

Analysis of Customer Behavior and Attitudes (General Risk) on Satisfaction, Trust and Halal Awareness of Purchase Intentions in Food Delivery Applications

Septi Aditya Wulandari[✉], Rianita Puspa Sari, Aulia Fasha Hadining
Faculty of Engineering, Singaperbangsa Karawang University, Karawang, Indonesia

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Abstract

The COVID-19 pandemic in Indonesia has caused changes in people's behavior, such as increased use of online shops, working at home (WFH), and other social activities carried out virtually or online. One of the policies in the era of the COVID-19 pandemic is social distancing or physical distancing, which causes people to keep their distance and avoid crowds to break the chain of the spread of COVID-19. In addition, the existence of social distancing or physical distancing policies has resulted in high product purchases online, one of which is product purchases in food delivery applications. Now, on the food delivery application is not policy regarding halal awareness so that purchasing products online makes customers see common risks such as health risks, psychological risks, environmental risks, social risks, quality risks, financial risks, and time-loss risk that affects customer trust, customer satisfaction, and purchase intention. The purpose of this study is to identify the factors of customer attitudes and behavior (general risks) that affect customer satisfaction and trust and the effect of awareness, satisfaction, and trust of halal awareness on the intention to buy halal products in food delivery applications.

Analisis Perilaku dan Sikap Pelanggan (Risiko Umum) pada Kepuasan, Kepercayaan, dan Kesadaran Halal terhadap Minat Beli di Aplikasi Pengiriman Makanan

Abstrak

Pandemi COVID-19 di Indonesia menyebabkan perubahan perilaku masyarakat, seperti meningkatnya penggunaan toko online dan aktivitas sosial yang dilakukan secara virtual atau online. Salah satu kebijakan di era pandemi COVID-19 adalah social distancing atau physical distancing, yang menyebabkan masyarakat menjaga jarak dan menghindari keramaian untuk memutus rantai penyebaran COVID-19. Kebijakan tersebut mengakibatkan tingginya pembelian secara online, salah satunya pembelian di aplikasi pengiriman makanan. Saat ini, pada aplikasi food delivery belum ada kebijakan mengenai halal awareness sehingga pembelian produk secara online membuat pelanggan melihat risiko umum seperti risiko kesehatan, risiko psikologis, risiko lingkungan, risiko sosial, risiko kualitas, risiko finansial, dan risiko kehilangan waktu yang mempengaruhi kepercayaan pelanggan, kepuasan pelanggan, dan niat beli. Tujuan dari penelitian ini adalah untuk mengidentifikasi faktor-faktor sikap dan perilaku pelanggan (risiko umum) yang mempengaruhi kepuasan dan kepercayaan pelanggan serta pengaruh kesadaran, kepuasan, dan kepercayaan kesadaran halal terhadap minat membeli produk halal pada aplikasi pengiriman makanan.

JEL Classification: M30, M31, M37

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[✉]Correspondence Address

Institutional address : Jl. HS.Ronggo Waluyo, Puseurjaya, Telukjambe Timur,
Karawang, Jawa Barat 41361

Email: septi.aditya17003@student.unsika.ac.id

INTRODUCTION

Indonesia is the fourth most populous country in the world. Therefore the Covid-19 pandemic is predicted to be very impactful and in a longer period when compared to other countries (Bank, 2020). One of the Covid-19 pandemic policies is social distancing or physical distancing applied to all Indonesian citizens. One of the impacts of implementing social distancing or physical distancing policies is a business in food and beverage, where customers are no longer allowed to enjoy food and drinks in restaurants and shops (Aditya, 2020). Changes in behavior make people use food delivery applications more to meet their food needs.

