Intention

The theory of planned behavior (TPB) proposes that intentions are informed by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). It offers a useful interpretive perspective for understanding why consumers evaluate potential benefits and obstacles before acting. However, the present questionnaire does not separately operationalize the three principal TPB constructs. It therefore does not test the complete TPB or establish mediation through attitudes. Rather, the study adopts an intention-centered consumer behavior model in which perceived marketing and service attributes are associated with purchase intention.

Purchase intention represents a consumer's expressed propensity to consider or plan a future purchase, rather than an observed purchase. The original study operationalizes this concept through transactional, referential, preferential, and exploratory intention indicators, following the measurement discussion cited in its manuscript (Hartawan et al., 2021; Solihin, 2020). Since participants had not previously used ShopeeFood, their responses are interpreted as expectations and stated inclinations rather than reports of completed transactions or loyalty.

Service Quality and Purchase Intention

Service quality concerns the expected reliability, responsiveness, assurance, empathy, and tangible aspects of service delivery, reflecting SERVQUAL dimensions presented in the original manuscript (Purnamawati et al., 2020). OFD transactions are particularly sensitive to uncertainty concerning delivery speed, order accuracy, problem resolution, and the interaction between restaurants, delivery partners, and platforms. Before first use, consumers must anticipate these aspects from available signals, recommendations, or platform communication. While Sugiyanto et al. (2022) reported an insignificant relationship in one OFD study, Ermini et al. (2023) reported a positive relationship in their food-service setting. This inconsistency justifies examining the association in a pre-adoption setting.

H1: Perceived service quality is positively associated with purchase intention toward the ShopeeFood application.

Price Perception and Purchase Intention

In a delivery platform, price perceptions encompass affordability, competitiveness, the match between total charges and perceived quality, and benefits received. A positive score on the original price construct indicates a more favorable evaluation of price value, not a higher nominal selling price. Price-saving orientation is relevant in the international OFD model of Yeo et al. (2017), while price value is considered in Alalwan's (2020) study of mobile food ordering. Consumers without first-hand experience may rely on listed menu prices, delivery fees, and displayed discounts to evaluate whether trial is economically attractive.

H2: Favorable price perception is positively associated with purchase intention toward the ShopeeFood application.

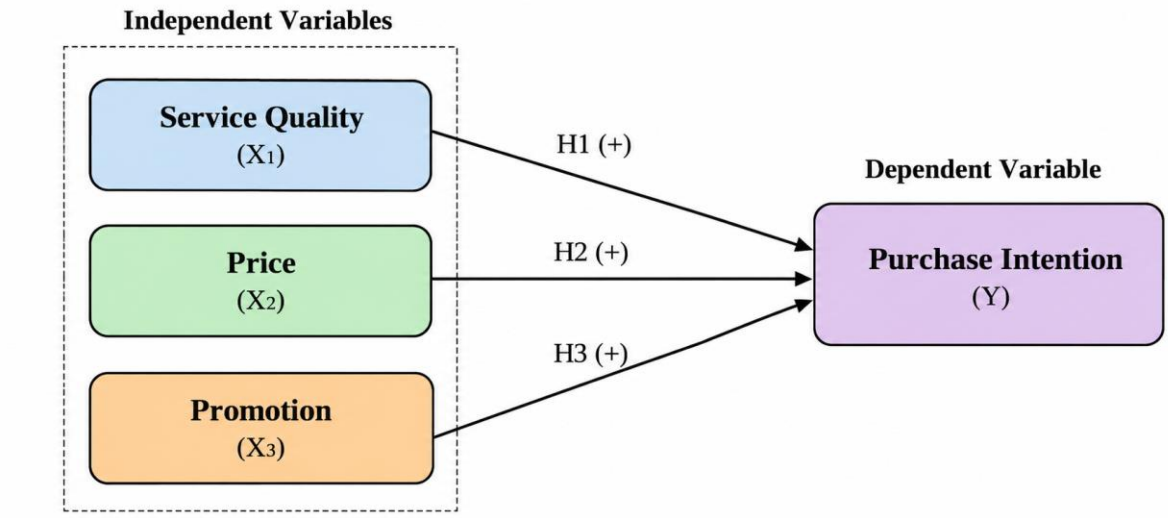
Promotion and Purchase Intention

Promotion communicates service availability, introductory offers, incentives, and reasons to consider a platform. The manuscript defines promotion through its reach, perceived quality, quantity, timing, and targeting (Hasanah & Oktavia, 2022; Kotler & Keller, 2016). For prospective users, promotional information can reduce search costs and stimulate curiosity, although repeated discounts need not ensure lasting retention or profitability. In this

study, promotion is expected to be associated with initial stated intention, not necessarily with actual orders or subsequent usage.
H3: Promotion is positively associated with purchase intention toward the ShopeeFood application.