Government Regulation Number 86 of 2019 concerning food safety is one of the regulations to protect the state by protecting the people regarding safe food consumption for the health and safety of the Indonesian people (Peraturan Pemerintah Republik Indonesia Nomor 86 Tahun 2019 Tentang Keamanan Pangan, 2019). Therefore, for products on the markets to ensure that they are safe for consumption, food safety practices must be implemented along the food chain, especially in the distribution or delivery process to the end-user technological advances making product delivery possible using smartphones. Some examples of food delivery applications in Indonesia that are currently trending are Gofood and Grabfood, which are the market leaders for food delivery applications in Indonesia (Statista, 2020).

According to the Statista (2021), users of food delivery applications in Indonesia for June 2020 stated that around 84% of respondents would continue to use food delivery applications. The survey reinforces the notion that the number of users of food delivery apps is still high. However, in activities in the field, business owners on the food delivery application such as GoFood and GrabFood in collaborating with partners producing food and beverage products, no provision requires partners to have halal product standards such as MUI halal certification or have a halal logo to identi-

fy their products (Gojek, 2020). So that when purchasing a food delivery application, customers will feel the risk to the product they are going to buy.

According to Tieman et al. (2013), buying products online exposes customers to several common types of risks. Customer attitudes and behavior are considered perceived risks and lead to negative and positive consequences under different conditions of uncertainty (Olya & Al-ansi, 2018). Several risks such as health risk, quality risk, social risk, lost time risk, environmental risk, psychological risk, and financial risk, which are referred to as the framework of customer attitudes and behavior (general risk), are used to support the interaction of various types of risks perceived by customers (Al-Ansi et al., 2019).

The perceived risk perception of customers towards the food products they consume will affect customer satisfaction (Al-Ansi et al., 2019). Roudposhti et al. (2018) added a relationship between satisfaction and customer behavior and a relationship between customer satisfaction and purchase intention. Customers' satisfaction also has a positive close relationship with customer trust in consuming a product (Yoga et al., 2016).

Trust is recognized as a key driver of customer satisfaction and desired behavioral outcomes in social sciences (Al-Ansi et al., 2019). Trust is a value inferred from the facts about how trustworthy the product from the manufacturer is. The customer's trust can affect the customer's purchase intention, so the higher the customer's trust, the higher the intention to buy a product (Istri et al., 2018). Roudposhti et al. (2018) state that when customers trust the products they consume, they are more likely to buy these products in the future.

During this Covid-19 pandemic, people need to consume healthy food because it is very important in boosting the immune system. Apart from the health side, customers must also be smart when buying products online (Sumartomdjon, 2020). According to Mohtar et al. (2014), safe, healthy, hygienic, and environ-

mentally friendly products are the concepts of halal products. So, to see the health and safety side of a product, it can be seen from the halal side of the product. In addition, halal-certified products also have the advantage that customers will be loyal to these halal products (Yasin & Norjanah, 2021).

Around 86% of Indonesians are Muslim. The Muslim community generally maintains halal awareness to ensure a high-quality lifestyle and peace of mind by adhering to their religious beliefs. According to Battour et al. (2012), many customers consciously always practice their trust during their trips and holidays, such as consuming halal food and using products and services that comply with Sharia law. In addition, non-Muslim communities are also interested in using halal products because of the concept of halal products that ensure the health and hygiene of their products (Mohtar et al., 2014). This statement aligns with the halal vision that must be applied to fulfill customer consumption, especially in food delivery applications.

Halal awareness product become a mandatory requirement for each customer as well as already stipulated in the UU No. 33 of 2014 concerning Guarantee of halal products, which states that every product that enters circulates and is traded in the territory of Indonesia must be certified halal except for products that are not halal. Therefore, every product sold either on food delivery applications or sold directly at other restaurants must guarantee the halalness of each product.

According to Yunus et al. (2014), The attitude and behavior of customers towards the consumption of a product is a vital factor in avoiding doubtful food products. Halal awareness will help customers get a clearer picture of the product they will buy, which can help customers make purchasing decisions that align with customer preferences and beliefs (Yunus et al., 2014). In line with other research, halal certification and halal awareness also positively affect purchase intention (Budiman, 2019; Septiani & Ridlwan, 2020).

Currently, the potential share of the halal market in Indonesia is still very wide. Muslims and non-Muslims consume halal products with a

total halal market demand capable of reaching 2.8 billion dollars per year (Kahraman, 2016). Furthermore, the increase in the halal market is estimated to continue to grow by an average of 5.3% and reach US\$ 330.5 billion in 2025 (KataData, 2020). Therefore, with the high percentage of the halal market in Indonesia for the next five years, Indonesia is a potential market for halal products such as halal food and drinks or other halal products. Currently, halal logistics is also seen as important in product delivery. so not only the product but the whole system from the beginning of the process to delivery to the final consumer (Kamaruddin et al., 2012) the objective of the study is to explore the underlying determinants that are likely to influence the customer willingness to pay (WTP). In this case, delivery using a food delivery application is considered important for the owner to find out how important the consumer's halal awareness is which will affect the intention to buy in the food delivery application.

Therefore, needed exploratory research to how the influence of customer attitudes and behavior (general risk) on trust and satisfaction, trust, satisfaction, and halal awareness on purchase intention halal products in delivery applications food. Based on the existing phenomena from previous research regarding customer attitudes and behavior (general risk), customer satisfaction, customer trust, halal awareness and its influence on purchase intentions, as well as the existing condition of food delivery application providers where there is no provision to require selling halal-standard products for partners in food delivery applications.

Hypothesis Development

General Risk

Attitudes and customer behavior (risk for general) identify various aspects of real-life decisions that can explain customer decision-making processes in risky conditions such as health, psychological, environmental, social, quality, financial, and lost time risks (Al-Ansi et al., 2019). This study will identify factors in customer behavior and how they affect customer satisfaction, customer trust, halal awareness,

customer trust, and customer satisfaction with purchase intentions in food delivery applications. Reducing the risk that occurs can increase the likelihood of customers buying a product (Marakanon & Panjakajornsak, 2017) industrial business competition causes producers to be aware of quality, price, and variety in developing new products to meet the consumers' needs. This research reviewed the literature on green marketing and proposes a new conceptual framework of customer loyalty. It uses four constructs—perceived quality, perceived risk, customer trust, and customer loyalty—in the context of environmentally friendly electronics products in Thailand. This research employed an empirical study using the questionnaire survey method to verify the hypotheses. Data were obtained from 420 consumers who bought and used environmentally friendly electronic products, particularly mobile phones, computers, and laptops using a purposive sampling method. The data were analyzed using confirmatory factor analysis (CFA). This framework is used to describe individual decision-making processes in at-risk conditions. Al-Ansi et al. (2019) modeled customer behavior when making decisions based on different profit and loss values.

H1: Attitudes and behavior of customers (general risk) significantly affect Satisfaction in Food Delivery Applications.

H2: Attitudes and behavior of customers (general risk) significantly influence Trust in Food Delivery Applications.

Satisfaction

Customer satisfaction is defined as the overall acceptance of the experience and expectations of product quality obtained after utilizing or consuming products or services by customers, influencing their purchasing decisions (Al-Ansi et al., 2019). Satisfaction is considered an important variable because of its high effect on the behavior and attitudes of future customers about certain products or services (Jani & Han, 2014). Several different studies examine and examine the relationship between the overall risk construct and customer satisfac-

tion. In addition, the risk perceived by customers in the context of food consumption has a negative association with customer satisfaction (Jani & Han, 2014). Al-Ansi et al. (2019) added that customer satisfaction is influenced by the customer's perception of the risk of food that he consumes.