Conceptual Framework

Figure 1. Conceptual Framework



RESEARCH METHODS

This quantitative study used a cross-sectional survey design conducted as part of a research process reported to span May 2024 to February 2025. The setting was the Bizpark Kalibaru warehouse and surrounding residential area in Medan Satria, Bekasi, West Java. Respondents comprised residents and workers associated with this area. The manuscript specified two eligibility criteria: being a resident or worker in the relevant area and having never used ShopeeFood. Although the original population description refers broadly to ShopeeFood consumers with access to Shopee, the analytical sample is more accurately described as prospective ShopeeFood users.

A purposive, nonprobability sampling method yielded 100 respondents. The original manuscript reports 18 indicators and cites an indicator-based heuristic ($18 \times 5 = 90$) as its minimum sample rationale. This heuristic is not a statistical demonstration of power or population representativeness; accordingly, conclusions remain specific to this nonrandom sample. Data were collected using self-administered questionnaires measured with Likert-type items. The analysis covered service quality (five dimensions: tangibles, reliability, responsiveness, assurance, and empathy), price perception (affordability, price competitiveness, price–quality fit, and price–benefit fit), promotion (reach, quality, quantity, timing, and targeting), and purchase intention (transactional, referential, preferential, and exploratory).

The study used SmartPLS 3.0 to estimate a partial least squares structural equation model with reflective indicators, as specified in the submitted manuscript. The proposed assessment includes convergent and discriminant validity, internal consistency reliability, explanatory power (R^2), effect size (f^2), predictive relevance (Q^2), and bootstrapped path

inference. Nevertheless, the supplied manuscript presents numerical results only for three path coefficients, their t-statistics, and R^2. Because the detailed outer-model statistics, f^2, Q^2, confidence intervals, and bootstrapping configuration were not included, these quantities are not reconstructed or asserted here. Reported t-statistics are assessed against the original two-sided 5% threshold of 1.96. No raw data were available for independent re-estimation.

RESULTS AND DISCUSSION

Summary of Hypothesis Testing

All three reported standardized path coefficients are positive and their t-statistics exceed 1.96. The reported R^2 of 0.85 indicates that the three predictors collectively account for 85% of the variance in the purchase-intention construct within the estimated sample and model; it does not establish that the model will achieve equivalent predictive accuracy in new respondents or that the relationships are causal.

Table 1. Structural model results reported in the submitted manuscript

Path	Coefficient (β)	t-statistic	Decision (5%)
Service quality → Purchase intention	0.186	2.331	H1 supported
Price perception → Purchase intention	0.329	3.823	H2 supported
Promotion → Purchase intention	0.495	7.367	H3 supported

R^2 for purchase intention = 0.85. Exact p-values were not supplied.

Service Quality: A Significant but Comparatively Smaller Association

The path from service quality to purchase intention is positive (β = 0.186; t = 2.331), supporting H1. This finding aligns with the positive association reported by Ermini et al. (2023) but contrasts with the nonsignificant relationship identified by Sugiyanto et al. (2022) for food delivery applications. The difference should not be viewed automatically as a contradiction in service quality theory. Consumers at different stages of platform adoption may use distinct evidence when evaluating a service. For first-time prospects in Bizpark Kalibaru, perceived reliability and responsiveness are necessarily expectations, not experiences verified through actual ShopeeFood orders.

The comparatively smaller coefficient suggests that service assurances were less strongly associated with stated purchase intention than were favorable prices and promotions in this particular model. However, the study cannot establish that quality is unimportant, nor can it identify specific service dimensions as drivers without indicator-level or dimension-level estimates. One plausible interpretation is that service quality functions as a credibility threshold: a prospective consumer may need enough trust in order accuracy or delivery performance before considering a promotional offer. This interpretation is theoretically plausible but is not directly tested as mediation or moderation. It also underlines the importance of avoiding claims that the surveyed nonusers personally experienced fast deliveries or courteous drivers.