H3: Satisfaction has a significant effect on Purchase Intention in Food Delivery Applications

Trust

Roudposhti et al. (2018) state that trust is a value that concludes the fact that how trustworthy the entire system according to its users is. Trust is an attitude clearly shown from the quality provided by service or product providers (Islam et al., 2021). Trust describes a set of personal beliefs that a person feels about a particular attribute. Trust has a relationship with risk, and if customer attitudes and behavior get a good thought on chance, it will increase customer trust.

H4: Trust has a significant influence on Purchase Intention in Food Delivery Applications.

Purchase Intention

According to Yunus et al. (2014), the intention is a state of a person's willingness to perform a behavior, which is considered a direct antecedent of behavior. Nilashi, et al. (2016) added that intention is a person's motivation in the sense of his conscious plan to exert effort to perform a behavior. Direct measurement of indicators of an intention to do something refers to an evaluative assessment of the advantages and disadvantages of doing a behavior. Purchase intention shows individual human beliefs to buy halal food products. For example, a Muslim customer has the intention to purchase halal food products that are served when displayed at the place of purchase (Aziz & Vui, 2012). Roudposhti et al. (2018) added that purchase intention is used to help predict future buying behavior. Nilashi et al. (2016) added a relationship between customer trust and purchase intention in a recommendation system e-commerce. Other research from Bri-

liana & Mursito (2017) also states a positive relationship between attitudes and intentions to choose halal products. The intention is “the motivation of a person in the sense of his conscious plan to exert effort to perform a behavior.

Halal Awareness

Halal Awareness for Muslims in buying and consuming products, it is very important to pay attention to awareness of the products they will consume. Halal awareness for Muslims in Indonesia determines their food choices based on the halal logo and certification from the Indonesian Ulema Council (MUI) (Pramintasari & Fatmawati, 2017).

According to Yunus et al. (2014), the increase in the number of products that follow halal certification can encourage the perception that Muslims are increasingly aware of the importance of halal products, which indirectly leads to the development of the global halal food industry. This assumption proves that Muslim customers are becoming more aware of considering the halal issue more seriously. Therefore, Muslims need to understand and know the halal of product.

Halal awareness is an understanding for Muslims regarding issues related to the halal concept (Nurchahyo & Hudrasyah, 2017). Indonesia at a second position of Top fifteen world instant noodle demand in 2015. This research aims to examine relationship of factors affecting Halal product purchase intention, case on instant noodle consumption of college student muslim in Bandung. Three factors affecting purchase intention that has been tested are Halal awareness, Halal certification and personal societal perception. Methods: The data used was obtained through online survey with 108 valid respondents. Sampling technique was used purposive method. Respondent must be muslim, student college in Bandung with range age 18-years old who ever consume instant noodle. Multiple linear regression analysis was applied to determine the interrelation of different variables in purchase intention. As the requirements to use it, the data gathered was test by Classic Assumption Test before hand.

Results: The Results shows that there are significant relationship between two independent variables (Halal certification and personal societal perception. Yunus et al. (2014) added that customer attention, especially food consumption, is vital in avoiding uncertain food products. Later, it will help customers have a clearer picture that will help them make purchasing decisions according to customer preferences and beliefs. Customer awareness regarding halal-labeled products is increasing Briliana & Mursito (2017). Therefore, the food and beverage industry need to know about customer care, awareness, intention, and use of halal products. With the increasing awareness of halal customers, it is hoped that it can help them generate more income and attract customers to buy food and beverage products in food delivery applications.

H5: Halal Awareness has a significant influence on Purchase Intention in Food Delivery Applications.

METHOD

The object of this research is the customer of a food delivery application in Karawang . Karawang is one of the big cities in Indonesia that provides food delivery services (Pratama, 2018). Therefore, data collection, which is done online through a google form, requires an appropriate sampling technique. Therefore, this study uses a convenience sampling technique to select a user food delivery application of most easily found or accessed people and follow the research object.

After collecting data using a questionnaire, the research instrument was tested using validity, reliability, and normality tests with the help of IBM SPSS 26. Furthermore, the SEM-PLS method of data processing was tested with the help of software WarpPLS 7.0to analyze the results of the outer model and inner model and hypothesis testing.

The criteria for testing the hypothesis are by looking at having values path coefficient and p-value if the value path coefficient > 0.10 and p-value < 0.05 The research hypothesis is acceptable (significant).

RESULT AND DISCUSSION

Respondent Data Recapitulation

The description of the data from the questionnaire results is known by measuring the fre-

quency distribution of the questionnaire results, which is the basis for summarizing the questionnaire results. It has been obtained using IBM SPSS Statistics 26. The classification of respondents' answer groups is presented in Table 1. as follows;

Table 1. Description of Respondents Answers

Indicator	Mean	Category	Mean Total	Interval score for the respondent's answer
RS1	3.717	Agree	3.757	
RS2	3.748	Agree		
RS3	3.696	Agree		
RS4	3.865	Agree		
RP1	3.843	Agree	3.749	
RP2	3.904	Agree		
RP3	3.500	Agree		
RL1	4.070	Agree	4.043	
RL2	4.017	Agree		
RSS1	3.691	Agree	3.614	
RSS2	3.743	Agree		
RSS3	3.409	Agree		
RK1	3.361	Agree	3.578	
RK2	3.661	Agree		Strongly disagree (1.00 – 1.80), Not Agree (1.81 – 2.60), quite agree (2.61 – 3.40), Agree (3.41 – 4.20), dan Strongly Agree (4.21 – 5.00)
RK3	3.700	Agree		
RK4	3.591	Agree		
RU1	3.404	Agree	3.548	
RU2	3.548	Agree		
RU3	3.691	Agree		
RW1	3.839	Agree	3.771	
RW2	3.796	Agree		
RW3	3.678	Agree		
ST1	4.117	Agree	4.081	
ST2	4.122	Agree		
ST3	4.004	Agree		
TR1	3.800	Agree	3.838	
TR2	3.896	Agree		
TR3	3.817	Agree		
HA1	3.9913	Agree	4.007	
HA2	3.9217	Agree		
HA3	4.1174	Agree		
HA4	4.117	Agree		
HAS	3.887	Agree		
PI1	3.9739	Agree	3.899	
PI2	3.8826	Agree		
PI3	3.8391	Agree		

Based on Table 1, the data description from the questionnaire recapitulation shows that the food delivery application customers who are respondents are in range 4 with a score between 3,548-4,081. Therefore, it can be interpreted that customer perceptions of food delivery applications in Karawang agree that there is a relationship between halal awareness and purchase intention in the delivery food application. In line with the research of Olya & A-Ansi (2018) and Al-Ansi et al. (2019) that if the product provider minimizes the general risks that will occur, then it makes customers believe and feel satisfied with the products they consume. This study also states that the results of the description of the data respondents agree that trust and satisfaction will affect customers' purchase intentions. According to research by Roudposhti et al. (2018), it is stated that customers will buy products if they trust the recommendation system provided by e-commerce. In addition, the respondents of this study also agreed that halal awareness could affect customers' purchase intentions. In line with Briliana & Mursito's (2017) research and Yunus et al. (2014), if halal awareness is applied to a product, it will increase customers' purchase intention.

Validity Test

Validity test was carried out by comparing the value of the *r*-value with the value of the *r*-table. It is known that there are 230 samples of respondents, with a degree of freedom 228 (*df*) and a significant 0.05 (two-tailed), so that the *r*-value table is 0.1294. At the same time, the value of *r*-value searched using the program IBM SPSS Statistics 26 with the results of a range of values of *r*-value 0.376 - 0.890. Therefore, it can be concluded all indicators considered valid because it has *r*-value greater than the value of *r*-table.