Price Perception: Economic Value Before a First Order

The positive price-perception coefficient (β = 0.329; t = 3.823) supports H2 and is consistent with price-oriented findings discussed by Sugiyanto et al. (2022). It also fits the broader international recognition of price-saving orientation as relevant to OFD behavior (Yeo et al., 2017) and price value in mobile food ordering (Alalwan, 2020). In the pre-

adoption context, the relevant signal may be expected total order cost, including delivery charges and any available discount, rather than menu price alone. Thus, a favorable price-perception score should be interpreted as higher perceived value or affordability, not evidence that raising prices increases purchase intention.

This relationship also has strategic limitations. Competitive pricing can encourage first-trial consideration, yet discount dependence may reduce margins, and stated value perceptions do not reveal willingness to pay in a completed transaction. The model does not separately estimate delivery fees, basket size, financial constraints, or price sensitivity. A reasonable managerial implication is to make net payable costs transparent and provide credible comparisons of value, while testing whether promotional acquisition translates into economically sustainable behavior.

Promotion: The Largest Reported Association and Its Limits

Promotion has the largest reported standardized path coefficient ($\beta = 0.495$; $t = 7.367$), supporting H3. In a sample of people who have never used ShopeeFood, promotional messages can make the platform salient and communicate reasons to attempt a first purchase. This interpretation is consistent with established marketing communication principles and local findings involving promotion (Ermini et al., 2023; Suyoto & Sitinjak, 2022), although the exact contribution of discounts, advertising reach, and message quality cannot be isolated from the reported aggregate coefficient.

The coefficient ranking suggests that promotional evaluations are more strongly associated with intention than service quality or price perception in this fitted model. It does not demonstrate statistically significant differences between the coefficients, establish a causal mechanism, or prove that promotions produced actual orders. Indeed, acquisition and retention must be distinguished. International research by Alalwan (2020) concerns satisfaction and continued intention to reuse an app, outcomes that the present study did not measure. Thus, short-term marketing attention may be useful for first-time conversion while service delivery and trust may matter more after adoption; this stage-based explanation remains a proposition for future research rather than an observed result here.

Integrated Critical Interpretation and Implications

Taken together, the coefficients indicate a meaningful hierarchy of associations for this sample: promotion (0.495), price perception (0.329), and service quality (0.186). This ranking can be interpreted as a feature of a pre-use decision situation, in which promotional exposure and visible economic value are relatively observable whereas delivery-service performance remains uncertain. It should not be interpreted as an invariant ranking across consumers, countries, or phases of the customer journey. The results complement Yeo et al. (2017), whose OFD analysis includes economic and convenience-related motives, while differing from Alalwan (2020), who focuses on post-adoption satisfaction and reuse.

For practitioners, the findings motivate a coordinated acquisition strategy: promotion should communicate a clear and understandable introductory value proposition; posted prices and delivery charges should be transparent; and service claims should be credible and specific. These suggestions follow from associations, not an experimental evaluation of campaign effectiveness. For research, the main contribution is to distinguish initial purchase intention from repeated-use intention and to show that conventional marketing constructs remain relevant to an OFD pre-adoption sample. The substantial in-sample R^2 should be

assessed cautiously because common-method measurement, nonrandom selection, and absent out-of-sample tests can exaggerate confidence in generalizability.

CONCLUSION

This study investigated purchase intention toward ShopeeFood among 100 prospective users residing or working near Bizpark Kalibaru, Bekasi. Reported PLS-SEM results support positive associations for perceived service quality ($\beta = 0.186$; $t = 2.331$), price perception ($\beta = 0.329$; $t = 3.823$), and promotion ($\beta = 0.495$; $t = 7.367$), with $R^2 = 0.85$. Promotion showed the largest association, followed by price perception and service quality. The finding contributes a contextual pre-adoption perspective to online food delivery scholarship, complementing international studies of consumer experience and application reuse.

Providers may consider clear introductory promotions, transparent total pricing, and credible explanations of delivery and support standards when communicating with prospective users. Nevertheless, these recommendations should be tested against actual conversion, retention, and profitability data. Future studies should recruit participants across several areas, use probability or more systematic sampling where feasible, distinguish users from nonusers, measure actual first-order behavior, and assess the possible roles of platform trust, perceived ease of use, delivery fees, and risk. A longitudinal or experimental design would help determine whether the observed associations persist and whether any causal interpretation is justified.

Key limitations include the single-location purposive sample, cross-sectional self-reported intentions, lack of observed transactions, and unavailable detailed measurement and predictive diagnostics in the supplied manuscript. The theory of planned behavior is used as a conceptual lens rather than tested in full. These constraints limit generalization and warrant more cautious interpretation of the strong in-sample R^2.

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