Reliability Test

Reliability test is calculated based on the value Cronbach Alpha, the data can be valid if the value Cronbach Alpha is greater than the value, Cronbach Alpha which is 0.700. By

using the IBM SPSS Statistics 26 program, the value range is Cronbach Alpha 0.974 - 0.976. Therefore, it can be concluded that all indicators are reliable and reliable to measure what should be measured.

Furthermore, the normality test is used to determine whether the indicator (statement item) has a data distribution that is normally distributed or not by using the approach Kolmogorov-Smirnov through the program, IBM SPSS Statistics 26 the data processing values Asymp Obtained. Sig. (2-tailed) 0.033, where the value is less than 0.005, then the data is not normally distributed, so the data can be used for the SEM-PLS method because it does not require that all construct variables have a normal data distribution.

SEM-PLS Analysis

Data processing with the SEM-PLS method has two stages: the measurement of the outer and inner models. This study uses one type of processing in SEM-PLS, namely Second-Order Construct, which is data processing consisting of various dimensions or components called multidimensional constructs (Sholihin & Ratmono, 2013).

In this research, the outer model, the inform of convergent validity, is used to determine the validity of each indicator to the variable construct or latent variable. Then discriminant validity is used to ensure that each concept of each construct is different from other construct variables. The reliability test can be seen from the composite value reliability and Cronbach alpha. Based on data processing with the program, 7.0 WarpPLS obtained results are presented in Table 2.

Based on Table 2. the value loading factor on all indicators has a value > 0 . Therefore, it can be concluded that the data has good convergent validity, meaning that the indicator has been able to interpret each construct. The AVE value in the diagonal column is greater than the correlation between the construct variables in the same column. It can explain that the square root of the AVE has been fulfilled and has

Tabel 2. Measurement Model Outer

Indicator	Loading Factor	AVE	Cronbach Alpha	Composite Reliability
Health Risk		0.902	0.923	0.946
RS1	0.914			
RS2	0.914			
RS3	0.875			
RS4	0.903			
Psychological Risk		0.907	0.891	0.933
RP1	0.913			
RP2	0.945			
RP3	0.860			
Environmental Risk		0.956	0.905	0.955
RL1	0.956			
RL2	0.956			
Social risk		0.841	0.792	0.878
RSS1	0.838			
RSS2	0.830			
RSS3	0.854			
Quality Risk		0.847	0.868	0.91
RK1	0.851			
RK2	0.775			
RK3	0.871			
RK4	0.885			
Financial Risk		0.842	0.795	0.88
RU1	0.817			
RU2	0.837			
RU3	0.873			
Risk of Losing Time		0.927	0.918	0.948
RW1	0.908			
RW2	0.956			
RW3	0.917			
Satisfaction		0.778	0.891	0.915
ST1	0.948			
ST2	0.941			
ST3	0.911			
Confidence		0.917	0.906	0.941
TR1	0.903			
TR2	0.915			
TR3	0.934			

Halal Awareness		0.876	0.924	0.943
HA1	0.899			
HA2	0.841			
HA3	0.902			
HA4	0.925			
HA5	0.809			
Purchase Intention		0.895	0.876	0.924
PI1	0.891			
PI2	0.926			
PI3	0.868			

good discriminant validity. This meaning that each indicator in the construct variable has a different concept from the other construct variables. The value of composite reliability and Cronbach's alpha must be > 0.7 so that it can be said to be reliable in the model. Based on the data processing carried out, each indicator of the construct variable is reliable and has a good level of consistency.

Furthermore, in processing the SEM-PLS data, the measurement Inner model is carried out to test the relationship between latent constructs/variables (Sholihin & Ratmono, 2013).

The model fit test (Model fit) seen from the APC and ARS values each has a value of $=0.650$, $p < 0.001$ and $=0.5990$, $p < 0.00$ already meets the criteria, namely having a p -value < 0.001 then it can be said that the model is fit. Furthermore, the AVIF value of 2.916 has met the requirements, namely Good if < 5 or ideally 3.3, then it can be said that there is no multicollinearity in the variables studied.

The value of the determinant coefficient (R^2) on the satisfaction of 0.630, belief is 0.470, and purchase intention is 0.590. Therefore, it can be concluded that the satisfaction construct belongs to the category of having a substantial determinant coefficient value, and the constructs of trust and purchase intention are included in the category of having a moderate average determinant coefficient. Furthermore, processing determinant coefficients interpret that as much 63% of satisfaction is influenced by general risk, as much 47% of

the trust construct is influenced by the general risk, and 59% of the variation is influenced by the halal awareness, satisfaction, and trust.

Predictive relevance value constructs (Q^2) of health risk 0.691, psychological risk 0.700, environmental risk 0.654, social risk 0.616, quality risk 0.492, financial risk 0.600, time loss risk 0.543, satisfaction 0.633, trust 0.472, and purchase intention 0.586. Based on the results, in processing the data, it can be concluded that predictive relevance has met the value greater than 0, so that means that the study has a good level of observation.

Results of data processing can be concluded that the construct variables have a substantial effect. The effect size (f^2) value of the general risk to satisfaction is 0.635, and the general risk to trust is 0.471. The value of the effect size of satisfaction on purchase intention is 0.140, satisfaction to purchase intention is 0.196, and halal awareness to purchase intention is 0.250, based on the value of the effect size of the three correlations of the construct variables between construct variables has a medium or moderate effect.

Path coefficient value (β) is the value of the relationship between each construct variable. The value (β) of general risk to satisfaction is 0.797, a general risk to trust is 0.686, satisfaction to purchase intention is 0.202, trust to purchase intention is 0.285, Halal awareness to purchase intention is 0.250. Based on data processing, it can be concluded that each construct variable relationship in the study has a significant influence, meaning that there is a relationship between the construct variables in the research model.

Hypothesis testing

Hypothesis testing aims to determine whether the proposed research hypothesis can be accepted or rejected. Based on data processing with the program WarpPLS 7.0, the path coefficient and p-value are in Figure 1.

products as an indicator of the effect of customer satisfaction and trust.

Satisfaction has a significant influence on Purchase Intention in Food Delivery Applications with value path coefficient (0.202) > 0.1 and p-value <0.001. The results of this study are

Figure 1. Output Hypothesis Testing WarpPLS 7.0

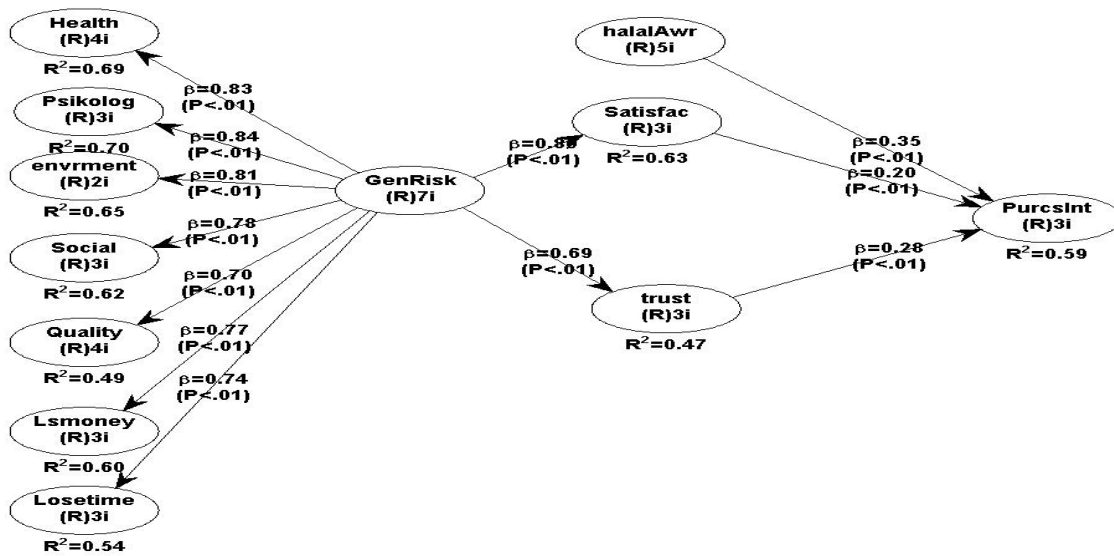


Table 3. Hypothesis Testing

Hypotheses Research	Path	Path Coefficient	P-Value	Description
H1	General Risk → Satisfaction	0.797	<0.001	Significant
H2	General Risk → Trust	0.686	<0.001	Significant
H3	Satisfaction → Purchase Intention	0.202	<0.001	Significant
H4	Trust → Purchase Intention	0.285	<0.001	Significant
H5	Halal Awareness → Purchase Intention	0.250	<0.001	Significant

Obtained as shown based on the figure, the obtained path coefficient and p-value are as in Table 3.

Consideration of the p-value, if the p-value <0.05, the hypothesis is accepted and vice versa. The results of testing the general risk hypothesis have a significant influence on customer satisfaction and trust in food delivery applications with the value path coefficient (0.797) > 0.1 and p-value <0.001 and the path coefficient customer trust (0.686) > 0.1 and p-value < 0.001. This study follows Al-Ansi et al. (2018), which states that general risk influences customer satisfaction and customer trust, so it must consider the general risks inherent in halal

by the research of Roudposthi (2013), which states that satisfaction has a significant influence on customer purchase intentions. According to Jani & Han (2014) satisfaction, is considered an important variable because of its high effect on future customer behavior and attitudes about a specific product or service.

Trust has a significant influence on Purchase Intention in Food Delivery Applications with a value path coefficient (0.285) > 0.1 and p-value <0.001. The results of this study are by Roudposthi (2013), which states that trust has a significant influence on customer purchase intentions. According to Roudposthi (2013), although online purchases provide convenience in

purchasing products, there are still deficiencies in risk and customer trust that affect purchase intention. The results of the study state that food delivery application customers have high purchase intentions if they already believe in the product they are going to buy.

Halal Awareness has a significant influence on Purchase Intentions. Food Delivery Application Value path coefficient (0.250) > 0.1 and p-value <0.001. The study results are by Briliana & Mursito (2017) research that the antecedent of halal awareness of a cosmetic product significantly influences purchase intention. According to Briliana & Mursito (2017), customers in Indonesia are aware of and have a very positive attitude towards halal products, which positively affects their intention to buy these products, such as halal cosmetics and personal care products.

This study has limitations in the scope of the research sample, which is only in the Karawang Regency. It is hoped that further research can conduct research sampling throughout major cities in Indonesia, especially those with food delivery services available. There are many factors of halal awareness that can be applied so that further research is expected to see what kind of halal awareness a priority in can be influencing purchase intentions, especially in food delivery applications. In addition, the factors that influence halal awareness of purchase intentions in food delivery applications.

CONCLUSION AND RECOMMENDATION

The general risk perceived by customers in consuming products sold in food delivery applications greatly affects customer trust and satisfaction. In addition, one important factor is customer halal awareness that food delivery application providers must consider. The results of this study imply that food delivery application providers must consider customer attitudes and behavior (general risks) attached to halal products because they can affect customer satisfaction and trust. Therefore, food delivery applications are advised to raise awareness of business people, especially MSMEs who work together

to provide halal products. Besides that, it also provides knowledge about the risks associated with the production and consumption of halal products, which can help them understand their basic needs and preferences of halal customers in food delivery applications. Therefore, the first step by food delivery applications owner is to facilitate the process of establishing halal labeling by conducting halal certification for sellers, especially SMEs who not yet halal certification, to provide the best satisfaction and trust for customers in food delivery applications.

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